

I N S I D E:

**BLACK/URBAN RADIO AT THE CROSSROADS**

Walt Love assesses the state of the Black/Urban format, with special attention to the unique sociological problems that complicate the situation.

Page 60

**PEOPLE IN THE NEWS THIS WEEK**

- Douglas Tanger VP/GM at WHUE-AM & FM
- Karen Carroll KYKY's VP/GM
- Charles & Jack Fritz Buy WXYZ
- Lou Maglia Exec. VP for E/A
- Nick Alexander OM at KVIL-AM & FM
- Cat Michaels WZUU PD
- Gary Bryan PD at KKRZ
- Ralph Heyward GM for KRAB
- Eddie Reeves GM of WB/Nashville
- Alan Rothenberg WKLS's GSM
- Shannon Lange GSM at WRQC
- Brad Stone PD at KISN
- Milt McConnell GSM at WNDE & WFBQ
- Lee Dorman WZKS GSM

Page 3, 40, 41

**WNEW-FM INVADES BRITAIN**

A detailed look at WNEW-FM/New York's spectacular weeklong live-from-London Scott Muni broadcasts, with all the troubles and triumphs included.

Page 54

**RADIO: A UNIQUE MEDIUM**

Charlie Trubla, Sr. VP/Director of Radio for the Ted Bates ad agency and a tireless advocate of the medium, talks about buying radio from an agency perspective.

Page 38

**R&R**  
RADIO & RECORDS

**SIGHT AND SOUND**  
A WINNING COMBINATION

A GREAT DOUBLE BILL Page 14

THE ABC'S OF A TV SPOT Page 19

STORYBOARDS TO SUCCESS Page 29

OUTDOOR: RADIO SHOWCASE Page 33

**PROMOTING YOUR STATION ON TV AND OUTDOORS**

An R&R special highlights some of the best TV spots and outdoor campaigns for radio stations, and takes you step by step through the creative and logistical factors involved in both forms of promotion.

Page 13

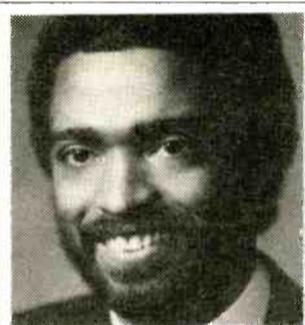
Newsstand Price \$3.50



RADIO & RECORDS

**Alexander Upped To WRIF VP/GM**

WRIF/Detroit GSM Marcellus Alexander has been promoted to VP/GM at the ABC AOR station. Alexander replaces John Hare, who transferred to KIXK/Dallas as VP/GM last week.



Marcellus Alexander

ABC Owned Radio Stations President Chuck DeBare commented, "Since joining WRIF in 1977, Marcellus has risen from local sales positions to National Sales Manager to General Sales Manager. His success, along with his management expertise, makes him uniquely qualified to take over the top spot at WRIF."

Don Bouloukos, VP/Operations for the ABC Owned Radio Stations, added, "Under the direction of Marcellus, WRIF will continue as one of the premier stations in Detroit and in the group."

Alexander, who was unavailable, ALEXANDER/See Page 41

**Bonneville Promotes Shomby, Harrison To VP**

Bonneville International has promoted KAFM & KAAM/Dallas PD John Shomby to VP/Programming and GSM Bill Harrison to VP/Sales of the company's Dallas Division.

KAFM & KAAM VP/GM Bill Steding told R&R, "John was named VP/Programming in recognition of his achievements in the past two years for KAFM & KAAM, raising our audience rank from 21st to fourth during this period. Bill Harrison has been recognized for increasing our sales by over 500% during this same period. Both John and

Bill represent the cutting edge of leadership for Bonneville International in the years to come."

Shomby remarked, "I've learned more in the two years I've been here than I've been able to absorb anywhere else. I'm thrilled at the opportunity ahead, and thankful for the responsibilities given me by Bill Steding and (Bonneville Sr. VP) Ken Hatch."

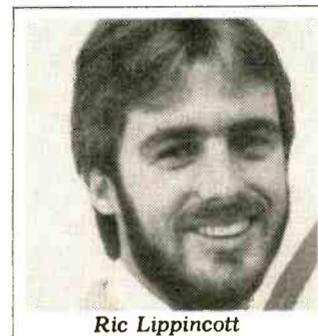
Harrison said, "I've been with Bonneville about two years now, and the CHR and Oldies BONNEVILLE/See Page 40

**Lippincott New PD At KYUU**

KHTZ/Los Angeles Program Director Ric Lippincott has taken the PD position at NBC's KYUU/San Francisco. He replaces Mike Novak, who departed the position April 12.

KYUU VP/GM John Hayes told R&R, "I look at this like I'm drafting for the Dallas Cowboys, and I wanted the best. Ric's past programming experience at KHTZ, WLS, and WISN makes him a natural choice for KYUU. His management skills are impressive. His proven ability to program for adults, blending music, service, personality, and promotions, will undoubtedly enhance KYUU's position as the leading contemporary station in San Francisco. We're thrilled to have him on our team."

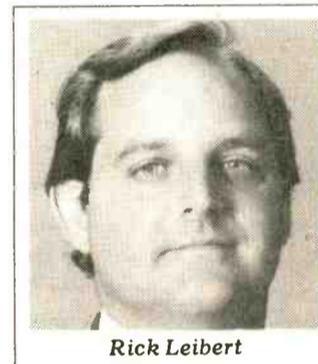
Lippincott, who programmed Greater Media's KHTZ for a year, remarked, "KHTZ GM Bob Moore is one of the best managers I've ever had the chance to work for. He has the unique ability to run a happy, creative, yet effective radio station. I'm very excited about this opportunity to take what KYUU



Ric Lippincott

has already accomplished and be able to further enhance it, especially in view of what's going on within the marketplace. John Hayes has really been a stabilizing factor for the station, and I think we will continue our present course, programming-wise." A replacement for Lippincott hasn't been named; he begins his new assignment June 25.

**Leibert To "Produce" KMGG**



Rick Leibert

In an unusual programming move, Emmis Broadcasting has selected Rick Leibert Productions to "produce" recently-acquired KMGG/Los Angeles. The station has operated without a programmer since mid-April when former PD Jeff Salgo resigned to enter station ownership in Oregon.

Emmis President Jeff Smulyan commented, "We've made (L.A. Lakers guard) Magic Johnson our spokesman, Robert W. Morgan our morning man, and now this unique arrangement with Rick Leibert Productions is one more important step LEIBERT/See Page 41

**RCA, Bertelsmann To Merge Music Operations**

RCA and German company Bertelsmann AG have agreed to merge their worldwide record, publishing, and music video operations. Bertelsmann owns prominent European label Ariola and half of Arista in the U.S., along with RCA.

The agreement is subject to board approvals and numerous other conditions, including possible governmental determinations on the suitability of the merger. In the proposed joint venture, each company's record operation would con-

RCA/See Page 40

**THACKER, GREGORI, WOOD PROMOTED**

**Malrite Sets Three New VPs**

In management promotions within Malrite Communications Group, WHTZ/New York GM Dean Thacker, KLAK & KPPL/Denver GM Jim Gregori, and National PD Jim

Wood have been promoted to Vice President.

Thacker started with Malrite in late 1976 as an Account Executive at WMMS/Cleveland. He moved up through the sales

ranks to Station Manager before becoming GM at WHTZ a year ago. Thacker commented, "I'm proud to work for the best broadcast company in America, and I'm pleased about the promotion. We've got a great team, and we're going to go on to bigger and better things here in New York."

Gregori joined KLAK four years ago as Local Sales Manager. A year later he became National Sales Manager for KLAK & KPPL; he then worked his way up to GSM and finally to GM last fall. He said, "This move only strengthens my belief that when a company sees in me something such as putting me in a VP position, it just makes me want to work that much harder for the best."

Wood first worked for Malrite as OM/PD for KNEW/Oakland four years ago, adding on supervisory duties for sister station

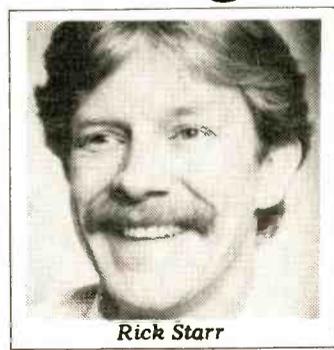
MALRITE/See Page 41

**FRIEL TO GSM AT WBZ**

**KDKA Elevates Starr To General Manager**

KDKA/Pittsburgh Station Manager Rick Starr has been promoted to GM, succeeding Daniel Friel Jr., who assumes the General Sales Manager's post at sister station WBZ/Boston.

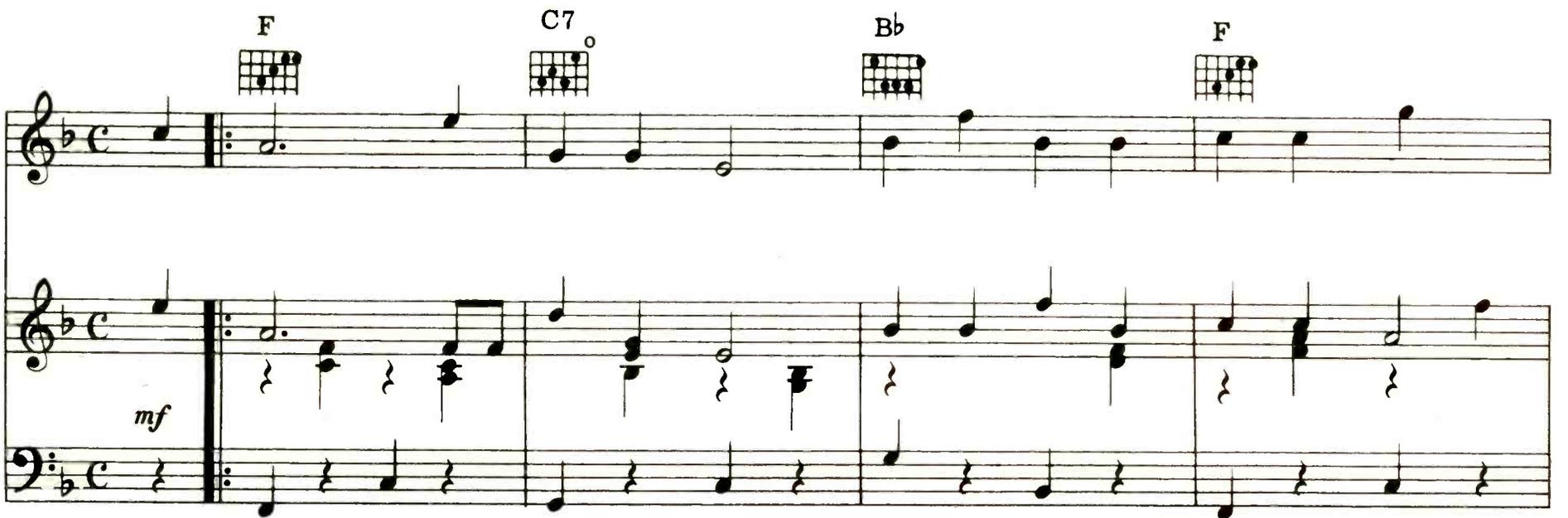
Group W Radio President Dick Harris commented, "We are drawing on Group W Radio's management bench strength with these moves. Dan Friel's sales expertise and leadership qualities will help us capitalize on WBZ's recent rat-



Rick Starr

ings gains. Rick Starr's out-

STARR/See Page 40



# 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.

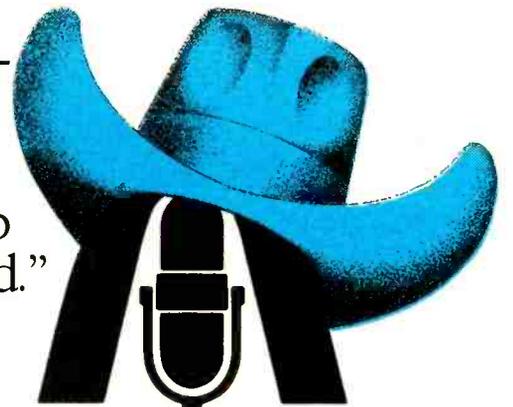
It's three hours a week of country music news, celebrity profiles, recorded live segments from Billy Bob's country mecca, exclusive interviews, and concert performances. All presented with a generous helping of country hits and all-time classics.

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."



**MUTUAL  
BROADCASTING SYSTEM**  
Call Mutual Station Relations (703) 685-2050

## The On The Records Anniversary Awards Special

On The Records celebrates its first anniversary with a unique awards presentation of the sort you've never seen before in R&R (and may never see again).



Page 43

Washington Report	4	Nashville: Sharon Allen	59
What's New	6	Black/Urban Radio: Walt Love	60
Ratings & Research: Jhan Hiber	11	Calendar: Brad Messer	61
Networks: Reed Bunzel	29	Marketplace	62
Street Talk	32	Opportunities	63
Leader At Large: John Leader	36	National Music Formats	66
Sales	38	Jazz Chart	69
On The Records: Ken Barnes	43	Country Chart	70
CHR: Joel Denver	46	A/C Chart	96
AC: Ron Rodrigues	52	AOR Chart	96
AOR: Steve Feinstein	54	Black/Urban Chart	96
Country: Lon Helton	58	CHR Chart	96

## KYKY Ups Carroll To VP/GM

After four years as General Sales Manager, Karen Carroll has been elevated to VP/GM at KYKY/St. Louis. She replaces Ron Grubbs, who departed to become President of locally-based Savan Advertising.

Surrey Broadcasting President/CEO Kent Nichols stated, "So many times the best people are right in front of you; Karen is a perfect example. You probably won't find a more highly-regarded and well-respected individual in St. Louis radio than Karen."

Prior to KYKY, Carroll worked 18 months as Local Sales Manager at cross-town WRTH. Before that, she spent three and a half years as an Account Executive and LSM at neighbor KCFM (later KSD). Carroll told R&R, "It's great to work for a company like Surrey because they provide you with the research, tools, money, and confidence to be able to work in a positive vein, rather than looking over your shoulder. Usually when you get promoted you have to change stations, so to move up at the station I know the best is really the best

of two worlds."

Carroll's GSM post will not be filled. Instead, Account Executive Matt Riordan becomes Sales Manager, while AE Sally Rosenthal moves up to National Sales Manager.

## KKRZ Selects Bryan As PD

Gary Bryan, most recently PD at KISW/Seattle, has accepted the Program Director's position at Taft's recently-acquired Portland CHR KKRZ (Z100).

Station VP/GM David Crowl told R&R, "We're all very eager to have Gary join us. I waited so long to pick a PD because we needed someone with a background in the Pacific Northwest, and when Gary became available, it was apparent he had all of the qualifications we wanted to lead us to a prominent position with our programming and marketing strategies. Mark Newell, who served as our interim PD since our takeover and format change some months ago, has done a fabulous job, but I felt Gary had some state-of-the-art programming techniques we needed to apply."

Bryan, who was unavailable for comment, also served as PD at KNBQ/Tacoma-Seattle. He will assume the midday airshift in addition to his programming duties.

## Maglia Exec. VP In E/A Restructuring

Elektra/Asylum has restructured its top executive tier following the departure of President Bruce Lundvall last week to head a new EMI label. Chairman Bob Krasnow will also assume the title of President. Senior VP/Marketing Lou Maglia becomes Executive VP, adding international marketing duties to his present domestic marketing sphere. VP/International Bill Berger will now report to Maglia. Exec. VP Aaron Levy will take on new administrative responsibilities.

Maglia has been with E/A for ten years, starting as Regional Marketing Manager. He became VP/Sales in 1980 and Senior VP last year.



Gary Bryan

## PETRI TO NSM

# Tanger Takes On VP/GM Post At WHUE-AM & FM

WHUE-AM & FM/Boston General Sales Manager Douglas Tanger has been appointed VP/GM of the Beautiful Music outlets. He continues to handle his former GSM duties as well, working in association with recently-named National Sales Manager Nick Petri. Promoted from in-house, Petri had been serving as Sr. Account Executive.

Tanger is a 5 1/2-year station veteran, starting out as an Account Executive and later moving up to Local Sales Manager. Commenting on his promotion to the newly-created post, he told R&R, "I'm obviously very excited. We have made some tremendous inroads in the market recently, and all of that makes it an even more opportune

time to be stepping into this position. I'm a real believer in the format, particularly for someone who's 30 years old."

Discussing staff or format changes, Tanger added, "We'll continue as we're going. Everything is rolling right along, and I don't anticipate any real changes."

## Alexander Becomes OM At KVIL-AM & FM

Nick Alexander has been appointed to the newly-created position of Operations Manager for KVIL-AM & FM/Dallas, overseeing the responsibilities of production, traffic, and continuity.

KVIL VP/GM David Spence, to whom Alexander reports directly, commented, "As we were setting up this new position, outlining the traits, characteristics, and abilities that we wanted this person to have, it became very obvious that Nick was the only guy that we felt could truly handle the job."

Alexander joins KVIL after nine months as Production Services Manager at the Dallas Morning News. Prior to that, he worked four years at WFAA & KZEW across town as Production Director. Alexander previously spent 18 months as PD at WKRQ-FM (G100)/Mobile, following two years as Assistant PD/MD at KLIF/Dallas. When asked about returning to radio, Alexander told R&R, "I'm tickled to death. There have been two great stations I grew up listening to. One was KLIF, and I fulfilled that dream in 1976. The other was KVIL, and it's really exciting to see this dream come true, too."

## TRANSACTIONS

### ABC Sells WXYZ To Fritz Brothers

ABC announced this week it will sell WXYZ/Detroit to Fritz Broadcasting, subject to FCC approval. The sale price was reportedly \$3 million in cash and notes.

Principals of the purchasing firm are WXYZ's VP/GM for the past 21 years, Charles Fritz, and his brother, John Blair & Co. President/CEO Jack Fritz. Holding a minority interest is Detroit attorney William Saxton.

WXYZ broadcasts a News/Talk format on 1270 kHz with 5 kw of power.

Noting that the station's ratings are the highest in five years, Chuck Fritz said, "We plan to continue the programming and personalities that Detroit has accepted so well." Upon completion of the sale, expected no earlier than October, Fritz will become President/CEO of WXYZ.

ABC Radio Division President Ben Hoberman commented, "The sale to Chuck Fritz, a well-respected broadcaster and Detroit businessman, ensures maintenance of local management and continuity in programming and continued service to the interests of the Detroit community. The sale of the station enables ABC greater flexibility in the makeup of its station portfolio as well."

ABC owns five AMs in addition to WXYZ. It operates six FMs, and will soon acquire a seventh, KIXX/Dallas. Fritz Broadcasting is a newly-formed Michigan corporation with no other broadcast interests.

### WKDD & WSLR Sold For \$8.9 Million

Welcome Radio & Associates has sold WKDD & WSLR/Akron to OBC Broadcasting for \$8.9 million, subject to FCC approval. WKDD is a CHR station with 50kw on 96.5 mHz, while WSLR is a Country outlet at 1350 kHz with 5kw.

OBC President Albert J. Kanob, former owner of Northeast Petroleum Industries, said, "I'm

## Michaels Set As WZUU PD

WZUU (Z95)/Milwaukee MD/afternoon drive personality David Lee "Cat" Michaels has been promoted to the PD's position at the Malrite property, replacing Steve Schram, who was recently upped to Station Manager.

Schram told R&R, "Cat displays a tremendous natural talent in his air performance and has the ability to program Z95 to increased momentum and visibility. The quality of his experience in the CHR format will direct the station to continued success."



Cat Michaels

Michaels, who had been serving as interim PD, commented, "I haven't quite gotten over the shock of it all. This is really a dream come true for me to be able to program such a fine station and work with Steve and (Z100/New York PD/Malrite consultant) Scott Shannon. We are going to continue to make a lot of noise in the market. The staff is really fired up, because Z95 has only just begun." Prior to joining Z95 last February, Michaels served as MD at WDOQ/Daytona Beach and WXLK/Roanoke. He will retain his afternoon air slot.

## Heyward New KRAB VP/GM

Ralph Heyward has been appointed VP/GM at KRAB/Seattle, an educational station which Sunbelt Communications expects to take over with a new format late this summer. Heyward assumes his new title June 25.

Sunbelt President/CEO Terry Robinson told R&R, "Ralph brings to our organization, and to KRAB in particular, vast experience in Seattle and Northwest radio, which will be invaluable to the overall successes of the station."

Sunbelt's Research Group Sr. VP/GM Larry Campbell added, "I've known Ralph for all his 18 years at King, and he's a real aggressive competitor who plays to win. He's been ready for a number of years to take on the challenge of running and guiding the good fortunes of a radio station. This job will stretch him, and when Ralph's in that kind of situation, he really excels."

Heyward joins KRAB after seven years of heading Seattle sales rep firm Blair Broadcasting and the John Blair Company. He previously served five years as GSM for KING/Seattle. Heyward said, "I've had the opportunity to work for great organizations

HEYWARD/See Page 40

## STAFF

Founder: BOB WILSON  
 Publisher: DWIGHT CASE  
 Vice President/Sales & Marketing: DICK KRIZMAN  
 Vice President & Editor: KEN BARNES  
 Senior Editor: JOHN LEADER  
 Art Director: RICHARD ZUMWALT  
 Managing Editor: JEFF GREEN  
 Executive Editor: GAIL MITCHELL  
 Ratings & Research Editor: JHAN HIBER  
 Networks & Specials Editor: REED BUNZEL  
 A/C Editor: RON RODRIGUES  
 AOR Editor: STEVE FEINSTEIN  
 Black/Urban Editor: WALT LOVE  
 CHR Editor: JOEL DENVER  
 Country Editor: LON HELTON  
 Easy Listening Editor: GAIL MITCHELL  
 Jazz Editor: BARBARA BARNES  
 News/Talk Editor: BRAD WOODWARD  
 Senior Associate Editor: KRISANN ALIO  
 Associate Editors: NANCY CONOVER, SEAN ROSE, SYLVIA SALAZAR  
 Editorial Assistants: KEITH ATTARIAN, HURRICANE HEERAN, WENDY KIRBY, YVONNE OLSON  
 Computer Services: DAN COLE (Director), LEE CLARK, SANDRA GUTIERREZ, MIKE LANE  
 Traffic Director: ADRIENNE RIDDLE  
 Circulation Director: MARCELLA LOPER  
 Production Director: RICHARD AGATA  
 Associate Art Director: MARILYN FRANDSEN  
 Photography: ROGER ZUMWALT  
 Typography: KENT THOMAS, LUCIE MORRIS  
 Graphics: L. T. PEARL, GARY VAN DER STEUR  
 Creative Services Director: MIKE ATKINSON  
 Account Executives: PAM BELLAMY, JEFF GELB, KEN ROSE  
 Marketplace Coordinator: NINA ROSSMAN  
 Office Manager: NANCY HOFF  
 Administrative Assistant: ELLEN GAZECKI  
 Controller: MARGARET BECKWITH  
 Washington Bureau: 818 Connecticut Ave., NW, Suite 300, Washington, DC 20008, (202) 456-4990  
 Vice President: JONATHAN HALL  
 National Sales Director: BARRY O'BRIEN  
 Washington Editor: BRAD WOODWARD  
 Account Executive: VIVIAN FUNN  
 Office Manager: CHERYL SOMERS  
 Legal Counsel: JASON SHRINSKY  
 Nashville Bureau: 1610 16th Avenue South, Nashville, TN 37212, (615) 292-8962, 292-8963  
 Bureau Chief: SHARON ALLEN  
 Office Manager: JEAN MUSCUS

Radio & Records is published every Friday by Radio & Records, Inc., 1930 Century Park West, Los Angeles, CA 90067 (213) 553-4330. Subscriptions \$215 per year or \$80 per quarter. International subscription rate \$400 per year. All reasonable care taken but no responsibility assumed for unsolicited material. R&R reserves all rights in material accepted for publication. All letters addressed to R&R or its Editors will be assumed intended for publication and reproduction and may therefore be used for this purpose. Nothing may be reproduced in whole or in part without written permission from the Publisher. The terms AOR, Back Page, Breakers, Most Added, National Airplay/30, Parallels, Radio & Records, and Street Talk are registered trademarks of Radio & Records. Printed in U.S.A. Mailed first class to the United States, Canada, England, Australia, New Zealand, and Japan. © 1984 Radio & Records, Inc.

# Washington Report



**NRBA IN CHINA** — Metroplex President Norm Wain and former NRBA Chairman Bob Herpe (center) were among 35 NRBA members who recently returned from a three-week tour of China, hosted by Radio Beijing. The trip included visits to a number of Chinese broadcasting facilities, including the Shanghai radio station pictured above. A second NRBA group returns from China this week, and a third trek is planned for September, immediately following the RCPC in Los Angeles.

## FCC Halts Local Loop Rate Hike For Five Months

Proposed rate hikes for private lines, including local loops used by many radio stations, have been postponed at least until November. The new rates, which are sharply higher than current ones, had been scheduled to take effect this week.

FCC Common Carrier Bureau Chief Jack Smith said the rates need more study because they "could have a major impact upon customers if they are unreasonably high."

Anticipation of the higher rates has helped to speed the conversion of the radio industry to satellite distribution. Already, under the divestiture of AT&T, many stations have already encountered severe delays, inconvenience, and higher costs in arranging local loops for remote broadcasts.

## New Programs/Issues Lists Due In Public Files July 1

Radio broadcasters should be preparing their quarterly issues/programs lists, which must be placed in station public files starting July 1. After that, updated lists will be due every three months. That's a departure from the past, when the former annual lists were due on the anniversary of the station's renewal.

The changes are the result of a federal court ruling which struck down the FCC's abolition of detailed program logs. The court said the annual programs/lists that replaced logging weren't adequate to tell whether a station was serving the public interest.

The FCC's response was to require quarterly, rather than annual, filing of the lists, which must contain issues facing the community and how the station programmed to meet them. Gone is the former cap of ten issues per list, as well as the requirement that stations list how they determined each issue to be of importance to the community.

Meanwhile, NRBA has petitioned for a return to annual lists, which it says "will contain sufficient detail for those few third parties who want to review a station's programming without listening to the station."

## ABC Refuses Advocacy Spots From Retired Persons

The American Association of Retired Persons (AARP) has been rebuffed in its

attempt to place ads on the ABC Radio Networks to discuss rising health care costs and the danger facing the Medicare system.

An official in ABC's office of Broadcast Standards & Practices said the campaign was refused because "it does raise Fairness Doctrine concerns and we don't have the mechanism for providing the balance the Fairness Doctrine requires of us." The network's guidelines generally prohibit advocacy advertising, he explained.

He added that "the ABC-owned stations do have a mechanism" for balancing coverage, and that AARP's request to buy time on several ABC stations will probably be granted after the group provides further substantiation of some of its claims.

## FCC Review Board Upholds KISW Renewal

An FCC law judge's initial decision granting renewal to Kaye-Smith's KISW/Seattle has been affirmed by the agency's Review Board. It dismissed virtually all of the arguments advanced by competing applicant Vincent Hoffart.

Hoffart's case rested largely on allegations that KISW used improperly notarized affidavits and perjured testimony. He also claimed the station wasn't entitled to "renewal expectancy" for excellent service because it devoted only 6.1% of its programming to non-entertainment programming, most of it early on Saturday and Sunday mornings.

But the Review Board was clearly impressed with KISW's public record. It observed, "We particularly note the testimonials received from various community leaders attesting to the high quality of service provided to the community." The board also ruled that, according to station research, Saturday and Sunday mornings are heavy listening periods for KISW's 12-30 audience.

## Other Key Developments:

- Black Citizens for a Fair Media has asked the FCC for a stay to halt repeal of the regional concentration of control rules.

- FCC Commissioner Jim Quello's nomination to a new term was set for a vote this week in the Senate Commerce Committee.

## PRICE VS. GILLER

# Candidates Stress Experience In NAB Vice Chairman Race

The only contested election facing the NAB Board of Directors at its meeting in Washington next week is the two-man race for Vice Chairman of the Radio Board. The candidates are Gilcom Stations President Ed Giller and WACT-AM & FM/Tuscaloosa, AL President Clyde Price.

The winner will replace the current Vice Chairman, KARN & KKYK/Little Rock President Ted Snider, who is running unopposed for Radio Board Chairman. Snider is almost certain to move up to Joint Board Chairman next year, and the matter of who then becomes Radio Board Chairman has surfaced as one of the few issues in the contest between Price and Giller.

### 1985 Chairmanship At Issue

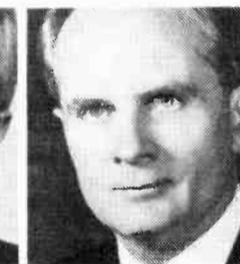
The job almost always falls to the incumbent vice chairman. But Giller's term on the board expires next June and he can't run again until he sits out for two years. Giller and Price speak highly of each other but, predictably, they have different views on the impact of Giller's inability to move up to the chairmanship.



Ed Giller



Clyde Price



Ted Snider

"The opportunity Clyde has is that if he's not elected this time, he can run again next year and indicated he would do so," says Giller. "So I think everybody can win in this deal if it goes that way."

Price explains, "The thing that concerns me most and concerns a lot of people is that this will be Ed's last year. He goes off the board next year. And I think we need some continuity on the Executive Committee. I would be eligible to serve, if they wanted me to, as Chairman."

### Dereg Tops Price Agenda

Price adds, "The main reason I'm running is that after all these years I guess everybody aspires to serve the industry they've made their living at all their lives." Price, who also served on the NAB Board in the 1970s, is a 37-year radio veteran who still pulls a three-hour shift at WACT each morning.

# Radio Deregulation May Piggyback Public Broadcasting

Language to deregulate radio and possibly also to free it from some content controls may soon be offered to the authorization bill for the Corporation for Public Broadcasting (CPB).

The move would be made on the Senate floor, probably this week or next, by Commerce Committee Chairman Bob Packwood (R-OR) and Communications Subcommittee Chairman Barry Goldwater (R-AZ). They've agreed to try the tactic, but only if it can be cleared behind the scenes in advance with other senators.

The radio-only language would:

- Codify the FCC's deregulation of radio
- Abolish comparative renewals
- Direct the FCC to renew licenses unless there's been a gross violation of Commission rules or federal law

Packwood's staff said Tuesday (6-12) the maneuver can only be carried out if unanimous agreement is reached. The staff was still waiting for word from key committee Democrats. Even if they gave their approval, the plan would still have to be circulated to the rest of the Senate.

### Wirth Blasts "Flatbedding" CPB Bill

The tactic immediately drew fire from Rep. Tim Wirth (D-CO), Chairman of the

"I think the number one issue has been and still will be getting deregulation legislation passed in some form or other. The deregulation we've got right now is fine, but I'm afraid a lot of broadcasters may be complacent . . . the FCC has done it so why worry about the Congress? Well, the FCC can change."

### Giller Sees Need For "Geographical Balance"

Giller, who manages WFBG/Altoona, PA and also owns WLEE/Richmond, VA and

WEIR/Weirton, WV, calls himself "one of the more active and vocal" NAB Board members. He cites his service on the association's Congressional liaison, DBS, and radio allocations committees. He's also Chairman of the Arbitron Radio Advisory Council and sits on the CBS Radio Network Affiliate Board.

His election would give the Executive Committee needed "geographical balance," Giller contends. "If I'm not elected there'll be a tilt to the South and Midwest with really no Northeastern representation at all."

Giller was an early supporter of NAB President Eddie Fritts, whose election "was not done without some bloodletting. I think we've come out of that very well. We're really looking at a time of fence-mending and peacemaking and getting the association moving ahead in the direction it's now moving."

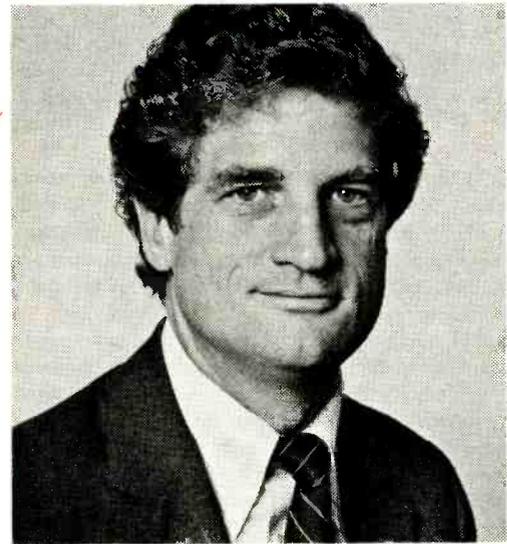
House Telecommunications Subcommittee. "Wirth obviously does not agree that repeal of the Fairness Doctrine is good public policy," said the aide. "And he does not believe that radio and television deregulation should be separated. To the extent that this makes it over here (to the House), we would fight it vigorously."

The aide added that it's "unfortunate" to endanger funds for CPB and National Public Radio by "flatbedding" their authorization with the commercial radio provisions. In fact, the quick agreement to the scheme by Goldwater, a public broadcasting advocate, took some observers by surprise.

### Radio Content Freedoms In Doubt

Meanwhile, the Commerce Committee planned on Wednesday (6-13) to discuss a five-year experiment of freeing radio from content controls. A Packwood aide, however, said he didn't believe even that scaled-down plan had enough support to pass the committee. If it did pass, the aide said the language might be offered to the CPB measure, along with radio deregulation.

When SRP wanted  
a research company  
that offered solutions,  
the choice was easy—  
Coleman Research



*"Our primary objective is to provide research that provides solutions. That's the only way research can offer tangible benefits—specific marketing and programming answers. That's a Coleman Research principle—we're committed to it."* Jon Coleman

The nation's leading Easy Listening consultant recently conducted a rigorous search for a company to help develop a fully-researched TV campaign. After interviewing the leading research companies, SRP chose Coleman Research.

**SRP President Larry Adams says it better than we could:**

"Jon Coleman provides us with thorough research and a wealth of experience. But more importantly, Coleman offers solutions—marketing advice and guidance that should insure the success of this important project."

**We give you solutions, not just numbers.**

Instead of leaving you with numbers and no answers, our research is solution oriented. Example: For SRP, we will define strategic goals, develop a positioning statement and

conduct extensive perceptual research... all leading to a nationally-researched TV commercial.

**Coleman Research methods do more.**

We design research to answer *your* questions, whether they involve positioning your radio station or exploiting a competitor's vulnerability.

Our exclusive Audience Segmentation® and Image Mapping® techniques provide answers and action-oriented solutions. Whether it's the process of defining strategic goals, or the unique methods we provide, Coleman Research does more.

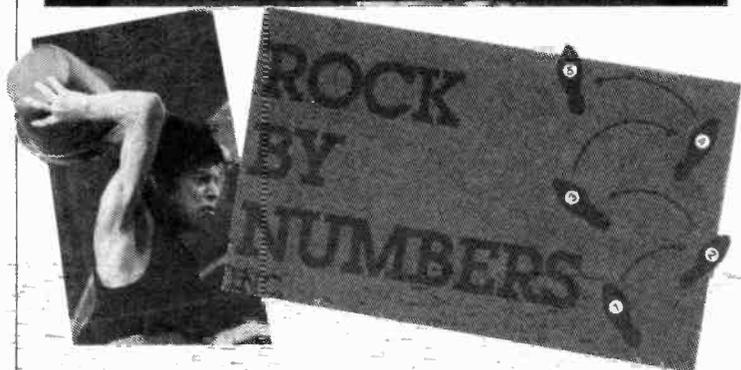
**Coleman Research**

14677 Midway Road, Suite 202, Dallas, TX 75234 214/385-3980



ROCK CALENDAR KEEPS TIME

Date Tripping



Time — Ken Barnes covered its various lyrical configurations in last week's issue. One timely truism he didn't mention: how time just slips away. 1984 is a case in point: it's six months old or half over. Either way you look at it, conscientious stations should already be plotting next year's promotional strategies. One possible angle to consider is **Rock By Numbers'** Rock Calendar.

Market exclusive, the poster-size center-fold calendar sports your station and sponsor logo on the front/back cover, as well as on each month. The back cover is the station's domain, accommodating special phone numbers and station/programming information. Each month features a popular rock artist or group, chosen in a survey of the participating stations. Besides the obvious date assistance, each monthly entry also functions as a daily rock almanac, noting specific historical events. Plus outlets are given 25 custom "daymarkers" to call attention to particular station dates; i.e., jocks' birthdays. Custom promos and live copy are also part of the package.

Calendar costs are \$3.50 each; minimum order is 5000 units. Unfortunately, time waits for no one. Order deadline is June 30, with the printed calendars shipped on or before September 18. For more details contact **Jane Shea** at (212) 869-3460.

THRILLER TOP SELLER

CD Title List Expands

**Emiel Petrone**, Sr. VP, Compact Disc, **PolyGram Records** and Chairman of the **Compact Disc Group**, has announced that 1500 to 2000 CD titles are expected to be available by the end of this year. Newer releases being transformed into the CD format include recordings by **Luciano Pavarotti**, **Placido Domingo**, **Duran Duran**, and **Barbra Streisand**. **Michael Jackson's** "Thriller" also ranks as the country's top-selling CD.

An estimated 35,000 players were sold last year following the CD technology's March debut. The CDG forecasts an additional 200-250,000 in sales by the end of '84.

RAB Reveals Radio's Top Ten Agencies

More and more, advertisers are taking advantage of radio's sales capabilities. With that in mind, the **RAB** compiled a list of the top ten agency users of radio, based on 1983 billings. Coming out on top were the Dallas-based **Bloom Companies**, which spent 20% of their U.S. billings (\$153 million) in radio on clients' behalf. Tied at second with 17% were **Ross Roy, Inc.** and **W.B. Doner & Co.** Rounding out the list were:

- **Bozell & Jacobs** 15.0%
- **Tracey-Locke** 14.8%
- **O'Arcy MacManus, Masius** 13.0%
- **Della Famina, Travisano & Partners** 12.0%
- **Needham, Harper & Steers** 11.0%
- **Leber, Katz Partners** 11.0%
- **Scali, McCabe, Sloves** 11.0%
- **Jordan, Case & McGrath** 11.0%
- **Nationwide Advertising** 11.0%

Primer Simplifies Computers

Still in the woods when it comes to utilizing and *understanding* your station's computer system? **NAB's** "Computer Primer for Radio Broadcasters" takes the complex and makes it simple by replacing computerese with easy-to-understand language. The guide also discusses the computer's effect upon station operation, reviews various radio software applications, and explains how to determine actual software needs. A broadcast computer contact list and computer software supplier directory round out the NAB's three-part series.



The publications are being forwarded to member stations. Direct inquiries to **Catherine Selgerman** at (202) 293-3556.

AM Stereo: To Be Or Not To Be?

Only 10% Broadcast In Stereo; Receiver Availability, Marketing Needs Major Factors

"This is the salvation of AM radio; we owe it to our faithful listeners." There is "no perceived audience interest." Culled from a recent **NRBA** nationwide survey, these two comments reflect the dissension among radio's AM ranks when it comes to the subject of stereo broadcasting. The total number of AM stations currently broadcasting in stereo is only 10.4% and, according to NRBA, "not growing at a rapid pace."

Why have 87.6% of the poll participants not gone stereo? Nearly half (42.7%) cite lack of audience interest, 29.8% believe they "can't make the investment" and 29.1% point to "marketplace confusion." Only nine percent said their format didn't "lend itself" to stereo broadcasting, while 4.9% stipulate the quality isn't what it should be. The market lack of automatic multi-mode receivers concerns 17%. However, only four in ten said they would switch to stereo if the receivers became available for home and car sets. Stations with stereo capability (among those not broadcasting in stereo) number 36%, versus 48.5% who aren't so equipped.

Converts Cite Satisfaction

Looking at those stations who've made the stereo switch, almost a quarter (22.9%) are "extremely satisfied" with the results. One-third converted to stereo over a year ago, with the majority having been stereo for only one to six months (35.1%). Over half (56.5%) are in the top 100; ten percent in the top ten. In terms of format, CHR, MOR, Oldies, full service, Easy Listening/Beautiful Music Black/Urban, and Classical are more likely to be programmed on stereo stations. Not surprisingly, News/Talk, all-News, Religious, MOYL, and Hispanic-formatted stations tended to shy away from stereo.

The big question still remains: which system should be used? For those already in stereo, **Motorola** is the number one choice for 40.5%, followed by 29.8% in the **Harris** camp. Next up is **Kahn** with 23.7% and **Magnavox** with 6.1% of stereo stations. In almost half the cases, Motorola users based their decision on the General Motors/Delco alliance, complemented by 11.3% who feel it will become the industry standard. Harris earned high marks in confidence and sound quality; Kahn garnered the technical approval of many engineers. Overall, stereo broadcasters are pleased with the respective systems they've installed.

AM Stereo Challenge

Promotionally speaking, a Utah outlet is planning to conduct an "AM Stereo Challenge," asking shoppers if they can tell the AM stereo from the FM. However, 16% of stereo stations aren't promoting their switch. In fact, one-third are waiting for more receivers to enter the marketplace. Those who are promoting rely on both traditional and newly-created methods. Topping the list are on-air announcements (as part of other activities) and AM stereo receiver giveaways.

This national survey is part of a new NRBA member service, the "AM Stereo Report." Published on a regular basis, the report will offer up-to-date information on AM stereo's continuing developments.

SIZE OF A CREDIT CARD

Getting A Charge Out Of Radio

Thin is in. And the same applies to radio. **Panasonic's** Model RF-H25, touted as "the world's thinnest and lightest FM/AM/FM stereo personal radio," supercedes its '77 "Mr. Thin" (RF-015) counterpart. The credit card-sized unit plays for up to five hours via a rechargeable internal nickel cadmium battery. Accessories include separately-cased lightweight earphones, battery recharger, and carrying case. Available in stores beginning this September, Model RF-H25 retails for \$99.95.



Charge of the light brigade: Panasonic's RF-H25



# BUDWEISER CONCERT HOUR

WESTWOOD ONE

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



**WE BRING YOU  
MORE LISTENERS  
THAN ANY OTHER  
FM STATION GROUP  
IN AMERICA**

When it comes to reaching potential customers, the CBS Owned FM stations once again outdistance all the others. Every week, over six and a half million listeners tune in our very special brands of contemporary radio. That's more than any other FM group in the country. And it proves that the CBS FM stations have made contemporary radio a true mass appeal medium. When it comes to impact, CBS/FM works... for audiences and for advertisers.

**CBS OWNED  
FM STATIONS**

The biggest. The best.  
Represented by CBS/FM National Sales.

Source: Arbitron Winter 1984,  
Persons 12+ TSA Cume, 6AM-Mid, Mon-Sun.





**BACK IN THE SADDLE AGAIN?** — Z100/New York recently welcomed Atlantic recording group Jump 'N The Saddle to talk about their single "The Curly Shuffle." Shown here (l-r) doing the Z100 shuffle are air personality Ross Brittain, Saddle's Peter Quinn, PD Scott Shannon, group's Tom "Shoes" Trinka, Barney Schwartz, and T.C. Furlong, MD Michael Ells, and Atlantic's Bruce Tenenbaum.



**WE'RE TALKING "JUMP"!** — WMAR/Baltimore and Sound Waves record stores had listeners register and listen for their names on the air to win the Van Halen record catalog and become eligible for a frog jumping contest. The winning frog and two listeners won a trip to New York to see Van Halen at Madison Square Garden, and 50 listeners were sent to the local concert. Shown (l-r) are Warner Brothers' Ron Gregory, Sound Waves owner Art Barr, winner John Thornton, WMAR Promotion Director Ed Graham, and night rocker Pete Michaels.

## "GREATEST SPORTS LEGENDS" PRESENTS GREAT RADIO



"Greatest Sports Legends", captured on film and video, has led to the country's hottest, longest running syndicated sports TV show. Over 11 years of success...and more coming! These exclusive interviews have been adapted for radio.

### OUR FORMAT IS A PROVEN WINNER!

Sports Legends has decided to expand into the radio field with a series of 90-second shows to run Monday through Friday, with a 5-minute Saturday wrap-up show.

**AVAILABLE NOW FOR SEPT. 84**



Our lineup of famous hosts and America's most loved "Greatest Sports Legends" have created some of sports best interviews.

For Demo Tape Contact: **STEVE SCHULMAN**  
SPORTS LEGENDS RADIO 27 City Line Ave.,  
215-664-6595 / 664-7204 Bala Cynwyd, PA 19004

# Pro:Motions

## Kavett Moves To Katz

Henry Kavett segues to the Director, Corporate Communications post at **Katz Communications, Inc.** Most recently Director, Information & Public Relations for the **ABC Radio Division**, he first joined the network in 1978. Before that he was a Broadcast Media Specialist with **Burson-Marsteller Public Relations** and held broadcasting management and news positions with **NBC Radio Network** and Rochester outlets **WBBF & WNWZ** and **WROC**. In other company activity, **Lucille Luongo**, Director, Corporate Relations, takes on expanded duties for internal communications, activities, and programs.

## Sisson Named WDBO GSM

Frank "Rocky" Sisson has been appointed General Sales Manager of **WDBO/Orlando**. He comes to the post from **WJR/Detroit**, where he was Regional Sales Manager.

## Tuesday Elevates Jerauld

Jim Jerauld has been promoted to Managing Partner of **Tuesday Productions**. The 14-year company veteran assumes the post after previously serving as Executive Vice President, during which time he headed the firm's Commercial Production Division.

## Gannett Promotes Aubin

Linda Aubin has been upped to Regional Sales Manager and Marketing Services Director for the Florida **Gannett** outlets: **WINZ-AM & FM (I-95)/Miami**, **WKRT-AM & FM/Cocoa**, and **WPLP/Pinellas Park**. Prior to this she was an I-95 Account Executive. Aubin's sales background includes an AE stint at **KARZ/Phoenix** and a turn as Regional Sales Manager at **WIZO/West Palm Beach**.



Linda Aubin

## Murray Named Personal VP

Frank Murray has been appointed VP/Promotion of New York-based **Personal Records**. Before accepting this post, Murray was National Director/Club Promotion for **Quality Records**. Murray also edited the black singles chart for **Record World** magazine.

## Holt New WBMS GM

**Sterling Holt** joins **WBMS/Wilmington, NC** as General Manager. He was most recently GSM of **WAAA/Winston-Salem**. His radio career includes stops at **WLEE/Raleigh** as Sales Manager and at **WSRC/Durham** as News and Sports Director. Programming an Urban Contemporary format, WBMS was recently acquired by **Brunson Communications, Inc.**, owner of **WIGO/Atlanta** and **WEBB/Baltimore**.

## Chrysalis Taps Dickinson

**Bruce Dickinson** joins **Chrysalis Records** as Director, East Coast A&R. He was most recently Director of Product Marketing, East Coast for **Columbia Records**.



Bruce Dickinson

## JCI Opens Doors

**Jelto Concepts Incorporated (JCI)** is a newly-established production/marketing/distribution company specializing in both video and music product. **David Catlin** serves as President; he was most recently Sr. VP, U.S. General Manager and Corporate Director of **K-tel International**. Working with him are Executive VP/International Division **Alan Cordover**, Sr. VP/Marketing & Sales **Jack Bernstein**, VP/Product Development **Jerome Bowie**, and VP/International Licensing and Product Development **George Lukan**.

## FOR ALL YOU WANT A CART TO DO, THIS CART'S FOR YOU!



For... Stable stereo phasing  
For... Maximum reliability and longest life  
For... Superb copies of CD's and digital masters  
For... Outstanding high frequency sensitivity and headroom

For... The best sound a cart can reproduce  
For... The exclusive SGS-4 broadcast mastering tape.  
For... Compatibility with all cart machines  
For... Stations who care how they sound

## THE AUDIOPAK AA-4 IS FOR YOU

The True Blue Cart - From Capitol

© 1983 Capitol Magnetics Products, a division of Capitol Records, Inc. All Rights Reserved.

# One small step for music. One giant leap for video music. The 1st Annual MTV Video Music Awards.

On September 14, in New York's Radio City Music Hall, MTV: Music Television will break new ground—again!

That night will mark the premiere of the definitive awards show in the exploding world of video music—the 1st Annual MTV Video Music Awards.

The show will be carried live into 24,000,000 homes and will be syndicated into millions more the next evening.

MTV is presenting this event in conjunction with the Ohlmeyer Communications Companies.



Awards will be given for outstanding achievement in 17 categories:

- Best Video of the Year
- Best Male Video
- Best Female Video
- Best Concept Video
- Best Direction in a Video
- Best Choreography in a Video
- Best Group Video
- Best Special Effects in a Video
- Best Art Direction in a Video
- Best Editing in a Video
- Best Cinematography in a Video
- Best Stage Performance in a Video
- Best New Artist in a Video
- Best Overall Performance in a Video
- Most Experimental Video
- Viewer's Choice/Best Video of the Year
- Hall of Fame (Special Category)

All winners will be chosen by a special Academy of music industry professionals. And MTV is proud to present The 1st Annual MTV Video Music Awards in association with both the RIAA and NARM.

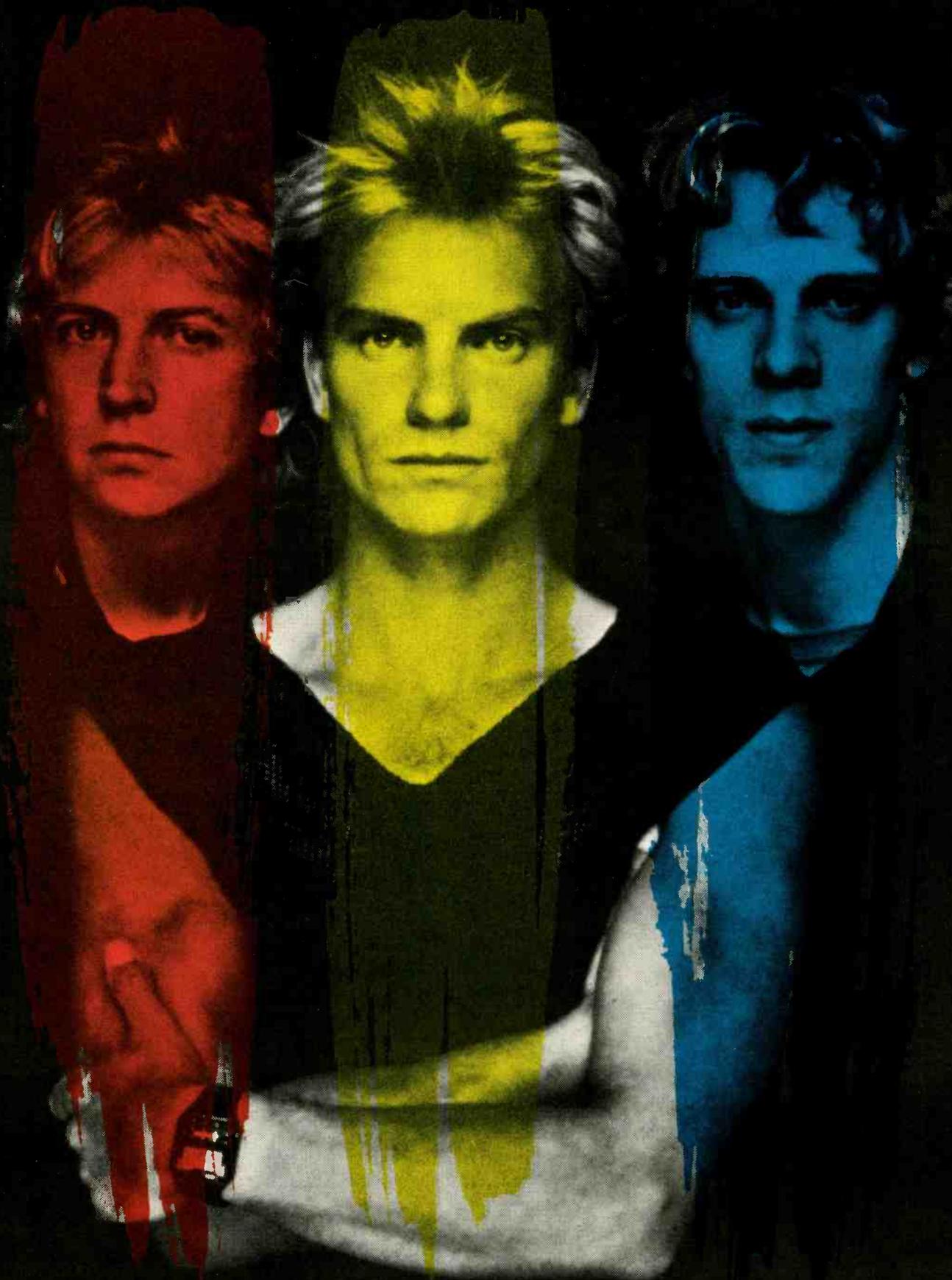


NARM

©1984 WASEC

# THE POLICE

SELF - P O R T R A I T



E X C L U S I V E  
**BROADCAST VIA SATELLITE**  
JULY 4, 1984

*Self-Portrait*  
PRODUCTIONS, INC.

Produced exclusively for The Source by The Police in association with  
Self-Portrait Productions, Inc.

**THE SOURCE**  
NDC Radio's Young Adult Network



**KATZ  
BROADCASTING  
COMPANY**

A SUBSIDIARY OF KATZ COMMUNICATIONS INC

PARK CITY  
PLAZA  
BRIDGEPORT  
CT 06604-4277

(203) 333-4800

May 14, 1984

Mr. Curt Hahn  
FILM HOUSE  
700 18th Avenue South  
Nashville, TN 37203

Dear Curt:

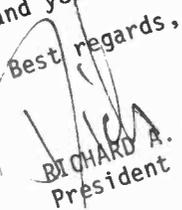
It's about time I wrote this thank you letter! Thanks to the hard work and creativity you and your staff have put into our projects over the past few years, Katz Broadcasting stations are now the leading stations in top-of-mind awareness when it comes to TV campaigns in their markets. As you know, we've tested many of your vignette spots with The Research Group before putting them on the air and they've done extremely well. What you might not know is how well people remember the spots and how well they associate them with our stations in actual test market situations. In study after study, Katz stations running your spots were the top-of-mind leaders when people were asked to name the radio station they saw advertised most on TV.

In Tulsa, Bob Backman was able to make a deal to run the vignette spots in movie theatres before the feature. Generally speaking, most folks aren't crazy about viewing commercials when they shell out four or five dollars to see a movie. After tolerating a few spots for other products, the K95 vignettes appeared on the screen and folks started laughing and applauding! Tulsa movie theatres have become focus groups for our spots...and the response is overwhelmingly positive. We've received the same kind of response in Orlando, Birmingham and Syracuse.

I also want to thank you for the custom spots you created for us when we introduced new formats on our Syracuse and Orlando FM's. Like all the work you've done for us, they were well produced, clean, crisp and delivered on time.

Curt, thank you for making our job easier, and thank you for your significant contribution in making Katz stations market leaders in television advertising. All of us look forward to working with you in the months and years ahead.

Best regards,

  
RICHARD A. FERGUSON  
President

WZZK BIRMINGHAM AL  
WEZN BRIDGEPORT CT  
WDBO ORLANDO FL  
WKKA (K92FM) ORLANDO FL  
WSYR SYRACUSE NY  
WYYY (Y94FM) SYRACUSE NY  
KWEN (K95FM) TULSA OK  
WAAF WORCESTER MA  
WFTQ WORCESTER MA

**filmhouse**

FILM HOUSE, INC. MOTION PICTURE PRODUCTIONS

700 18TH AVENUE S., NASHVILLE TN. 37203 (615) 255-4171

**THE FINEST IN SYNDICATED AND CUSTOM TV SPOTS TO PROMOTE RADIO STATIONS**

Call for our latest demo reel, including our new Sing-A-Long scenes. You'll find just what you're looking for - or we'll create a new spot for you. And you'll see why we've produced 633 TV spots for 192 radio stations in less than three years.

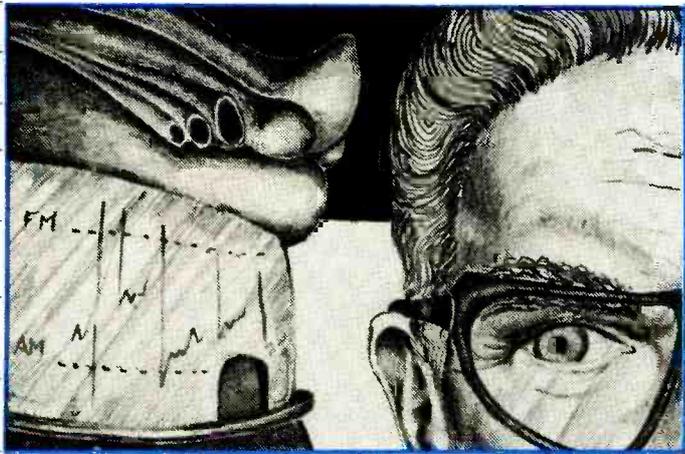
SPECIAL SUPPLEMENT

# R&R

RADIO & RECORDS

## SIGHT AND SOUND

A WINNING COMBINATION



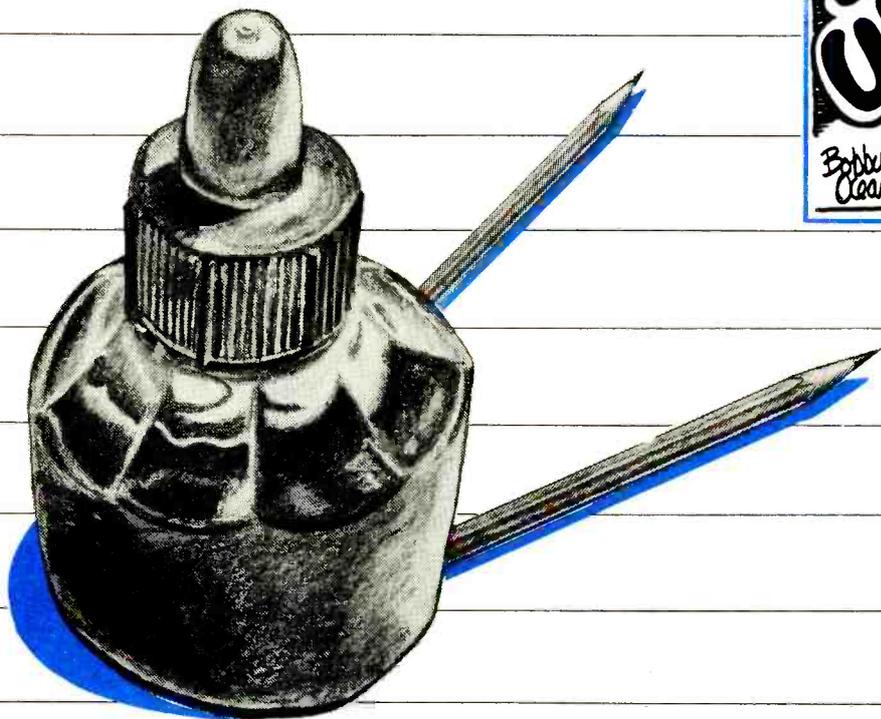
**A GREAT DOUBLE BILL**

Page 14



**THE ABC'S OF A TV SPOT**

Page 19



**STORYBOARDS TO SUCCESS**

Page 26

**OUTDOOR: RADIO SHOWCASE**



Page 23

# Sight & Sound: A Great Double Bill

BY REED BUNZEL

**R**adio is invisible. And radio is free. And because radio is both these things, it is like no other product available to the American consumer. Radio is everywhere, pulsing through the ether, but unless you are punching buttons in your car, it slips right through your fingers. It is a medium of music and personality, news and information, sports and entertainment, humor and drama. Yet only through the "theatre of the mind" can you experience it. Radio is intangible.

Because of the lack of any visible characteristics to bank on, advertising and promoting radio poses a unique challenge to the creative mind: How do you visualize an invisible product? What elements are the strongest, and how do you capitalize on them? How do you combine all the positive aspects of a radio station and appeal to potential listeners using only one giant outdoor picture or 30 seconds of video? This special edition of *Radio & Records* takes a close look at the world of visual campaigns through the use of television and billboards.

## Image vs. Practicality

Radio works because it is an interaction between sound and the imagination. It has been said that seeing is believing, and some advertising minds have long felt that radio's "visual void" is its greatest weakness. However, the flip side of this argument is that feeling is truth — thus, radio's absence of pictures is its greatest strength. Creating something visual from something that is not is an ultimate creative challenge.

The key to all advertising is image. Image advertising is a soft-sell approach toward familiarization of the product, and is a tried-and-true Madison Avenue method. Designer jeans, perfume, beer, and even toilet paper are sold on projected imagery rather than product practicality. If you drink beer you'll feel like an ex-athlete, if you buy perfume you'll ooze with Joan Collins's appeal, and if you buy designer jeans, some day maybe you'll look just like Brooke Shields.

In any advertising situation everything must lead toward the end result: the goal. With radio the usual goal is an increase in the quarter-hour ratings. Building an effective spot is an involved process that draws on virtually every resource — including research, creative, and financial. Advertising is an investment in the future of a product, to get consumers to sample something new. When advertising the merits of a radio station, the ultimate goal is to get listeners to tune in, and keep tuning in. Advertising is what attracts the consumer, but only the product itself can keep him coming back.

Advertising is not an exact science; it's really not a science at all. It is just another medium with its own peculiarities and quirks. Advertising appeals to human sensibilities and emotions, seducing the audience with direct or indirect benefits available through product use. Radio's practical benefits include the latest news and weather, the hottest music, play-by-play sports, and other forms of entertainment. In order to promote these programming qualities, an advertisement must relay them with an image-strong appeal, projecting the station into the lifestyle of the listener.

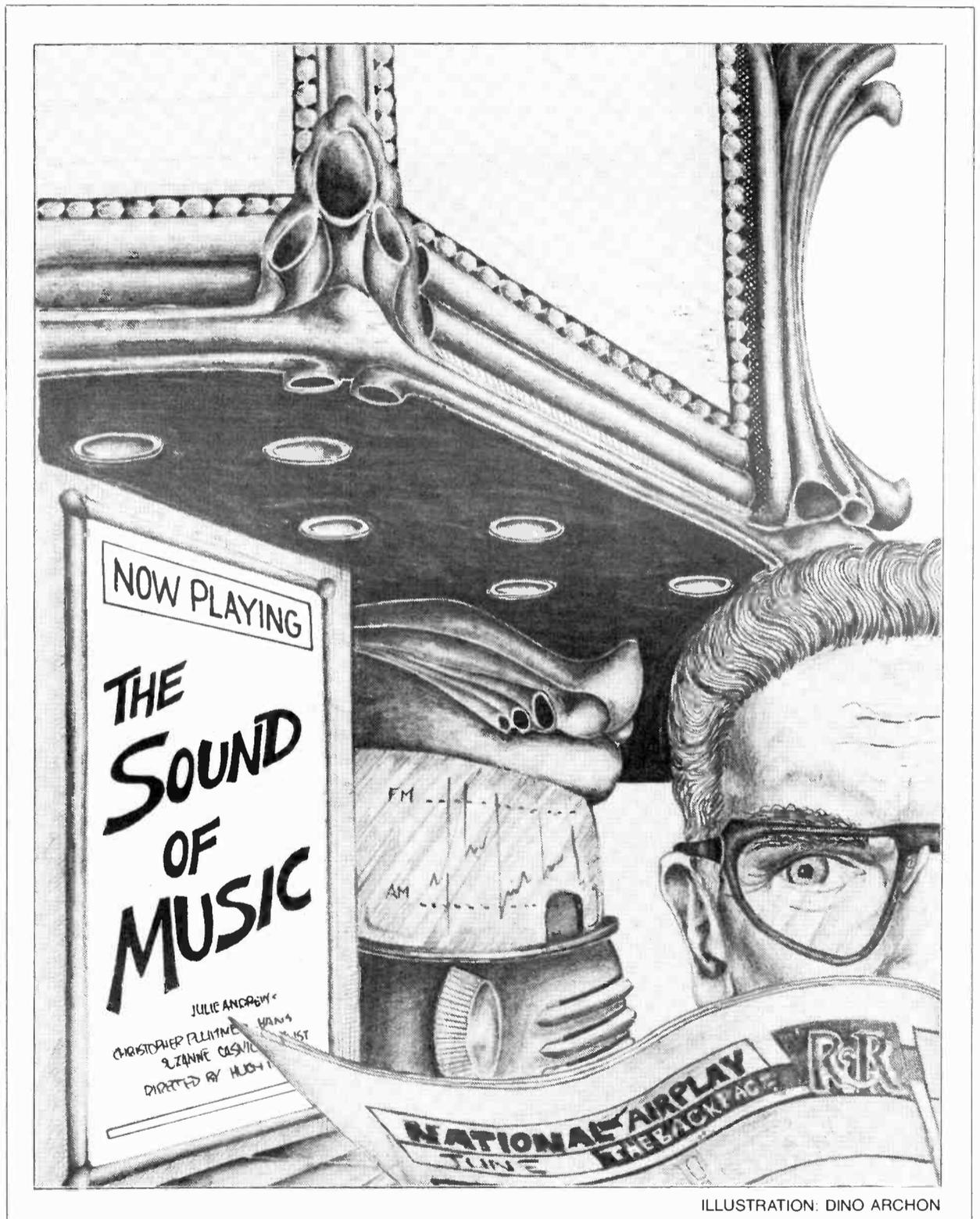


ILLUSTRATION: DINO ARCHON

## Right On Target

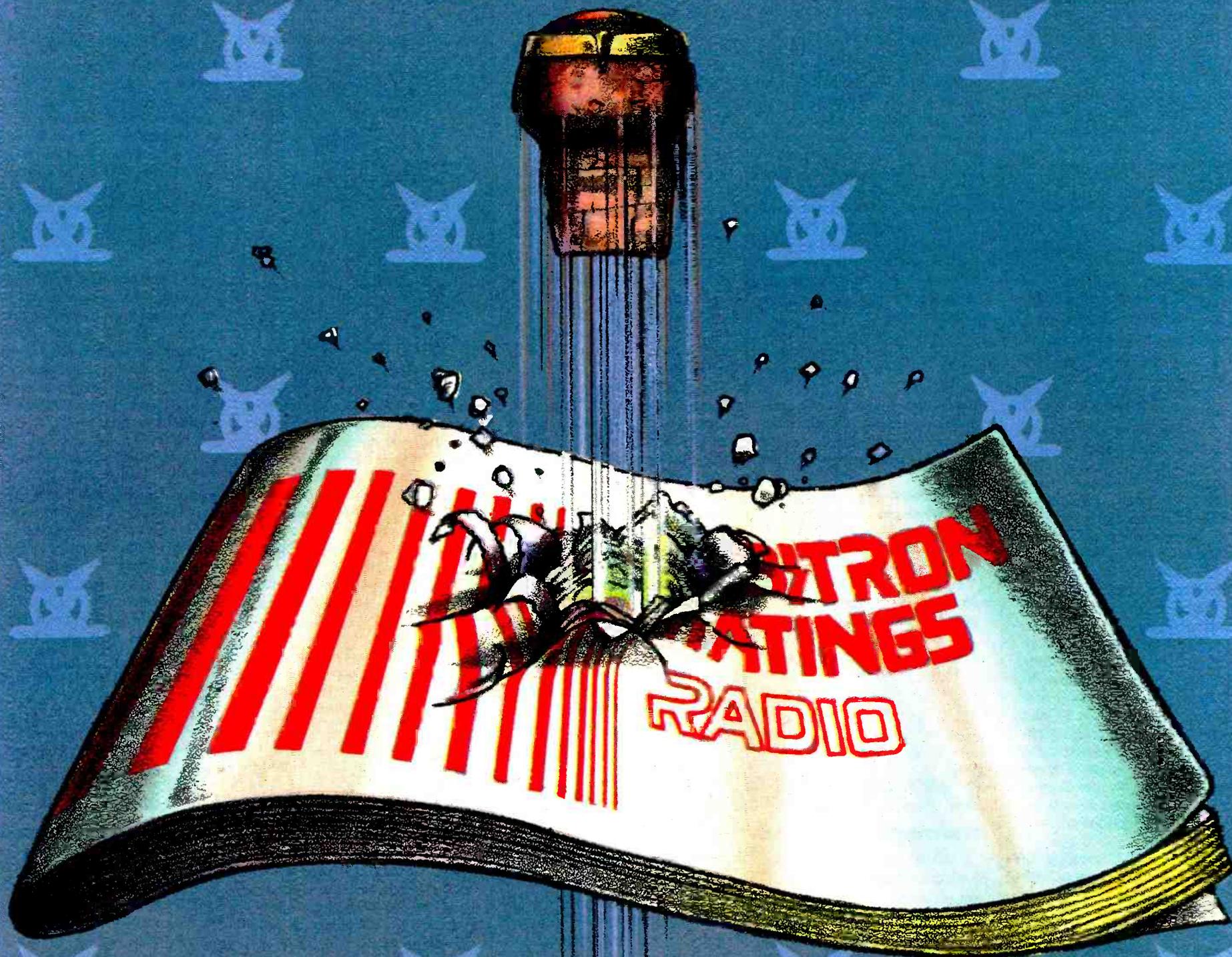
The first step in any advertising campaign is to determine the target audience. No product will appeal to all segments of the population, and no radio station is going to generate impossibly-high numbers. The days of 50+ shares are gone. Radio has become a narrowly-targeted medium, as has its advertising.

Most visual campaigns are aimed at non-users. Regular listeners are clearly keyed into their favorite station(s), and are maintained by emotional involve-

ment with the programming, through peer pressure, and other psychographic elements. Billboards and television, on the other hand, are appeals to potential listeners to give the station a chance — to sample the product. Ultimately it is the station that has to maintain the audience in order to build its quarter-hours, but the audience has to know what is out there. Advertising has to be persuasive while still appealing to emotional motivations as well as the listeners' well-being. That advertising has to be right on target, appealing to a wide range

Continued on Page 16

# ANOTHER TOUR DE FORCE!



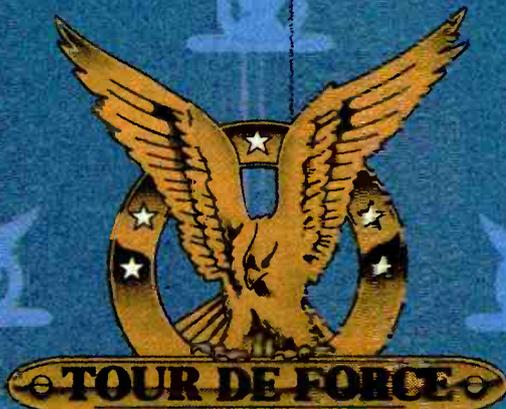
You don't sell over 3 million dollars worth of television commercials to radio stations on Jeeps alone. You do it by producing spots that produce results. Period.

For the past 8 years, TOUR DE FORCE has been in the business of producing performance-oriented advertising for radio stations. Not as a sideline, but as a specialty. Our custom and syndicated spots have enabled stations to enhance their image, communicate more effectively with their target, and add to their come column. We offer no panaceas. Just award-winning television commercials that help radio stations help themselves to their fair share of the market.

From coast-to-coast, in markets ranked #1 to #156, TOUR DE FORCE produces the spots that produce results.

For further information and a video cassette demo of our custom and syndicated commercials, contact:

Steven A. M. Ewing  
Vice President  
TOUR DE FORCE, LTD.  
840 North Third Street  
Milwaukee, Wisconsin 53203  
414-271-7000



# A Great Double Bill

Continued from Page 14

of personal needs that include, but are not limited to, wealth, health, happiness, security, status, and sex. All consumer activity is controlled by these basic needs, and an advertisement must identify which of these needs reflect the projected image of the station.

## Creativity And Communication

Once you have identified the target of the station (and the spot or billboard), and have determined the listeners' perceived image of your product, you have to find a 30-second approach that capitalizes on both. You have to come up with an idea that is fresh, something that will make your station stick out like a new product — and entice listeners to try it. You have to communicate that your station is the place to try something new, something that can't be found anywhere else in the market. At the same time you have to remember the basic human emotions, and not stray too far afield.

The name of the game in radio is communication. You have to communicate to potential listeners just who you are and why they should listen. Then you have to make sure that is who you are. People are always on the lookout for something new, something better. Most listeners have a favorite radio station, but most of them would probably try something new if the opportunity was there and the image appealed to their own values.

The billboard that goes up all over town, or the prime time flight of TV spots, is your radio station. To those who have never tried you, or haven't listened lately, your picture is worth the cliched "thousand words." If you had that many words to describe your station, you would pinpoint your music, highlight your personalities, illustrate your news, and feature every other salable aspect of your programming. The truth is, however, that you have one giant outdoor frame — or 30 seconds of TV time — to say exactly the same thing. Your image has to be focused, it has to be concise, and it has to be you.

You have to make the listener know who you are, and you have to make them want to try you. Not everybody, of course, and not only for a couple of minutes. Your objective is to build those quarter-hours, so the listeners have to keep coming back. Your message has to effectively attract their attention, build their interest, strengthen their desires, and motivate them — and get them to fix that button on your station permanently.

Then it is up to your station to keep them there.

# Tuning In To Image

The right image is the most critical factor to being remembered. How you promote that image on and off the air determines how you are perceived and how you are remembered — and being remembered the right way is half the battle.

## The Customer Is Always Right

Think of your audience as a consumer — your consumer. Every day listeners are buying your radio station and they're paying for it with the most precious commodity on earth — time. Each day your consumer is buying images. The products that have the strongest and best images outsell the competition. This happens even though there may be no apparent difference between two products. What they're really buying is the strongest image.

From research that has been conducted in the area of station image come the following conclusions:

- A station with the strongest positive image is usually rated highest. Stations with weaker, less clearly defined images tend to rate lower.
- A station with a strong image may often get credit for doing good things its competitors have done and may not receive the blame for bad things it does.
- A station with a strong image often benefits from advertising and promotion done by a competitor.
- A station with a strong image can withstand programming attacks by highly skilled competitors.
- Your station's image may or

may not reflect what you actually are or what you actually do.

## Icono-What?

Who do you think you are? How you perceive yourself may not be how your audience perceives you. There is a growing number of stations around the country making a serious effort at using iconogenics (image control). Icon is the Greek word for image or symbol, and genics means forming or developing.

Broadcasters now realize that the right image must be carefully created and controlled. There are a number of tangible factors that determine the development and ultimately the control of the image a station projects.

Your station's image is like an individual personality. It is a composite of many complementing and sometimes contrasting characteristics. Iconogenics begins with the systematic comparison of the dominant traits of your station versus those of your competitors. It results in the selection and promotion of the right image for your station in the market.

The six-step iconogenics formula allows you to effectively identify the dominant character traits that make up the image of your station. These steps should be evaluated from the point of view of your audience, and all characteristics should be ranked in order of im-

portance to your audience.

1. Isolate the dominant characteristics of your station.
2. Isolate the dominant characteristics of each of your competitors.
3. Eliminate shared traits from all lists.
4. Of all the remaining traits, determine which of yours is strongest in comparison to your competitors.
5. How could this trait be best promoted?
6. Which theme or image would best convey this desirable quality to your audience?

Sell one benefit. Don't make your image confusing to your audience. You have isolated your unique trait, now sell it.

## Do It With Music

Your audience is your consumer and you can talk to a consumer from here to eternity with very few results. It is only when you can strike a responsive chord that you have the power to influence the consumer's decision. Music enables you to emotionalize your product, in this case your station. It also enables you to emotionalize the benefits, your selling proposition, or your image.

Through music you are selling from the heart to the heart. Music, more than any other single element in the advertising arsenal, enables you to tailor a message to your audience's perception of reality. Music's unmatched ability to conform with both the real and im-

aged profiles of an audience has made jingles the choice of more advertisers for commercial effectiveness. In fact, nearly 80% of all national commercials use music in some form.

## Do It With Video

Additionally, video production can be an invaluable tool to help you to promote your image. Regardless of format, you can reach an additional potential audience. As music promotes your image to the consumer who is your current listener, video can reach the consumer you don't currently have or can reinforce a consumer you do have.

Note that I refer to it as video, not as TV commercials. In the last two years we have seen a market open up that doesn't even think of television for advertising. Many broadcasters are using video commercials to promote their stations on cable, movie houses, and at drive-in theatres. Many companies provide video commercials on 16 or 35mm film for stations who want to use video for outside promotion.

The one vital element you will notice through all kinds of commercials is the idea. The basic idea or concept is the most important part of the commercial. The idea that sells the image is more important than the production value. However, when you combine a great idea with great production values, then you've got a winner.

By **Buddy Scott**, Sr. VP of **TM Communications** of Dallas, TX.

# Delivering Numbers Outdoors

Ever since the first AM receivers became readily available in automobiles in 1927, outdoor has been a primary advertising medium for radio. Media is one of outdoor's largest categories of advertiser, and radio is a prominent part of that business. While much of radio's outdoor advertising is specifically geared to the ratings periods, especially the spring and fall books, a number of stations are finding it a useful medium for year-round promotion. Whether periodic or on a continuing basis, outdoor is a proven method to deliver a targeted audience, promote specific programming highlights, and create higher visibility for personalities or contests.

The keys to effective outdoor advertising are brevity and clarity of message and statement. Because outdoor advertising is seen mostly by people in transit, the impact must be immediate. The message should be understandable, succinct, highly visible, and it must relate the image — or an aspect of the image — that the station is trying to communicate. While most billboards seem simple and to the point, considerable work and creativity is involved with developing a successful outdoor campaign. Following are two viewpoints on the ability of outdoor to deliver listeners for radio.

## Glenn Johnson, VP/Creative Director, Foster & Kleiser

There are two ways to look at an outdoor campaign: longterm or im-

mediate results. Some stations prefer to go for the distance rather than the sprint, relying on the accumulated effect of the advertising. As with any product, this depends on familiarity to the consumer (in this case the listener). People are rather skeptical about anything they're not familiar with, but too many advertisers forego familiarity for a new look before it is necessary. They tend to get itchy when they've held with a certain type of imagery for a long period of time, while others feel they should keep flogging away with the same image. The truth is, it depends totally on the individual situation and what each station is trying to achieve.

The ideal billboard is one that will demand attention. It will have the ingredients of design that will not allow a person to drive past with-

out noticing it, effectively doing a number on the viewer. Also, much like radio, we can target effectively. We can place those boards in specific target areas, producing virtually no waste. If a station is looking for younger demos we can locate the boards in areas of universities and schools where the age demographics are right, and not put them in areas where they would be exposed to an age group that the station is not concerned with.

## Jeff Johnson, Manager/Marketing Services, Gannett Co. Inc.

There are several rules in creating outdoor advertising. First, if you have a television spot, you can not simply translate the final frame into an outdoor board. You need to put a lot of good quality creative thought into developing a board, and that has to be an early part of the creative campaign. Second, you have to be aware of the many rules inherent in creating an outdoor campaign. These all boil down to keeping the selling line simple, keeping the graphics simple, using very bold type styles, and trying to use as few words as possible. One of the rules thrown around a lot in the outdoor industry

is try to say it in seven words or less. This is what causes some agency creative people a lot of headaches, because it forces them to distill their selling point down to its most basic element.

Since an outdoor message attracts the viewer for just a fraction of the 30 seconds utilized in a TV spot, simplicity is the key. Thus the most important promotional aspects of a radio station have to be emphasized:

- You can inform people of format and call letters at that time when they are most likely to be listening.
- You can create an image for a station specifically by the type of advertising that you do.
- You can use outdoor to create a continuity during a measurement period that cannot be duplicated in other media.

Outdoor advertising has its best delivery against the younger demographic. People who are younger tend to be much more mobile, and research shows that they spent less time with at-home media like TV, newspaper, and magazines and more time in their car. What this says is that outdoor is a good medium to use to promote radio because it reaches a lot of those people that radio wants to reach. In addition, outdoor reaches a captive audience.

RKO **V** RADIOSHOWS

RKO PRESENTS  
**LIVE**  
**IN CONCERT!**  
WITH  
**KOOL &  
THE GANG**



In the first of RKO's 1984 live concert series the most successful R&B pop band of the 80's will be coming to you from Harrah's Marina Hotel Casino, Atlantic City, N.J., June 15th at 8:30 PM (ET).

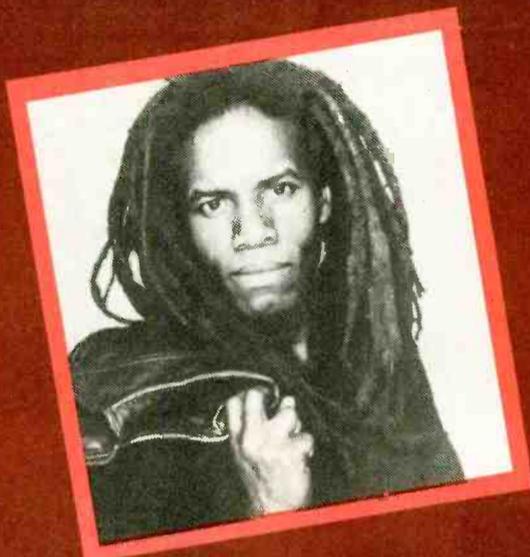
Your station can reverberate with the sounds of "Joanna," "Celebration," "Ladies Night" and other Kool & The Gang megahits for 90 minutes.

Make it happen for your market and call RKO at (212) 764-6702.

Sponsored in part by Levi Strauss & Co. and Plymouth.  
Leave it all behind with the exciting new Plymouth Turismo Duster.

*Plymouth  
rocks  
America!*

# LOOK WHAT E/P/A IS UP TO NOW!



## EDDY GRANT "Romancing The Stone"

**CHR BREAKERS** ON MTV

**EDDY GRANT**

**Romancing The Stone (Portrait/CBS)**

62% of our reporters on it. Moves: Up 48, Debuts 33, Same 39, Down 0.  
Adds 27 including WHTX, 94Q, KAFM, WGFM, WBBQ, 92X, WBNQ.  
Complete airplay in Parallels.

*Portrait*



## FACE TO FACE "10-9-8"

**CHR NEW & ACTIVE**

WHTT 24	KUBE deb-30	WRQN add	WJBQ 32-28
WXKS-FM 14-12	WTIC-FM 30-27	KELI add	WSQV add
CKOI add	WSPK 34-25	KQXR add	WYKS add
PRO-FM deb-30	WNOK-FM add	KCPX add-39	KTDY add
Q103 add	WKDD 26-23	WERZ 32-29	WHSL 35-27
KMJK deb-37	WKDQ add	WQCM 40-36	KHTX add
FM102 23	WGRD 37-33	13FEA 25-21	KZOZ 40-34
KPLUS 35-30	WKFR add	95XIL add	WPHD
			WCAU-FM
			KS103

*Epic*

**BILLBOARD DANCE CHART: 7**

**ON MTV**



## ORION THE HUNTER "So You Ran"

**CHR NEW & ACTIVE**

WXKS-FM 36	WVSR add	WZON add	KHTX add
WPHD 34	WSPK add	103CIR add	WRCK 27-22
WCAU-FM on	Q92 add	WKHI add	WKDD 35-32
PRO-FM on	KO93 add-37	KILE add	WJXQ 25-22
WGCL 25	KCPX add	KGOT add	KKQV 35-31
KPLUS add	KHYT add	KOZE 7-5	KZOZ 34-31

**Jay McCall, PD, KOZE/Lewiston, ID #7 to #5!**

"You don't have to look to the stars to hear this one. Best summer song melting on the turntables this year!"

**ON MTV and Friday Night Videos**

*Portrait*



## 'WEIRD AL' YANKOVIC "I Lost On Jeopardy"

**CHR SIGNIFICANT ACTION**

**Out Of The Box Adds At:**

WGCL	KDON-FM
KRGV	WOMP-FM
KITY	WJAD
WHOT-FM	WGLF
KHOP	KTRS

**ON MTV and Friday Night Videos**

*Rockroll*

DISTRIBUTED BY CBS RECORDS

# ABC's Of A TV Spot

## From Animation To Zenith

BY REED BUNZEL

The first objective of any television spot is to create an awareness of the individual radio station. If potential listeners are not aware of the station, they won't tune in — except by accidentally turning the dial. A spot has to entice the audience to try the station, and this is achieved through motivation. Motivation is the key to any change in behavior, and in this case the motivation focuses on the radio station's programming and the benefits it can offer to its audience.

### Motivating The Listener

There are virtually countless ways to motivate listeners and get them to tune in; it all depends on the approach that each particular station is looking for. The key is to identify those particular factors about a station that will make it stand out. Richard Getz, Director/Sales & Marketing for Spotwise Productions, believes this is the most crucial step in any advertising campaign. "Before you establish any sort of creative approach toward the development of a commercial," he says, "you have to evaluate as precisely as possible what the needs, goals, and objectives of the station are. If the station has the time or financial resources to do research, they should do it. You can have all sorts of preconceptions about your station which can be totally different from how the listeners perceive the station in the market."

The primary goal, of course, is to build the quarter-hours in the book. The indicator of how well any station does this is the number of entries in the weekly diaries, and in order to increase that number you have to get people to listen. Up front that hardly seems a formidable task, but keep in mind that people are fickle creatures. Trying to get people to listen is the initial goal, and getting them to come back — and to remember who and where you are on the dial — is the ultimate measure of success.

Steve Ewing, Vice President of Tour de Force in Milwaukee, claims that the way to get people to listen — and keep coming back — is to combine image with address. "To get people to listen you have to create spots that leave them with a strong image of the radio station



L.A. Lakers guard Magic Johnson prepares to shoot a :30 spot for Magic 106/Los Angeles. The commercial was developed by local production company Livingston 5.

while at the same time hitting some of the key issues. This includes, number one, where they can find you on the dial. Another thing is to hit them with your call letters. You have to create a bigger-than-life image of the station, an entertaining vehicle so you can leave the people with a product message, what you do, give them a laugh, and ultimately have an image that is fun."

Competition is the name of the game. This is true in all aspects of radio programming, including advertising a station on television. Because of the "cluster" system of advertising, every spot is competing with several others every time it airs. In order to stand out, to grab a viewer's attention, that spot must smash through the visual clutter. Chuck Blore, President of Chuck Blore & Don Riechman in Hollywood, calls this the "cluster buster." "What you need is a fresh idea, a clean approach, keeping in mind that everybody has seen everything. What you have to do is come up with something they haven't seen, something that is really going to stick out as a positive reflection of your radio station."

Most television viewers see the commercial break as an intermission to go into the kitchen and make popcorn, or tend to nature's call. In order to keep people in their seats, at least for your spot, you have to instantly pierce through this transient behavior. According to Don Silverman, President of Silverman Productions in Richmond, VA, this "teaser" gives you very little time to motivate a potential listener to stay put. "In the first four seconds the spot has to gain the person's attention and interest. It has to say 'watch me.' Then, after it grabs you, it has to entertain, compel the person to pay attention. Entertaining people is a very strong way of communicating a message."

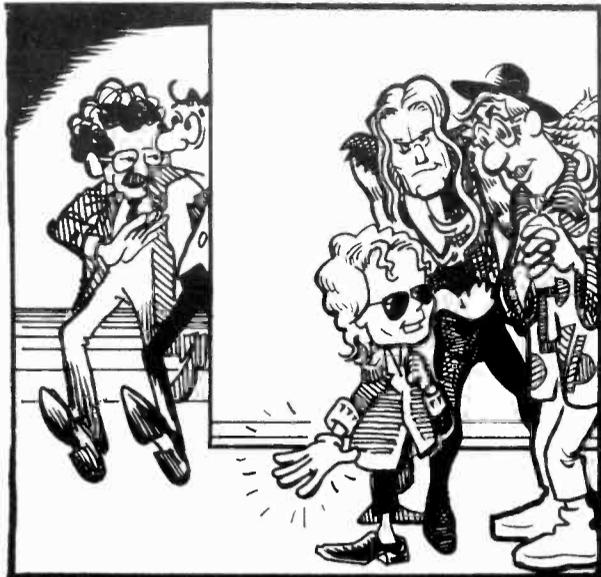
Every spot must be memorable. It must be visually engaging. It has to penetrate the brain, and it must have a single focus. People lose interest, they resist, they ignore anything that overtaxes their brain. The human attention span is miniscule, and its memory is even smaller, so to make an impact a spot has to focus on one point — one image — that is comprehensible and fun. To go after four or five points in one spot is tantamount to committing advertising suicide.

### Research

The key word in developing the actual spot is positioning. In order to create an effective spot, you have to determine what you are to your listeners. Then deter-

Continued on Page 20





**THE SHOOT:** "When we film the disc jockeys, just tell them to act natural . . ."



**THE EDIT:** "Our editor still does it the old fashioned way . . ."



**THE REACTION:** "The audience loved it . . . thought it was a new season for 'Foul-Ups, Bleeps and Blunders' . . ."

## ABC's Of A T.V. Spot

Continued from Page 19

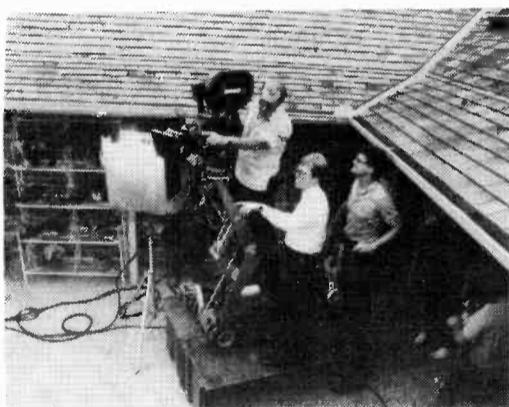
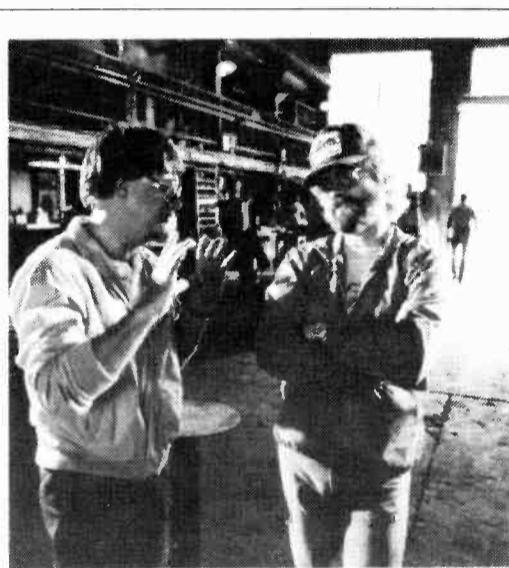
mine what it is you want to be, if there are any strengths that you want to take advantage of, and if there are any weaknesses that you want to try to change. The best method of examining these factors is, of course, research. Research is an effective tool for understanding the audience, for examining your place in the marketplace. It can also be an infringement on the creative process, placing too much reliance on tried and true methods rather than "gut feeling" and inventiveness.

Bob Cambridge, President of QC Productions in Los Angeles, believes research is extremely important to the development of a successful campaign. "Only after you get into the research and identify the benefit areas that are motivational factors for the audience can you zero in on the creative message," he says. "After you target the audience by identifying the demographic and psychographic, which is the lifestyle of the people you're approaching, you take all the research information and let the creative end take over. This enables you to come up with a catch-phrase or slogan that makes the whole thing work."

On the other hand, Cambridge also believes that, while research is a crucial element, the researchers should be kept away from the actual creative process: "Research is extremely important. However, most of the time what you have is researchers trying to be creative people, and that is wrong. Researchers do a great job gathering and distilling market information. At that point they should hand it over to the creative person. But what often happens is that research people come in and design a spot, and then what happens is you get a research-oriented spot — which usually is creatively off."

Steve Ewing is of a similar mind when it comes to the separation of powers between research and creativity. "Research all depends on who's doing it," he explains. "I'd rather get a much larger sample audience than what they put together for a focus group, because to put all my eggs in the hands of a few people in a focus group can be a risky situation. I'm not saying you should avoid research — research is a very important tool, and spots should definitely be tested."

Chuck Blore believes that many of the world's greatest ideas wouldn't pass muster when scrutinized through research. "I really don't care all that much for research," he claims. "I know that it can be valuable, but I also know that people in research situations tend to go for the tried and true, while resisting the new and unproven. The result is that the cutting edge, the intrusive aspect of a fresh idea, can be dulled. Regardless of how



TM Communications sets up a shot for WBT/Charlotte (top & center), and prepares to shoot a scene for EZ Communications of Washington DC (bottom).

many times those new ideas are turned down, you must stick to your ideals."

## Syndicating The Spot

One of many factors pointed up by extensive research is the question of whether a syndicated spot works. Image is definitely the top priority in developing a spot, but does a station buy a prepackaged image when it runs a flight of syndicated spots? Can a "mass-produced" commercial effectively promote one station in Boston while doing the same thing for a different facility in Boise?

It can — but there's a catch. You have to know who you're talking to, and you have to know what you're talking about. Don Silverman says, "As with any other industry there's more mediocrity than there is talent. The syndicators who are very good excel, and the ones that stink also excel — and there are more of the latter than the former. Generally there are three ways to develop a successful syndicated spot. You can do a generic spot, dropping a tag in on the end, and if it's a good idea it can work in a number of markets. You can also do a syndicated spot where you insert certain footage at appropriate moments to make it look customized. Another way is to syndicate an idea, where in fact you have to reshoot the entire commercial. You have a specific formula and just reshoot the whole thing."

Image and individuality are elements that cannot be ignored. "If a spot is designed for national syndication you have to ask whether it is going to attack a station's individual problems," says Richard Getz. "If it's a strict syndication situation where you just change call letters, some animation, and maybe the announce track, it is certainly an affordable way to get high-quality television advertising. As far as doing a creative concept, a platform that is proven in a particular market, in many cases it depends entirely on whether the platform is an important part of what the station is trying to offer. You can syndicate a spot very effectively because the music is the same in each of the markets, but if the station is trying to offer more than just music, I think you have to go with a custom situation."

However, for pure financial reasons, many stations can't even think about a custom-produced spot. Video production is not cheap, and creating an entire package of high-quality commercials from scratch is just a pipedream in most markets. This is where syndication is a boon, says Steve Ewing: "Syndication is a tremendous service. Not necessarily for the guys in the top ten markets, because they usually have the money to spend on a custom spot. But it's great for the smaller markets, where stations can't afford to spend \$50,000 to do a commercial. With syndication they have the advantage of having a very clean, professional, and exceptionally good look — better than they could ever afford to do themselves."

Continued on Page 22

# 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!



PRESENTS

# THE PRETENDERS TOUR OF AMERICA '84

Portland, OR    Miami, FL  
Eugene, OR    Tampa, FL  
Williamsburg, VA    Vancouver, BC    Memphis, TN  
Honolulu, HI    Nashville, TN  
Stockton, CA    Cleveland, OH  
San Francisco, CA    Detroit, MI    W. Fayetteville, IN  
Santa Barbara, CA    Columbus, OH  
Los Angeles, CA    Pittsburgh, PA  
San Diego, CA    Seattle, WA  
Albuquerque, NM    Chicago, IL  
Pullman, WA    Philadelphia, PA  
Austin, TX    Passaic, NJ  
Dallas, TX    Hartford, CT  
Houston, TX    Boston, MA  
New Orleans, LA    New York, NY  
Raleigh, NC  
Gainesville, FL  
Atlanta, GA

ASUOP/  
Rock'n Chair Productions  
John Bauer  
Julius Beikin  
Bernie Bernstein  
Jack Boyle  
Cecil Corbett  
Bill Douthat/  
Whisper Concerts  
Chuck deLeonardis/  
Big River Productions  
Bill Graham  
Jam Productions  
Bruce Kassman  
Bob Kelly  
Danny Kresky  
Jimmy Koplik  
Don Law  
Sam L'Hommideau  
Neal Lyon/  
Vanderbilt Concerts  
Electric Factory/  
Larry Magid  
Louis Messina  
Brian Murphy  
Jack Orbin  
Terry Parsons  
Norman Perry  
Scott Sanders  
James Sandlin/  
Vanderbilt Concerts  
John Scher  
Margorie Sexton  
Bill Simmons  
Larry Vallon  
Dan Zelisko/  
Evening Star Productions

**3½ months  
53 sellouts  
Thank You  
Premier Talent,  
Warner Bros.  
Records,  
and all these  
Local  
Promoters!**

## ABC's Of A T.V. Spot

Continued from Page 20

### Looking For Mr. Goodbar

The key to all this is to shop around. Every syndicator in the country will be happy to send you a reel of past successes, along with a price list and a long sheet of references. These three items alone should not convince you — they should only make you start searching. Take a close look at the spots — see if they remotely resemble how you feel your station fits into the marketplace. Then ask everyone else at your station. Most people have a good idea of how listeners perceive a station, and can give you a quick "yes" or "no" answer.

Next, conduct some research. See what other people think of the proposed spots. With luck no one in your market has seen them yet; if another station has used them in another ratings period you're already in trouble. Your image has to be fresh, even if it is syndicated. If your research proves positive, and if your potential listeners find the spots appealing and motivating, you can move on to the next step.

Talk to some stations who use the spots in other markets. Then talk to some who stopped using them, and find out the reasons for cancellation. Take a close look at individual results — don't just take a "yup, sure worked here" response as an endorsement. No one wants to be singled out as the one station that failed while everyone else managed to succeed. Keep in mind that the dozens of companies out there will all have their own series of successes, as well as reasons why their spots produce the best results. They all want to sell you their product, but you have to sell your audience. You have one chance, and you'd better make it work.

All television advertising can do is get people to try your product — to listen to your radio station. The spot can make them tune in, but your station itself has to turn them on. As Steve Ewing says, it's much like shooting ducks: "Advertising is just the decoy. You put the decoys out there, and blow on the call a couple of times, and if those birds like what they see they're going to come in low over the decoys. If they smell something fishy, they'll take off."

R&R

## The Key To Creative Research

There is a pervasive feeling among broadcasters that we have some special communion with our listeners. We have an elitist attitude that our "gut reactions" are almost always right, that we know what our listeners want and we are the best qualified to be the dispensers of what they care about. Nowhere is this attitude more obvious than when a radio station gets ready to do a TV commercial.

### Research + Planning = Success

The most effective television commercials will reflect back to the audience a "vision" of your radio station that the viewer will understand. The strongest impact is made when your advertising talks to the people — in their language — about your station. The best television and outdoor advertising is created when the people at the radio station understand how they feel about your programming and that of the competition. Simply put, to promote your position you have to first discover what your position is. Tell your story, but tell the *right* story.

The best method to create and test a television spot is through the use of focus groups. By understanding the listeners, by becoming sensitized to what listeners feel is important about a station, a clear and creative course can be set for the station to follow. Focus group research will better equip you to guide the creative effort for your television advertising. By understanding more about how the listener uses your product, you can reinforce the positive attractions of your sound more effectively.

To do things right, audience research has to be used at three steps along the advertising process:

1. **Planning the creative.** Focus groups are most effective at this stage because they can probe for listener likes and dislikes, positioning strengths, street words that might work, reasons for sharing stations, and myriad other impressions that people have stored for you and your competition.
2. **Testing the concept.** Again, use focus groups to get reactions to a campaign before it goes into final production. Show people some storyboards or demo spots from other markets. This way you can learn how the commercial is likely to impact on the potential listener, and you can measure response to the creative execution before production dollars are wasted.
3. **Measuring effectiveness.** After the commercial has been on the air, you should find out if it is working. Don't wait for *Birch* or *Arbitron*. A quick telephone survey can accomplish this for you. You will be able to measure how many people have seen and remembered your commercial. Also, the callout survey can let you know if people are sampling the station because of the spot.

### A Penny Saved . . .

It is always surprising to see how many times a research company is called in to help a radio station *after* a disastrous rating book. Management usually complains that for some reason their "fantastic" spot wasn't the success it was supposed to be, and the station wants to find out why. People are often dazzled by the production values of the spot and forget to do their homework. Sadly, most radio stations don't know how to promote themselves to prospective listeners, and if they aren't in tune with the attrac-

tions of their station, how will they highlight those attractions in a campaign?

Here is a quick checklist to help you do more effective television advertising, whether you are buying a syndicated spot or choose to roll your own:

- Make a commitment to research your listeners when you are planning the creative, testing the concept, and measuring its effectiveness.
- Don't do the research yourself. Hire a professional outside company to conduct the studies. You and your personnel are too close to the product to be objective.
- Ask the syndication company if their commercials have been tested. Get copies of the results.
- Find out where a campaign has aired and talk to the radio station. Get very specific and discover when the campaign ran, what was the frequency of the flight and what shows were bought, did the station research the spot, and was there a measurable result in the book? In short, find out everything possible about how the station ran the spot and what results were generated, if any.
- Find out the relationship between the station and the syndicator. Did material arrive on time? Were the production values strong? Were the radio station's instructions followed? Was the syndicator helpful in planning the campaign?

In the long run research can pay for itself. One station might find, for instance, that it should cancel its run of billboards and concentrate on television, while another might put a heavy budget in outdoor advertising and ignore television.

Many radio stations "buy the house" before they know where they'll be moving. They commit thousands of dollars without investigating the potential of their advertising. The listeners will tell you everything you need to know to make a better advertising decision. But you'll never know until you ask them.

By **Bob Harper**, President of **Bob Harper's Company** in San Diego.

## TURN ON YOUR TV.

You know the best, most cost-effective way to promote your radio station is with a well-conceived and masterfully-produced TV campaign — syndicated or custom commercials filled with life and purpose.

Whether you're Country, Contemporary, MOR or Beautiful, TM Communications has all the best choices for you. They're the best because they're designed to be . . . by longtime industry leaders, people who understand what it takes to reach your listening audience and achieve ratings dominance.

It's that understanding that sets TMC apart — that lets us be more to you than a mere ad agency or production house can ever be. Not only do you get matchless creativity and state-of-the-art production, but you also benefit from TMC's involvement in virtually every aspect of the communications industry.

In fact, the National Association of Broadcasters and the Radio Advertising Bureau came to TMC for their video projects. (Hmmm!) The list goes on to include prestigious broadcast organizations like Jefferson Pilot, EZ Communications, Hearst Broadcasting, Viacom and many others.

Before you commit to something as important as your next TV spot, you owe it to yourself to see the best from TM Communications. With TMC, making a unique impact in your market can be as easy as turning on your TV! Call Buddy Scott toll-free for details.



**TM Communications, Inc.**

1349 REGAL ROW / DALLAS, TX 75247 / 214-634-8511 / 1-800-527-7759

## We'll sell your radio station in 30 seconds.

We create and produce affordable TV commercials that will get your market listening.

Call Jay Bigelow at (215) 525-6430, and see how quickly you'll be sold on Creative Works.

*Creative Works*

Gladwyne, PA 19035 • (215) 525-6430

# Outdoor: A Radio Showcase

KGO/San Francisco  
(Foster & Kleiser)

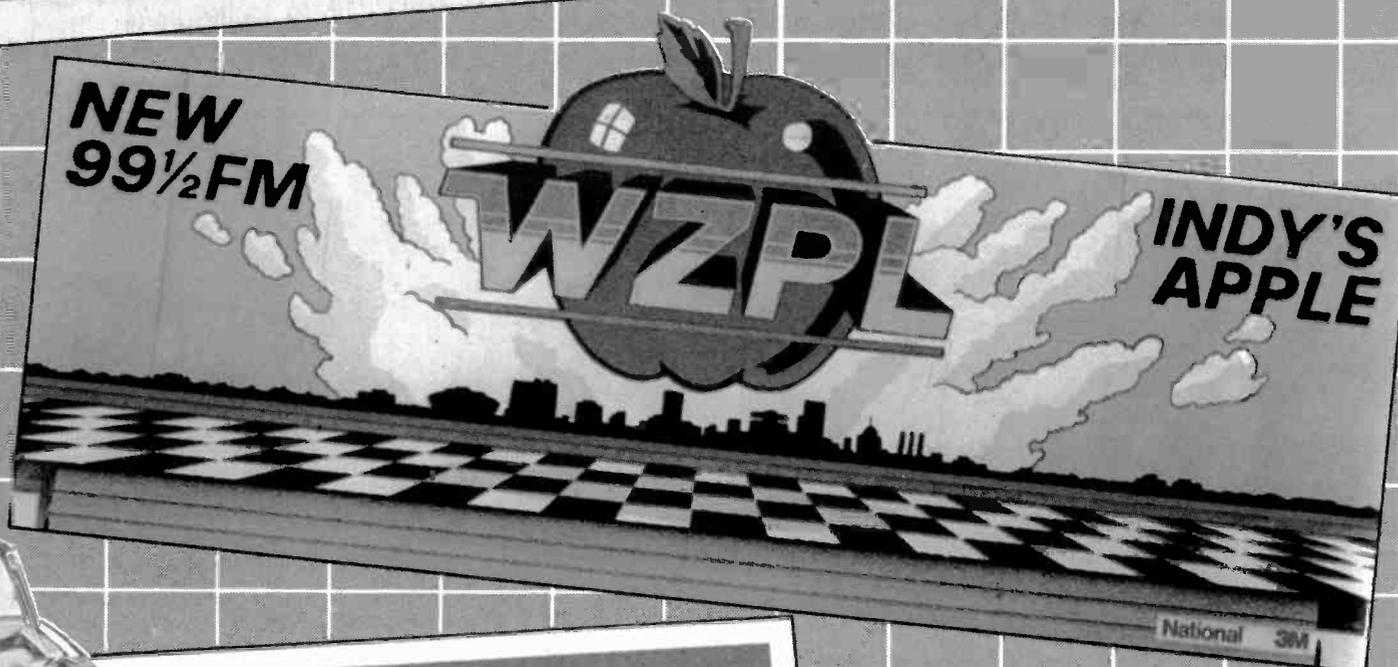


GANNETT OUTDOOR



KLOS/Los Angeles  
(Gannett Outdoor)

WZPL/Indianapolis  
(National/3M)



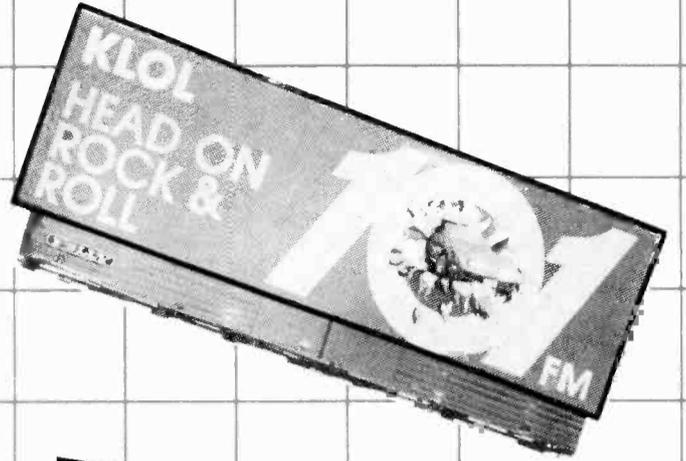
KRLA/Los Angeles  
(Foster & Kleiser)



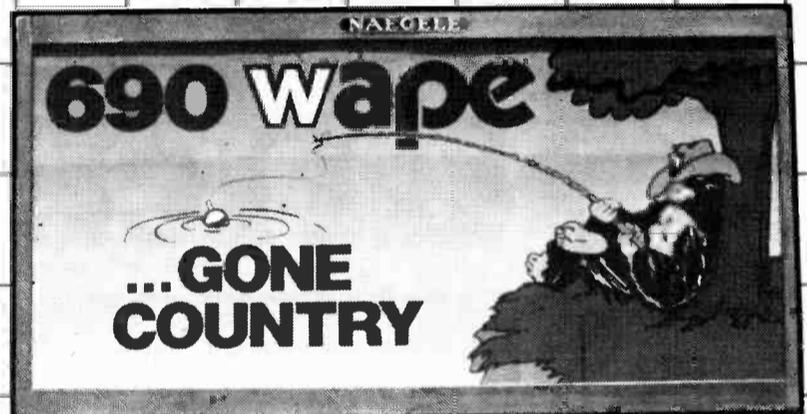
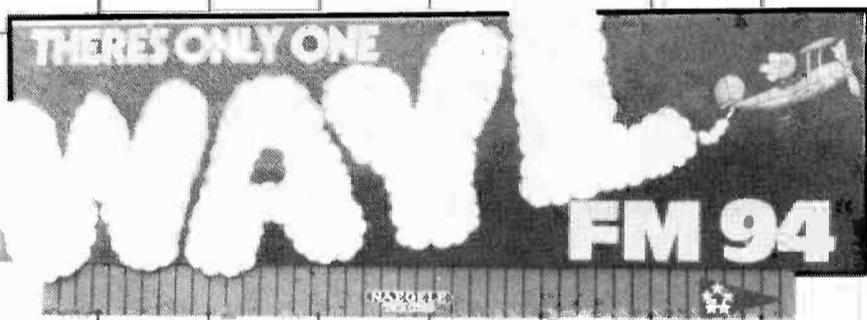
**KRLA**  
**1110am**  
*The Heart & Soul of Rock 'n Roll*  
**MORE OLDIES. MORE OFTEN.**

FOSTER & KLEISER

# Outdoor: A



# Radio Showcase



## Making The Most Of Outdoor

What you get out of your outdoor advertising depends completely on what you put into it. Billboards have been a basic advertising vehicle for decades, and they have long been recognized as being ideally suited for special promotions — such as ratings periods. Today, however, more and more stations are capitalizing on year-round outdoor campaigns. The following checklist, provided by the **Institute of Outdoor Advertising** in New York, illustrates the effectiveness of widespread, longterm commitment to outdoor.

- **Constant exposure.** Your radio station is on display every day, and outdoor offers a continuous identification in the marketplace for your listeners. It also affords constant sales exposure to your present and prospective advertisers.

- **Prospect selectivity.** Outdoor enables you to concentrate your advertising dollars against your prime listener prospects. Via special "packages," you can target your selling messages to almost any demographic group you desire — by age, ethnic groupings, workplace, etc.

- **Prospect Coverage.** Outdoor reaches virtually all your medium's prospects — men or women, young or old — where they live, where they work, where they socialize.

- **Prospect frequency.** Reaching your prospect is one thing, but reaching him often enough to make an impression is quite another. Amidst the keen competition for prospect attention, "frequency" is a must. Outdoor can provide this where other media can not.

- **High visibility.** To communicate the "bigness" of radio.

outdoor's sheer physical size (up to 1000 square feet) literally demands the attention of any motorist passing by your message.

- **Cost efficiency.** Outdoor costs less per thousand than other media, stretching your promotional dollars. It offers you two to four times as many prospect impressions per dollar than any print medium, and over 200 more impressions for what a single direct mail postage stamp costs.

- **Instant awareness.** Via outdoor your market can blossom with your message overnight — without waiting to build rating points. Within the first week of its exposure, a #50 showing will reach an average of 60% of your adult prospects.

- **Creative impact.** Outdoor advertising offers unlimited opportunities for creatively projecting your station's identification and personality, or for communicating special themes and promotions.



## O V E R V I E W

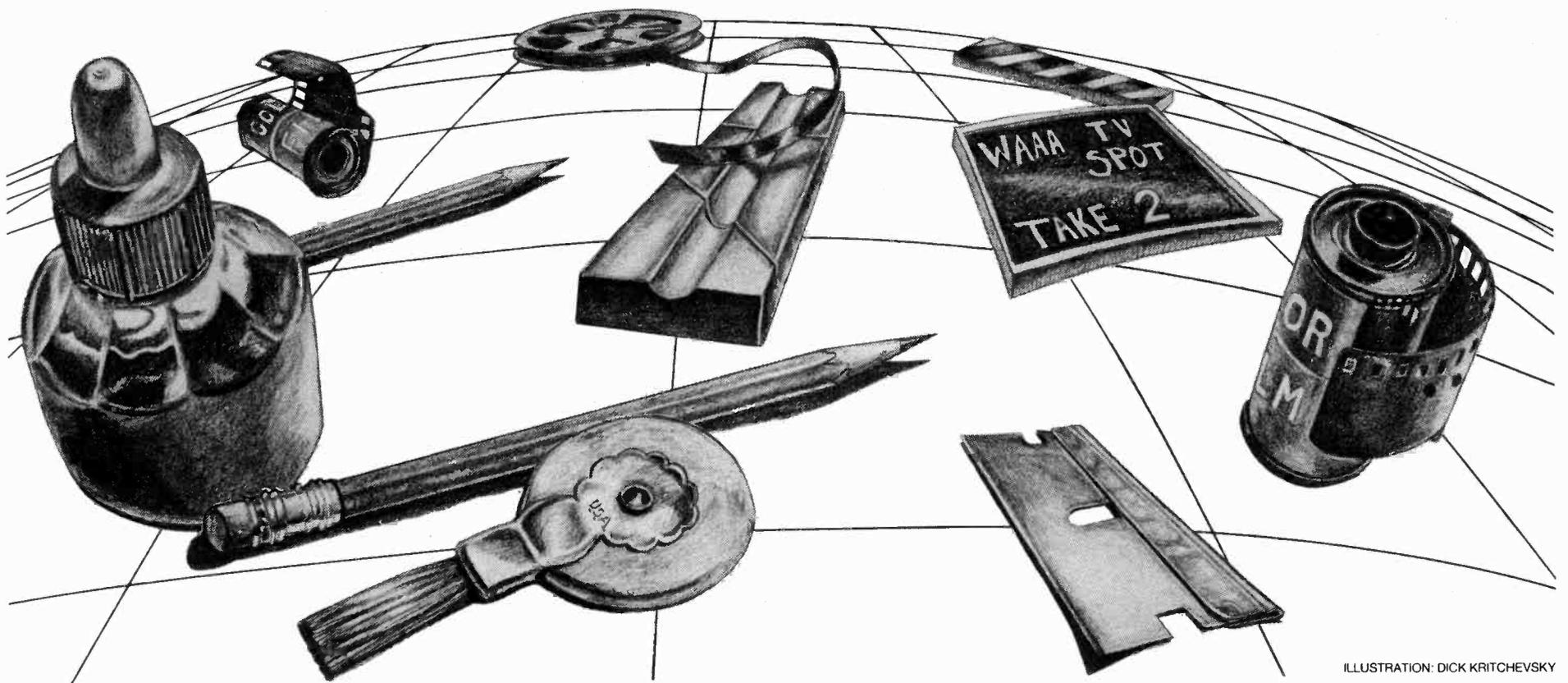


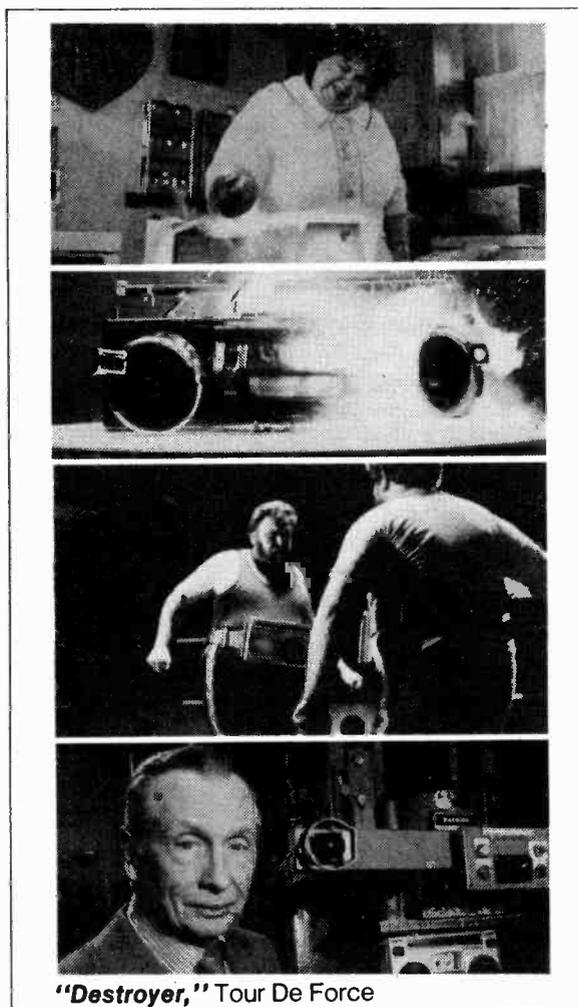
ILLUSTRATION: DICK KRITCHEVSKY

# Storyboards To Sound Success

**T**here are basically two types of television spots produced for radio stations: those developed on a local level for local clients, and those created and distributed on a national, syndicated basis. Local productions can be developed either in-house or in conjunction with an advertising agency, while syndicated spots can start out as an individual campaign and later become nationally-distributed, or they can be designed for national syndication from the start.

Virtually every commercial radio station uses, or has used, TV as part of its promotional activities. As anyone who has sat and patiently watched countless reels of commercial demos knows, there are definitely many "winners" and "losers" making the rounds. Some spots are dynamic, some are subtle, some are cute, while others are insipid and ridiculous. Picking the perfect one is not an easy task, considering the prevailing pressure of imminent failure.

The objective of any promotional campaign is to attract listeners, resulting — ideally — in increased quarter-hour shares. That's what ratings are all about. Varying campaigns achieve similarly varying results. In this "overview" section we have illustrated six TV spots that have had either national or local success. They cover a wide range of formats, geographical regions, and demographic targets, and show the potential adaptability of one spot to many markets. R&R has not judged these spots to be the best, nor the most effective, in their field. They are just a sample of what is available to the radio industry across the country. Their inclusion on these pages is simply an illustration of the wide range of creativity in the industry, and does not necessarily constitute an endorsement by R&R.



"Destroyer," Tour De Force

## "DESTROYER"

Tour De Force, Milwaukee  
Steve Ewing/Vice President

**"D**estroyer" was created as a flexible message, so it could be tailored to fit the needs of a wide variety of contemporary stations in a variety of formats. It was developed with prime time TV in mind — in fact, it is a slice right out of television. Americans love television, and they are fascinated with the spectacle of destruction. "Destroyer" is "A-Team Television." It is pure entertainment, and was not developed for image. A lot of researchers like to test spots for their image, but you can't do that with this one — just like you don't go out and test a Rolls Royce for elapsed time in the quarter-hour. "Destroyer" was simply designed to give you a high-profile, memorable look at a radio station, with a heavy emphasis on humor.

The spot starts out with a 307-pound woman listening to the radio. In the background her toast is burning. The disc jockey says, "What a rotten day it is," and she gets so mad at the radio that she pulverizes it. From there on, radios are mutilated, smashed up, and cracked up in a number of ways. We have two belly-buffers with radios strapped to their waists; we have Hulk Hogan, the reigning WWF Heavyweight Wrestling Champion; we hit them with jackhammers; and throughout the entire thing an aircheck of the station is playing. The final note on the end is with John Cameron Swayze, who stands in front of an 80-ton stamper and crushes a radio, and says, "It takes a knockin' and keeps on rockin'." The spot establishes that the station plays rock music, and is designed to give you three visual logo impressions, the localization by stations, a humorous element, as well as the spectacle of destruction born out of prime time television.



"The Parade" Trailblazer Marketing



"The Rock Of Boston," Spotwise

**"THE PARADE"**

Trailblazer Marketing, Buffalo  
**BOB WOOD/President**

**"T**he Parade" is really a positioning commercial for A/C and CHR stations. It works

this way: An off-camera, omniscient voice talks to a person onscreen, who represents the listener. The voice begins, "I'd like to talk to you about radio, but not about stations that talk, because you listen for music." At this point a parade of clacking teeth marches past the listener, while the dialogue qualifies the spot to target for the music listener. Then the voice says "Some stations play good music, but it's too sleepy. It's good, but too much of it is a bad thing." And visually a slow turtle ambles by. Then, "Some stations play fast music, but that's all they play, and it's basically boring. And too much of it gets on your nerves." Now a flaming guitar goes by, representing hard rock, and the listener jumps under the table. Finally, the solution comes along - a radio is mysteriously propelling itself across his desk, and he hears it. And he likes it. The spot sets up the problem, and the solution is the radio station, with a tag line at the end.

**"SINGALONGS"**

Filmhouse, Nashville  
**Curt Hahn/President**

**T**he base line of the singalong spot is that it deals with everyday people in everyday situations. These are people

that the target demographic can relate to, and by putting them in some sort of humorous situation, it shows the kind of music the station plays and the spirit it has. The overall effect of the singalong vignettes, with the use of music, is to position the station as one you would want to listen to. Also, the spot is designed to show call letters about 40% of the time. Those 13 seconds of call letters are divided throughout the spot at four different points - including the beginning and end. This way the TV viewer has an overall picture of the station.

At present we have about 60 separate vignettes, which the stations can choose from for their own marketplace. Typically there are three vignettes in each spot, sometimes more. Other than presenting a "this is the type of music we play, and this is the type of feeling you'll have listening to us" image, the station itself can customize the spot as it sees fit.

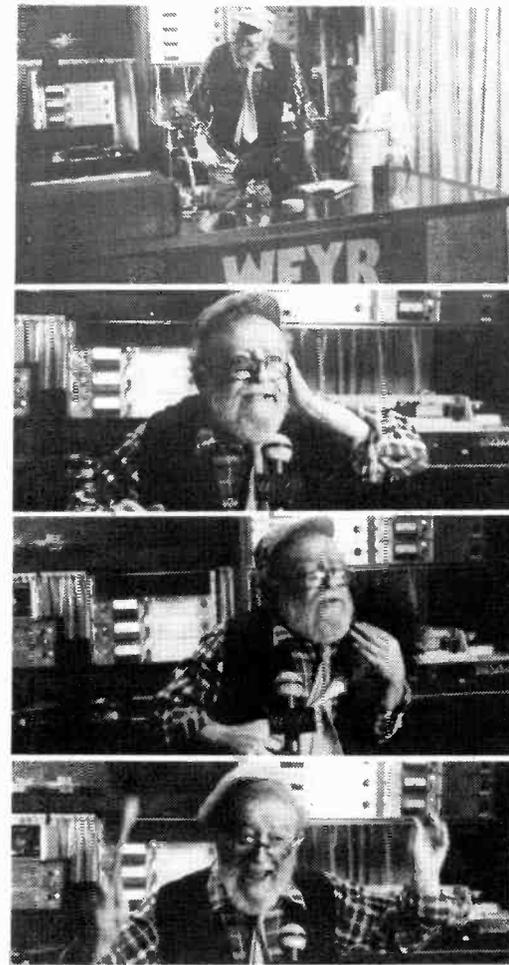
**"THE ROCK OF BOSTON"**

Spotwise, Boston  
**Richard Getz/Dir. of Marketing**

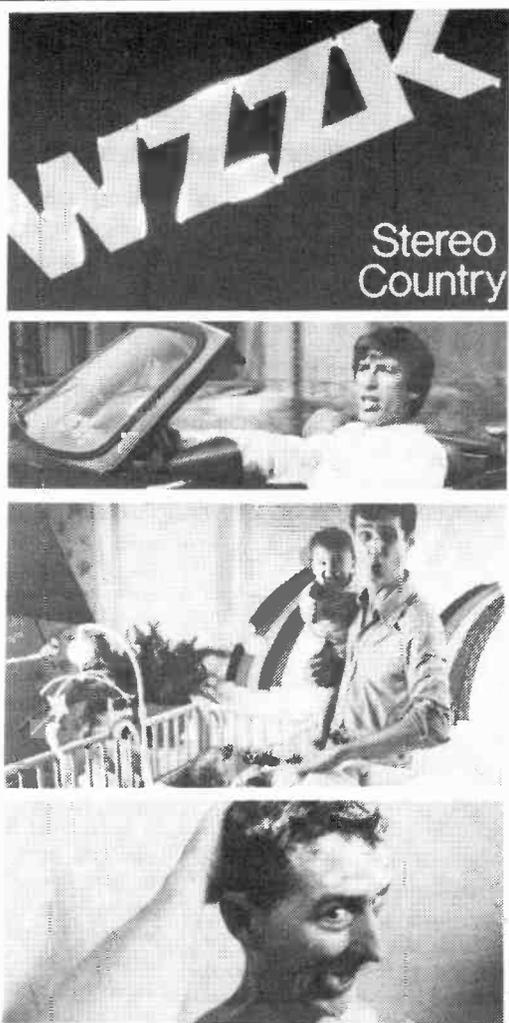
**"T**he Rock Of Boston" is representative of all the elements that a TV spot for a radio station

should have in it: call letter promotion, channel allocation and frequency, a demo of the playlist, on-air personalities, and a fast-paced, visually-exciting image. It also features the station's positioning line, and shows the station's logo.

The spot opens with high-energy animation mixing the logo with a cut from the J. Geils Band, and a station announcer saying the call letters. What follows is a sampling of the station's personalities, lip-synching various cuts in a shtick that is a visual cliché of the lyrics. Interspersed throughout is more animation, the logo, and the call letters. Finally, the last personality, Albert O, proceeds to smash a giant rock, which breaks into pieces revealing the station's call letters once more. The camera zooms out to reveal another boulder that has been smashed to show "The Rock Of Boston" chiseled into it.



"The Janitor," Chuck Blore & Don Richman



"Singalongs," Filmhouse

**LAMAR**

**We Make You VISIBLE**

**LAMAR OUTDOOR ADVERTISING COMPANIES**

OFFICES IN:

ALABAMA

- MOBILE
- MONTGOMERY

COLORADO

- COLORADO SPRINGS/ PUEBLO

FLORIDA

- DAYTONA BEACH

• FT. MYERS

- LAKELAND
- PANAMA CITY
- PENSACOLA
- TALLAHASSEE

GEORGIA

- ALBANY
- AUGUSTA
- ROME

KENTUCKY

- COVINGTON
- LEXINGTON

LOUISIANA

- PADUCAH
- ALEXANDRIA/ PINEVILLE
- BATON ROUGE
- HOUMA

• LAFAYETTE

- LAKE CHARLES
- MONROE

OHIO

- DAYTON

TENNESSEE

- CLARKSVILLE
- NASHVILLE
- KNOXVILLE

TEXAS

- BROWNSVILLE
- MIDLAND
- WICHITA FALLS

VIRGINIA

- RICHMOND
- ROANOKE

WEST VIRGINIA

- WHEELING

*"We appreciate your business."*



# NETWORKS PROGRAM SUPPLIERS



REED BUNZEL

DIALOGUE WITH KATZ, BLAIR, INTEREP

## Rep Networks: Friend Or Foe?

During the last few years radio has been involved in a heated debate on the merits of unwired, or rep, networks. These networks are derivatives of national spot radio sales and were developed to efficiently sell radio on a national scope. They aren't the traditional programming networks customarily discussed on this page. In fact, they have little reason to be included in this column. However, there is continuing confusion over exactly what these "nonwired" networks are, how they function, and what their impact may be on national radio advertising. Therefore, this week's column examines the national reps who are networking their stations via spot radio.

Nonwired networks have led an on-again, off-again existence in the radio industry since the late '50s, when rep firms reacted to television's electronic stealth of radio's audience — and advertising dollars. Depending on whom you speak with, the evolution of these networks and the basic changes in the buying/selling practices of national spot radio are either beneficial or detrimental. Some people claim rep networks are an efficient way to develop new business, to get radio more of the advertising pie, to get more business from the traditional "wired" networks, and to make it easier in the long run for national radio. On the other hand, critics insist that all non-wired networks do is slice rates, confuse the buyer, and cheapen the medium.

### What Is An Unwired Network?

Each national rep firm has its own set of goals and objectives in selling radio. Consequently, more than a slight degree of competition has developed between them: business practices have periodically been called into question, as have the philosophies behind them. To cover a cross-section of the industry, I spoke with representatives from three national rep firms: Katz Radio Group, Blair Radio, and Interep.



**Katz Radio**

Ken Swetz, President of Katz Radio Group, explained a little about nonwired networks' history in the spot sales arena. "Years ago reps got into the network business because stations were crying for new business or new development," he said. "You could practically put asterisks next to radio's share of the entire advertising budget. It was minuscule compared to print and television. So we all went to our stations, harnessed them together, and developed a rate structure that would allow us to compete in that arena."

Obviously, reps view nonwired nets as an attractive way to package and sell national spot radio. According to Swetz, "An unwired network is merely packaging the stations a particular rep represents. If an advertiser has a desire to purchase a number of certain markets, or the entire United States, a rep would pull together all those stations it represents and put them into a network. The word unwired really defines it because it designates that it's not connected.

"There is no difference between an unwired network and spot radio. It is all national radio, which has two forms: connected and disconnected. If you buy it con-

nected, you're buying the traditional wired networks, even though they really aren't wired anymore. Disconnected is what heretofore has been termed spot. If an advertiser expresses a desire to purchase a number of markets, you package them up and call it a rep network. The word 'network' has become bastardized — something for everyone to hang his hat on. It's all a matter of semantics."

Swetz believes a lot of the confusion — and resulting fear — lies in the fact that some reps try to position themselves so the difference between them and traditional networks is practically indiscernible. The problem with this, he says, is the networks themselves have never quite gotten their money's worth out of national advertising. "If there is any bitch about the networks, it is that they never sold for as high as they should have sold. John Ruskin said a long time ago: 'There is hardly anything in this world that some man cannot make a little worse and sell a little cheaper, and the people who consider price only are that man's lawful prey.' The easiest way to sell a radio station is to sell a rate, and a lot of people sell by only giving rates. You take individual stations, or networks — if you're going to sell it cheap, you're never going to grow."



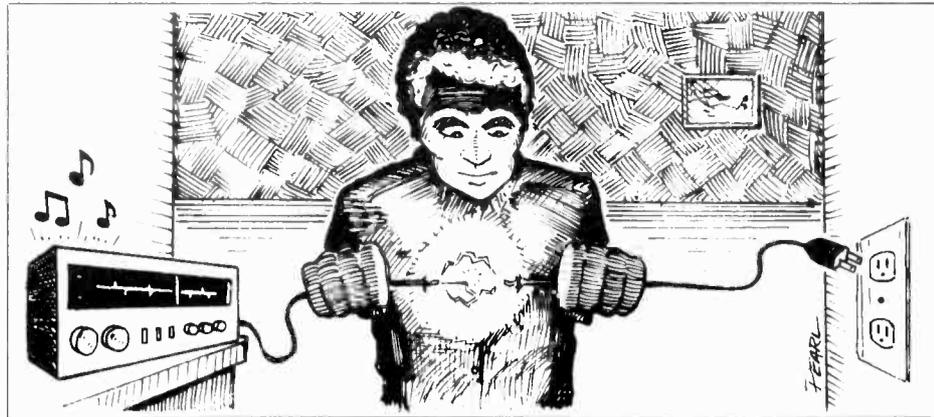
**BLAIR RADIO**

### Non-Wired Nets: A Process Of Evolution

John Boden, President/CEO at Blair Radio, explains how rep networks have evolved from their original functions. "A nonwired network today is any combination of stations that are bookkept out of one central source. But when the concept originally got started around 1958, we saw it as

## Network Spots

NBC News has extended an invitation to have both the Democratic and Republican nominees for the Presidency participate in a live one-hour political debate on radio and television. The debate will be held at a mutually agreed-upon location, and is scheduled for some time in September. Mutual Broadcasting will be featuring Waylon Jennings and Willie Nelson in its upcoming 3-hour July 4th broadcast of "Waylon and Willie." IDB Communications has broken ground in the construction of Westwood One's 10-meter Scientific Atlanta earth station to service Satcom 1R. The facility is being built for the transmission of digital audio



a marketing tool to develop new radio dollars. If one rep didn't have all the markets the advertiser wanted, and if the advertiser was looking for nationwide coverage, he'd go to another rep and make a deal to deliver the stations he didn't have. By doing that the rep developed some new, significant radio dollars."

The problem today, Boden believes, is the flurry of activity generated in the spot radio market. "What has happened today is that everybody has jumped in, packaging stations together in any way, shape, or form to get the business. It's just another way to package spot radio, and the development aspect is all but gone. They're taking the available dollars and just putting them in different marketing packages."

One of the criticisms concerning rep networks is they tend to cheapen radio — that reps simply rush in to make an easy buy, virtually ignoring the quality aspects of the medium. "They're cheapening it from the perception that you can buy radio cheap," Boden agrees. "What is happening is the strong stations on a rep's list are getting the rate they want, while the weaker stations are paying for it. And the buyer thinks he's getting a great deal. Some stations are being hurt; some buyers are being hurt. I don't think we have to deal in radio quite to that extent."

## The Interep Companies

### Targeting The Buy

Bob Lion, Co-Manager for Interep, claims that one way to escape this 'quick buy' syndrome is to look past a simple client roster and target individual stations. Interep, the rep network derived from the amalgam of the four Interep companies (McGavren Guild, Weiss & Powell, Major Market Radio, and Hillier, Newmark, Wechsler & Howard), is set up to target individual stations for demographic buys. "What we are selling now are target radio networks, in which we choose from our four companies only those stations that deliver heavy users of an advertiser's product. For instance, if an advertiser is pushing a black-oriented product, we'd target the Black stations. Or if it's a high-ticket item, we'd go for an upscale, maybe Classical, audience. This way we're much more customer-directed than rep-directed, which is how the old nonwired networks used to be.

"The nonwired network, as it was originally structured, was a way for a rep to go in

and try to get as many stations on a particular buy as possible. When this practice got started they tried to compete with the wired networks on a low-ball rate situation. But the networks are a barter situation, and the unwired networks couldn't compete on that basis."

The structure of a target network is different from a regular unwired network in that an advertiser has more station lists to choose from when placing a buy. If one rep can't deliver the targeted format or demographic in each market, stations will be cherry-picked from another rep's list. In this manner the advertiser is satisfied that his buy is covering the entire country, and stations aren't forced into lowering their rates just to get an order.

On the surface this system seems tailor-made. In most cases it is. However, many stations feel that because they have entered into an exclusive contract with their rep firm, the rep firm itself should return that loyalty and place every buy with that station. After all, isn't that the fair thing to do?

"No station is told by a rep that it's going to get every piece of national business that comes down the pike," Lion explains. "That would be ludicrous. The same thing is true with the target networks because it is spot in the same vein. A Beautiful Music station just won't get a piece of teen-oriented business, but it wouldn't get it if it was normal spot radio, either. With a target network we interface with each of the four companies prior to every buy. A station might get passed over with one order, but it might pick up another that it otherwise wouldn't have received."

Tony Miraglia, also Interep's Co-Manager, believes that the efficiency of target networks lies in their ease of buying. "One of the main advantages is the ease of purchase," he says. "We're making it easier for advertising agencies to use radio. We're also giving the advertisers the most appropriate radio stations, those that will deliver the heavy users of the products and services they're trying to advertise. The way nonwired networks were being sold was to say 'sell all of our stations whether they make sense or not.' The bottom line is that campaign wouldn't work because they were using inappropriate radio stations."

Just what effect will nonwired networks, or target networks, have on national radio advertising? Can nonwired nets develop new business for the industry, provide more profitable buying for agencies, and increase spot buy efficiency/impact? Are these networks set up to help the advertiser, the station, or the rep firm itself? The elements inherent to this discussion add up to one question: who wins?

Tantamount to all this is the old chicken and the egg question: are rep firms answering the hue and cry of the marketplace, or are they leading the radio industry down the garden path? According to Ken Swetz, rep firms have a responsibility to radio. However, he insists that the stations themselves have to look out for their best interests. "All the station has to do is say, 'No, we don't want that business.' It also takes some leadership in the rep business for the reps to do what's right for radio. Nonwired is good for the reps. Reps make out terrific. But we're in a service business, and when you're in this business the most important thing is your client — which is your station."

# Networks/Program Suppliers

## MUSIC FEATURES

### ABC

#### Entertainment Net/Silver Eagle:

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

#### Rock Net/Live Supergroups:

Greg Kihn (July 14)

#### Youth Networks:

All-American Rock & Roll Party (June 30)

### Clayton Webster

#### Country Calendar:

Barbara Mandrell (July 2)  
Johnny Lee (July 3)  
Dottie West (July 4)  
Emmy Lou Harris (July 5)  
Jeannie Seely (July 6)  
Roy Acuff (July 7)  
Gail Davies (July 8)

#### Rare Trax:

Ken Hensley (July 2)  
Jimi Hendrix (July 3)  
George Thorogood (July 4)  
The Fixx (July 5-6)

#### Retro Rock:

Def Leppard (June 25)

### Creative Radio Network

#### Country Music's Radio Magazine:

Lee Greenwood (June 30)

#### Gary Owens' Supertracks:

Salute to summer (June 30)

### Global Satellite Net

#### Rockline:

David Gilmour (June 25)  
Red Ryder (July 2)

### Lee Bailey Productions

#### Radioscope:

O'Bryan/Alice Arthur/O'Jays (July 1)

### MJI Broadcasting

#### Rock Quiz Special:

Fourth of July summer bash (June 29-July 2)

### Mutual

#### Dick Clark's National

#### Music Survey:

Jermaine Jackson/Paul Weller/Cyndi Lauper (June 22-23)

#### Lee Arnold On A Country Road:

Merle Haggard/Barbara Mandrell/Louise Mandrell/Steve Wariner/Charley Pride/Lee Greenwood (June 22)

### Narwood Productions

#### Country Closeup:

Charley Pride (July 2)

#### Music Makers:

Cab Calloway (July 2)

### NBC

#### The Source:

Rock salutes Motown (June 29-July 1)

### PFM Inc.

#### Guest DJ:

Pat Travers (July 2)

### PIA (Program Services)

#### Rare & Scratchy Rock & Roll:

The Association (June 29-July 1)

### RKO Networks

#### Behind The Music (RKO 2):

Deniece Williams (June 25)  
Kim Carnes (June 26)  
Shakin' Stevens (June 27)  
Anne Murray (June 28)  
Lee Greenwood (June 29)

#### Checkin' In (RKO 2):

Waylon Jennings (June 25)  
Gus Hardin (June 26)  
The Judds (June 27)  
Nitty Gritty Dirt Band (June 28)  
Kathy Mattea (June 29)

#### Countdown America

#### w/John Leader (IS INC):

Elton John (June 23-24)

#### Live From The Record Plant

#### (PG Prod):

Jefferson Starship (June 24)

#### Private Session (RKO 1):

Willie Nelson (June 25)  
Styx (June 26)  
Juice Newton (June 27)  
Shalamar (June 28)  
Elton John (June 29)

#### Solid Gold Saturday Night

#### (Dick Bartley):

Roy Orbison (June 30)

### Strand Broadcast Services

#### Music & Memories:

Spanky & Our Gang/Dick Martin (June 30)  
Marilyn McCoo (July 7)

### Syndicate It

#### Music Of The City:

Motown special: Temptations/Teena Marie/  
Mary Wells (July 2)

### United Stations

#### Dick Clark's Rock, Roll

#### & Remember:

Captain & Tennille (July 6-8)

#### The Great Sounds:

Frankie Laine (June 29-July 1)

#### Rick Dees' Weekly Top 40:

LaToya Jackson (July 6-8)

#### Solid Gold Country:

Don Williams (June 29-July 1)

#### Weekly Country Countdown:

Earl Thomas Conley (June 29-July 1)

### Westwood One

#### Budweiser Concert:

Pointer Sisters (July 2-8)

#### Countdown:

Rockwell/Jermaine Jackson (June 29-July 1)

#### Dr. Demento:

Bonzo dog doo-dah band (July 6-8)

#### Earth News:

Michael Pare & Jimmy Iovine/Slade/  
Michael Winslow (June 25-29)

#### In Concert:

The Tubes (July 2-8)

#### Live From Gilley's:

John Conlee (June 25-July 1)

#### Off The Record:

Rod Stewart/Chicago/Motley Crue (July 2-6)

#### Off The Record Specials:

38 Special (June 25-July 1)

#### Pop Concert:

Manhattan Transfer (June 25-July 1)

#### Rock Album Countdown:

Greg Kihn/Joe Jackson (June 29-July 1)

#### Rock Chronicles:

Art rock (June 29-July 1)

#### Special Edition:

Bobby Womack (June 25-July 1)

#### Superstars Rock Concert:

Eddie Money (July 6-8)



**WIZARD OF OZ** — A recent Memorial Day special on RKO's "The Hot Ones," produced by IS INC, featured some of the hottest recording acts to come up from the land down under in "The Wizard Of Oz." Pictured after a taping session are (l-r) program host Dave Roberts, and Little River Band lead singer John Farnham.

## NEWS & INFORMATION FEATURES

### ABC

#### Let's Cope:

Do your parents upset you? (June 18)  
Competing with your children? (June 19)  
Unsure about getting married? (June 20)  
Spouse demanding and controlling you? (June 21)  
Have trouble motivating yourself? (June 22)

### All Star Radio

#### Radio Hotline:

Foot pervert — Twinkies/Bob's answer machine/  
I don't have any friends/when we were  
kids/bored genie (week of June 18)

### Stevens' & Grdnic's Comedy

#### Drop-Ins:

My doctor's doctor/how to pick up girls/rhythmmania  
pacemaker/in search of Big Fat Donna/topless  
PSA (week of June 18)

### CBS

#### Entertainment Update

#### (Kris Stevens):

Dan Aykroyd/Greg Kihn/Leonard Nimoy/Sean Penn/  
James Coburn (June 18-22)

### Clayton Webster

#### Jack Carney's Comedy Show:

Jack Benny special (July 2)

### Mutual

#### Larry King Show:

William Rusher (June 18)  
Carol Channing (June 19)  
Gore Vidal (June 20)  
Bud Selig (June 21)  
Sam Zagoria (June 22)

#### Assignment Hollywood:

Joe Montegna (June 18)  
Lesley Anne Down (June 19)  
John Erik Hexum (June 20)  
Lorna Luft (June 21)  
Daniel J. Travanti (June 22)

### Narwood Productions

#### Minding Your Business:

Employee assistance programs/videotex (June 18)  
Ice cream equity (June 19)  
Summer layoffs/politics & small business (June 20)  
Phone tracking/Tektronix (June 21)  
Oregon Graduate Center (June 22)

### Progressive Radio Net

#### Computer Program:

Computer kitchen/knowledge engineering/  
computers and stocks/local area networks  
(week of June 18)

#### Laugh Machine:

Gallagher/George Carlin/Richard Pryor/  
Laugh-In/Don Adams (week of June 18)

### News Blimp:

Summer employment/plastic surgery/video cassette  
projections/dangerous hot dogs/lottery  
millionaires (week of June 18)

#### Sound Advice:

Buying speakers/speaker efficiency/speaker  
accuracy/dispersion/capacity and amp wattage  
(week of June 18)

### RKO One

#### Beat The System:

Freelancing (June 26)

Beat the reaper (June 28)

#### Mind Games:

Atlantis (June 25)

Monotonous voices (June 26)

Inherited depression (June 27)

Micro-sleep (June 28)

Dream states (June 29)

#### Smart Money:

Legal rights of live-ins (June 25)

Divorce mediation (June 27)

Investing in private companies (June 29)

### Syndicate It

#### Radiorobics w/ Jayne Kennedy:

Leg exercises (June 18)

#### Westwood One

#### Brad Messer's Daybook:

Pinball outlawed/Lizzie Borden/McCormick Reaper  
(week of June 18)

#### Playboy Advisor:

Should boss know they're in love?/all but parents  
know she's gay/teen dating protocol/sexual  
abuse awareness/she brags about former  
lovers' skills/loves him, hates his car/  
assertiveness & job advancement/husband  
cheats/almost an alcoholic/he thinks women  
crave his money (week of June 18)

#### Spaces & Places:

How to be a good boss (week of June 18)

#### Waldenbooks Review:

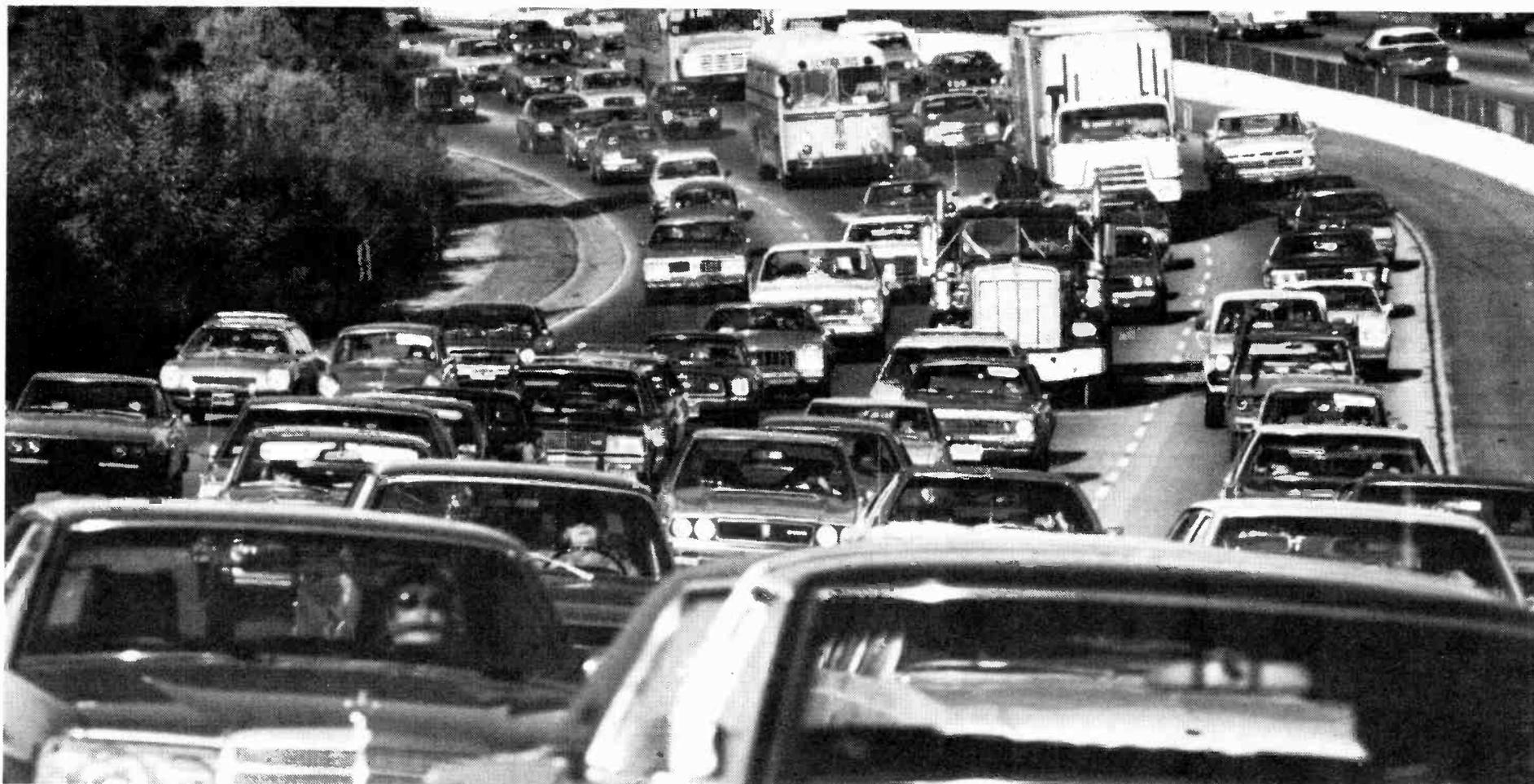
Dale Pollock/Kevin Nelson/Bill Henry/Jackie Collins  
(week of June 18)



**QUEEN FOR A DAY** — Radio went "Ga-Ga" recently when United Stations interviewed rock group Queen for an upcoming segment of "Rick Dees' Weekly Top 40." Pictured (l-r) are United Stations' Lori Pinkerton, Queen John Deacon, United Stations' Ed Salamon, and Queen Roger Taylor.



**RATT PATROL** — L.A.-based rock group Ratt recently turned ABC's "Rockline" into a party line when band members Stephen Percy and Robbin Crosby recounted their recent adventures on the road. Pictured during the live, phone-in program are (l-r) Percy, Crosby, and program host Bob Coburn.



# 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.





**"Now It's My Turn"**  
7-29283

Produced by  
Mike Howlett

Remixed by  
Mike Shipley

The new single from  
the Geffen album LOVE LIFE GHS 4025

Management:  
Peregrine Watts-Russell  
for MFC Management

**CHR  
SIGNIFICANT ACTION**

Out Of The Box Adds At:

- |      |         |      |
|------|---------|------|
| WPHD | WJXQ    | WJAD |
| WRCK | WHOT-FM | WXLK |
| KZZB | KMGX    | WHSL |
| WZLD | KQMQ    | 99KG |
| WFMI | KHOP    | KGOT |
| KTFM | KSKD    | KCDQ |
| KMGK | KDON-FM | KHTX |
|      | KHYT    |      |



GEFFEN RECORDS



# Street Talk

**MTV** going public? There have been widely circulated recent rumors that an investment group (headed by current MTV execs) was trying to purchase MTV from parent company **WARNER-AMEX**, but that apparently is *not* happening. What indeed *may* be happening is a \$300 million MTV public stock offering, which would move the video music channel out from under the **WCI**



umbrella as a publicly-held separate company. MTV VP **LES GARLAND** denied that any such action was underway, but investment bankers in New York indicate the offering is forthcoming, and the \$300 million figure would be about right in light of MTV's projected profit for this year. If you've always wanted to own a piece of MTV, this might be your chance.

The rumble was out there last week, and this week it came to pass: **RCA** VP/Promotion & Marketing **JOHN BETANCOURT** has left "the Nipper." The official statement says John "resigned to pursue management and production interests outside the company," which only added more fuel to the already hot rumor that John and current RCA/Nashville VP **JOE GALANTE** would form a partnership. While any confirmation of such a pairing was not forthcoming, it is known that former Capitol VP **BRUCE WENDELL** is now "consulting" RCA's promotion team for a few weeks. Naturally, the possibility of Bruce joining the RCA payroll on a more permanent basis has a lot of folks talking in New York.



*Frankie Crocker* the radio station." Warfield also indicated Crocker's excessive absenteeism from his own airshift contributed to the punishment.

At **WBLS/NEW YORK**, VP/GM **CHARLES WARFIELD** has "suspended" PD **FRANKIE CROCKER** for a minimum of two weeks. Why? Warfield told Street Talk the sanction came as a result of Crocker's "failure to supervise his on-air staff and his failure to program

Look for another ex-member of the **ARBITRON** flock to make his way to the **BIRCH RADIO** fold. Our sources say this former Arbitron executive will assist in helping Birch position its radio product for future growth and methodology improvements.

**TOM OWENS** has exited as PD of **KTXQ/DALLAS**. No immediate replacement was named, and Owens did not announce his future plans.



Both **CAPITOL** and **EMI AMERICA** have reorganized their promotion staffs. Exiting Capitol are San Francisco rep Sandy

Thompson (the company's 1983 rep of the year), Houston rep John Matthews, Dallas rep David Anderson, Miami rep Train Zimmerman, and Baltimore-Washington rep Danny Lyons. Leaving EMI is Florida rep Michael Harris. The new territories and assignments are as follows: Capitol's James Bishop from the Carolinas will now handle Dallas, Houston, and New Orleans; Atlanta rep Gino Rumble will add the state of Florida, as does EMI's Atlanta rep Terry Lawson. Nashville's Sandy O'Conner picks up the Carolinas, and Philadelphia rep Ricky Salvadore will move to San Francisco. Still to be decided is who will handle the Baltimore-Washington market, which will be combined with Philadelphia. Capitol VP/Promotion & Marketing **WALTER LEE** commented, "These realignments reflect the makeup of today's marketplace as opposed to 1972, which was the last time Capitol's field promotion force was realigned."

Former CKLW/Detroit morning man **TOM RYAN** will return to the Motor City airwaves June 23 as the new wakeup host at **WOMC**. Tom's been on the sidelines since CKLW moved Paul W. Smith into mornings in late February.

As previewed here, **TED COHEN**, most recently National Artist Development Director at **WARNER BROS.**, has joined **WESTWOOD ONE** as Director of Talent Acquisition. In his new position Cohen will secure artists for the firm's numerous national radio concerts and programs.

While it's true that **WFOX/GAINESVILLE-ATLANTA** is looking for a PD, current PD **ALAN DuPRIEST** is *not* out. GM **MARTIN SHERRY** is taking applications for the position, and Alan is reapplying following the station's recent acquisition by **SHAMROCK**. Research on the new format is not in yet, so applicants are shooting in the dark for this potentially desirable position.

Continued on Page 34

**NO PROMISES...  
JUST RESULTS!**

In our four years of consulting, 90% of all our clients have shown ratings increases. All formats, all market sizes.  
**DONNA HALPER & Associates**  
Radio Programming Consultants  
28 Exeter Street, Suite 611 Boston, MA 02116 (617) 266-5666

WHEN YOU NEED SOME HITS / TO HEAT UP YOUR LISTS  
WHO YA GONNA CALL?

**CHART**  
~~GH~~**OSTBUSTERS!**

**"Ghostbusters" / Ray Parker Jr.**

Radio sure ain't afraid of no ghost. Ray Parker Jr.'s theme song from the block-buster Murray-Aykroyd film is off to a supernatural start. And catch the all-star video on MTV and everywhere. The Ghostbusters soundtrack LP ships this week.



**CHR BREAKERS 172/114**

**#1 MOST ADDED**

**"Doctor! Doctor!" / Thompson Twins**

The Thompson Twins are raising pulse-rates all over America with **"Doctor! Doctor!"**, the follow-up to their breakthrough smash "Hold Me Now" (and the perfect cure for the summertime blahs). It's from the nearing platinum Into The Gap.



**CHR CHART 29- 23**  
**AOR CHART 23- 18**  
**AOR TRACKS 23- 18**

**"Prime Time" / The Alan Parsons Project**

There's no mistaking the sound of The Alan Parsons Project. **"Prime Time"** has the multi-dimensional appeal that has brought them to the top time and time again. A winner, from the hit Ammonia Avenue (gold and climbing).



**CHR CHART 40- 35**  
**A/C CHART 20- 15**

And It's Gonna  
Be A **"Dynamite"**  
4th Of July!

**New Hits From the Arista Chartbusters!**  
**Coming To Save The Airwaves This Summer!**

**ARISTA** On Arista Albums and Arista Qualitap Cassettes. © 1984 Arista Records, Inc.

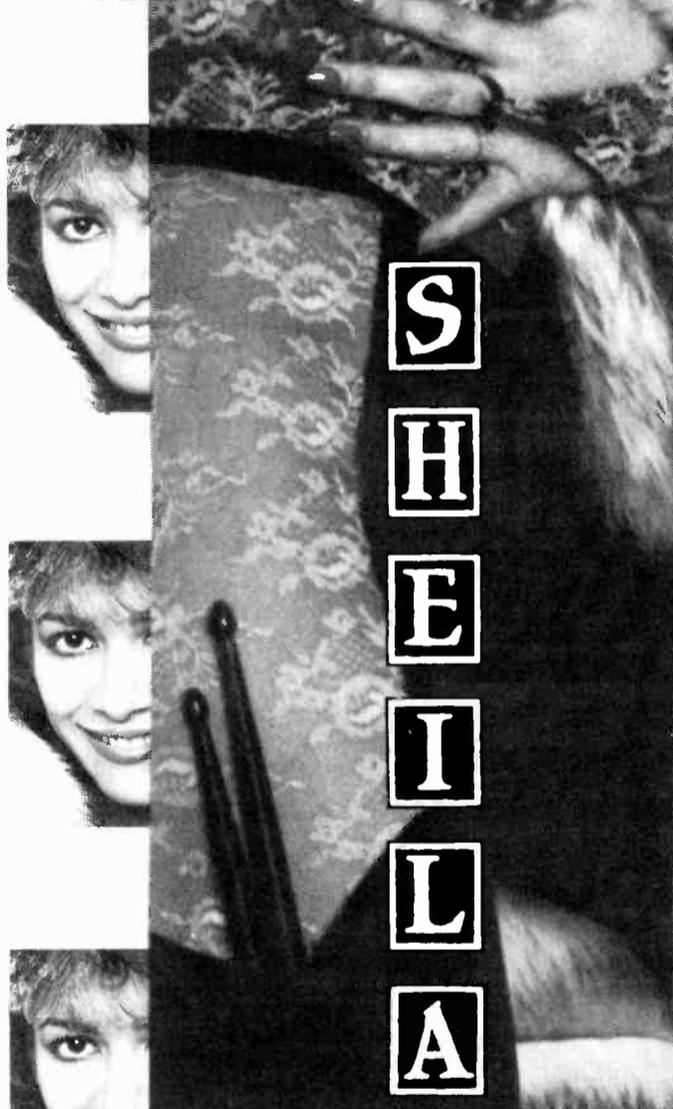
# Street Talk

Continued from Page 32



Treat Your Listeners To

## "The Glamorous Life"



S  
H  
E  
I  
L  
A  
E.



- |         |         |
|---------|---------|
| WXKS-FM | Z104    |
| Z93     | WHOT-FM |
| WFLY    | KMGX    |
| WBBQ    | KQMQ    |
| KXX106  | WJAD    |
| WJZR    | WCGQ    |
| WNOK-FM | Q104    |
| KAMZ    | WAEV    |
| WZYP    | WGLF    |
| WOKI    | 99KG    |
| KRGV    | KCDQ    |
| WSFL    |         |
| KTFM    |         |

Management: Cavallo, Ruffalo & Fagnoli  
Produced by Sheila E. and The Starr Company © 1984 Warner Bros. Records Inc.



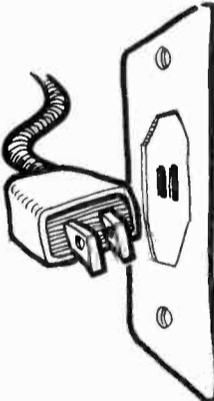
Dr. Don Rose

And speaking of morning men, hats and horns for **KFRC/SAN FRANCISCO's DR. DON ROSE** on the joyous occasion of his 2500th morning show at the station (6-8). In DDR's very successful career at KFRC, he's given a lot of Bay Area listeners reason to be glad he made the move from WFIL/Philadelphia over ten years ago.

**MALRITE** handed out its annual awards at corporate meetings in Keystone, CO recently, and **KSAN/SAN FRANCISCO's PD J.D. SPANGLER** was named PD of the year. KSAN's Promotion Director **STEVE JORDAN** was honored as Promotion Director of the year. A special President's Award was given to the management and staff of Malrite's high-flyin' **WHTZ/NEW YORK**.

Just who are the individuals making up the high-powered morning team about to sign a major deal with **B104/BALTIMORE**? Details are on the way.

**MARY MARANVILLE** turned in her resignation as GM of **KUDO/LAS VEGAS**. **DIANE CLARY**, President of KUDO's parent company Quality Broadcasting, assumes the GM chores there. Also, KUDO Station Manager **JOHNNY GUNN** has been promoted to VP/GSM at the station.



When it was announced that the **JACKSONS** tour would *not* be kicking off in Lexington, KY as originally planned, **WFMI** took action. The station pulled the plug on *all* Jackson product, starting off with a "No Michael Jackson Weekend" (6-9). "Response is overwhelmingly in favor of our programming decision," said MD Chip Mosely. "We understand there was a problem with the promoter in coming to terms over ticket distribution. Rupp Arena has always handled it locally, but the Jacksons want it done through New York with their proceeds up front. The whole area is angry that the tour was announced to start here at Rupp before all of the particulars were nailed down."

Former **KCBS/SAN FRANCISCO** producer **DIANE KEATON** has filed a \$50 million libel suit against the station, **CBS**, VP/GM **RAY BARNETT**, and Director/News & Programming **CHARLIE SERAPHIN**. Keaton was dismissed in March when her duties were folded into another position. She charges station officials libeled her in an interview and in letters claiming she was not a trained journalist. Keaton has a degree in Journalism from Indiana University and held several non-broadcast news jobs before joining **KCBS** in 1977.

Rumor has it that **WQDR/RALEIGH** may be switching formats away from its current AOR stance. GM **DON CURTIS** would neither confirm or deny the possibility, but he did say, "Those rumors didn't start at *this* station."



Larry King

**MUTUAL's LARRY KING** adds screen credits to his resume by appearing as himself in the just-released movie "Ghostbusters." In a scene filmed in the studios of **WOR/NEW YORK**, King is shown during his nightly talk show. Also appearing in the film, in voice only, is "**AMERICAN TOP 40**" host **CASEY KASEM**.

**MARC KREINER's** official title at **MODERN RECORDS** (as we tipped you last week) is Director/Black-Urban Dance Music.

**WNOO/CHATTANOOGA PD FRANK ST. JAMES** has exited the station, with **MD J. REILLY** getting the boost up to program the Black-formatted station. **LINDA LITTLE** was promoted to fill Reilly's vacated MD's post. No word on a new spot for St. James.

**WEZX/SCRANTON PD SHAWN WATERS** has resigned. He will stay with the Shamrock outlet until the end of this month.

Get-well wishes to **ELEKTRA** VP/Promotion **DAVE URSO's** wife Cheryl, who was suddenly hospitalized this past week.

**JIM MURPHY** is the new PD at **WOKQ/DOVER, NH**. Most recently Murphy had been Operations Manager at Boston suburban station **WDLW/Waltham**.

**WRQC/CLEVELAND PD KRIS EARL PHILLIPS** has resigned from the station. This leaves the CHR outlet needing a PD/morning man and an evening jock. Contact VP/GM **Zemira Jones** or Ops Manager **Scott Howitt**.



Belated congrats to **WFMF & WJBO/BATON ROUGE** Operations Manager **RANDY RICE** and Account Executive **CAROLYN DRAUGHN** on their May 25 wedding . . . Current congratulations to West Coast AOR indie **PAT MARTINE** and his bride **TALITHA EMBRY** of **MCA RECORDS**. The two will wed Saturday (6-16) . . . **WALG/ALBANY** air personality **KRIS VAN DYKE** will marry Cyndi Champion on June 22 . . . **KMZQ/LAS VEGAS** OM **MIKEL HUNTER** will wed former **KOME/SAN JOSE** Promo Director **JANET RYAN**. Mike was formerly PD at **KOME** . . . **KUIC/VACAVILLE, CA PD STEVEN BISE** is marrying Dana Lee June 22.

Stork Stops: **MUTUAL's** Western Regional Manager **CRAIG WHETSTINE** and his wife Nancy had a baby girl, Vanessa Lynn, on June 7 . . . **KKAL/ARROYO GRANDE, CA PD BILL CURTIS** and his wife Sandy recently welcomed twin boys, Steven Ray and William Joseph.

# TOP 30 USA IS A WINNER!

**“Our ratings have more than doubled.”**

*(John Elliott, Program Director, WVOR-FM/Rochester, NY.)*

**“We’re making money in time periods that would be a tough sell.”**

*(Al Pellegrino, Vice President & General Manager, WIOF-FM/Hartford, Conn.)*

**“M.G. Kelly is an outstanding adult contemporary talent.”**

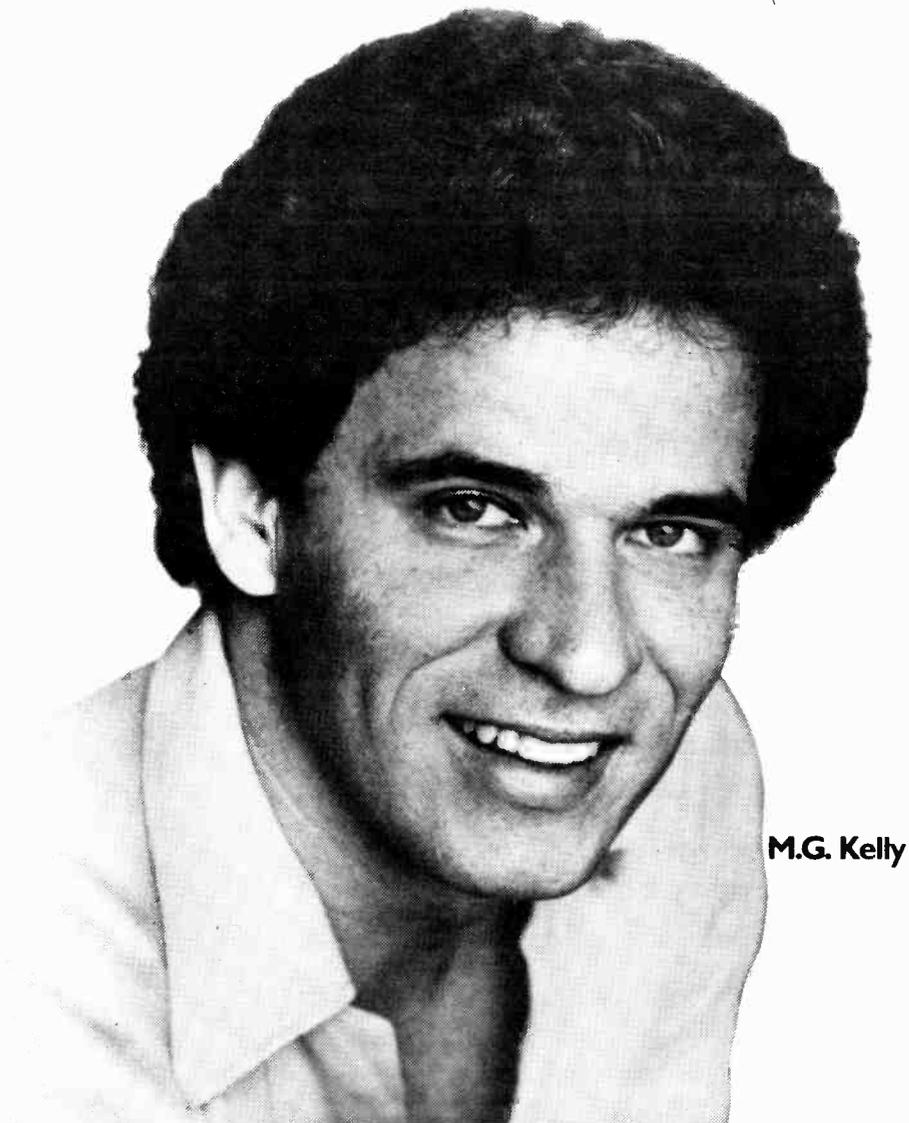
*(Alan Anderson, Program Director, WPIX-FM/New York, NY.)*

**“Nothing but positive feedback from listeners and advertisers.”**

*(Manuel Broussard, Vice President & General Manager, WAFB-FM/Baton Rouge, La.)*

**“Right on the mark.”**

*(Steve Huntington, Program Director, WAVE-FM/Tampa, Fla.)*



**M.G. Kelly**

Powerhouse stations around the country know first-hand the tremendous impact of CBS RADIORADIO's TOP 30 USA on audiences, advertisers—and station profits! Why get left behind? Call Susan Jacobi today at (212) 975-6917.



A SERVICE OF  
CBS RADIORADIO



## AMBITION IS OPTIONAL

# The Satisfaction Of Success

If there were ever a publication with an emphasis on achievement, this is it. Pick up any copy of R&R and you'll see who's been promoted to GM here, a picture of the new PD there, and column after column explaining how people got ahead so you can, too. And that's fine, because this business certainly revolves around achievement. But if you haven't been promoted lately, and (as a matter of fact) don't really have aspirations beyond your current position, then this week's column might be for you.

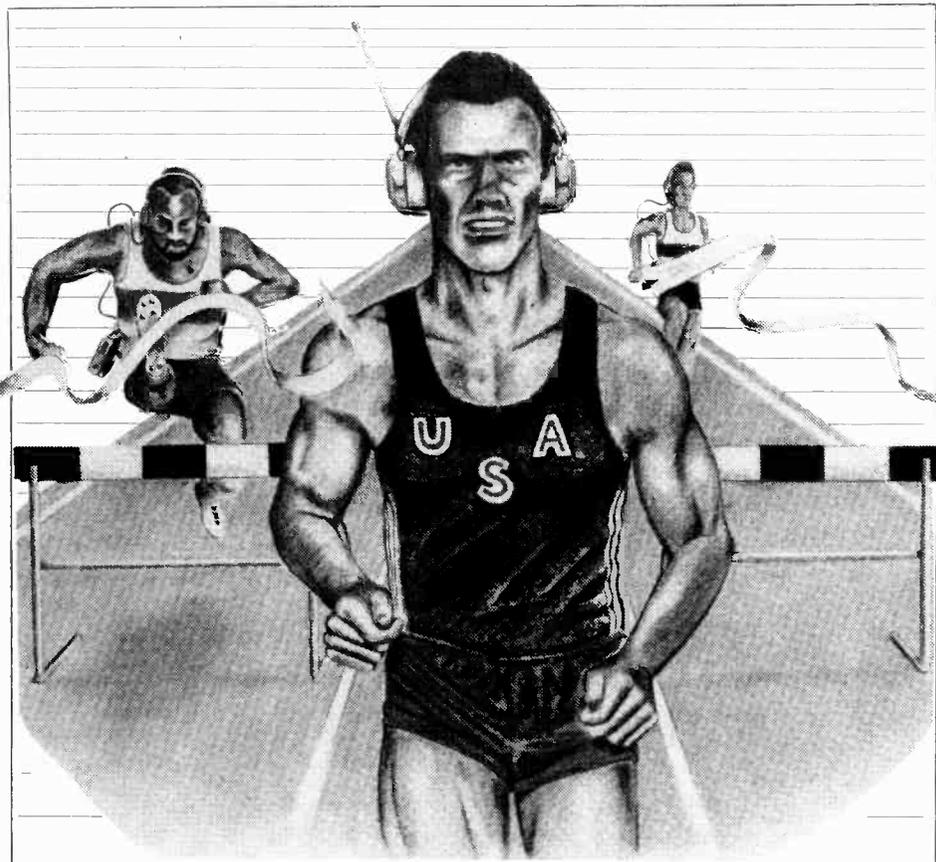
I believe that it's perfectly OK to reach the end of your ambition before you become the president of a major radio group. Further, I think we should recognize people who have happily found their spots in the grand scheme of things and appreciate their success and satisfaction. Because as nice as it is to be successful, achievement has no real lasting value unless it's accompanied by satisfaction, which is a lesson many of the apparently "less ambitious" among us have already learned.

### Goals And Assists

When you first get into this business, you set your sights on some specific goal. As time goes on and you gain more experience and knowledge, you might revise your goal, either up or down. At the risk of pushing the trite meter off the scale, people ARE different. Not everyone is meant to be "the boss," and yet some people never realize that simple fact, while others see it very clearly early in their careers. I think it's that latter group, the people who are happy doing what they're doing right now, that can teach us all a lesson in the meaning of success.

"It's perfectly OK to reach the end of your ambition before you become the president of a major radio group."

The radio business has many opportunities for individual achievement "below and besides" becoming the boss. The top salesperson has a great deal of peer recognition, not to mention the commissions that top-billing activity brings in. So, is something wrong if that salesperson *doesn't* want to become GSM and then GM someday? Any personality who consistently dominates his or her time period deserves and usually gets personal and financial recognition. But should that person become the next PD? Being a great copywriter, super production wizard, indispensable private secretary, always-cheerful receptionist, or clear-sighted music director can be sources of great satisfaction and happiness. The next step up the "ladder of success" may not hold the same joy.



### Personal Satisfaction

That's not to say people shouldn't want more. They should, or at least they should within reason. What I'm saying is that it's OK to feel good about the job you currently hold, and it's also quite OK not to aspire to the next highest position on the corporate totem pole. After all, who should have a better view of the job immediately above you than you? Does it look like something that will be more satisfying than what you're doing today? Or are you content where you are?

"Not everyone is meant to be 'the boss,' and yet some people never realize that simple fact, while others see it very clearly early in their careers."

Some people aren't cut out to be in charge of 35 other people, but let them wake up a million people every morning with wit and style and they flourish. Other people could

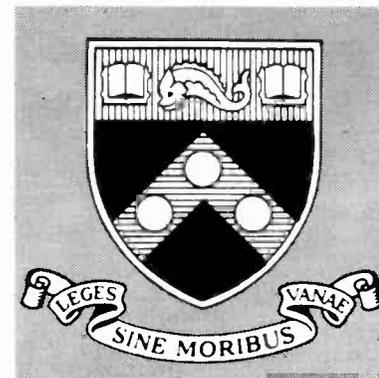
care less about forecasting the financial future, but let them predict the potential of a new song and they've found happiness. My final point for this week is — it's not only OK to feel good about what you're doing, but in a way, that's what we should all be striving for.

So, hats off to those among us who love what they're doing and are doing it well. And if there are people in your company who've been cheerfully doing the same thing for a few years, you might just want to take 'em out for a beer and ask them a few questions about success and happiness. Chances are they know quite a bit about both.

R&R's Senior Editor, John Leader was an air personality, Music Director, and Program Director for ten years before joining R&R as Top 40 Editor in 1977. He went on to become Executive Editor and VP/Managing Editor for the paper. His radio background includes KHJ/Los Angeles, WQXI/Atlanta, and WLAV and WGRD, both Grand Rapids. Still very active in broadcasting, Leader is the host of the "Countdown America" show and can be heard on many national radio and television commercials. His thoughts and comments will appear on a semi-regular basis in this column.

## THE 4TH ANNUAL Radio Advertising Bureau/Wharton Sales Management School June 18-21, 1984

- A four-day executive sales management seminar designed to strengthen and expand your radio management skills.
- 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.



For more information, call RAB's Meetings Coordinator on the RAB HELPLINE, 1 (800) 232-3131  
[In New York State, call collect (212) 599-6666.]

Radio Advertising Bureau, Inc. • 485 Lexington Avenue, New York, NY 10017

**...ROCK ME TONITE**



**JUNE 21**

*Capitol*

# Sales

## Buying Radio: One Agency's Perspective

By Charlie Trubia

It's always a pleasure to be asked by R&R to present your viewpoint on radio which, to no one's surprise, is my favorite subject. Those of you at the station level, whom I was privileged to address over the past year or two, know that Ted Bates Radio is sensitive to both our clients and station needs. What I would like to discuss here is twofold: (1) our perspective of media values as it pertains to radio, and (2) our recommended procedures for optimum implementation.

### Media Value

**Efficiency** — Cost-per-thousand can never be overlooked by media people. However, in television (I'll use TV for certain comparisons), this is the predominant factor. TV people know that a two-network, or three-local-station buy, for the most part optimizes reach. Not so in radio. CPMs are important but so is the next element, market penetration.

**Market Penetration** — A radio buyer can cut excellent CPM deals on the number 15, 20, and 25th station in a market. Great efficiency. No penetration! Radio has ten times as many stations as televi-

sion; thus ranking and gross delivery are as important as CPMs.

**Audience Selectivity** — Several stations (or networks on the national

"Television can deliver 8-49. So can radio. But TV is *broadcast* and radio is *narrowcast*."

scene) can deliver a specific target. The question here: What is this target delivery as a percent of total delivery? That answer is critical in estimat-

ing who controls the decision to select a station. Although these several stations should all be on the purchase, the one offering selectivity should be considered for additional weight.

**Environment** — Efficiency, penetration, and selectivity are important. However, certain environmental problems can occur, usually with air personalities or severe presentations of certain formats. Client sensitivity is critical here. An obnoxious DJ may draw a following but a certain client may not believe that his/her audience, although within the target, is the type of individual to potentially use his product. Another problem may be in the station presentation. For example, an extremely heavy metal AOR (do they still exist?) may just have too many drug overtones for conservative clients. Another example is that a radio/stereo manufacturer prefers music-oriented stations, although the News/Talk outlet in town delivers decent target numbers.

**Focus on Sub-Groups** — Television can deliver 8-49. So can radio. But TV is *broadcast* and radio is *narrowcast*. A radio purchase against 18-49 is really three efforts: 18-24, 25-34, and 35-49. The ability to fine-tune is one of the beauties of radio. Ignoring this, an 18-49 radio purchase can be all 35-49, and without the sub-group analysis, no one would know it.

**Appropriate Copy** — A rating point is a rating point. Not so in radio. A particular piece of research may say that an audience is delivered, but if the copy used is not compatible with

- Radio is a unique medium, different from TV or print.
- If copy isn't compatible with the format, there is no audience delivery.
- Efficiency, market penetration, audience selectivity, environment among important radio buying factors.

the format, there really is no delivery. We all know that people listen to specific stations because they *know* what the station will sound like. Unlike TV, they don't usually check a log listing. Not sounding appropriate with a format has several pitfalls: (1) it alienates the listener who is not receptive to a foreign sound (Country-sounding commercials on AORs), (2) it tempts PDs to preempt the spot, and (3) it can be relegated to B,C, and D, pod positions, with the better-sounding spots leading off. In this way a PD hopes to hold the audience longer into the commercial break. Appropriate copy is a must with today's format spectrum.

### Optimum Implementation

At Bates, we believe there are three key areas in optimum buying implementation:

1. **Consolidated Buying** — Buyers today need a commitment to our dynamic medium and this is best achieved by consolidated radio buying (no TV or print), with all parties well-versed in both network and spot. Virtually all national radio purchases today need some form of local market equalization to combat underdelivery; thus local market specialization is essential.

"Radio has ten times as many stations as television; thus ranking and gross delivery are as important as CPMs."

2. **Coordination with Marketing and Planning** — Knowing marketing strategies is needed in buying radio. An effort toward the 18-49 group may be (a) to the consumer, (b) to the retailer, or (c) both. In each case, different stations would be purchased. Again the idea of sub-group targeting is essential. Cer-

tain portions of the demo may contribute more to sales. Shouldn't this portion get more weight? Another point is research limitations: planners tend to deal with radio research like TV — how can it be? It measures ten times as many stations. Again, communication is needed.

"Radio should not be created, planned, or bought like television or print."

3. **Coordination with Creative** — Aside from having compatible copy for all the formats necessary to reach a specific target, there's more to this whole issue. Creative groups must produce sufficient versions to comply with the size of the purchase, the rating point level dictated by media. If a plan calls for 150 target rating points per week, obviously one version of each format is ludicrous; it's complete wearout. Another point is trafficking. Since many excellent national radio vehicles are distributed by record (tape), commercials must be integrated as much as four weeks prior to air. Thus, production schedules must be coordinated with media.

In summary, radio is the unique medium that we love. It should not be created, planned, or bought like television or print. Radio should be handled in its own way.

Charlie Trubia is Sr. VP/Director of Radio at New York-based Ted Bates Advertising. He's been with the agency for 15½ years, running the radio division for nearly eight years. Trubia is also one of the early advocates of making copy compatible with the radio format.

### THE CBS RADIO STATIONS NEWS SERVICE PRESENTS

Fourteen enterprising reports with the CBS track record. Byline Magazine offers that competitive edge of quality feature programming for listeners and sponsors.

REPORT ON MEDICINE Mel Granick	INSIDE BUSINESS William S. Rukeyser	REPORT ON SCIENCE Dr. Allen Hammond
LIFESTYLE REPORTS Anna Mae Sokusky	ON FITNESS Dr. Gabe Mirkin	SPEAKING OF HEALTH Dr. Steven Andrew Davis
ON RECORD Peter Bekker	AROUND THE HOUSE Bob Blachly	REPORT ON RELIGION Richard Ostling
REPORT ON TRAVEL Steve Birnbaum	IN THE LYONS DEN Jeffrey Lyons	FOOTNOTES Rolland Smith

THE LEARNING CENTER  
Dr. Lonnie Carton

LOOKING AT THE LAW  
Neil Chayet

"The series (Byline Magazine) has brought very positive comments from our listeners and excellent sales results for our advertisers."  
Mr. Ray Watson, Gen. Mgr. KXL News Radio 75, Portland, Ore.

"We can't find any feature package that comes close to Byline Magazine in both quality and price."  
Richard W. Osborne, President/Gen. Mgr., WKXL Concord, NH

Call Allen Balch  
(202) 457-4366 (Collect)

2020 M Street, NW  
Washington, D.C. 20036

**BYLINE MAGAZINE**  
A CBS RADIO STATIONS NEWS SERVICE



RADIO & RECORDS

PRESENTS

# DIRECTION '84 II

SEPTEMBER 15-16, 1984

The Biltmore Hotel, Los Angeles

AND THE **N.A.B.** AND **NRBA** INVITE YOU TO ATTEND:

"R&R has been a source of encouragement for a strong radio meeting for many years. We're happy to have 'DIRECTION '84' as a strong warm up to the first ever Radio Convention and Programming Conference."

**Tom McCoy, Executive VP/NRBA**

"Coming early to R&R's 'DIRECTION '84' seminar will enrich participants ability to take advantage of RCPC sessions designed exclusively for program directors."

**Dave Parnigoni, Sr. VP/NAB**

Make your plans now to be a part of the second in the series of seminars from R&R. Contact the R&R seminar office at **(213)553-4330** for registration information. Be watching R&R for additional program information.

## DIRECTION '84 II

is priced at \$199 and includes our traditional welcoming cocktail party and buffet luncheon.

If You Prefer You Can Use This Handy Registration Coupon

NAME \_\_\_\_\_

STATION/COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

Make check payable to: **R&R SEMINARS**



If using a charge card:

VISA \_\_\_\_\_ EXP. DATE \_\_\_\_\_

MASTERCARD \_\_\_\_\_ EXP. DATE \_\_\_\_\_

Interbank # \_\_\_\_\_

(Mastercard only)

Signature \_\_\_\_\_

Mail To: **R&R SEMINARS**  
1930 Century Park West  
Los Angeles, CA 90067



## TRANSACTIONS

Continued from Page 3  
most pleased to make WSLR & WKDD my first broadcast acquisition. Because of their position in the Akron market, and the extraordinary stability of management, staff, and ownership, I'm confident the stations will continue to provide uninterrupted dedication and performance." He indicated the same programming and management team would stay in place.

WKDD & WSLR are the sole properties of Welcome. President **Harrison M. Fuerst** commented, "After 20 years of such a rewarding association with the station (WSLR), it is difficult to sever ties. However, I am pleased to find someone with Mr. Kaneb's background and integrity to succeed Welcome Radio & Associates in its ownership of these fine stations."

### Bahakel Buys WKTM For \$2.84 Million

**Bahakel Communications Ltd. of Charlotte, NC** has agreed to purchase **WKTM/Charleston, SC** from **KTM Broadcasting** for \$2,840,000, pending FCC approval.

WKTM, which operates with 100 kw on 102.5 MHz at 666 feet, becomes Bahakel's 12th station. The company also operates **WDOD-AM & FM/Chattanooga**; **WLBJ-AM & FM/Bowling Green, KY**; **WKIN & WZXY/Kingsport, TN**; **KXEL & KCNB/Waterloo, IA**; **WWOD & WKZZ/Lynchburg, VA**; and **WABG/Greenwood, MS**. The sale marks the end of radio ownership for KTM, which sold its other property, **WAZE/Tampa** (now **WAMA**) in 1982.

Takeover is expected within the next 30 days. No broker was involved in the transaction.

### Heyward

Continued from Page 3  
in King Broadcasting and Blair. I have always thought about the ultimate goal of going back to a Seattle station in a management position with the right people. Sunbelt is a young, dynamic, and aggressive company, and this opportunity is the most anyone could ask for."

## Dorman Appointed GSM At WZKS

WLAC/Nashville General Sales Manager **Lee Dorman** has accepted the GSM duties at CHR neighbor **WZKS (96-Kiss)**. Dorman succeeds **Terry Gray**, who moved crosstown to **Viacom Cablevision**.

**WZKS, Inc.** principal/CEO **Ron Kempff** said, "We're really thrilled about Lee coming to our station, as he came highly recommended from all over town. Lee is a proven professional and successful broadcaster, both as GSM and GM; he's exactly the kind of person we need. Our turnaround plan with this station is way ahead of schedule, and soon I'll be working on expanding our station

group. So our next step will be moving Lee up to GM."

A 25-year sales and programming veteran, Dorman spent a year as GM at WLAC before shifting to the GSM's post last January. Before that, he worked three years with the **Tennessee Radio Network**, having previously served two years as GSM at **WBYQ/Nashville**. Dorman told **R&R**, "At this point, 96-Kiss is Nashville's hottest radio station, with tremendous potential to become a dominant force in both audience and sales growth. The opportunity to assume this posi-

tion, with the specific goal of becoming GM within the next year, is something I'm really looking forward to."

No replacement for Dorman was named at WLAC.

## Reeves Appointed GM At WB/Nashville

**Eddie Reeves** has been named General Manager for **Warner Bros.' Nashville** division. Reeves has an extensive publishing, management, and songwriting background, having headed his own firm, **Eddie Reeves Music**, and served as VP/GM for **Chappell Music**.

In making the announcement, **WB/Nashville** Exec. VP **Jim Ed Norman** commented, "Eddie's wit and candor, along with his years of experience as a performer, publisher, manager, and **Eddie Reeves** administrator, make him a special addition to our family. We at **Warner Bros./Nashville** are all proud of our new association with him and look forward to a long and fruitful relationship."



### RCA

Continued from Page 1

to exercise creative control over its functions, with support from new joint manufacturing, distribution, and administration structures. **Arista** will become part of the joint venture and plans are for it to continue to operate under existing arrangements.

### Bonneville

Continued from Page 1

formats we're involved with in Dallas are new concepts for the company. I'm so glad to be a part of it, and I'm thankful for the success we've enjoyed. Having the opportunity to work with **John Shomby** has made this a treat. He's an outstanding programmer because of his ability to combine the best interests of programming and sales and still keep a superior on-air product."

### Starr

Continued from Page 1

standing track record with us in both Boston and Pittsburgh makes him a natural choice to take over at **KDKA** and further build on the station's number one position. These assignments recognize two outstanding talents in the radio industry."

**Starr** came to **KDKA** ten months ago following four years as Program Manager at **WBZ**. Prior to that, he spent three years as Executive Producer at **KDKA**, later becoming Program Manager. **Friel** became VP/GM at **KDKA** in 1982 after five years as VP/GM at **WOWO/Ft. Wayne**. He joined **Group W** in 1966 as a member of **WBZ's** business department.

Neither **Starr** nor **Friel** were available for comment at press-time.

# WSTAI-FM

## Stone Steps Up To PD At KISN

KISN/Salt Lake City Production Director Brad Stone has been promoted to Program Director. He succeeds Dan Jessop, who moved crosstown to KSL for production and on-air duties. Stone will retain his midday airshift.

KISN VP/GM Bunk Robinson observed, "We have a talented staff here, and I prefer to move someone up from within. Brad's background is well-suited for this position. He has a good knowledge of music along with the basic mechanics of the A/C format. I know he will do well for us."

Stone, a seven-year market veteran, joined KISN last year from crosstown KCPX, where he worked for Jessop as afternoon personality. Stone told R&R, "I've already been helping Dan out with programming duties, but he deserves much credit for the outstanding job he did here. I'm excited about the challenge in this competitive A/C market; the management is committed to a successful situation."

## Alexander

Continued from Page 1

able for comment, joined WRIF as an Account Executive in 1977 after serving as a public relations executive with the American Heart Association. He became NSM at WRIF in 1980 and moved up to GSM in 1981.

## McConnell Promoted To WNDE & WFBQ GSM

Milt McConnell has been promoted from Local Sales Manager to General Sales Manager at WNDE & WFBQ/Indianapolis. He fills the vacancy left in April when former GSM Charles Slavik became GM at KONO & KITV/San Antonio.

WNDE & WFBQ VP/GM Denny Rossman said, "This position gives Milt the additional responsibilities of handling national business, as opposed to just a local sales staff. He's done an outstanding job, demonstrating tremendous leadership and follow-through, as well as the ability to hire high-achievers in sales."

An eight-year industry veteran, McConnell started his radio career in 1976 as News/Sports Director for WTCJ/Tell City, IN. After a stint as Sales Manager at WQLK/Richmond, IN, McConnell moved to WNDE & WFBQ as an Account Executive. He then left the stations in 1980 to spend three

years in sales at crosstown WIKS (now WZPL) and WIFE before re-joining WNDE & WFBQ last year as LSM. McConnell told R&R, "I appreciate the opportunity Denny and (Gulf Broadcast Group President) Alan Henry have afforded me. Gulf is a very progressive company; they've allowed me to go from the Yellow Pages to the GSM's job by giving me the tools it takes to get there."

## Rothenberg New GSM At WKLS

WKLS-AM & FM/Atlanta Account Executive Alan Rothenberg has been promoted to General Sales Manager. He succeeds Eddie Esserman, who joined suburban WFOX/Gainesville as GSM.

WKLS VP/GM Dick Meeder remarked, "Alan's appointment confirms Gulf Broadcasting's desire to promote its own people to responsible positions, for which Alan is well qualified."

Rothenberg, who has been with WKLS since 1978, previously worked as Assistant Business Manager for the Chrysler Corporation in Atlanta. He told R&R, "It's a fantastic challenge to work as a GSM at a major market AOR station after having sold there for five and a half years. I appreciate the confidence that Dick Meeder has shown in me."

## Leibert

Continued from Page 1

in getting 'Magic 106' on the map. We feel Rick's company will give us an excellent overall direction in programming."

## Lange Set As GSM At WRQC

WHK/Cleveland Local Sales Manager Shannon Lange has crossed the street to become GSM at United Broadcasting's WRQC. She replaces Dennis Scurto, who left the station to pursue other interests.

VP/GM Zemira Jones commented to R&R, "In the short time Shannon has been here, my sales have seen a substantial increase. Bringing her onboard is part of our master plan for the year to make WRQC the successful station I know it's going to be."

Working in the market since 1978, Lange has been Local Sales Manager at WDOK and WJKW-TV, as well as GM at WMJI & WBBG. She told R&R, "For me personally and professionally this was a great move to make. I see an enormous challenge, but not one that can't be met, as I see progress every day. Working with Zemira is a real pleasure; he brings out the best in people, and I think I can too. He's given me the room I need to accomplish our goals."

KMGG VP/GM Tim Sullivan noted, "I'm delighted that Rick Leibert Productions will be producing Magic 106 to the specifications that we've set forth. I am confident everyone involved will profit from the experience."

Emmis National PD Rick Cummings added, "For the first time, to my knowledge, a radio station will be produced, not just programmed. Rick's company will be concerned with the overall presentation, including the Robert W. Morgan show. In addition, RLP will be doing the promotions that will make Magic 106 truly magic to listen to."

Well-known for his promotional prowess as PD of KGB-AM & FM/San Diego from 1972-1980, Leibert introduced the famous "KGB Chicken," collaborated on the "homegrown" album promotion concept, and created and produced the first "sky show" fireworks extravaganza, synchronized to music broadcast on the air.

Leibert told R&R, "This agreement is an extension of our relationship with Emmis which began last year when we produced their WENS Fireworks Show in Indianapolis. That project called upon my radio programming experience, as well as our production and promotion know-how. We approach radio as a 24-hour-a-day show on and off the air. Just as you would produce a movie, we're going to produce 'Magic' in L.A."

# SHOCK

**JACKSONS**

Lead Vocals By

**MICHAEL JACKSON & MICK JAGGER**

**ON YOUR DESK THIS WEEK**



Distributed By CBS Records

# On The Records



**KEN BARNES**

ANOTHER MILESTONE IN JOURNALISM

## On The Records' First Anniversary

This issue marks the first anniversary of the On The Records column. Last spring Dwight Case, Bob Wilson, Dick Krizman, and John Leader "persuaded" me to do a column (I had asked if I could get my picture in the paper every week like the other R&R Editors, and they gently suggested I might want to write something to put under the picture). As I said in an earlier column, I wasn't sure I could write about record trivia and related matters for a month.

But it seems to be working out. There's plenty to write about, and the response has been great! Every week hundreds of radio stations call in to R&R. Of course, most of them want to report their playlists, but one or two want to discuss the column, and I can usually talk them out of cancelling their subscriptions.

Anyway, to commemorate this impressive anniversary, the R&R Editorial Board decided to chip in and hand out some awards for notable journalistic achievements in this column over the past year. I tried to convince them that a simple general accolade like "Best Column In R&R History" and maybe a solid gold plaque would do just fine, but they insisted on specific awards. So here are their choices, along with commentary and rationalizations from me.

### Most Pointless Artist Trivia

(Sept. 30) Did anyone really need to know Robert Plant was in a group called Hobbstweedle before joining Led Zeppelin?



Robert Plant:  
Hobbstweedle twaddle

### Most Cosmic Philosophical Inquiry

(Nov. 11) Column asking the musical question "What Is Love Anyway?" At least I beat Howard Jones by almost six months.



### Most Far-Fetched Caption

(Oct. 7) Referring to Bonnie Tyler, Art Director Richard Zumwalt and I came up with this masterpiece:



We had a lovely drawing of Bonnie Tyler planned for this space, but without warning it appeared: a Total Eclipse of the Art

### Most Elaborate Excuse To Avoid An Obvious Column Topic

(Dec. 2) Lacking a suitable angle to write about Christmas records, I evaded the issue in this convincing fashion:

There are so many different kinds of Christmas records that I could probably take up five or six pages of R&R, which means I'd have to swallow up pages reserved for other people's columns, which in turn means that Jhan Hiber, Brad Messer, and the format editors would be after me with machetes.

Now who would believe that story? Everyone knows the R&R Editors chase people with large bullwhips; they traded in their machetes years ago.

### Most Embarrassing Antique Artist Picture

(Sept. 30) I've been pretty kind in this respect, but this shot of Billy Joel in his heavy metal Attila days has a certain quaint charm. If you don't believe I've been kind, you should see the shot of Billy on the other side of the album, in which he's standing in a meatlocker wearing chain mail mesh stockings, a leather miniskirt (OK, tunic), and a fur coat that's definitely on the ratty side.



Billy Joel is Attila

### Best Contest

This vote was no contest. That is, the winner in the judges' tabulation was no contest. In other words, no contest was deemed notable enough to win an award (a judgment I'd be inclined to contest).

### Most Popular Contest

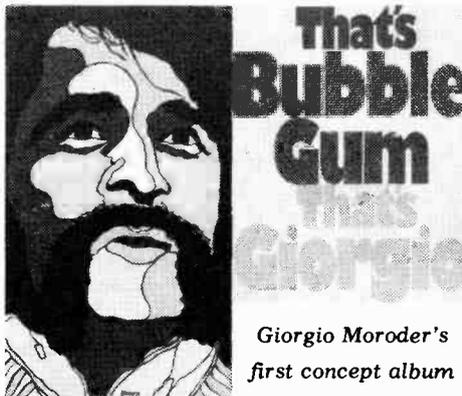
(Feb. 10) "Handicapping The Grammys," going away. We'll do it again next year.

### Most Obvious Filler Feature

(July 15) "The Ross Roster." Not only did I devote over a quarter-page to a list of all the Diana Ross albums entitled "Diana," "Ross," or "Diana Ross," but I included a box previewing the idea in the column two weeks earlier.

### Most Confusing Visual/Caption Relationship

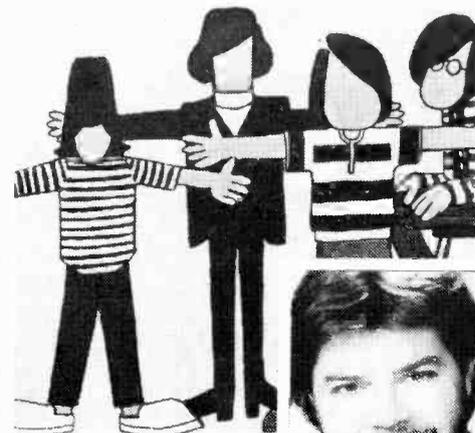
(Oct. 21) In a piece titled "Giorgio: The Masked Moroder," I ran a caption that said "Giorgio Moroder's first concept album" beneath a drawing of the artist and the words "That's Giorgio." I'm sure R&R's readers were tremendously impressed with the ingenuity of Giorgio composing a concept album around the idea "That's Giorgio." For the record, pictured here is the way it was supposed to work.



Giorgio Moroder's first concept album

### Most Bizarre Column Concept

(Sept. 9) A Portland journalist, writing about John Sebastian's consultation of KRCK, referred to John's glory days singing lead for the Lovin' Spoonful. That inspired the rather strange visual idea pictured.



Fill In The Blanks Quiz: Which Lovin' Spoonful was John Sebastian?

### Most Blatant Appeal By Author To Augment His Personal Record Collection

(Aug. 5) Discussing Michael Jackson's first recording, "Let Me Carry Your School Books" by the Ripples & Waves Featuring Michael, I interjected the following appeal:

(By the way, if anyone wants to enhance the quality of the On The Records archives by offering a copy of this record, I'd be glad to entertain such a proposal).

Subtle, eh? (By the way, I could still use a copy.)

### Safest Prediction

(Aug. 19) When the Police's "Every Breath You Take" was No. 1 on all four Back Page charts simultaneously, I fearlessly forecast that "it will be a long time before it's accomplished again." At that time the Back Page charts were CHR, A/C, AOR Hot Tracks, and AOR Albums. In January '84 we replaced AOR Albums with Black/Urban, making the Police's feat much more difficult to achieve.

### Most Premature Exposure

(July 22) I try to tie column coverage to currently hot records. Last July I did real well on that score with the sleeve of Eurythmics' "Who's That Girl." The record came out in the U.S. a mere nine months later.

## EURYTHMICS



Premature Eurythmics

### Most Geometric Visual Display

(Mar. 9) Production Director Rich Agata designed the shapely photo display pictured here, and was annoyed that I couldn't find him a trapezoid and a rhombus to go with it.



Hollies, Honeycombs & Jonathan King get in shape

### Most Excruciating Pun

(Sept. 2) A tough category. When mentioning three contemporary records which included the phrase "A E I O U," I wondered if that was the start of a "vowel movement." Dishonorable mention: a July 22 suggestion that, in conjunction with "Return Of The Jedi," the Ventures record a version of "Ewok Don't Run."



Europeans: victims of vowel play

### Best Written On The Records Feature

"R&R 1-5-10 Years Ago Today."



ONE YEAR AGO TODAY

# KENNY LOGGINS

## "I'M FREE"



### CHR BREAKERS

#### KENNY LOGGINS

#### **I'm Free (Heaven Helps The Man) (Columbia)**

78% of our reporters on it. Moves: Up 14, Debuts 55, Same 38, Down 1, Adds 76 including PRO-FM, WAVA, B97, Q105, WLOL-FM, KIIS-FM, KUBE. See Parallels, debuts at number 39 on the CHR chart.

One Of The Most Added

*Footloose*

AOR Albums: 38



# R&R

## Datebook

### Paul McCartney's Birthday MONDAY, JUNE 18

Until last year and "Say Say Say," Paul McCartney had done pretty well in timing his hits to coincide with his birthday (i.e., "Band On The Run," "With A Little Luck," "Silly Love Songs," "Ebony & Ivory," "Coming Up"). Despite an overabundance of critical hostility, McCartney has sported an amazing stylistic range over the last 14 years. Just in time for tourists to celebrate at **Beatle-land**, McCartney turns 42 today.

### Summer Of Change TUESDAY, JUNE 19

When David Geffen headed **Elektra/Asylum**, he immediately became known for his ability to attract well-known artists to his label. On this day in 1980, Geffen ended months of speculation by announcing **Donna Summer** as the first signing to his newly-formed **Geffen Records**. Summer's signing touched off a two-year legal battle with **PolyGram**, which claimed that Summer's services still belonged to them. Summer contended that when the late **Neil Bogart** left **Casablanca** for **Boardwalk**, her agreement with the former label became invalid. The dispute came to an unusually amicable end last year when, after two Geffen LPs, Summer made a temporary return to **Mercury/PG** for the "She Works Hard For The Money" album.

### Anne Murray Born WEDNESDAY, JUNE 20

Despite relatively tougher times for Canadian artists in the days before "Canadian Content" rules, **Anne Murray** managed her first top ten hit, "Snowbird," six months before the **CRTC's** ruling. Murray — a recent Grammy winner for "A Little Good News" — was born on this day in 1946 in Springhill, Nova Scotia. She attended school, taught phys. ed., and sang on TV in various Maritime provinces before recording her first LP for Canadian **Arc** in the late '60s. She'd never had much background in country music but her records and TV appearances with **Glen Campbell** established her as a country act.

Also born today: **Duran Duran's John Taylor**.

### Flying Like Superman Again THURSDAY, JUNE 21

It seems that at least one superstar bio each week begins in art school. **Ray Davies**, who turns 40 today, was snatched from similar vocational training by his brother Dave for the **Ravens**, who were renamed the **Kinks** shortly afterward when Ray took over as frontman. By early 1965, the band had established its now-famous pattern of alternating ballads and raveups. The group's third famous style, social commentary, didn't kick in until "A Well Respected Man" hit at year's end. The Kinks' comeback in some ways resembles Slade's return to the charts: L.A.-based hard-rockers **Van Halen** kicked off their career with "You Really Got Me" just as L.A.'s **Quiet Riot** scored with "Cum On Feel The Noize." After a few near-hits in 1978 ("Rock & Roll Fantasy") and 1979 ("I Wish I Could Fly Like Superman"), the group made it all the way back to #6 last year with "Come Dancing" (which managed, at various points, to include all three of the group's main styles).

### Knack Attack FRIDAY, JUNE 22

Amidst the disco summer, it was on this day that the #8 record of 1979 first appeared on **R&R's** Back Page. One member of the **Knack** had been previously signed by **Scott Shannon (Doug Felger)** had been a member of the Shannon-assembled **Sunset Bombers** on **Ariola**. "My Sharona" 's success was a temporary boon for those hard-pop groups whose neo-punk images had previously scared the major labels. When the anti-Knack backlash hit (spurred on, in part, by seemingly innumerable debut albums from bands wearing skinny ties), most of the other power-pop groups were hit also. Five years later, the two major survivors of the era are two of the last to make it to record, the **Romantics** and **Huey Lewis & the News**.

Birthdays: **Todd Rundgren** 1948, **Peter Asher** 1944, **Jimmy Castor** 1943, **Kris Kristofferson** 1936.

### The Power Of Imagination SATURDAY, JUNE 23

**Lee John**, front man of the British group **Imagination**, celebrates his 27th birthday today. Although John's outlet boasts only a few solid Black/Urban chart hits to date ("Just An Illusion," "This Means War") **Imagination** is one of a handful of British black acts that helped build a solid scene in the UK, along with **Linx** (now represented by **David Grant** as a solo act), **Junior**, and **Central Line**. The cornerstone of the new sound was the jazzy pop of **Heatwave's Rod Temperton**; what was added was a tougher rock edge that in turn inspired most of the UK's New Romantic groups (**Spandau Ballet**, **Duran Duran**). **Imagination** has recently expanded on this approach by doing a tougher, "AOR mix" of their latest single, "State Of Love."

Other birthdays: **June Carter** 1929, **ARS's Paul Goddard**.

### Beck Pages SUNDAY, JUNE 24

Guitarist extraordinaire **Jeff Beck** hits the big 4-0 today amid a flurry of new activity. It must be reunion month for Beck; he got back together with his former **Jeff Beck Group** lead singer **Rod Stewart** on the "Infatuation" single, rejoined **Tim Bogert** and **Carmen Appice** by providing a little assistance on the new **Vanilla Fudge** album (under the alias **J. Toad**), and is reuniting with his former **Yardbirds** mates for some guitar on the forthcoming **Box Of Frogs** project. Through the **Yardbirds**; **Jeff Beck Group**; **Beck**, **Bogert**, **Appice**; and his more jazz-oriented solo work, Beck has been a premier guitar innovator, and it's hoped this new surge of activity will continue.

Other birthdays: **OMD's Andy McCluskey** 1959, **Tears For Fears' Curt Smith** 1961, **Mick Fleetwood** 1947, **Arthur Brown** and **Chris Wood** 1944.

Sean Ross

# R&R

## ONE YEAR AGO TODAY

- DEAN THACKER NAMED GM AT WHTZ/NEW YORK
- GREGG GELLER NEW VP/MUSIC OPERATIONS AT RCA
- RIC LIPPINCOTT NAMED PD AT KHTZ/LOS ANGELES
- #1 CHR: "Flashdance" — Irene Cara (Casablanca/PolyGram) (4th week)
- #1 A/C: "Never Gonna Let You Go" — Sergio Mendes (A&M) (3rd week)
- #1 COUNTRY: "Fool For Your Love" — Mickey Gilley (Epic)
- #1 BLACK: "Inside Love" — George Benson (WB) (2nd week)
- #1 AOR TRACK: "Every Breath You Take" — Police (A&M) (3rd week)
- #1 LP: "Synchronicity" — Police (A&M)

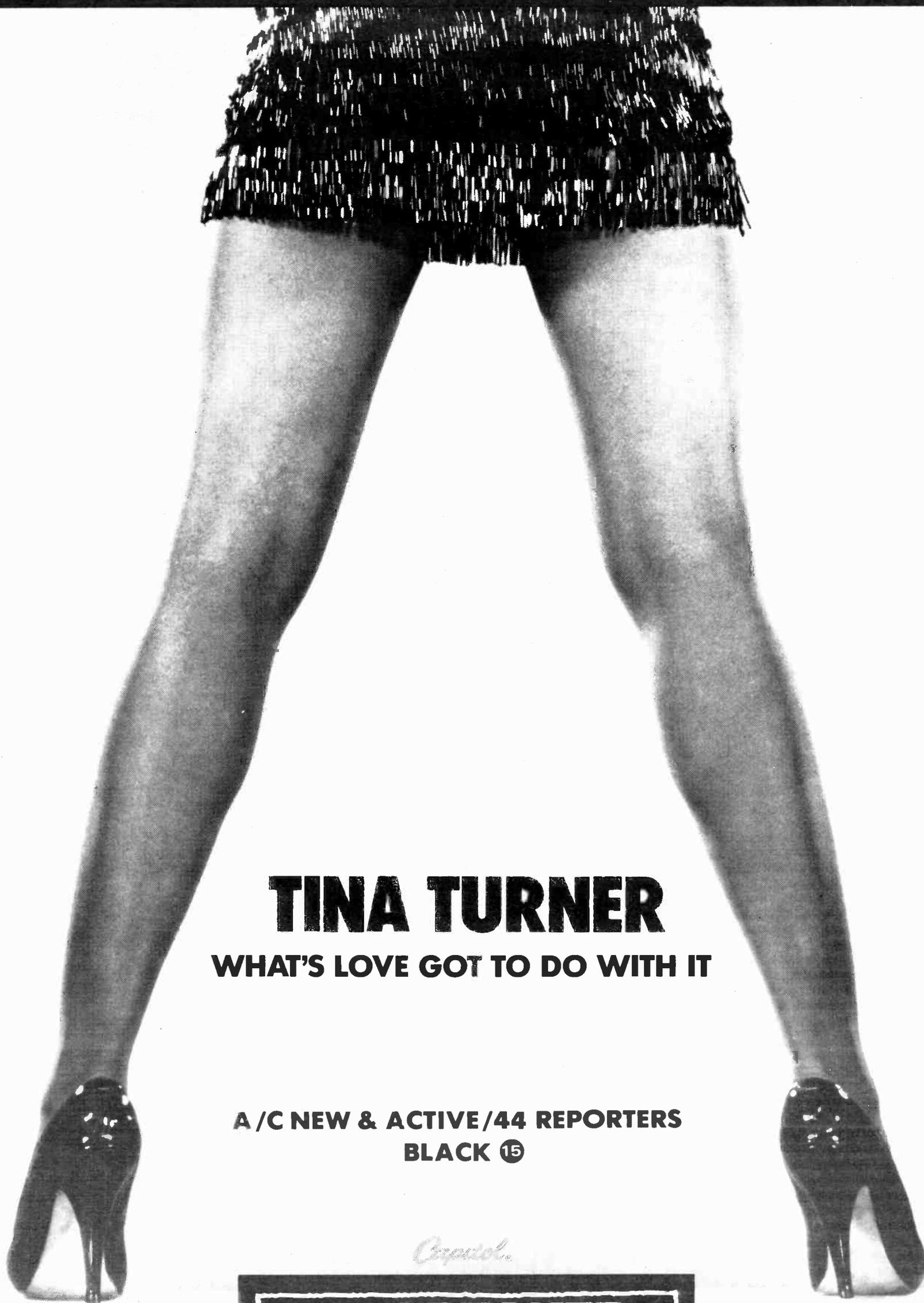
## FIVE YEARS AGO TODAY

- TOM BURCHILL NAMED VP/GM AT RKO RADIO NETWORKS
- BOB SHERMAN BECOMES GM AT WNBC/NEW YORK
- #1 CHR: "Chuck E.'s In Love" — Rickie Lee Jones (WB)
- #1 A/C: "She Believes In Me" — Kenny Rogers (UA) (3rd week)
- #1 BLACK: "Ring My Bell" — Anita Ward (Juana/TK)
- #1 COUNTRY: "She Believes In Me" — Kenny Rogers (UA) (2nd week)
- #1 LP: "Breakfast In America" — Supertramp (A&M) (9th week)

## TEN YEARS AGO TODAY

- RICK SKLAR NAMED DIRECTOR OF OPERATIONS FOR ABC AM STATIONS
- #1 CHR: "Sundown" — Gordon Lightfoot (Reprise/WB) (2nd week)
- #1 A/C: "If You Love Me" — Olivia Newton-John (MCA)
- #1 COUNTRY: "Room Full Of Roses" — Mickey Gilley (Playboy)
- #1 LP: "Band On The Run" — Paul McCartney & Wings (Apple/Capitol)

**WE'VE GOT BETTER LEGS!**



**TINA TURNER**

**WHAT'S LOVE GOT TO DO WITH IT**

**A/C NEW & ACTIVE/44 REPORTERS  
BLACK 15**

*Capitol*

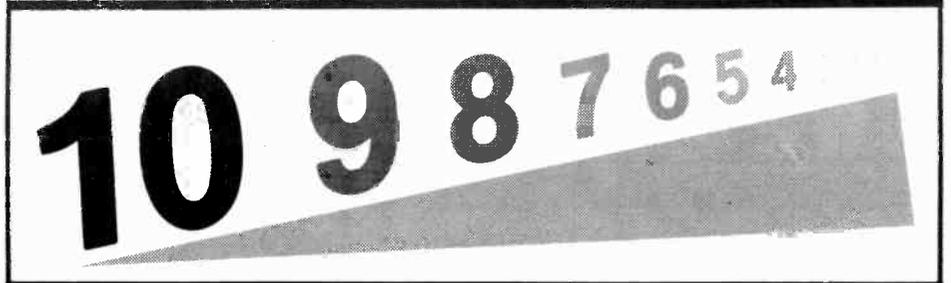
**CHR BREAKER**

©1984 CAPITOL RECORDS, INC.

# Contemporary Hit Radio



JOEL DENVER



A WEEKLY TUNE-IN FEATURE

## Creating Your Own Local Countdown

Since CHR began refocusing its attention on the active audience, the need to supply music-oriented feature programming has increased. As a result, there are a number of successful nationally syndicated countdown shows being aired (R&R 1-6) to feed the ever-growing appetite of a musically-aware 12-44 audience.

As listeners became more aware of the national hits, programmers also perceived the need to focus attention on the local hits as well. To fill that need, many CHRs have begun airing their own local countdown shows. In Los Angeles all three CHRs — KIIS-FM, KIQQ, and KKHR — run their own countdowns in addition to the national versions. KIIS-FM and KIQQ both air their local survey shows Friday afternoons, while KKHR's runs unopposed on Thursday afternoons. Thursday's not a bad choice when you consider the large amount of listening which shows up in Arbitron diaries on this particular day.

To air an interesting and effective countdown requires more than simply playing your survey in order and telling listeners where their favorites have moved on the chart. KIIS-FM's Big Ron O'Brien, KIQQ's Bruce Chandler, and KKHR's Jack Armstrong offer some tips on how to put together your own local countdown show and explain how their shows differ in presentation.

### A Countup Or Countdown?

So first things first. Just what do you call your survey show? If you're Jack Armstrong, you call it a *countup*, not a *countdown*. "It was John Rook's idea years ago to call it a countup instead of a countdown, since that's what we're really doing. The music is picked on Tuesday, and by Wednesday we have a hard copy of the chart and the new records. Our morning guy, Lou Simon, acts as my producer by helping me assemble a fact sheet about the new artists. I also pick up a lot of tidbits from reading and listening to the national countdown shows.

"To me, it's important that those facts really be interesting. I try to keep the show flowing, so I try not to stop down for 30 or 40 seconds just to read some facts about Rod Stewart's history of childhood diseases. From some of the audience feedback there are a lot of people who only want to know that Rod is number 16 this week, then what's number 15, and so on."

### Extra Prep Time

But long before KKHR entered the picture KIQQ had been counting 'em down for years. Bruce Chandler and Tony St. James, new to the afternoon show after spending a number of years in AM drive, have inherited the countdown responsibilities. It's a task which Bruce finds fascinating. "I learn so much each week from doing the show," he said. "Putting it together takes up some extra time, but it's well worth it. Generally, it takes an additional hour or two on Thursdays, and a bit more on Fridays, to have all our facts together. We try and present facts that you won't find anywhere else. For instance, Cyndi Lauper's favorite hangout when in New York is the Hot Diggity hot dog stand" (see "Rock Notes: Fact & Fiction").

visit. Talking with them and using the clips really helps the show a lot. When I ask them to personalize promos for me, it's a kick to hear what they come up with.

"One thing I've found out about artists and landing a successful interview is to have your homework done; it generally goes a lot smoother. In the case of Billy Idol or Berlin, I know them well enough to just wing it. But when I recently ended up talking to Cameo and Howard Jones, both of whom I'm not as familiar with, I took the time to look over the artist bio supplied by the record company, and knocked together 10 or 15 questions."

so. I just watch the clock and pray. It sounds more spontaneous this way. Sure I've got some notes in front of me. But it's tough to read it word for word and make it work."

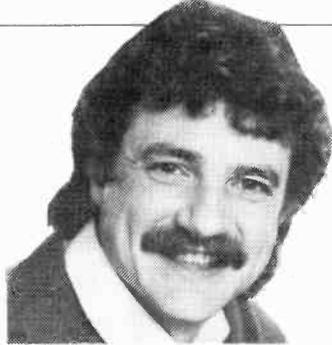
### Less Clutter, More Music

Unlike Ron, Jack doesn't use any artist interview clips in his countdown show. "Overall, I don't think a lot of the artists sound sincere in those interviews, and the number of them who can really articulate their thoughts are limited. Their talent is music, not public speaking.

"KKHR is really a music-oriented sta-



Bruce Chandler

Jack Armstrong




Ron O'Brien



"I work hard on my local countdown show," stated KIIS-FM's Big Ron. "At least twice a week I end up in some artist's hotel room with my tape recorder in hand, or talk to them when they stop by KIIS-FM for a

From listening to Ron's show, you'd swear it was all scripted out as he weaves his comments in and around the artist interviews over the records' intros. "I try and keep the artist clips to about 20 seconds or

tion, so I keep the countdown show in the same vein. Now, I do a lot of drop-ins and bits over the intros in my regular show. But when I move into the countup show I pull back on the excess humor and drops because it would be too much with all the facts I've got to cover to make the humor work. I also back off on the normal station contesting and promotion. It just sounds too disjointed to be running the survey show and suddenly ask for the 20th caller to win something."

Ron, however, uses a bit of contest magic to keep those ears glued to the radio, ideally for the entire four hours. "In almost every set there is some artist information. At the end of the show, I ask a two or three-part question concerning the information used in the show. A correct answer will net the winner some concert tickets, and a copy of all 40 songs."

### Filling In The Gaps

One of the most frustrating things to do is time out a countdown show, so you don't end up playing the number one record too early or ten minutes after the show is supposed to be over. KKHR's computer aids Jack in this area, taking unnecessary pressure off him. "Because we use four hours to count up 40 songs, we do have to fill in with new records, extras, and the occasional recent oldie since our format doesn't run many oldies at all."

Bruce fills in the time by "playing the most requested song from a year ago, the number one song from a year ago and, if need be, the number one from two and three years ago. Plus, we take a listen to our pick hit of the week and a couple of the other stronger new songs we've added, which haven't made the survey.

"We try and build on-air excitement by teasing the audience throughout the show: 'There's a new number one song this week.'"

Continued on Page 50

## Rock Notes: Fact & Fiction

If you're planning to put together your own local countdown show, you're going to need artist information. How much you use and how you present it is up to you. Listed here are good sources you can subscribe to or find at a local newsstand:

# HIT AFTER HIT AFT!

You Can Listen To These Two Brand New singles Right Now!



Steve Perry

"SHE'S MINE"

From The  
Columbia LP

Street  
talk

"THE WARRIOR"



... They're Inside This Issue Of R&R!



# COLUMBIA RECORDS

# HIT AFTER HIT AFTER

## PAUL YOUNG

"LOVE OF THE COMMON PEOPLE"

**CHR NEW & ACTIVE**

Now On Over 115 Stations!



WXKS-FM 26-23  
WPHD 40-33  
CKOI add  
WCAU-FM 35  
PRO-FM on  
KAFM add  
WNVZ on  
WGCL 18  
KIMN deb-40

Q103 add  
KZZP deb-39  
XTRA deb-38  
KITS on  
KPLUS on  
WVSR add  
WPST 17-14  
KKFM add  
WGUY 24-19

WTSN add  
WPFM 13-7  
WCIL-FM deb-17  
KXSS add  
KKLS-FM add  
99KG add  
KWTO-FM add  
KFMW add

WNYS 37-31  
98PXY 38-35  
WOKI 27-21  
WFMI 38-34  
FM100 30-27  
WHOT-FM 37-34  
KQXR 37-33

KSKD 40-36  
WERZ 40-34  
WAEV 29-26  
WGLF 35-27  
WAZY-FM 39-35  
KCDQ 35-32  
KIST 35-30

WSPK deb-39  
WANS-FM deb-38  
KBFM deb-31  
KLIK deb-33  
13K deb-40  
KHYT deb-38  
WIKZ deb-38

KKQV deb-38  
WHSL deb-31  
KRNA deb-37  
KKAZ deb-39  
KOZE deb-33  
KSly deb-39  
KZOZ deb-36

## CHRISTOPHER CROSS

"A CHANCE FOR HEAVEN"

*Swimming Theme From The Official Music Of  
The XXIIIrd Olympiad Los Angeles 1984*



Games of the XXIIIrd Olympiad Los Angeles 1984

**CHR  
SIGNIFICANT ACTION**

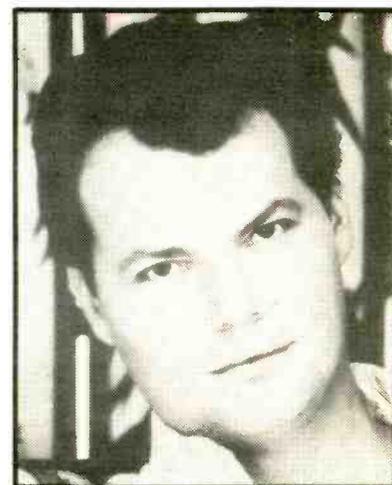
CKOI  
WCAU-FM  
Z93  
WMAR  
WVSR

WPST  
WHTF  
KXX106  
WJZR  
KX104

Z98  
KMGK  
WZPL  
WKFR  
WRQN

KHOP  
WKHI  
WJAD  
WFOX  
Q101

WXLK  
KOZE  
FM106



Produced by Michael Omartian

Christopher Cross Appears Courtesy of Warner Bros. Records Inc.

## KAREN KAMON

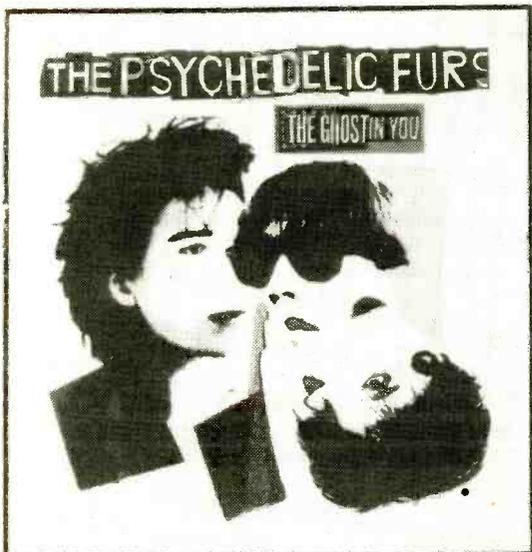
"LOVERBOY"

**ON YOUR DESK  
THIS WEEK**



# ON COLUMBIA RECORDS

# HIT AFTER HIT AFTER



## PSYCHEDELIC FURS

"THE GHOST IN YOU"

**CHR NEW & ACTIVE**

AOR Tracks: 22

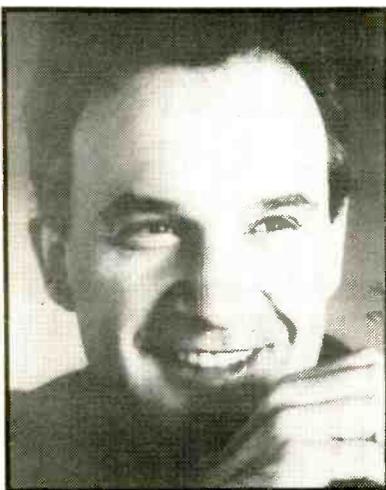
AOR Albums: 22

WHTT 21  
WXKS-FM 21  
WPHD 30  
WCAU-FM 33  
PRO-FM 21-16  
KIIS-FM add  
KOPA on

XTRA 37-34  
KITS deb-23  
Q100 40-35  
ZZ99 add  
K093 32-27  
WGUY 28-21  
WZON add

WJBQ 34-29  
WGLF 33-28  
WRCK 30-27  
KZZB 39-35  
WOKI 33-29  
KRGV 33  
KROK deb-39

WKDD 38  
WTSN deb-40  
WKHI 39-36  
WAEV 18  
WCIL-FM 20



## GIORGIO MORODER

"REACH OUT"

(Featuring PAUL ENGEMANN)

*Track Theme From The Official Music Of  
The XXIIIrd Olympiad Los Angeles 1984*

**ON YOUR DESK  
THIS WEEK**



© 1984 U.S. Olympic Committee  
Games of the XXIIIrd Olympiad Los Angeles 1984



## BANGLES

"HERO TAKES A FALL"

Already On:  
**KPLUS**

**ON YOUR DESK  
THIS WEEK**

**ON COLUMBIA RECORDS**



# RANDY BELL

## “Don’t Do Me”

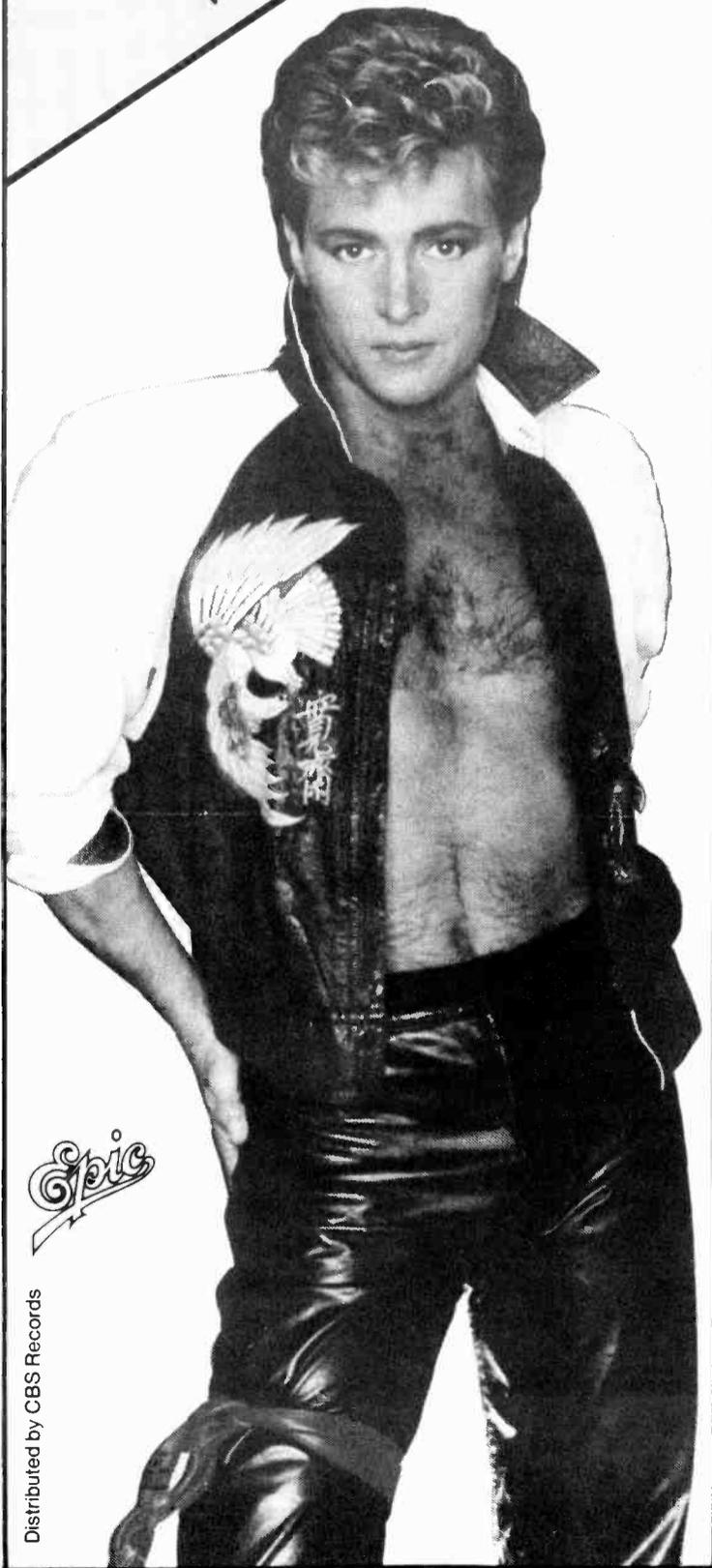
Just Out & Already On:

WKRS-FM  
WAEV

WHTF

WJXQ

WAZY-FM



Distributed by CBS Records



## Creating Your Own Local Countdown

Continued from Page 46

Or going into a stopset telling listeners, ‘The song with the biggest move on the chart this week is coming up next.’ These are all real basic principles, but they really work. We cross-promote AT-40 within the local countdown as Casey Kasem is a big audience draw for us.”

### Bells & Whistle

To add excitement to its show, KIIS-FM has inserted customized jingles. Big Ron remarked, “JAM Productions also supplied me with some sonovox number shouts for all 40 songs which sound pretty good, especially coming out of promos in *no talk* sets.”

### Contemporary Hit Radio

Though Jack has jingles used specifically in the countup, he prefers to give the current chart position himself. “I also do an hourly review of the previous ten songs for anyone who might have missed one along the way. It could drive someone nuts not knowing how their favorite record was doing. You’d be surprised at the number of calls we get from people who missed hearing where a song is.”

Bruce detailed an interesting twist to his station’s countdown: “KIQQ’s countdown show begins at 3pm — an hour later than Ron O’Brien’s — but ends an hour later. After we count down the L.A. Top-30, we slide into a feature called ‘Over The Top,’ with Francesca Capucci and G.W. McCoy, at 6pm. In England over the top means exciting, wonderful or crazy, and it fits right in as we’re going past the top of the chart.

Over The Top features the hottest imports from England and generally has an artist interview which runs for a good portion of the show, with selections from the artist’s latest album. All in all, I think it’s the most interesting and informative of all the local countdowns in L.A.”

### Why Countdowns Work

Needless to say, so many programmers wouldn’t be investing the number of hours in countdown shows if they weren’t successful. Jack reasoned, “National countdown shows are vital to the listener. A local countdown show done well really has a tremendous amount of appeal and helps reinforce familiarity with product being played on your radio station — not in some other city. The show provides a lot of interesting, conversational material for people who follow it. The audience wants to know what the hot tunes are. It’s a way of staying in step with things because everyone wants to feel like they know what’s going on. Shows like this keep people young, no matter how old they are.”

Ron sees countdown shows as an indispensable programming element. “If a station is trying to be the pop music leader in the market, a national countdown show is important. But a local countdown show is a necessary element for a foreground CHR station. Keeping on the leading edge of music is part of CHR’s winning heritage. Almost all the basics which *the experts* thought weren’t important, such as what number a person’s favorite record was that week, are suddenly important again. Why? Because they never stopped being important; we just stopped doing them. I’m thrilled the audience is being allowed to get back into music again. Hopefully, my local countdown show is helping.”

### Bits

- **A Car A Day In The Month Of May!** KHJ/Los Angeles gave away a Mercury car every weekday in the month of May. A drawing was held at 6:40pm from the listeners who called in between 6am to 6pm when they heard the car horn.
- **My City Was Gone:** WBCY/Charlotte, NC is always looking for an excuse to party. It recently threw a bash at a local establishment called “Machine Gun Kelly’s” because a landmark building

across the street was being torn down to make way for the new freeway. Blast a building and get the city blasted! Good idea.

- **Take Two?** Q107/Washington recently aired a television commercial that had everyone taking a second look. The spot, titled “Fun In The Morning,” shows a virile young man waking up to morning team **Elliot & Woodside**. He wakes up to the sounds of **Van Halen**, exercises to the **Police**, and showers with **Michael Jackson**. But his wife convinces him to return to the solace of the bed before heading for work. Who said radio commercials had to be tame?

### Motion

**ZZ99/Kansas City** welcomes **Greg “Kid” Cassidy** to afternoons from **WHYT/Detroit** . . . **Cyndi Habeeb** upped to News Director at **WRCK/Utica**, replacing **Bryan Whittemore** who exits to **WGFM/Schenectady** . . . MD **Bobby Cook** takes on Assistant PD duties at **KX104/Nashville** . . .

**B94/Pittsburgh** welcomes **Mike Elliot** from **KRQ/Tucson** and **Tony Garrett** to overnights from **KX104/Nashville** . . . At **KTFM/San Antonio**, **Chris Cane** exits for business interests in the West and **John Rio** exits for middays at **Z100/New York**, leaving night rocker **Gary Knight** in middays and former **Q105/Tampa** personality **Cat Summers** nights . . . Congratulations to **Fred Sparrow** and **Joyce Hunt** on their June marriage . . . **Rocky Knight** joins **WLRS/Louisville** for nights/Production Director from **KX104/Nashville**.



**GOODIES FOR THE GIRL SCOUTS** — WLS/Chicago air personalities **Fred Winston** and **Tommy Edwards** recently broadcast their show from a local department store to raise money for the financially-plagued Girl Scouts. \$2600 was collected by the Salvation Army from shoppers and listeners. Pictured here (l-r) are Salvation Army’s **Bob Bonstell**, **Winston**, department store VP **Neil Ramon**, Girl Scout Leader **Diana Levine**, and **Edwards**.

# AIR™

Active Industry Research • P.O. BOX 1136 • COLUMBIA, MARYLAND 21044 • 301-964-5544

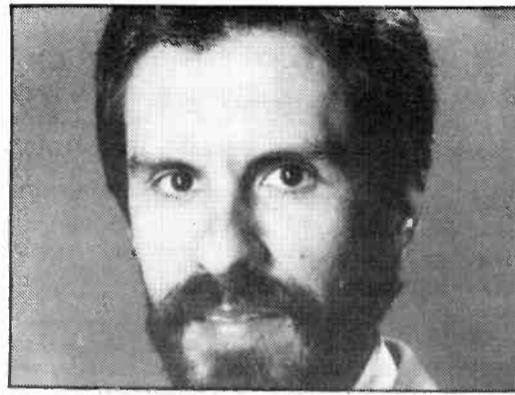
## "IT ALL STARTS WITH LISTENING"

### ACTIVES IN RADIO



**DAVID GROSSMAN — KEARTH**  
Los Angeles, CA

"AIR continues to make it exciting for me to compete with other programmers across the country, tuning into the hits before they happen. AIR zero's in on the hottest new product available."



**MICHAEL ST. JOHN — WWKX**  
Gallatin, TN

"AIR as a marketing tool, is instrumental in getting programmers like myself directed to the right product to listen to. Since my time spent listening is not as much as I would like it to be, I have to make full use of the time budgeted. AIR's response records are always in that budget."



**JOHN SHOMBY — KAFM**  
Dallas, TX

"I just don't have the time to listen to all the record company priorities. My listening priorities are the AIR records. What's interesting to me are those records that I discovered through AIR, especially those records that I wouldn't have been aware of as quickly or added as soon. If the record industry really wants to know how radio feels about product, AIR is the obvious answer."



**BOB McNEILL — WRVQ**  
Richmond, VA

"AIR has exposed a lot of new product to me that I would otherwise never have been aware of. It can give you that one or two week jump that gives your station an advantage over competitors."

**Visibility starts with AIR. Call Alan Smith at (301) 964-5544. Your most important project deserves to be heard. AIR brings priorities into focus.**

WEEK  
**27**

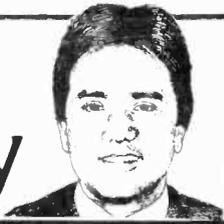
### AIR Response Records

WEEK  
**27**

Listen to the selections listed below. Decide if each has the potential to be Top 25 in the R&R National Airplay Chart. Then, call in your response to AIR at (301) 964-5544. All responses must be in the AIR offices by 6PM, Wednesday, June 20th, 1984.

#	TITLE	ARTIST	LABEL
2226	NOW IT'S MY TURN	BERLIN	GEFFEN
2227	PANAMA	VAN HALEN	WB
2228	FINE, FINE LINE	ANDY FRASER	ISLAND/ATCO
2229	DANCING WITH TEARS IN MY EYES	ULTRAVOX	CHRYSALIS
2230	SUCH A SHAME	TALK TALK	EMI/AMERICA

# Adult/ Contemporary



**RON RODRIGUES**

## How Has Deregulation Affected Your Station?

It's been three years since the Reagan administration suggested deregulating the radio industry. Broadcasters hailed the proposal, saying it was time to get a cumbersome bureaucracy off their backs. Community groups feared the elimination of public affairs and news programming on most stations, as well as massive commercial exploitation of the airwaves.

By my survey of small and large A/C stations around the country, not much seems to have changed as a result of "dereg." Most stations have eliminated community ascertainment, and many don't have to go through the tedious process of counting each nonentertainment minute to insure that they've met their commitment. On the other hand, most stations continue to take news and PA programming seriously. Here's a capsule of how key A/C stations around the country have handled deregulation.

### Jeff Beauchamp, ND/PD WBAL/Baltimore

"Since deregulation, many of the smaller stations here have reduced their commitments to news, so we've taken the inverse and increased the number of people and airtime devoted to news. As an example, our morning drive starts an hour earlier, and we've expanded many of our newscasts from five to ten minutes. We added a noon newscast and more afternoon drive newscasts. We've made no changes in our Public Affairs block and are probably running fewer PSA's now, since we can be more selective."



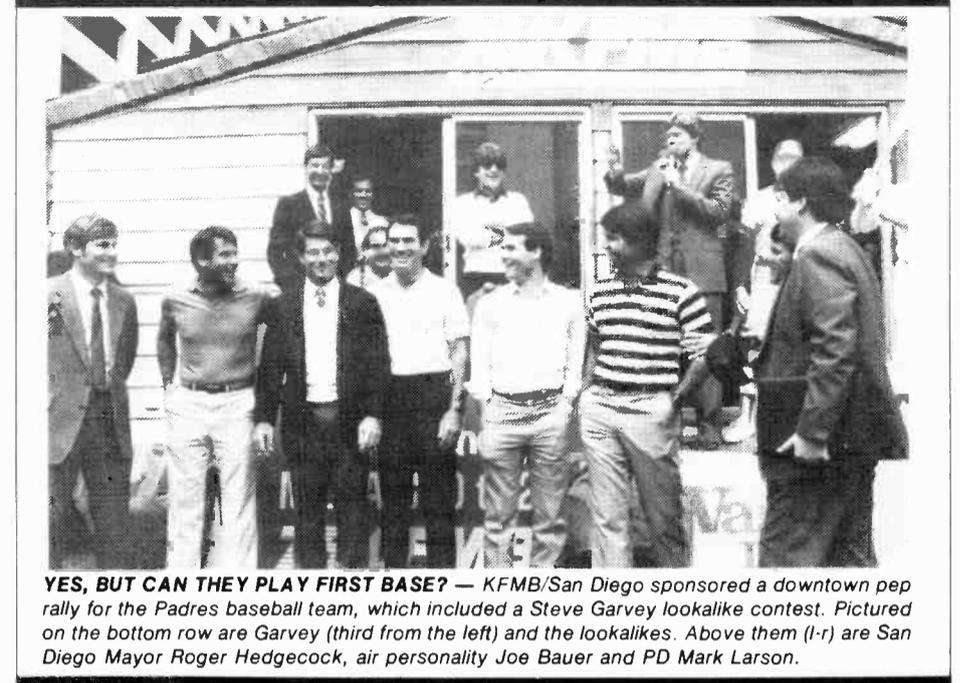
Johnny Burke



Bob Scott

### Johnny Burke, PD WTRX/Flint

"We use public affairs as a major part of our programming. I like running three or four PSA's per hour; it makes us sound more community-oriented, and I want that positioning. One of our on-air statements says '1330 WTRX cares.' That may not be original, but we like it and it accurately reflects the attitudes around here. If anything, we've increased the amount of news and public affairs since dereg. We



**YES, BUT CAN THEY PLAY FIRST BASE?** — KFMB/San Diego sponsored a downtown pep rally for the Padres baseball team, which included a Steve Garvey lookalike contest. Pictured on the bottom row are Garvey (third from the left) and the lookalikes. Above them (l-r) are San Diego Mayor Roger Hedgecock, air personality Joe Bauer and PD Mark Larson.



Donna Brake



Scott O'Brien

don't run any longform programming on the weekends. It's not that I don't want to, we just don't have the personnel power or the money for it. I'd love to offer something like a news focus show on the weekends."

### Bob Scott, PD KRBE-AM & FM/Houston

"We have slightly less PA programming and quite a bit more news programming since dereg began. On the FM, we've added three afternoon drive newscasts; in the morning we've increased from one cast per hour to two. We've also added six weekend newscasts. We dropped one half-hour syndicated public affairs program, but still have a block on Sundays, although it's all locally produced now. We have a conservative operating philosophy and conservative owners who are not interested in making big changes despite deregulation. We even still carry some religion."

### Donna Brake, PD WSB-FM/Atlanta

"It hasn't affected us at all; we've behaved as if it never happened. What has happened, as a natural evolution of the station, is that we've committed more time to news, traffic, community involvement, and to public affairs programming than before. Our station used to be much more streamlined, but we're getting away from

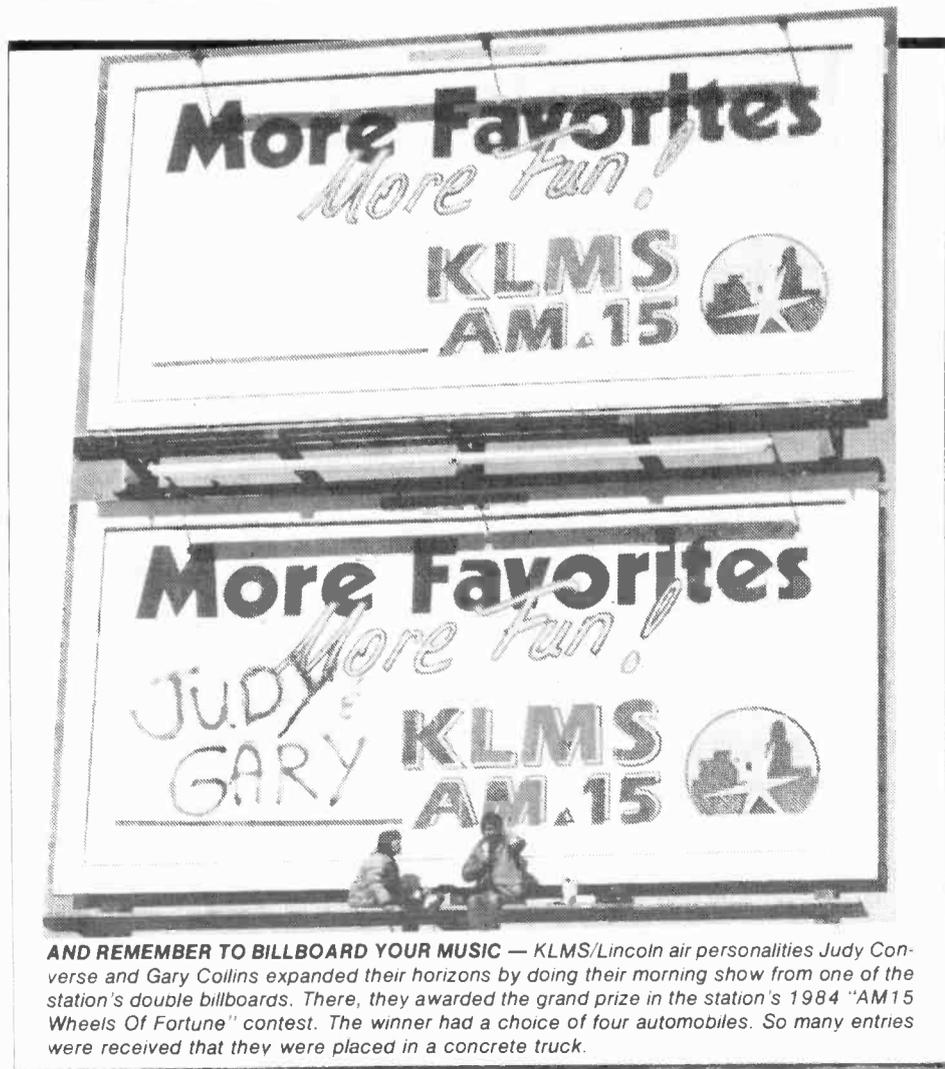
that now; we're much more involved in the community. We've doubled our news output in morning drive, increased it substantially in the afternoons, and doubled the number of traffic reports. We're lucky to have the resources of a newsroom that is shared between the AM and the FM. The 'WSB' call letters mean a lot in this community, as research has shown that our listeners relate those calls to our co-owned AM and TV stations. When hearing a breaking news story, they've come to expect WSB-FM to give them the information. That's one reason why we increased our news output."

### Scott O'Brien, PD KWAV/Monterey

"We actually have a higher news profile than we did two years ago when dereg began. We determined through community need that more news was in order, so we added another newscaster to our staff and increased the number of newscasts. On the public affairs front, instead of blocking a large amount of PA on Sunday morning where it doesn't do people much good, we place it in more prominent dayparts, using 90-second vignettes. The actual number of minutes is less, but this method definitely serves the community better: the public affairs bits are in prime time, they're locally produced, and they're topical. We'll cover anything that's of local concern, such as political and environmental issues. These capsules run about once per daypart."

### Mike Watermann, PD KSD (KS-94)/St. Louis

"We haven't changed anything; our commitments are exactly the way they were when we went on in 1980. We continue our newscasts in mornings and afternoons, and we still have a public affairs and religious block on Sundays, most of which is locally produced. Our commitment has always been to the community, not just the FCC. We feel we need to be providing these services to our listeners, whether the government tells us to or not."



**AND REMEMBER TO BILLBOARD YOUR MUSIC** — KLMS/Lincoln air personalities Judy Converse and Gary Collins expanded their horizons by doing their morning show from one of the station's double billboards. There, they awarded the grand prize in the station's 1984 "AM15 Wheels Of Fortune" contest. The winner had a choice of four automobiles. So many entries were received that they were placed in a concrete truck.

## Progress

Ron Jordan is named AM drive personality at WENS/Indianapolis from KSDO-FM/San Diego. Jordan is a veteran of the Indy market, formerly of WNDE. WRVR/Memphis promotes Bill Banister from evenings to middays. Bob McLain joins the morning show at 99-FM (WSB-FM)/Atlanta for sports updates. KMJJ/Las Vegas imports the Kelly & Kiene show via syndication. The duo will retain their shift at flagship KWSS/San Jose. Michael Dixon returns as talk host at KOY/Phoenix from KCBS/San Francisco. V100/Charleston, WV PM driver Steve Bishop moves to the morning spot, succeeding Rocky Marlowe. WPRN/Butler, AL appoints Kevin Harris to evenings and Doug Edwards to middays. Mike McHale takes over afternoons at

WIVY/Jacksonville from parttime there. Ron Foster goes from mornings to afternoons at WMJI/Cleveland. WEZS/Richmond moves Roger Price from overnights to evenings, while Jlyse Gottleib takes over Roger's old slot. New additions to the WLTW/New York lineup: Valerie Smaldone is doing evenings, from WVIP/Mt. Kisco. Batt Johnson moves into mornings from within, and Steve Roy steps up from weekends to PM drive. Dave Barr joins 93KJF/Cadillac-Traverse City, MI in middays while Bill Arthur Schuetze comes aboard for evenings. Celeste Friedman exits WTVN/Columbus for middays at crosstown WBNS. Cathy Mullins is now handling overnights at TVN, formerly of WPAY/Portsmouth.

# Introducing AP NewsPower 1200

**Now you can break the AP news story you want 18 times faster.**

AP has its fastest breaking news story ever. Our NewsPower 1200.

It delivers AP quality news and features at 1,200 words per minute, 18 times faster than the standard AP Radio Wire.

**Weather in a flash. Sports as soon as there's a score.**

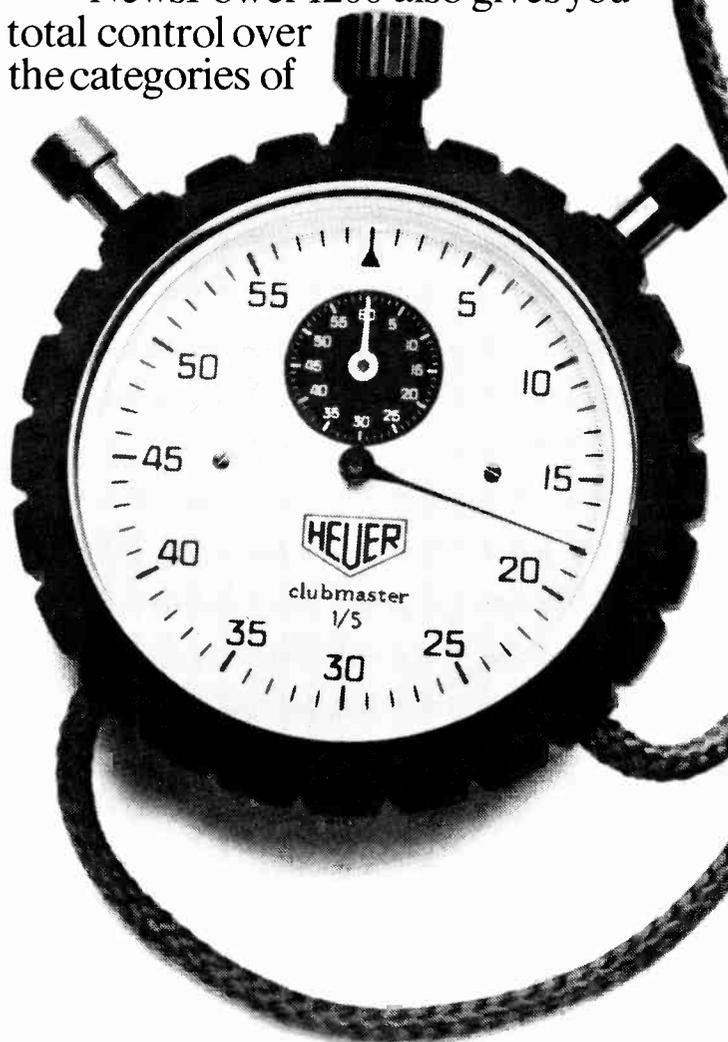
NewsPower 1200 is so fast it can move sports scores the moment they happen. Dow Jones averages the minute the market closes. State and regional stories the second they break.

And weather information comes to you directly from the National Weather Service!

It delivers all the quality news programming radio stations expect from AP, on a system that's been fully researched, designed and tested to meet AP's exacting standards—and yours.

**Total control,  
even at this high speed.**

NewsPower 1200 also gives you total control over the categories of



news you receive.  
And the volume  
of stories coming into  
your newsroom.

You can get everything  
that's currently on the AP Radio Wire,  
or program the selections to your requirements.

**The news you need, when you need it.**

Every hour you'll get ready-to-air summaries of the top news stories, if that's what you want, in plenty of time for top of the hour newscasts.

State and regional news moves well in advance of your busiest day parts. And AP's highly salable features arrive in a fresh morning drive package.

**Speed, selectivity and reliability —  
a powerful combination.**

If you're ready to get the weather faster, gain control over your news volume, and still keep the highest level of programming quality and salability—you're ready for AP NewsPower 1200.

For more information call your local AP



Broadcast Executive or Glenn Serafin,  
collect, at the Broadcast Services Division  
of The Associated Press. 202-955-7214.

**Associated Press  
Broadcast Services.  
Without a doubt.**

AOR



STEVE FEINSTEIN

## WNEW-FM's WEEK OF LIVE BROADCASTS

## All The Way From London

PD Charlie Kendall calls it "my most rewarding week in radio." Producer Denny Somach says it "was the most exciting thing I've ever experienced." Operations Manager Scott Muni refers to it as a "labor of love . . . but definitely labor. It was no holiday." These radio vets are not exactly a threesome of callow youths given to wide-eyed overstatement. What is this "it" they're referring to in such dramatic terms?

It was a week of broadcasting Scott Muni's afternoon drive shift on WNEW-FM/New York live from London. It featured interviews with a stellar array of superstar musicians, and a satellite hookup that enabled 'NEW-FM listeners back home to speak directly with the artists. It was among the most impressive programming promotions in AOR history.

## Closet Conversation

One thing it wasn't was Scott Muni having a lark in London for a week. Conditions during the interviews were less than ideal, and Scott appreciates the artists' patience and sacrifice. "We were alone in a studio the size of a closet for three hours straight. They're used to performing on stage and receiving instant reaction. If I were any of the people I interviewed, I would've walked out," he claims.

The artists did take a walk, but only so far as the hallways at Capital Radio while records were being played. Scott and guests still sounded relaxed and at ease throughout the shows despite the uncomfortable studio, the only one available because the Libyan embassy siege was going on, and studio time at Capital was at a premium.

## For The Love Of Muni

Denny Somach modestly declines taking all the kudos for lining up the all-star list of musicians. "Scott's name is magic. All I had to do was mention it and everyone made time in their schedules," he attests. "It's a tribute to Scott having been around since the very beginning. He was the one who brought these artists over here, like the WNEW-FM benefit Christmas concert in 1973 that was Genesis's American debut.

"He's part of these artists' histories; he played their music first and had them on his show over the years. These people remember that."

In fact, though the broadcasts were promoted as a celebration of rock 'n' roll's 30th anniversary, Kendall considers the week "more a tribute to Scott and his relationships with the musicians. The artists' response to Scott during the interviews was magnificent. I've heard Pete Townshend in interviews where he's been terse, and Steve Winwood can be shy and reserved. But they open up with Scott, because they've known him all these years. You can sense the rapport and hear that they're friends."

## Transcontinental Coordination

Somach and Kendall had carefully formatted the shows in advance, choosing music to fit each day's guest. There was an open phone line between New York and London during all 15 broadcast hours, with Kendall and Production Director Tom Couch in control at 'NEW-FM and Somach supplying Scott with cues and direction in the London studio. Denny credits Scott's professionalism. Capital Radio staffers, the 'NEW-FM crew back in New York, and his production assistant in London, Bill Bana-

siewicz, for nary a missed cue the entire week.

Amazingly, there were no serious technical problems during the overseas broadcasts. The superb quality of the satellite feed even had some listeners a bit skeptical about the true point of origin. "People listening back home said, 'He's not in London, he's here in New York,'" chuckles Scott. Kendall speaks of clients "who wanted to come down to the station because they were sure that Pete Townshend was in our studio."

## Pure Programming

This was not a scheme to make a quick buck — the only sponsor mention was for a travel service that took care of airfare and accommodations. As Kendall explains it, "This was a program event, a ratings builder. WNEW-FM has always had a marvelous reputation and great contacts, and this was just a matter of maximizing them to build ratings. Our money will come when those ratings show up."

Besides furnishing the original idea for the week of broadcasts, VP/GM Mike Kakoyiannis was "helpful and supportive" to Kendall. "He listened to me and went

## Out Of The Mouths Of Stars

Highlights of the Scott Muni talks included:

- Pete Townshend's plans for a benefit concert for an anti-apartheid organization, to be held at New York's Lincoln Center in September . . .
- An unexpected, spontaneous phone call from Townshend's youngest brother Paul, who heard the broadcast and called Pete via 'NEW-FM from a Long Island recording studio . . .
- Steve Winwood's plans for his first American solo tour this fall . . .
- Varying views on successive days of the Who's breakup from the two men closest to it. Townshend claims he had to call it quits in order to forge his own identity. He also feels the '82 tour shouldn't have been billed as the final one, but as long as it was, then the Who should be over. Roger Daltrey claims that the breakup was entirely Townshend's doing, which shouldn't have been allowed to happen — the Who should go on forever . . .
- Alan Parsons's plans to do his first production work outside the Alan Parsons Project in some time. A new band called Keats

Muni's munificent musicians were:

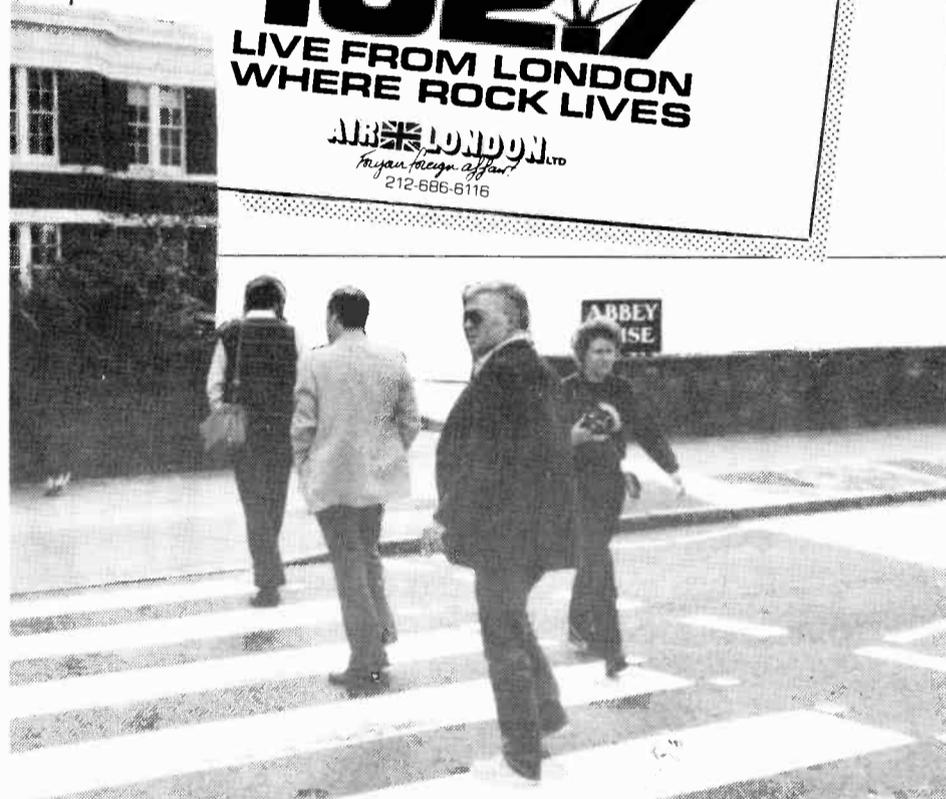
Monday: Alan Parsons  
& Eric Woolfson  
Tuesday: Steve Winwood  
Wednesday: Pete Townshend  
Thursday: Roger Daltrey  
Billy Squier  
Friday: Phil Collins  
Dave Edmunds

HAPPY  
BRITDAY  
ROCK'N ROLL

Scott Muni with superstar guests  
Live from London  
Afternoons 2-5p.m.  
April 23-April 27

WNEW-FM  
102.7  
LIVE FROM LONDON  
WHERE ROCK LIVES

ABBEY LONDON  
Foreign Foreign Affair!  
212-666-6116



Eric Woolfson, Denny Somach and Scott Muni crossing Abbey Road.

with Denny and me on everything we needed to pull this off. The week of the shows he was walking around like a kid in a candy store, just smiling 'cause he was so happy with the way everything went down."

## Muni Talks And Everybody Listens

"This has gotten the greatest reaction of anything we've ever done in the 17 years I've been here," Scott testifies. "People say they told their bosses they refused to work while the shows were on."

Kendall tells of stepping out for business during one of the broadcasts and hearing it on many a sidewalk vendor's radio. It was something of a hit in England, too, even though the shows were not broadcast anywhere in the country. Apparently some New York area listeners must have contacted their friends in London, because Somach reports there were kids lined up outside the studio waiting to meet their fave raves.

The next time Scott and 'NEW-FM venture to London, though, it won't be quite the same. The interviews will be taped rather than broadcast live, and in more spacious digs than the cramped Capital Radio studio. "I'll never do it again under those circumstances — it's not fair to the artists. All of them were so gracious," Muni adds. Plans for a visit later this month include chats with Elton John, Paul McCartney, and

Continued on Page 56

**"1984's Unparalleled  
Musical Adventure"**

# BOX OF FROGS



**Opening June 18  
At AOR Stations Everywhere**

Starring: Paul Samwell-Smith, Jim McCarty,  
Chris Dreja, John Fiddler

Supporting Cast: Jeff Beck, Max Middleton,  
Rory Gallagher, Mark Feltham, Peter-John Vettese,  
Ray Majors, Dzal, Guy Barker, Geraint Watkins

Produced by Paul Samwell-Smith  
Released by Epic

*Epic*

# Flight Log For Britrock Broadcast

Even **Winston Churchill** would've appreciated the "Blood, Sweat, and Tears" that went into putting this extravaganza together. Here's how it happened:

- **Mid-March:** **WNEW-FM** VP/GM **Mike Kakoyiannis** has the idea for **Scott Muni** to do a week of shows live from London. PD **Charlie Kendall** decides that the broadcasts' hook will be the 30th anniversary of rock 'n' roll, linking it to the April 29, 1954 release of **Bill Haley & The Comets'** "Rock Around The Clock." **Denny Somach** is hired to help line up interviews and produce the event, scheduled for April 23-27. **Westwood One** will provide satellite time in exchange for syndication rights.

- **Late March:** **Island Records** had promised Scott that he would be the first person **Steve Winwood** would visit on his next trip to the States. Denny calls Island to tell them that, instead, Scott will be coming to England to see Winwood. The interview is set for Tuesday, April 24.

- **April 2:** Denny sends letters to the other artists' British offices and contacts their American management and record companies, explaining that Scott will be in London for a week and would like to do interviews.

- **April 9:** Denny calls artists' British offices and is told by all that the artists are unavailable, out of the country, etc., but that he'll be contacted in a few days.



Denny Somach, Scott Muni, Eric Woolfson, and Alan Parsons

- **April 12-13:** Confirmations arrive by telex from the rest of the artists contacted:

- **Alan Parsons** and **Eric Woolfson** are set for Monday, with Woolfson flying in from Los Angeles just for the show.

- **Pete Townshend** will do Wednesday.

- **Roger Daltrey** will be Thursday's guest.

Scott's weekly "Things From England" import show will originate from England on Friday.

- **April 16:** Denny remembers that British Daylight Savings Time starts in mid-April, two weeks earlier than in the U.S. All the interviews must be rescheduled to start an hour later than planned. The broadcasts will now go from 8-11pm in England so that they air during Scott's regular 2-5pm slot.

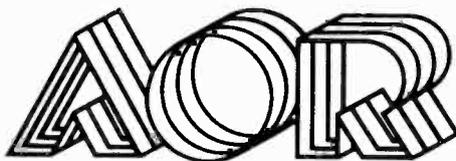
- **Thursday, April 19:** Denny and Scott arrive in England.

- **Friday, April 20:** Scott is a guest on **Brian Hayes'** top-rated "chat show" (talk show) in England. Unaware of the difference between **WNEW-FM** and **WNEW** (AM), a listener who was last in the U.S. during World

War II asks if **William B. Williams** and **Martin Block** are still at 'NEW. (Williams actually is still on the AM, while the late Block, whose "Make Believe Ballroom" program reigned supreme in the '40s, is considered by many to be history's first disc jockey.)

- **Sunday, April 22:** Denny and Scott have a three-hour "briefing session" while driving to Stonehenge. They review each artist's history and discography, as well as when Scott first played their music and first met them.

- **Monday, April 23:** **Dave Edmunds'** American manager, New York area concert promoter **John Scher**, hears Parsons & Woolfson on 'NEW-FM and arranges a daytime interview with Edmunds.



- **Tuesday, April 24:** A brief interview with **Howard Jones** is recorded in the morning and aired that evening.

Denny and Muni tour Abbey Road studios in the afternoon and are treated by Eric Woolfson to a 90-minute private presentation of unreleased **Beatles'** tracks and videos, including a version of "While My Guitar Gently Weeps" with **George Harrison** on acoustic guitar. (Denny sez, "Attention **Capitol/EMI Records:** Release this immediately! You're depriving the world of one of Harrison's greatest recordings!")

- **Wednesday, April 25:** The setting up of an interview with **Phil Collins** illustrates Scott's draw with musicians. Denny recalls, "Originally, Collins's office told me there was no way he could find time to do it. I called **Atlantic Records** VP/Artist Relations **Perry Cooper** back in New York and told him I was sure that if Phil knew Scott were in town, he'd want to talk to him. Sure enough, when Phil found out, he cancelled a daytime mixing session for the new **Eric Clapton** album he's producing to do a taped interview with Scott, and wound up staying way past the time he was scheduled to."

After taping the Collins interview in the morning, Scott records a conversation with **Dave Edmunds** that afternoon.



Scott and Roger Daltrey



Scott and Steve Winwood

- **Thursday, April 26:** A discussion with **Ian Anderson** is taped during the day. A recorded interview with **Billy Squier** is aired during the last hour of that night's broadcast with **Roger Daltrey**.

- **Friday, April 27:** The Collins and Edmunds taped interviews are aired, along with excerpts from the past four days. Scott offers his impressions of the English music scene, and describes the visit to Abbey Road studios. The show ends with the **Beatles'** "The End."

## All The Way From London

Continued from Page 54

others for a proposed syndicated weekly show from **DIR Broadcasting**.

### An Event That Did Radio Proud

This was more than just a great promotion that one radio station pulled off. In a certain light, it can also be seen as a triumph for AOR, and a celebration of one of the format's greatest strengths — its sense of musical history and tradition, which no station can lay more of a claim to than 'NEW-FM. The artists' gratitude to Scott Muni and the station is a valuable reminder that AOR is where many superstars receive their first exposure, well before they surface on other mass appeal formats.

Even more important, it was a stunning victory for radio in toto. Promotions of this magnitude are sometimes viewed these days as being the province of only MTV. **Charlie Kendall** observes, "Artists are not turning out for radio like they used to.

They're doing it for MTV and that's about it." Yet 'NEW-FM pulled it off by itself, without a single video camera in sight.

Of course, there's only one Scott Muni; no one else in all of radio can rival his close association with rock 'n' roll over four decades. Scott replaced **Alan Freed** in Ohio when Freed left for New York in the '50s, and he was at **WABC/New York** in its days of glory as a powerhouse Top 40 in the '60s.

Yet, it still took savvy on 'NEW-FM's part to wisely capitalize on his relationships with major artists. Though probably no other radio station in any format could pull off an event of quite this scale, at the very least there's an inspirational message for all radio stations here: **THINK BIG.**

(Thanks to Atlantic's **Danny Buch** for his assistance.)

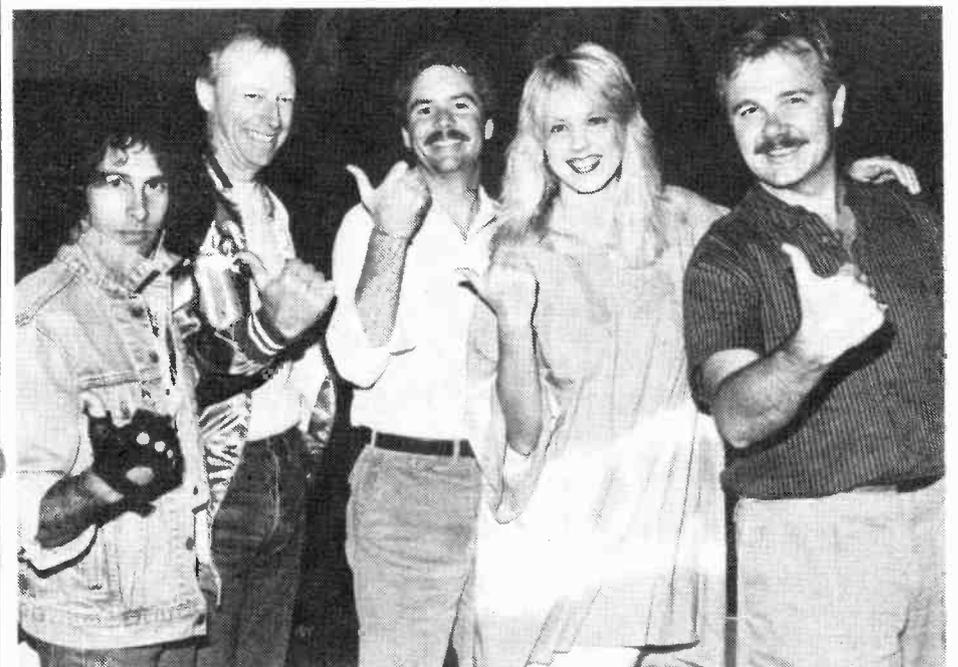
## SEGUES

**CHOM-FM/Montreal's** new address is 130 Greene #300, Montreal, Quebec H3Z 2B5. The phone number remains the same.

**WXLP/Davenport** has two new voices: **Gary James** on overnights from **WGEN/Geneseo, IL**, as **Bo J. Spates** moves to late nights at **WSKS/Cincinnati**, and **Mary Jean** on late

nights from crosstown **KRVR**... **Tony Bone (Guy Perry)** from **KIFM** and **KGB** in San Diego joins **KLPX/Tucson** for all-nights... **Jim Seagull** soars to **KTYD/Santa Barbara** nights...

**Alan Levin** segues from Account Executive to Promotions Director at **WCMF/Rochester** as **Orest Hrywnak** exits the post.



**THE PROS OF HITCH HIKING** — It was thumbs up for these industry pros after a Griffith Park Planetarium laser show for Roger Waters' "The Pros & Cons Of Hitch Hiking." The all-pro lineup (l-r) is independent promoter **Kenny Ryback**, **KMET/Los Angeles** midday man **Billy Juggs**, **Columbia L.A.** rep **Bob Garland**, **KMET** morning personality **Cynthia Fox**, and **Columbia National Album Promotion Director** **Jim McKeon**.



Scott, Denny, and Pete Townshend

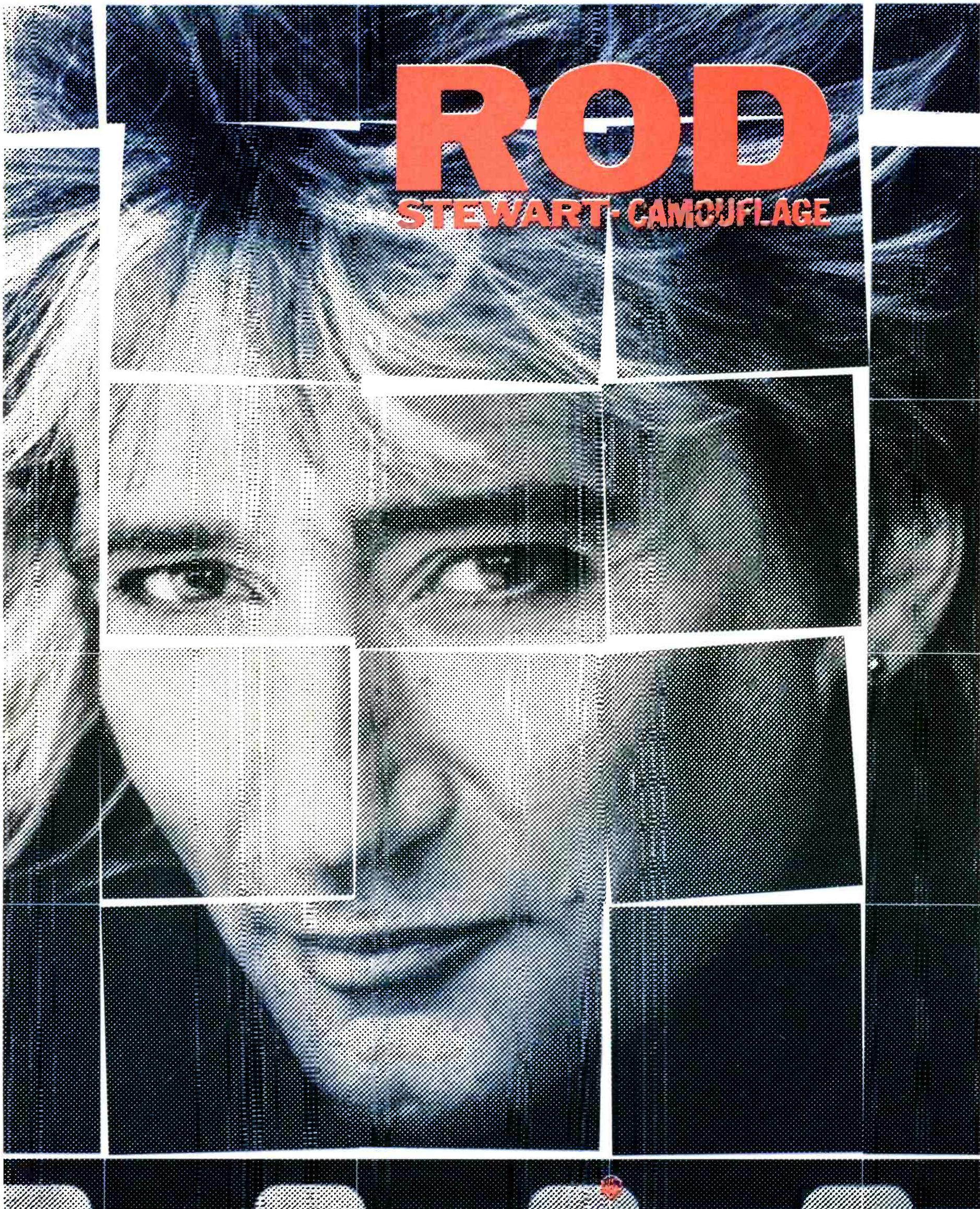
Denny, Scott, and Phil Collins

**ON THE STREET** ● Album Now Available With 12 Different Back Covers

**ON THE CHARTS** ● "Infatuation," A First Week Breaker, Moves **24** to

**ON MTV** ● Two Versions Of The Hitchcock-Inspired "Infatuation" Video Now In Heavy Rotation

PRODUCED BY MICHAEL OMARTIAN ● MANAGED BY THE ARNOLD STIEFEL COMPANY



ON WARNER BROS. RECORDS AND CASSETTES - © 1984 WARNER BROS. RECORDS INC.

# Country



LON HELTON

## Read This — Or Your Record Service Will Be Cut Off

While this borrowed line from a National Lampoon magazine cover may overstate the case, the point is one of getting attention. Presented this week is a veritable potpourri of past weeks' radio station activities — ideas designed to attract attention, as well as entertain and involve the audience.

## Livin' High In OK City

As Oklahoma City prepared for a clean-up campaign, the KXXY morning team of Dave Murray and Dan Stroud decided to spend ten days inside a billboard to emphasize the importance of the movement. Noticed in the highest places, the team received a "day" in their honor from the Governor, as well as tons of press.



STATE OF OKLAHOMA  
EXECUTIVE DEPARTMENT  
**Proclamation**

WHEREAS, the broadcasting team of Dave Murray and Dan Stroud, known to most Oklahomans as the popular hosts of the "Dave and Dan Show" heard each weekday morning on KXX Radio 10.1, and

WHEREAS, Dave and Dan have, in a most unusual way, spearheaded a unique effort to make Oklahoma City a more beautiful place in which to live; and

WHEREAS, Dave and Dan have spent the better part of two weeks pitched inside a JAY Radio billboard at Northwest 2nd and Mission in an effort to promote a massive food recycling drive; and

WHEREAS, the successful paper drive will allow for the purchase of over 2,000 trees to be planted in the Oklahoma City area; and

WHEREAS, the State of Oklahoma values the "pioneer billboard broadcasting" efforts of KXX's Dave and Dan;

NOW, THEREFORE, I, GEORGE RICH, GOVERNOR of the State of Oklahoma, do hereby give official permission for Dave and Dan to finally "come down to earth" and do hereby declare Friday, March 30, 1984, as

DAVE AND DAN DAY

in the State of Oklahoma in recognition of this fine effort.

In Witness Whereof, I have hereunto set my hand and caused the Great Seal of the State of Oklahoma to be affixed.

Done at the Capital, in the City of Oklahoma City, this 29th day of March, in the Year of Our Lord one thousand nine hundred and eighty-four, and of the State of Oklahoma the seventy-sixth year.

*George Rich*  
Governor of Oklahoma

*Angie*

THE OFFICIAL 990/WNYR

## C·U·T·O·U·T D·O·L·L

**Kincaid & Company**

Tim Kincaid is a real "cut-up" on WNYR's morning show. While most stations give you one personality, Tim gives you Granny, Lenny, Walter, Jack, Ranger Bob and more.

This is the original — accept no imitation. Listen to Kin and weekdays on WNYR from 6-10 am.

Not only can you listen to Kin and NOW you can play with his tool!

Directions: Carefully cut along solid lines to fold tabs over.

Dr. Penn Yan

Walter Klondike

Ranger Bob

Granny

Jack Semain

990/WNYR

300 EAST AVENUE, ROCHESTER, NEW YORK 14609-7800

Here's a little something for listeners to do with their hands while listening to your station.

WNYR/Rochester Promotion/PR Director **Patti Dobrovitz** told me the station printed 5000 of these little items to hand out at remotes, promotion sites, and various other commercial activities. Whenever Tim or the staff is involved in charitable activities, a buck is charged, with proceeds going to the event sponsor at hand. The characters depicted are ones created by Tim for use on his morning radio show; they're also actual "people"

(portrayed by Tim) who take part in his afternoon kids' TV show on sister station **WUHF-TV**. This promotion is not only a nice way to tie in with Tim's TV visibility, but it also goes a long way to demonstrate in a visual way the talent and versatility of your morning man — something especially significant in a market with a number of talented AM drivers. Now, if they could only do something about those legs.

## Horsin' Around

Have you ever wondered if a man could outrun a horse over any distance? Neither have I, but the folks at BX-93/London, Ontario did. They set up a "Night At The Races," during which the feature race — dubbed "Man Against Beast" — pitted afternoon personality Vic Follitt against a trotter with morning personality Michael Dee aboard the sulky. The "beast"

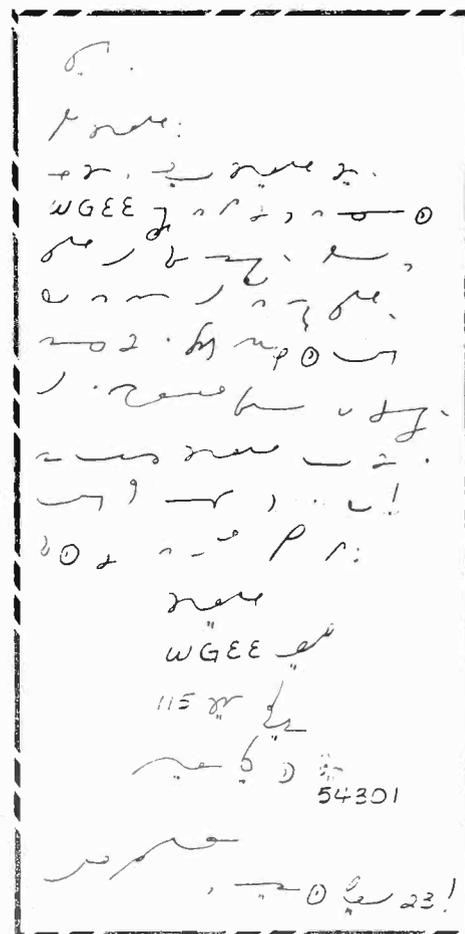


Vic Follitt

had to circle the half-mile oval track twice; Vic and his trusty Adidas needed to go 'round once. Visitors to the race track were encouraged to put two bucks on the nose of their favorite, with the winner of the drawing among correct entries receiving \$93. The rest of the proceeds were donated to the new Ronald McDonald House in London. The outcome? Send two dollars to ... Naw, I'll tell you. Vic crossed the finish line in two minutes, 37 seconds, while "Victory Prim," with Michael Dee up clocked at two minutes, 46 seconds. Can you imagine anyone ever betting on this nag again? Victory Prim is now appearing on your local grocer's shelves in bottles marked "Elmer's Glue."

## Huh?

This ad for WGEE/Green Bay appeared in local papers just prior to Secretaries Week. The ad, announcing a contest the station was running during the week, attracted attention not only from secretaries — probably the only ones who could read the ad — but from a tremendous number of other people who called the station to find out what was going on. Word-of-mouth interest was also generated by people calling shorthand-literate friends to translate the message. Not bad for an ad where the only intelligible thing (for most of us) was "WGEE." Now, if only someone around here could read this stuff, I'd tell you what it says ...



## Doubling Your Pleasure

This promotion might be a little tougher for most of you to pull off. Actually, even though it's not exactly a station-oriented promotion, I thought this much effort and creativity (regarding the announcement) should not go unnoticed. Best of luck with those lower demos, Steve and Susie!



### NEWSFLASH!



Martins' Numbers Are Up Again!

It was announced today by W. Steven and Susie Martin that their numbers continue upward after many hours of hard labor.

According to the latest ARB (Already Remarkable Babies) Martins' numbers increased two full shares as a result of their nine-month promotional and production effort. Newly-arrived members to the WSM family are:

Steven Joseph Martin  
4/4/84 5:22 a.m.  
8 lb. 1 oz. 21"

and

Christopher Neal Martin  
4/4/84 5:31 a.m.  
5 lb. 15 oz. 19 1/4"

# Nashville This Week



SHARON ALLEN

## Nashville's Fan Fair Fanfare

"Willie was not . . . is not . . . and will not be signing autographs at the CBS booth." Thousands of disappointed fans heard this announcement over the CMA loudspeaker just minutes after they had been informed Willie Nelson was indeed personally signing autographs in the CBS Fan Fair booth. However, disappointment didn't linger. The enthusiasm of the fans ran on a high plane even as they sat for hours in the sun to watch their favorite stars on the record label showcases and rubbed sweaty elbows with each other as they browsed through the exhibit halls and collected autographs from the stars.

They say a picture is worth a thousand words, so here's my thesis on this year's Fan Fair . . .



**FAMILY AFFAIR AT FAN FAIR** — The Osmond Brothers take a moment to pose for the fans who stopped by the Warner Bros. Records booth. Left to right are Wayne, Merrill, Jay, and Alan.



**GOOD OL' FANS** — Columbia's good ol' boys Moe Brandy (upper left) and Joe Stampley (lower left) are besieged at the CBS Records booth by fans clammering for "Where's The Dress" promotional posters and photos, autographed by "Boy Moe" and "Boy Joe."



**TOP AWARD WINNERS** — Loretta Lynn and the Statler Brothers, the two most-awarded acts in the history of the "Music City News" awards, met backstage at the 18th annual award presentations. The Statlers, from left, Phil Balsley, Don Reid, Harold Reid, and Jimmy Fortune, won a record four awards in one evening, bringing their total number of the fan-voted awards to 22, while Ms. Lynn has 24.



**MEDLEY OF FANS** — Bill Medley is swamped for autographs at the RCA booth where many fans were trying to find out if he still does.



**IT'S FOR MY SISTER IN DUBUQUE** — Signing autographs by the hundreds was the order of the week for the many artists in town and Gene Watson, shown at the MCA Records booth, was no exception.



**WHICH WAY TO THE POOL** — Having some fun prior to the PolyGram records show are (l-r) artists Butch Baker, Tari Hensley, Len Wade, Kenny Maines of the Maines Bros. Band, Kathy Mattea, Cary Banks, and Donnie Maines, both also of the Maines Bros. Band.



**CBSin'** — Shown after the CBS Records show are MC Chet Atkins, Tammy Wynette, CBS/Nashville Sr. VP/GM Rick Blackburn, and Ronny Robbins.

### Some Fan Fair Quotes For Fun . . .

Gary Morris: "At this year's Fan Fair I kissed more hands and shook more babies than all of the current presidential candidates combined."

Stan Byrd: "I don't remember . . . we weren't there . . . and certainly not with her."

Hoyt Axton (his philosophy on life borrowed from the daily local newspaper): "Women rule the world. A cowboy hat will blow off in a strong wind, and things change."

Ed Keeley: "I saw a marvelous act at Fan Fair. The Garment sisters . . . Poly and Ester . . ."

P.S. If your famous quote for the week didn't appear it's because I missed it . . . you didn't say it . . . or it's been censored.

Just thought you'd like to know!



**IN CONCERT** — Shown performing for the fans at their respective label shows are Vern Gosdin and Ronnie Milsap.



**SIGN 'ER UP!!** — One of the big events during Fan Fair was the third annual Country Games. Preparing for a mighty swing during the softball tournament — and now available for pinch-hitting assignments — is RCA's Wynonna Judd.

# BROADCASTERS

## Join CMA and Receive the Following:

- 1) Nominate and vote for broadcast personality of the year.
- 2) Monthly magazine CLOSE-UP with special articles, interviews, trivia, calendar of events.
- 3) Detailed and up-to-date lists of artists, managers, record companies and 10 others.
- 4) Vote for and request tickets to the annual CMA Awards Show.
- 5) Special major medical and disability insurance programs underwritten by Lloyd's . . . And more.

**CMA Membership**  
P.O. Box 22299-R  
Nashville, TN 37202



**Country Music's Top Ten**  
Proudly Welcomes  
**WKKN/Rockford, IL @**  
**WDSB-FM/Wilmington, DE**  
131 Ocean Park Blvd., Santa Monica, CA 90405 (213) 392-8743

# Black/Urban Radio



WALT LOVE

## The State Of Black/Urban Radio

**R**ealizing that the "Juneteenth" celebration (June 19) begins next week in most Southern communities with any appreciable black population, I thought now would be an excellent time for a real down-to-earth conversation about the true state of Black/Urban radio and those blacks within it.

### The Way It Really Is

Since January 1, 1863 the law of the land has said that blacks are free people. But to be free, one first has to be in control of one's own destiny, and we're not! Some of the problems we're facing today continue to be the same problems we've faced in the past as a minority race (e.g., environmental stress, black-on-black crime, unemployment, substandard education, lack of unity, no investment capital, poor health, stereotyping ourselves, etc.). How does this apply to broadcasting? Start by being truthful with yourself, and if you are, you know as I do that it's all part of being black — like it or not. The important thing about identifying this deplorable situation is that coordination and togetherness can bring about positive change.

### Get Qualified

In some circles black broadcasters have made the profound statement that blacks are a force to be reckoned with when informed, trained, and organized. What should this mean to you? If you're not qualified for the position you want or hope to have someday, *get qualified!* Take those positive steps toward helping yourself and quit blaming others for your lack of accomplishment.

Yes, I've heard it before: "White folks won't let us move up because they're racists." But that's not quite true. Some whites *are* racists and determined to exclude blacks from society, but not *all* of them are that way. However, as blacks, we all know that racism is something we must live with our entire lives — that's true reality for us, no matter what profession we choose. I mention this fact of life early in this column because we've all had to hear it over and over again from our friends, families, and ourselves.

### Empty Victories

Black radio, in my opinion, is going through "Delayed Combat Stress Syndrome." Our format has fought its way from the bottom (or maybe I should say out of the BBQ joints) into the corporate offices of Arbitron, but what good has it done? Like American veterans returning after hard-fought battles in Vietnam, in some circles the rating increases achieved by black stations mean nothing. Here's why:

Whether you call your format "Black" or "Urban Contemporary," your station is at a financial disadvantage right from the start. If your station is tagged as a "Black" radio station, you stand to lose thousands of dollars in advertising revenue. Now, if you refer to your station's format as Urban Contemporary (possibly in order to avoid the negative perceptions a Black image may present), you're supposedly "positioned" to make more ad dollars because now you're no longer considered a "Black" station. But you're also not a "general market" station, either! Therefore, your audience isn't worth as much as other stations with general market format labels, such as A/C, CHR, AOR, etc. This is reality, my friends, not a figment of my imagination.

As additional proof of the problems within our format, look at these three recent situations: 1) KRLY/Houston changed to A/C KLTR last month. 2) WLWV/Monks Corner, SC went dark (no new format has been announced to date); and 3) WAIL/-New Orleans, which also changed to A/C two weeks ago. While there were extenuating circumstances in these decisions, more importantly, there are now more black men and women who were making a living in Black/Urban radio that now are unemployed.



**FORCE MD's VISIT WRKS/NEW YORK** — Pictured (l-r) are WRKS PD Sonny Taylor, Tommy Boy Records National Promotions Director Bert Coleman, Force MD's Jesse D., WRKS MD Tony Q., Force MD's Trisco, Doctor Rock, and Stevie D.; group manager Bob Lundy; band members Mercury and T.C.D.

KRLY and WAIL had good ratings. They were among the top ten stations in their markets, yet as Black outlets had problems selling their numbers. Now KLTR has reported promising revenue results as an A/C station, even without the strong ratings it held as an Urban Contemporary. Isn't there just something terribly wrong with that?

Presently, we in Black radio have systematically been locked into our own space with no place to go! You might go up; however, you will go out when your usefulness is no longer needed. I've lived it, as some of you are now living it. The hoping, wishing, praying, and crying about the uncertainty of it all . . . it's hard on anyone.

### Making It Happen

How can we stop this situation? Perhaps through perseverance and togetherness with other blacks, whites, Latinos, and Asians. Jesse Jackson's "Rainbow Coalition" can also be a workable entity for us, but we must organize and *make* things happen, not just *talk* about them happening. My high school football coach once gave me some good advice that can be applied to life in general: "Make something happen; don't wait for someone else to do it." I really believe in that philosophy . . . I guess I love it because it's the same philosophy that Dr. Martin Luther King had.

In my opinion, we must shape up our act. As blacks, you know as I do, that in most cases the majority of us within this industry need additional training so that we can compete with *anyone* — not just other blacks. If you're going to be a professional broadcaster, then *be* one — no excuses. Just bear down and do the things you know are necessary to get you where you want to go. It's possible, believe me!

### Crabs In The Barrel

Finally, let's look at an issue which we've had to deal with all our lives: blacks who destroy other blacks — true black-on-black white-collar professional crime. Dr. King described it as the crab-in-the-barrel syn-

drome, a situation where just as one crab starts to climb out of the barrel, the other crabs pull it back in. Applied to us, it means when one black person seems to be getting ahead professionally and financially that other blacks less fortunate by choice (i.e., unqualified, lazy, or both) put petty jealousy, greed, and envy ahead of compassion by attempting to impede or destroy that person's progress. We know this problem exists, yet continue to perpetrate it on ourselves. We must stop this shabby treatment — not only among black broadcasters, but also among whites and others who've chosen to make their living in Black/Urban radio.

### A Message To Our Owners

For those owners of Black/Urban-formatted stations — whether you're black or white — most of our staffers need bigger paychecks for their services. We are at the bottom of the pay scale. I know, Mr./Ms. Owner — if you don't make it, how are you going to pay it? Low talent salaries only insure low-quality talent, which perpetuates low ratings. Make a *real* investment in your people, and that includes the management team.

### Striving To Be The Best

I cannot stress enough the seriousness of the dilemmas black broadcasters face. Currently, we don't even see the *token* black (as I've been unjustly referred to in the past) working at major general market stations, as we were in the late '60s and early '70s. We must change that, so if we choose to work in formats other than Black/Urban, we *can* because we're qualified. But to reach this goal, all blacks must strive to be the very best. If we can accomplish that, there's hope for our youth who aspire for positions equivalent to or better than those we now hold.

Black/Urban radio is healthy, but it needs a good shot of positive upward mobility that only the people who are its life's blood can supply.



**IS IT OR ISN'T IT MICHAEL?** — Michael Jackson lookalike Sidney Chapman thrills a crowd of 5000+ which gathered recently at Boston City Hall. WILD put the event together in hopes of getting the Jacksons to include Boston on their forthcoming concert tour.



**STILL HOPING FOR THE JACKSONS VICTORY TOUR** — These are some of the youngsters who gathered to sign the WOL/Washington, DC petition requesting a concert date from the promoters of the Jacksons Victory Tour '84. Pictured (l-r) are WOL listeners Rhonda Marie Alston, Marisa Green, Michelle Nicholas, Kimberly Boxley, Africa C. Gatlin, Shelly Green, Serek Matthews, Sabrina Cabe, and Karen Brown.

# CALENDAR



BRAD MESSER

## Sexism Survives Among Newspeople

**T**he old double standard for men and women in broadcasting seems to be surviving nicely, thank you. It is said that the prehistoric cockroach may eventually survive the Earth longer than the human race: sexism shows signs of at least outlasting all of us and probably our sons and daughters, too.

When that TV station got in hot water a few months ago for allegedly insisting on changing the hair style and makeup treatment of its female anchor, while leaving the male anchor alone, many of us rolled our eyes and self-righteously condemned the sexism and discrimination of it all.

It is easy to point a finger of accusation at someone else, but I guess it must be nearly physically impossible to twist the hand and aim the finger of guilt at one's self. Let me try.

Recently I dropped in on an annual convention of news directors. The banquet room was full, and a cursory glance around the hall revealed that the old all-male days have passed, because perhaps ten percent of those attending were women. I'll pass very lightly over the possibility that some of those women may have skewed the percentage toward the high side by having been wives rather than bona fide NDs, and will completely ignore the fact that even if

the ten-percent figure held up, it would still be miserable short of the overall percentage of women in the adult American population. No, I'm addressing a much less important but nevertheless significant little point. One that tells us something about ourselves. Something we maybe don't want to know.

During the course of a two-hour panel discussion that included plenty of questions from the floor, without exception, men were referred to as "newsmen" and women were also called newsmen. That seems a strange little way to practice equality.

I do not mean to single out that one batch of RTNDA members as deserving any special criticism. They're just the handiest example of our industry's willingness to pontificate about equality while being shamelessly reluctant to incorporate it into our daily routine. We don't seem to be practicing what we are so eager to preach to others regarding increased consciousness of women's issues.

Admittedly the term "newsman" has the right sound to it, and "newsperson" seems awkward and forced. Could that be because we newspeople haven't put much effort into trying to incorporate the nonsexist term into our everyday vocabulary?

### Longest Days of '84 Begin

**MONDAY, JUNE 18** — The year's eight longest days and shortest nights begin in the Northern Hemisphere, and endless daylight occurs in the Arctic Circle, the Land of the Midnight Sun.

The War of 1812 began on this date. During the following two years, America unsuccessfully tried to grab Canada, and England attacked New Orleans without success. The war was a draw.

Rome burned and Nero "fretted" (not "fiddled") in AD64. Atlantic City, NJ steel pier opened 1898. Egypt became a republic 1953. Sally Ride first woman in space 1983.

Paul McCartney 42. Lou Brock 45. E.G. Marshall 74.

### Atlanta Outlaws Pinball

**TUESDAY, JUNE 19** — Forty-five years ago today, the city of Atlanta outlawed an amusement device which threatened to ruin young people, the pinball machine (1939).

First baseball game between organized teams in Hoboken, NJ 1846. Republican Party ended first national convention (with eventual loser John Fremont its presidential candidate) in 1856. First Father's Day observed Spokane, WA 1910. Rosenbergs executed as spies 1953. First topless bar opened San Francisco 1964. Civil Rights Act passed 1964.

Ann Wilson of Heart 34. US Senator Alan Cranston 70.

### Lizzie Borden Took An Axe

**WEDNESDAY, JUNE 20** — The first American court case to become what we now call a "media event" was the trial of Lizzie Borden, an unmarried 32-year-old woman accused of the 1892 double-murder of her father and step-mother inside the home they shared in Fall River, Massachusetts. The jury believed that no woman could have been capable of such a gruesome axe-bludgeoning attack, and on this date in 1893 returned a "not guilty" verdict, whereupon Lizzie and her sister began living off their \$175,000 inheritance.

Great Seal of the United States adopted 1782. Bureau of Indian Affairs is 150, established 1834. West Virginia 25th state 1863. US bought Alaska Territory from Russia 1867. TV variety program "Ed Sullivan Show" began 1948. Alaska Pipeline oil flow began 1977. Playgirl magazine first issue 1973.

Anne Murray 39. Chet Atkins 60.

### 150th Anniversary McCormick Grain Reaper

**THURSDAY, JUNE 21** — Cyrus McCormick patented his mechanical grain reaper in 1834, about the time America's farmers began utilizing our first national railroad system, the threshing machine, and John Deere's steel plow. The McCormick Reaper Works of Chicago, adjacent to the nation's grain-growing area, was the largest American factory of its time, and a forerunner of International Harvester company.

United States Constitution became effective 1788. Frank Woolworth opened first Five Cent Store 1879. Columbia Records introduced 33rpm LP phonograph record 1948.

First day of summer. Jane Russell 62.

### Starving Arctic Explorers Ate "Shoes"

**FRIDAY, JUNE 22** — The 100th anniversary of the rescue of the A.W. Greeley Arctic Expedition (1884). Twenty-six explorers sailed to the Arctic in 1881, then were stranded without food when supply ships failed to reach them in 1882 and 1883. They ate their leather shoes and sealskin shoelaces. There were reports of cannibalism. Sixteen men starved, one drowned, and one was executed on Greeley's orders for stealing food. On this date in 1884 a rescue ship found Greeley and six other survivors and reported they were "living skeletons so weak they could not speak."

Linsey Wagner 35. Pete Maravich 36. Ray Davies 40. Kris Kristofferson 48. Ralph Waite 55. Bill Blass 62. Tomorrow (6-23) June Carter Cash 55, choreographer Bob Fosse 57. Sunday (6-24) Jeff Beck 40, Billy Casper 53.

## The New Music Seminar is HAPPENING August 6, 7, 8, 1984 at The New York Hilton.

### 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  
SHOWCASES TO BE ANNOUNCED



**WATCH**  
for details of  
the program,  
accommodations,  
advertising and stands.

**everyone will be there!  
can you afford not to be?**

Name \_\_\_\_\_  
Company \_\_\_\_\_ Title \_\_\_\_\_ Occupation \_\_\_\_\_  
Address \_\_\_\_\_ Apt. or Suite \_\_\_\_\_  
City \_\_\_\_\_ State/Country \_\_\_\_\_ Zip \_\_\_\_\_  
Telephone and/or Telex # \_\_\_\_\_  
Credit Card # \_\_\_\_\_ Exp. date \_\_\_\_\_

I would like to pre-register for the New Music Seminar, my \$120.00 (non-refundable) payment is enclosed (please remit in U.S. funds, all checks should be made payable to the New Music Seminar). After July 1st registration is \$150.  
Please add me to your mailing list for additional information about the Fifth Annual New Music Seminar August 6, 7, 8 at the New York Hilton.  
Please send information about receiving a stand, Advertising space or an insertion in the registration packet.

Record Company	Artist/Performer
Independent	Club DJ
Attorney, Manager or Agent	Syndicator
Concert Promoter	Television or Cable Personnel
Club Manager or Booking Agent	Retailer
Music Publisher or Songwriter	Distributor
Radio Programmers	Advertising, Publications
Other	Writer

Visa, MasterCard & Amex Accepted.  
Call for advertising and stand information.  
Press Contact: Raleigh Pinski: 212-265-4160  
European Contact: Walter Holzbaur, Winthrop Musik, Mittelstr. 76, 4934, Horn 1, W. Germany.  
Tel. 05234-2976, Telex: 935779

NEW MUSIC SEMINAR  
1747 FIRST AVENUE, NEW YORK, N.Y. 10128  
TEL. 212-722-2115 TELEEX 6971684 FUNK

# Marketplace

## COMEDY



HUMOR, CONVERSATION, CALLS, CALENDAR & MORE  
 "The WORLD'S GREATEST Joke Service!" Al Hamilton KEBC  
**FREE SAMPLES.**  
 Write on station letterhead or phone: 10918 Foxmoore Ave.  
 (804) 270-7206 9AM-5PM EST Richmond, VA 23233



Hundreds renewed again!  
**Free sample!**  
 Write on station letterhead to  
**Contemporary Comedy**  
 5804-D Twineing  
 Dallas, TX 75227

### Disk Jockey Comedy

Hilarious 20-40 second comedy bits . . . 25 pages per month . . . Delivered to your mouth. For sample & info on free book of 100 KRAZY KOMMERCIALS, write **HYPE, INK.**, 7805 Sunset Blvd., #206, Los Angeles, CA 90046.



### "Phantastic Phunnies"

Highly Respected! Hilarious! Original!  
 Proven worldwide audience builder!

'Quick-quip,' Topical Humor!! Introductory month's 500 topical one-liners and 'BONUS'...Just \$2.00!! Phantastic Phunnies, 1343-A Stratford Drive, Kent, Ohio 44240.



### ELECTRIC WEENIE

RADIO'S MOST RESPECTED  
 DJ GAG SHEET SINCE 1970

RICK DEES, KIIS-FM: "I use your lines constantly and forget to give THE WEENIE credit while the people are laughing!"

FOR FREE SAMPLES WRITE  
 The Electric Weenie, P.O. Box 25-866  
 Honolulu, Hawaii 96825 (808) 395-9600

### O'Liners

FREE SAMPLE ISSUE  
 of radio's most popular humor service  
 For sample, write on station letterhead to: **O'Liners**  
 1237 Armacost Ave., Suite #6-R Los Angeles, CA 90025



### MARKETPLACE ADVERTISING

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

	Per Insertion
1 Time	\$50.00
6 Insertions	\$45.00
13 Insertions	\$40.00
26 Insertions	\$35.00

Volume Rates Available

Additional \$10.00 per week charge for Blind Box ads.  
 Will include logo or other line art on ads of two inches or more if camera-ready art provided. Deadline for Marketplace ads is Friday noon, two weeks in advance of publication date. Marketplace ads are non-commissionable.

Submit to: **Marketplace**  
**RADIO & RECORDS 1930 Century Park West**  
**Los Angeles, Calif. 90067 (213) 553-4330**

## KNOCKERS!\*

The only **pre-recorded** comedy service in the world. Guests for your show: gags; comedy news reports; sounds; gimmicks; features; exclusive material.

**No Free Samples** Your **KNOCKERS!** sample cassette costs \$5 and gets you started right away with top-quality professional material. Catalog included with tape.

Send \$5 to **KNOCKERS!**  
 Box 153 La Grange, IL 60525



### THE FUNNY BUSINESS

"The Funniest Humor Service Ever"  
 (or at least this week anyway)

Patty O. Chair, WDDD Radio . . . "I used to subscribe to NEWSWEEK but I didn't always get the jokes" . . . .  
 Send \$1.00 for a one liners sample written with *FLAIR* (and other ink pens).

THE FUNNY BUSINESS  
 210 Hollywood St., Fitchburg, MA 01420  
 (617) 342-1074

## EMPLOYMENT/INSTRUCTION

### Radio Personnel Needed

**NATIONAL**, recognized as the leader in radio personnel placement, is currently receiving job orders for announcers and news people, programmers and production personnel, both male and female, from radio stations in all size markets coast to coast. As a registrant **NATIONAL** will make a complete presentation in your behalf, if your professional profile matches the job description. More and more radio stations are joining the many hundreds that use our service. Are you ready for a move? Let **NATIONAL** help. For complete details and registration form enclose \$1 postage and handling to:

**NATIONAL BROADCAST TALENT COORDINATORS**  
 Dept. R, P.O. Box 210551, Birmingham, AL 35216  
**ACT NOW! (205) 822-9144**

### 10,000 RADIO, TV JOBS

- Over 10,000 Radio & TV jobs are published every year. Up to 98% of the nationwide openings can be found in THE AMERICAN RADIO JOB MARKET weekly paper.
- The most current and complete radio and television job publication in America.
- Subscribed to by nearly every major broadcast school, jr. colleges, colleges and universities.
- Complete listings for DJs, Program Directors, News people, Salesmen, engineers, Production Directors.
- All major, medium & small markets.
- All formats: AOR, COUNTRY, MOR, CHR, BEAUTIFUL MUSIC, NEWS, TALK.
- Many openings for those men and women with little experience.
- Money Back Guarantee.**

Rates: One week \$6.00. SPECIAL 6 weeks \$14.95—you save \$21.00!

### American Radio

JOB MARKET

6215 Don Gaspar, Dept. R, Las Vegas, NV 89108



## FEATURES

Terry Marshall's

### daily insiders

• Entertainment News For Radio •

CHR AOR AC  
 Call for a free trial subscription  
 (415) 564-5800

## PROMOTIONAL

PUT THE HANDLE ON YOUR PROMOTIONS!



### THE FUN CUP®

CALL TOLL FREE  
**1-800-874-7511**

What could be better than a product that earns Big, Big profits, sells itself, and provides YOU years of advertising exposure.

- **Factory direct to you**
- **1 to 4 color imprints**
- **12, 14 and 16 oz. sizes**
- **Available in a Rainbow of Colors**

Overruns and misprints available at 25¢ each.

**Southeast Plastics Inc.**  
 142 CARSWELL AVENUE, HOLLY HILL, FLORIDA 32017  
 (904) 252-2442



### radio-TV BINGO

Oldest promotion in the industry.



WORLD WIDE BINGO, INC.

P.O. BOX 2311 • Littleton, CO 80161

Telephone (303) 795-3288

"Our Business Is Improving Yours"

© copyright, 1962

## PROFESSIONAL SERVICES

### RADIOACTIVITY

### SERVICES THAT WORK!

We're unique in that we consult both stations and individual broadcasters:

- |                              |                                 |
|------------------------------|---------------------------------|
| <i>For Stations</i>          | <i>For Announcers &amp; PDs</i> |
| • Formats                    | • Aircheck/Resume Refinement    |
| • Sales & Program Seminars   | • Aircheck Analysis             |
| • Aircheck & Market Analysis | • Employment Counseling         |
| • Jingles                    | • Shouts                        |

Free details/call or write today:

**3954 Peachtree Rd., Suite 202**  
**Atlanta, GA 30319**  
**(404) 266-1977**

MC  
 VISA

Money Back  
 Guarantee

## 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

### FREE ISSUE OF Galaxy

Radio's most complete personality biweekly. Current artist **Bio & update, record facts, daily calendar/almanac, trivia, etc.** Send for sample on ALL AIRSHIFT READY! station letterhead:  
 Box 20093R, Long Beach, CA 90801

# Marketplace

## COMPUTERIZE YOUR PLAYLIST FOR ONLY \$99

For Apple II / Iie, Commodore 64, & TRS80 II / III / IV / 12  
write: COMPU-MUSIK, 5616 S. Quincy  
Hinsdale, ILL 60521

## Introducing THE BASEBALL AMERICA REPORT

A new radio feature that will take an inside look at baseball, from the major leagues to the minor leagues, and the colleges. Designed for morning and afternoon drive time Monday-Friday.

For demo and details:  
Dave Chase, P.O. Box 2089, Durham, NC 27702  
Toll Free: 1 (800) 672-9604

## INCREASE SALES RESULTS

The radio and record industries are big markets to cover with a limited sales force.

So why not put R & R Marketplace to work for you?

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

Just Call  
**(213) 553-4330**  
for more information.



## PROGRAMMING

## PERSONALITY

## INFO-BITS

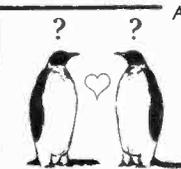
FOR MODERN AIR TALENTS. THERE'S NEVER BEEN A SHEET LIKE IT. AT LAST A SERVICE FOR THE 1980s! FREE SAMPLE: INFO-BITS, % KFMB, SAN DIEGO, CALIFORNIA 92138. GREAT SHOWS EVERYDAY!!

AN EXPLORATION INTO THE INCREDIBLE FROM THE CENTER OF THE BRAIN... TO THE EDGE OF THE UNIVERSE.

## IT'S A FACT

260 Programs by IBA and CLIO award winner DALE BAGLO

FOR YOUR FREE DEMO CONTACT DALE BAGLO (604) 860-8600 (P.S.T.)



DALE BAGLO BROADCAST INC. db

# Opportunities

## Openings

### NATIONAL

Top 50 market, killer CHR, looking for AM drive personality. Contact: Omnivox (317) 743-1349 (6-15)

### CONTINUITY DIRECTOR

Needed immediately for WRUF-AM & FM, a 100,000-watt AOR FM/5000-watt AM MOR combo. Duties include supervision of continuity department, writing creative copy for 18-34 and 35+ demographics. Applicants should have strong production background and minimum two years experience. Tape, resume and sample copy to: Mr. James Geason, P.O. Box 14444, Gainesville, FL 32604. EOE M/F

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)

### Laser Radio

New offshore station aboard radio ship in North Sea, needs three DJs for CHR format. U.S. Passport required, liberal travel benefits. Rush tape & resume to: P.O. Box 1828, Grand Central Station, New York, NY 10163.

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)



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

## Openings

### 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

### EAST

WIOQ/Philadelphia looking for additional parttime personalities. T&R: 2 Bala Plaza, Bala Cynwyd, PA 19004. EOE M/F (6-15)

Pro needed for upcoming opening on full-service A/C. Good voice & production a must. T&R: Thom Williams, WGHQ, Box 1880, Kingston, NY 12401. No calls. EOE M/F (6-15)

### PARALLEL 2 CHR FM

In Northeast needs top talent. Strong, relatable AM drive and energized PM drive. Participation in outside station activities a must. Great opportunity with group broadcaster. Reply in confidence with T&R to: Radio & Records, 1930 Century Park West, #710, Los Angeles, CA 90067. EOE M/F

Applications being accepted for anchor/reporter positions with the WV Radio Network. T&R: Joel Jackson, Mountain Network, 201 West Washington, Lewisburg, WV 24901. EOE M/F (6-15)

Production person for top NJ station. Must be experienced & creative. T&R & samples: Mark Lewis, WCTC, Box 100, Broadcast Center, New Brunswick, NJ 08903. EOE M/F (6-15)

### MAJOR MARKET FM

Seeks adult communicator for mornings, who can effectively weave A/C music and service elements with own creative input. Bright, natural-sounding approach. Need not be outrageous, but must relate. T&R to: Radio & Records, 1930 Century Park West, #709, Los Angeles, CA 90067. EOE

News person needed with writing & gathering skills for afternoons on NH seacoast. T&R & samples: Nancy Notis, WBBX, Box 971, Portsmouth, NH 03801. (6-15)

Y94 has an opening for an all-night entertainer. Two years previous CHR or A/C experience preferred. T&R: Phil Locascio, 2 Clinton Square, Syracuse, NY 13202. (6-15)

Opening for fulltime news anchor/reporter. C&R: WHAV/WLYT, 30 How St., Haverhill, MA 01830. EOE M/F (6-15)

Midday announcer needed with good production. A/C AM north of Boston. C&R: Michael Baltoumas, WH-AV, Box 1490, Haverhill, MA 01830. EOE M/F (6-15)

## Openings

Q106/WQXA has a rare 7pm-midnight opening. Four years experience, enthusiastic & a pro. T&R: M. McKenzie, Box 2506, York, PA 17405. EOE M/F (6-15)

### LOOKING FOR WINNERS!

Entertainer wanted for bright A/C format. Middle Atlantic FM making its move. Ready to pay well and promote heavily. Send T&R to: Radio & Records, 1930 Century Park West, #708, Los Angeles, CA 90067. EOE

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)

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)

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, Onconta, 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)

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

Midday/Production Director for WQUE-FM. T&R: Kris O'Kelly, 1440 Canal St., Suite 800, New Orleans, LA 70112. EOE M/F (6-15)

## Openings

### CAN YOU CREATE, RELATE, AND COORDINATE? ... GREAT?

2 personalities for midday, afternoon, or evening. One will also be Production Director. Smooth, enthusiastic, adult delivery. Great facilities and market! AOR/CHR. Join a killer team! Rush T&R to: Radio & Records, 1930 Century Park West, #711, Los Angeles, CA 90067. EOE M/F

Experienced Country music personality needed at the beach. T&R: WWQQ, Box 5157, Wilmington, NC 28403. A Village Companies-EOE station. (6-15)

Small market CHR looking for fulltime jock. Production & sports helpful. Entry level position at a hot FM, two years experience required. T&R: Box 1307, Americus, GA 31709. (6-15)

DJ's & production people needed. All areas. Must be top-flight. Call Mr. Anthony: (305) 425-5052 (6-15)

KCWM looking for midday personality/MD. Good production a must. T&R: Robert Lee, Box 3487, Victoria, TX 77903. EOE M/F (6-15)

WBBY has an opening for PM drive anchor/reporter. T&R & samples: Bob Young, ND, Box 2066, Augusta, GA 30913. EOE M/F (6-15)

ND needed at small market AM/FM. Prefer experienced, aggressive & familiar with area. Females & minorities encouraged. T&R: WCMT, Box 318, Martin, TN 38237. (6-15)

### #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

WKQQ-FM/AOR looking for parttime air talent. T&R: Dave Krusen Klaus, Box 100, Lexington, KY 40590. No calls. EOE M/F (6-15)

Small market AM in central FL needs morning communicator. Close to beach & major attractions. Salary negotiable. T&R: PD, Box 1777, DeLand, FL 32720. EOE M/F (6-15)

AM/FM looking for announcer with production skills from SE. Females encouraged. Rush T&R: WKBC, Box 969, North Wilkesboro, NC 28659. (919) 667-2222 (6-15)

WTNT seeking future full & parttimers in news/sports or Country. T&R: John Faulk, 325 John Knox Rd., E-200, Tallahassee, FL 32303. (6-15)

I need help. Looking for Assistant PD/announcer for Music Of Your Life format. T&R: John Raymond, KIXY, City Hall Plaza, San Angelo, TX 76903. (6-15)

Growing group owner looking for experienced announcer in SW TX sunbelt. Must be heavy in production. T&R: David Young, KRCT, Box 1517, Ozona, TX 76943. (915) 392-3613 EOE M/F (6-15)

# Opportunities

## Openings

**100kw FM needs overnight jock.** Production experience needed. Join an exciting team. Call: K106/Beaumont, TX, Rick James (409) 789-2475 (6-15)

**I-95 looking for overnight air talent.** One to Two years experience plus production. T&R: Todd Martin, WIXV, Box 876, Savannah, GA 31498. EOE M/F (6-15)



### "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

**100kw Country accepting T&R's for future openings.** T&R: Keith Davis, KFXE, 920 Commerce Road, Pine Bluff, AK 71801. EOE M/F (6-8)

**Looking for a bizarr 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)

**Top-rated rocker looking for energetic night-time jock.** T&R: B.J. McCree, 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)

**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)

## MIDWEST

**MW AOR seeking sales person.** Radio sales experience preferred. Resume & salary requirements: WDEK, Box 925, Dekalb, IL 60115. EOE M/F (6-15)

**ND needed!** Good opportunity in beautiful capital city with Big 10 university. T&R: Bill Vancil, WISM/WMG, Box 2058, Madison, WI 53701. EOE M/F (6-15)

**We've got the voices if you've got the blade.** MW market needs production wizard. T&R: 347 Ardmore Ave., Haddonfield, NJ 08033. EOE M/F (6-15)

### 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

**Hard working, talented & dedicated announcer?** Rush C&R: PD, Box 96, Grand Rapids, MI 49501. (6-15)

**KKXL FM is ready to hire!** Young aggressive broadcaster looking to move up . . . overnights is where you start. T&R: Don Nordine, Box 997, Grand Forks, ND 58206. (6-15)

**News & sales combo wanted, PBP helpful.** T&R: WZZY, Box 427, Winchester, IN 47394. EOE M/F (317) 584-9482 (6-15)

## Openings

**WOMC, major market A/C, seeking afternoon news anchor.** Reliable copy & delivery. T&R: Steve Goldstein, 2201 Woodward Heights, Detroit, MI 48220. No calls. EOE M/F (6-15)

**NW Iowa, CHR accepting applications** for possible future openings. KWSL, Box 3088, Sioux City, IA 51102. EOE M/F (6-15)

**Black/Urban station looking for female announcer.** T&R: Harry Lyles, WVKO, 4401 Carriage Hill Lane, Columbus, OH 43220. EOE M/F (6-15)

**Parttime & possible future fulltime openings** for air talent & production positions. T&R: Ross Holland, WFXZ, Box 357, Pinconning, MI 48650. EOE M/F (6-15)

**WBCS seeking morning drive anchor/reporter.** Local talent preferred. T&R: John Edwardsen, 5407 West McKinley Ave., Milwaukee, WI 53208. (6-15)

**Small market A/C has good opportunity for beginner.** Females encouraged. T&R: Tim Dunbar, KK100-FM, Box 240, Marshall, MN 56258. EOE M/F (6-15)

**News person reporter/anchor wanted** with good writing/voice. Chicago suburbs. T&R: Stu Cohen, WIVS/WXET, 300 Commerce Dr., Crystal Lake, IL 60014. (815) 459-7000 EOE M/F (6-15)

**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 88802. EOE M/F (6-8)

**Experienced recording engineer/producer** needed immediately. Beautiful studio in Cincinnati. Fifth Floor Recording, Richard Goldman: (513) 851-1871 No writing necessary. (6-8)

## MIDWEST AM/FM POWERHOUSE

Looking for production fanatic. Positive attitude a must! Require 2½ years minimum experience in production, and an ability to work with automation and people. We're talkin' decent bucks for a hard worker . . . no screw-offs, please. Send T&R to: Radio & Records, 1930 Century Park West, #707, Los Angeles, CA 90067. EOE

**ND needed for top-rated regional AM/FM combo.** T&R: Tom Thies, KLIK/KTX, 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)

## 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.

**KMON, 560 Country looking for drive time personality** with experience at formatted adult station. Good ol' boys need not apply. Dave Richards: (408) 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)

**WVIC-FM CHR needs evening talent, up tempo 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)

## 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

**Super small market A/C needs new afternoon or evening voice.** Position opening soon. T&R: Ron Phillips, WTCJ, Box 397, Tall City, IN 47588. (6-8)

## Openings

### 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

## WEST

**KKAZ needs evening & overnight announcers.** Paid health, dental & profit sharing. T&R: John Ramsey, Box 926, Cheyenne, WY 82003. (307) 632-0551 EOE M/F (6-15)

**Production/news person needed.** Immediate opening. (208) 734-1170 EOE M/F (6-15)

**Production wiz needed, with multiple voices** and unending imagination for top CHR-KGFS & A/C-KFKA. T&R: Rodger Meschke, Box K, Greenley, CO 80632. EOE M/F (6-15)

**KYNO looking for PM drive in nostalgia/BB.** T&R: Tad Brown, Box 8029, Fresno, CA 93703. No calls. EOE M/F (6-15)

**Warm experienced country communicator for AM drive.** Exploding medium market. T&R: KSSS, Box 740, Colorado Springs, CO 80901. (6-15)

**KFMS top rated Continuous Country looking for pro.** T&R: Doug Shane, 1555 East Flamingo, Ste. 435, Las Vegas, NV 89109. EOE M/F (6-15)

**AM country station in Utah has opening for PD & engineer/announcers.** Beautiful country, good pay. T&R: Box 3392, Sioux City, IA 51102. EOE (6-15)

**Broadcast journalist needed to gather, write & deliver local news.** We'll support you, but you'll run the show as ND. Contact Cliff Somers, KARS, Belen, NM. (505) 864-7447 (6-15)

## ROCK 107 KAZY DENVER

We need talented, hard-working professionals to make a good AOR station even better. Especially interested in hearing from morning drive people, but all encouraged to apply. Great area, pay, benefits, plus outstanding equipment and facility.

Tapes and Resumes to:  
Chuck Browning  
Operations Manager, KAZY  
2149 South Holly St. Denver, CO 80222  
EOE NO CALLS PLEASE!!!!

**Utah FM MOR station has openings for engineer/announcers.** Good opportunity in a brand new station. T&R: Box 3392, Sioux City, IA 51102. EOE M/F (6-15)

**We need sales help!** Top pay, excellent list, beautiful country. Country/MOR stations. T&R: Box 3392, Sioux City, IA 51102. EOE M/F (6-15)

Front-range CHR near Denver looking for talent in all areas. Including production person or people. Benefits and money comparable to large market. Send T&R to: Dave Fransen, P.O. Box 117, Windsor, CO 80550. EOE M/F

**Midday position available at new NW Country FM.** Experience necessary, team player. T&R: John Byers, 960 Valley Mall Parkway, Wenatchee, WA 98801. EOE M/F (6-15)

## GREAT OPPORTUNITY

### For The Right Broadcaster

Natural-sounding pro with sharp production skills needed for middays at Adult CHR AM/FM. \$1,200 mo to start plus insurance, and free Sizzler coupons. Tape and Resume to:

Tom Greenleigh, KJQ AM/FM  
1506 Gibson Ogden, UT 84404

EOE

## Openings

**Burbank based radio syndication company** needs station clearance person immediately. Experience needed. Salary, benefits & advancement. Syncate It: (818) 841-9352 (6-15)

**NW Montana's KQ92-FM looking for high-energy night jocks.** Great facilities/area. T&R: Brad Barrett, Route 1, Box 48, Polson, MT 59860. (6-15)

**Southern CA station needs newpersons and jocks.** KCKC, Box 2565, San Bernardino, CA 92406. (6-15)

**Overnight, up tempo 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, KOEZ, Box 1437, Coolidge, AZ 85228. EOE M/F (6-8)

## 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.

**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)

## Positions Sought

**WOODY FOLE, morning personality/character voices available.** Formerly PRO-FM & 92-WRQC/Cleveland. Major/medium market. Will consider any team situation. (216) 221-0003 (6-15)

**Urban Contemporary jock with great sound.** 5½ years experience. CHR/Black/Urban. Willing to relocate. MIKE: (704) 865-7166 (6-15)

**Assistant ND, currently employed in CA.** Pursuing career advancement into medium/major market. Relocation considered for right opportunity. RICK: (209) 781-6005 (6-11)

**MATTHEW JOHNSON, comedian:** (601) 686-7779 (6-15)

**PD currently employed, seeking similar or OM position** with Urban station in SE. BILL HUNT: (317) 266-4141 or 4720 N. Post Rd., Indianapolis, IN 46226. (6-15)

**Announcer/sports caster, eight years experience.** CHR in CO, AZ, UT or West coast. (313) 651-1167 (6-15)

**News pro with eight years experience** and a degree to offer is looking for a CA station to call home. Strong reporting skills/stronger delivery. TERI: (513) 258-2934 (6-15)

**Somewhere in the South is a small Country station** that needs a friendly experienced announcer. I want to do evenings for you . . . DAVE: (408)452-5038 (6-15)

**Seven year pro with good writing & production skills** is looking for a new challenge. DOUG BURTON: (712) 362-5647, 7pm-noon cdt (6-15)

**Need a PD? 15 years in broadcasting.** Prefer the sunbelt. AOR/CHR, FM or combo. CHRIS: (219) 663-5453 (6-15)

**Parttime personality desires fulltime AOR/CHR.** Gina T: (305) 949-2566 (6-15)

**15 year news pro with network experience** seeks career opportunity in medium or major market. BOB: (504) 834-4212 (6-15)

**Hi, I'm ALAN.** I have something to offer you. Excellent production/on-air skills & five years experience. I want to learn. (419) 394-2524 (6-15)

**I have drive, desire & experience.** A/C, CHR personality with top production looking profitable, team playing, winning company. Presently top 100. TOM: (203) 366-3338 (6-15)

**Special offer.** Air personality with excellent writing/production skills. AOR/CHR experience in medium market. KYLE MAY: (216) 581-0280 (6-15)

**Four year pro wants to program A/C or CHR** in small/medium NW market. Dependable & knowledgeable. BILL: (206) 771-8403 (6-15)

**Sports caster, eight years experience** covering major league sports sports as radio anchor/reporter & PBP. Looking for station with sports commitment. BRUCE: (415) 846-9294 (6-15)

**Small market ND in MW looking for news position** in South or West. Two years experience, including sports. College degree. MARK: (414) 248-1550 (6-15)



# The Music Section

## National Music Formats Added This Week

### Media General Broadcast Services

Bob Dumais (901) 320-4433

#### Action

CHRISTOPHER CROSS "A Chance For Heaven"  
BARBARA MITCHELL "I Don't Want To Know Why"

#### Your Country

BARBARA MANDRELL "Only A Lonely Heart Knows"  
KENDALLS "My Baby's Gone"  
JIM GLASER "You're Gettin' To Me Again"  
HANK WILLIAMS JR. "Attitude Adjustment"  
CHARLEY PRIDE "The Power Of Love"  
JOHNNY LEE "One More Shot"

#### Hit Rock

SERGIO MENDES "Alibis"  
EDDY GRANT "Romancing The Stone"  
KENNY LOGGINS "I'm Free (Heaven Helps The Man)"  
COREY HART "Sunglasses At Night"  
OLLIE & JERRY "Breakin' (There's No Stopping Us)"

### Radio Arts

John Benedict (818) 841-0225

#### Country's Best

CHARLY McCLAIN & MICKEY GILLEY  
"The Right Stuff"  
JOHN CONLEE "Way Back"  
CHARLEY PRIDE "The Power Of Love"  
HANK WILLIAMS JR. "Attitude Adjustment"  
WAYLON JENNINGS "Never Could Toe The Mark"

#### Soft Contemporary

CHRISTOPHER CROSS "A Chance For Heaven"  
JOE JACKSON "You Can't Get What You Want"

#### Sound 10

LIONEL RICHIE "Stuck On You"  
CHRISTOPHER CROSS "A Chance For Heaven"  
GENESIS "Taking It All Too Hard"

### Transtar

Chick Watkins (303) 578-0700

#### Country

Tom Casey (213) 460-6383

MICHAEL MARTIN MURPHEY "Disenchanted"  
JOHN ANDERSON "I Wish I Could Write You A Song"  
NITTY GRITTY DIRTY BAND  
"Long Hard Road (The Sharecropper's Dream)"

### Satellite Music Network

George Williams (214) 343-9205

#### The Starstation

ROBIN GIBB "Boys Do Fall In Love"  
CHRISTOPHER CROSS "A Chance For Heaven"  
GENESIS "Taking It All Too Hard"

#### Country Coast-To-Coast

MOE BANDY & JOE STAMPLEY "Where's The Dress"  
TOM JONES "This Time"  
MARK GRAY "If All The Magic Is Gone"  
WAYLON JENNINGS "Never Could Toe The Mark"  
ATLANTA "Pictures"  
JOHN CONLEE "Way Back"

#### Rock America

ROBIN GIBB "Boys Do Fall In Love"

### TM Programming

Cal Casey (214) 634-8511

#### Stereo Rock

RAY PARKER JR. "Ghostbusters"  
KENNY LOGGINS "I'm Free (Heaven Helps The Man)"  
ROBIN GIBB "Boys Do Fall In Love"  
TINA TURNER "What's Love Got To Do With It"

#### TM A/C

CHRISTOPHER CROSS "A Chance For Heaven"  
JUICE NEWTON "A Little Love"  
ELTON JOHN "Sad Songs (Say So Much)"

#### TM Country

DOLLY PARTON "Tennessee Homesick Blues"  
BARBARA MANDRELL  
"Only The Lonely Heart Knows"  
JIM GLASER "You're Getting To Me Again"

### BPI

John Iles (800) 426-9082

#### Adult Contemporary

ELTON JOHN "Sad Songs (Say So Much)"  
LEE GREENWOOD "God Bless The U.S.A."  
LAURA BRANIGAN "Self Control"

#### Country Living

BARBARA MANDRELL  
"Only A Lonely Heart Knows"  
WAYLON JENNINGS "Never Could Toe The Mark"  
JOHN CONLEE "Way Back"

### Drake-Chenault

Bob Laurence (818) 883-7400

#### XT-40

KENNY LOGGINS "I'm Free (Heaven Helps The Man)"  
EDDY GRANT "Romancing The Stone"  
TINA TURNER "What's Love Got To Do With It"  
ROCKWELL "Obscene Phone Caller"

#### Contempo 300

PEABO BRYSON "If Ever You're In My Arms Again"

#### Great American Country

WAYLON JENNINGS "Never Could Toe The Mark"  
BARBARA MANDRELL  
"Only A Lonely Heart Knows"  
CHARLEY PRIDE "The Power Of Love"  
HANK WILLIAMS, JR. "Attitude Adjustment"

### Century 21

Greg Stephens (214) 934-2121

#### The Z Format

KENNY LOGGINS "I'm Free (Heaven Helps The Man)"  
RAY PARKER JR. "Ghostbusters"  
VAN HALEN "Panama"  
GO-GO'S "Turn To You"  
GENESIS "Taking It All Too Hard"

#### The A/C Format

BILL MEDLEY "I Still Do"  
GENESIS "Taking It All Too Hard"

#### Super-Country

JOHN CONLEE "Way Back"  
GLEN CAMPBELL "Faithless Love"  
RONNIE McDOWELL "I Got A Million Of 'Em"  
REBA McENTIRE "He Broke Your Memory Last Night"  
GUS HARDIN  
"How Are You Spending My Nights These Days"

### Peters Productions, Inc.

Debbie Welsh (619) 565-8511

#### Country Lovin'

WAYLON JENNINGS "Never Could Toe The Mark"  
BARBARA MANDRELL "Only A Lonely Heart Knows"  
LEE GREENWOOD "God Bless The U.S.A."  
MEL TILLIS "New Patches"

#### The Great Ones

POINTER SISTERS "Jump (For My Love)"  
PAUL ANKA "Second Chance"  
TEDDY PENDERGRASS "Hold Me"  
BARRY DEVORZON "Theme From 'Simon & Simon'"  
LEE GREENWOOD "God Bless The U.S.A."

### Concept Productions

Dick Wagner (916) 782-7754

#### CHR

TINA TURNER "What's Love Got To Do With It"  
KENNY LOGGINS "I'm Free (Heaven Helps The Man)"  
RAY PARKER, JR. "Ghostbusters"  
JENNY BURTON & PATRICK JUDE  
"Strangers In A Strange World"



# 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

VALENTINE BROS.  
J. BLACKFOOT  
KOKO POP  
OLLIE & JERRY  
KLEER  
CRUSADERS  
WISH  
Hottest:  
PATRICE RUSHEN  
JOCELYN BROWN  
JERMAINE JACKSON  
CHANGE  
WOMACK & WOMACK

**WXYV/Baltimore**  
Roy Sampson

TERRI WELLS  
EMOTIONS  
KASHIF  
ATLANTIC STARR  
TYZIK  
LAKESIDE  
KOKO POP  
VALENTINE BROS.  
HUGH MASEKELA  
JUNIE MORRISON  
EDDIE KENDRICKS  
RICHARD D. FIELDS  
Hottest:  
none

**WILD/Boston**  
Elroy R.C. Smith

ONE WAY  
TYZIK  
STARPOINT  
SUTTONS  
EVELYN KING  
KASHIF  
DENISE LASALLE  
GRANDMASTER MELLE  
Hottest:  
JOCELYN BROWN  
BAR-KAYS  
O'BRYAN  
JERMAINE JACKSON  
CHERRELLE

**WKND/Hartford** (J)  
Jordan/McLean

BLOODSTONE  
EMOTIONS  
MICHAEL JACKSON  
DENNIS EDWARDS  
BILLY OCEAN  
JOHNNY MATHIS  
Hottest:  
DENISE WILLIAMS  
JERMAINE JACKSON  
PATRICE RUSHEN  
PRINCE

**WNHC/New Haven**  
James Jordan

PRETTY TONY  
BOBBY WOMACK  
STEVE ARRINGTON'S  
JIMMY LEWIS  
ART OF NOISE  
DISCO 3  
RICHARD D. FIELDS  
PUMPKIN  
Hottest:  
MENOUDO  
JOCELYN BROWN  
DENISE WILLIAMS  
JERMAINE JACKSON  
CYNDI LAUPER

**WRKS/New York**  
Taylor/Quararone

PEABO BRYSON  
PRINCE  
Hottest:  
JOCELYN BROWN  
FORCE MD'S  
DISCO 3  
WOMACK & WOMACK  
LIONEL RICHIE

**WUSL/Philadelphia**  
Wyatt/Buggs

TERRI WELLS  
MICHAEL JACKSON  
MARCUS MILLER  
EMOTIONS  
STANLEY CLARKE  
Hottest:  
CHANGE  
JOCELYN BROWN  
JERMAINE JACKSON  
RJ'S LATEST ARRIV  
DENISE WILLIAMS

**WDAS/Philadelphia**  
Joe Tamburro

SKOOL BOYZ  
LAKESIDE  
EVELYN KING  
DISCO 3  
CUBA GOODING  
HUGH MASEKELA  
PUMPKIN  
Hottest:  
JOCELYN BROWN  
PRINCE  
SHEILA E  
ART OF NOISE  
SUGAR HILL GANG  
WAMO/Pittsburgh  
J.C. Floyd

**WDJY/Washington, DC**  
Dan O'Neil

HERBIE HANCOCK  
DENNIS EDWARDS  
GEORGE HOWARD  
KASHIF  
EVELYN KING  
HENSE POWELL  
Hottest:  
MADONNA  
OLLIE & JERRY  
PRINCE  
PATRICE RUSHEN  
CHUCK BROWN

**WHUR/Washington, DC**  
Libby Lawson

CHUCK BROWN  
MICHAEL JACKSON  
SKOOL BOYZ  
WOMACK & WOMACK  
M+M  
TINA TURNER  
RUN D.M.C.  
Hottest:  
NEWCLEUS  
RJ'S LATEST ARRIV  
PRINCE  
JOCELYN BROWN  
PRINCE  
MADONNA

## MIDWEST

**WBMX/Chicago**  
Lee Michaels

BOBBY WOMACK  
CAMEO  
BRASS CONSTRUCTIO  
EVELYN KING  
Hottest:  
BAR-KAYS  
ONE WAY  
O'BRYAN  
CHANGE  
CHERRELLE

**WGCI/Chicago** (J)  
Graham Armstrong

LUTHER VANDROSS  
BILLY OCEAN  
GRANDMASTER MELLE  
RICHARD D. FIELDS  
KOKO POP  
MARCUS MILLER  
OHIO PLAYERS  
Hottest:  
NEWCLEUS  
JOCELYN BROWN  
JERMAINE JACKSON  
O'BRYAN  
TINA TURNER

**WBLZ/Cincinnati**  
Brian Castle

LAKESIDE  
OLLIE & JERRY  
DAN HARTMAN  
LAURA BRANIGAN  
KASHIF  
DENNIS EDWARDS  
BILLY OCEAN  
JOHNNY MATHIS  
Hottest:  
DENISE WILLIAMS  
JERMAINE JACKSON  
PATRICE RUSHEN  
PRINCE

**WCIN/Cincinnati**  
Sid Kennedy

PRETTY TONY  
LEON BRYANT  
FORMULA FIVE  
Hottest:  
JERMAINE JACKSON  
SMOKEY ROBINSON  
PATRICE RUSHEN  
PEABO BRYSON  
POINTER SISTERS

**WZAK/Cleveland**  
Lynn Tolliver

ONE WAY  
LAKESIDE  
STEVE ARRINGTON'S  
VALENTINE BROS.  
TYZIK  
SHOCK  
Hottest:  
RJ'S LATEST ARRIV  
JOCELYN BROWN  
PRINCE  
ROGER  
KWICK

**WDMT/Cleveland** (J)  
Kelly/Dean

PEABO BRYSON  
SMOKEY ROBINSON  
OLLIE & JERRY  
HIPPIES WITH HAIR  
LARRICE  
STANLEY CLARKE  
Hottest:  
O'BRYAN  
WORLD FAMOUS SU  
PRINCE  
REATHLE BEAN & DO  
GRANDMASTER MELLE

**WJMO/Cleveland**  
Rod See

KASHIF  
NUANCE  
BOBBY WOMACK  
SUTTONS  
SKOOL BOYZ  
CHI-LITES  
Hottest:  
ROGER  
JOCELYN BROWN  
RJ'S LATEST ARRIV  
PRINCE  
O'BRYAN

**WKVO/Columbus**  
Lyles/Jones

OLLIE & JERRY  
DAN HARTMAN  
ONE WAY  
JANICE MARIE JOHN  
DENNIS EDWARDS  
LAKESIDE  
Hottest:  
PEABO BRYSON  
DENISE WILLIAMS  
JERMAINE JACKSON  
PRINCE  
JOCELYN BROWN

**WDAO/Dayton**  
Lankford Stephens

ONE WAY  
LAKESIDE  
LUTHER VANDROSS  
KOOL & THE GANG  
KASHIF  
EVELYN KING  
RAY PARKER JR.  
STEVE ARRINGTON'S  
KOKO POP  
PUMPKIN  
VALENTINE BROS.  
STEPS AHEAD  
FORCE MD'S  
IVY  
BRONNER BROTHERS  
LIZ TAYLOR  
Hottest:  
DAN  
PATRICE RUSHEN  
CHERRELLE  
ROGER  
DAZZ BAND

**WGPR/Detroit**  
Joe Spencer

LAKESIDE  
KASHIF  
HUGH MASEKELA  
IMAGINATION  
CON FUNK SHUN  
DAZZ BAND  
YVONNE GAGE  
Hottest:  
CHERRELLE  
ROCKWELL  
JIMMY LEWIS  
JOCELYN BROWN  
PRINCE

**WJLB/Detroit**  
James Alexander

PRINCE  
PEABO BRYSON  
TYZIK  
JIMMY LEWIS  
Hottest:  
PATRICE RUSHEN  
DEBARGE  
TWILIGHT 22  
DENISE WILLIAMS  
SLING SHOT

**WDRQ/Detroit**  
Steve Harris

ART OF NOISE  
CAPTAIN ROCK  
BILLY OCEAN  
TINA TURNER  
LILLO THOMAS  
Hottest:  
JERMAINE STEWART  
PATRICE RUSHEN  
PRINCE  
RJ'S LATEST ARRIV  
SHEILA E

**WLTH/Gary**  
Dana Huskisson

ONE WAY  
CHI-LITES  
KOKO POP  
EVELYN KING  
KLEER  
LUTHER VANDROSS  
JOHN ROCCA  
C.L. BLAST  
Hottest:  
DENISE WILLIAMS  
O'BRYAN  
PATRICE RUSHEN  
JOCELYN BROWN  
POINTER SISTERS

**WKWM/Grand Rapids**  
Frank Grant

none  
Hottest:  
RJ'S LATEST ARRIV  
NEWCLEUS  
DIVINE SOUNDS  
JERMAINE JACKSON  
PRINCE

**WTLC/Indianapolis**  
Jay Johnson

CON FUNK SHUN  
IVY  
RAY PARKER JR.  
GEORGE HOWARD  
ATLANTIC STARR  
LEON BRYANT  
LENNY WELCH  
CRUSADERS  
Hottest:  
RJ'S LATEST ARRIV  
CHERRELLE  
CHANGE  
WORLD FAMOUS SU  
JERMAINE JACKSON

## SOUTH

**WAOK/Atlanta**  
Larry Tinsley

WORLD FAMOUS SU  
GRANDMASTER MELLE  
BRASS CONSTRUCTIO  
JIMMY LEWIS  
ART OF NOISE  
KLEER  
CHUCK ROBERSON  
DIVINE SOUNDS  
WISH  
Hottest:  
PRINCE  
TINA TURNER  
DENISE WILLIAMS  
JOCELYN BROWN  
BRYAN LOREN

**WVEE/Atlanta**  
Scotty Andrews

none  
Hottest:  
DENISE WILLIAMS  
BRYAN LOREN  
RUN D.M.C.  
WOMACK & WOMACK  
PRINCE

**WRDW/Augusta**  
Teddy Black

GEORGE HOWARD  
EDDY GRANT  
TEDDY PENDERGRASS  
Hottest:  
PRINCE  
DENISE WILLIAMS  
O'BRYAN  
NEWCLEUS  
RJ'S LATEST ARRIV

**WWVZ/Charleston**  
Barry Kaye

none  
Hottest:  
NEWCLEUS  
JERMAINE JACKSON  
ROCKWELL  
O'BRYAN  
DENISE WILLIAMS

**WQIV/Charlotte** (J)  
Hal Merrill

OLLIE & JERRY  
DIVINE SOUNDS  
SERGIO MENDES  
JOCELYN BROWN  
RICHARD D. FIELDS  
Hottest:  
DENISE WILLIAMS  
PRINCE  
RUN D.M.C.  
PATRICE RUSHEN  
TEDDY PENDERGRASS

**WPEG/Charlotte**  
Mike Rossi

DER-MER  
TYZIK  
KASHIF  
LUTHER VANDROSS  
DAMARIS  
TINA TURNER  
J. BLACKFOOT  
CRUSADERS  
TEDDY PENDERGRASS  
Hottest:  
RJ'S LATEST ARRIV  
JOCELYN BROWN  
JERMAINE JACKSON  
FORCE MD'S  
WORLD FAMOUS SU

**WNOO/Chattanooga**  
Frank St. James

KASHIF  
EVELYN KING  
Hottest:  
O'BRYAN  
DENISE WILLIAMS  
JERMAINE JACKSON  
PRINCE  
BRASS CONSTRUCTIO

**WJTT/Chattanooga**  
Rich Phillips

STARPOINT  
EVELYN KING  
JOHNNY MATHIS  
TEDDY PENDERGRASS  
WANG CHUNG  
Hottest:  
JERMAINE JACKSON  
ROCKWELL  
PRINCE  
JOCELYN BROWN  
PEABO BRYSON

**WZEN-FM/St. Louis**  
Rod King

ONE WAY  
BRASS CONSTRUCTIO  
MICHAEL JACKSON  
DISCO 3  
CRUSADERS  
LAKESIDE  
Hottest:  
JERMAINE JACKSON  
PATRICE RUSHEN  
CHERRELLE  
JOCELYN BROWN  
PRINCE

**WVOI/Toledo** (J)  
Maxx Myrick

KOOL & THE GANG  
ONE WAY  
KASHIF  
HERBIE HANCOCK  
LAKESIDE  
HUGH MASEKELA  
RAY PARKER JR.  
GEORGE HOWARD  
TWILIGHT 22  
BILLY OCEAN  
Hottest:  
DENISE WILLIAMS  
O'BRYAN  
JERMAINE JACKSON  
DIVINE SOUNDS  
RJ'S LATEST ARRIV

**KNOW/Austin**  
Ken Rush

TEDDY PENDERGRASS  
KASHIF  
CAMEO  
LAKESIDE  
SKOOL BOYZ  
LATTISAW & GILL  
BEAT MASTER  
GRANDMASTER MELLE  
Hottest:  
CHERRELLE  
DENISE WILLIAMS  
RJ'S LATEST ARRIV  
BAR-KAYS  
PRINCE

**WATV/Birmingham**  
Ron January

LAKESIDE  
EVELYN KING  
KASHIF  
OLLIE & JERRY  
STANLEY CLARKE  
WISH  
Hottest:  
JERMAINE JACKSON  
DENISE WILLIAMS  
ROGER  
O'BRYAN  
ROCKWELL

**WENN/Birmingham**  
Michael Star

EVELYN KING  
Hottest:  
DENISE WILLIAMS  
DAZZ BAND  
ROCKWELL  
CHANGE  
PATRICE RUSHEN

**WMMJ/Jackson**  
Carl Haynes

PEABO BRYSON  
TEDDY PENDERGRASS  
ONE WAY  
KLEER  
LAKESIDE  
Hottest:  
JERMAINE JACKSON  
RJ'S LATEST ARRIV  
TWILIGHT 22  
PRINCE  
ROCKWELL

**WKXJ/Jacksonville** (J)  
Chris Turner

LAKESIDE  
BETTY WRIGHT  
SMOKEY ROBINSON  
SHEILA E  
Hottest:  
PRINCE  
DIVINE SOUNDS  
HERBIE HANCOCK  
WORLD FAMOUS SU  
SERGIO MENDES

**WPDQ/Jacksonville**  
Marc Little

SHOCK  
YVONNE GAGE  
LUTHER VANDROSS  
MOJO  
RICHARD D. FIELDS  
RAY PARKER JR.  
Hottest:  
O'BRYAN  
ROCKWELL  
LJ REYNOLDS  
POINTER SISTERS  
JERMAINE JACKSON

**WJAX/Jacksonville** (J)  
Chris Turner

LAKESIDE  
BETTY WRIGHT  
SMOKEY ROBINSON  
SHEILA E  
Hottest:  
PRINCE  
DIVINE SOUNDS  
HERBIE HANCOCK  
WORLD FAMOUS SU  
SERGIO MENDES

**WQKQ/Nashville**  
Fred Harvey

WORLD FAMOUS SU  
LAKESIDE  
TINA TURNER  
TEDDY PENDERGRASS  
ART OF NOISE  
FORCE MD'S  
DENNIS EDWARDS  
OLLIE & JERRY  
MICHAEL JACKSON  
GRANDMASTER MELLE  
CAMEO  
KASHIF  
JIMMY LEWIS  
DEBARGE  
GEORGE HOWARD  
PRETTY TONY  
SKOOL BOYZ  
Hottest:  
DENISE WILLIAMS  
JERMAINE JACKSON  
DAZZ BAND  
PRINCE  
RJ'S LATEST ARRIV

**KJCB/Lafayette** (J)  
Beatrice Evans

ONE WAY  
LAKESIDE  
KASHIF  
VALENTINE BROS.  
CHI-LITES  
EVELYN KING  
FREEDOM  
GRANDMASTER MELLE  
FREDERICK LINTON  
TYZIK  
KOOL & THE GANG  
Hottest:  
ROGER  
JOCELYN BROWN  
PATRICE RUSHEN  
PRINCE  
DIVINE SOUNDS

**KKDA-FM/Dallas**  
Terri Avery

SKOOL BOYZ  
CULTURE CLUB  
MALEMEN  
KASHIF  
BEAT MASTER  
LAKESIDE  
Hottest:  
RJ'S LATEST ARRIV  
BAR-KAYS  
TEENA MARIE  
ROGER  
KLEER

**KNOK-FM/Ft. Worth**  
Kenny Byrd

LAKESIDE  
RICHARD D. FIELDS  
JIMMY LEWIS  
DIVINE SOUNDS  
KASHIF  
Hottest:  
ONE WAY  
PATRICE RUSHEN  
DENNIS EDWARDS  
TINA TURNER  
PRINCE

**WQMG/Greensboro**  
Shelly Bynum

ATLANTIC STARR  
PRETENDERS  
SKOOL BOYZ  
GEORGE HOWARD  
RAY PARKER JR.  
BILLY OCEAN  
RICHARD D. FIELDS  
JANICE MARIE JOHN  
RE-FLEX  
Hottest:  
PATRICE RUSHEN  
JOCELYN BROWN  
JOHNNY MATHIS  
MICHAEL JACKSON  
PRINCE

**KMJQ/Houston**  
Jim Snowden

none  
Hottest:  
DENISE WILLIAMS  
DIVINE SOUNDS  
CHERRELLE  
JERMAINE JACKSON  
ROGER

**WJMI/Jackson**  
Carl Haynes

PEABO BRYSON  
TEDDY PENDERGRASS  
ONE WAY  
KLEER  
LAKESIDE  
Hottest:  
JERMAINE JACKSON  
RJ'S LATEST ARRIV  
TWILIGHT 22  
PRINCE  
ROCKWELL

**WKXJ/Jackson**  
Tommy Marshall

EVELYN KING  
RICHARD D. FIELDS  
BEAU WILLIAMS  
MOJO  
DER-MER  
ONE WAY  
CRUSADERS  
HUGH MASEKELA  
KASHIF  
Hottest:  
DENISE WILLIAMS  
O'BRYAN  
DAZZ BAND  
ROGER  
TWILIGHT 22

**WJAX/Jacksonville** (J)  
Chris Turner

LAKESIDE  
BETTY WRIGHT  
SMOKEY ROBINSON  
SHEILA E  
Hottest:  
PRINCE  
DIVINE SOUNDS  
HERBIE HANCOCK  
WORLD FAMOUS SU  
SERGIO MENDES

**WPDQ/Jacksonville**  
Marc Little

SHOCK  
YVONNE GAGE  
LUTHER VANDROSS  
MOJO  
RICHARD D. FIELDS  
RAY PARKER JR.  
Hottest:  
O'BRYAN  
ROCKWELL  
LJ REYNOLDS  
POINTER SISTERS  
JERMAINE JACKSON

**KJCB/Lafayette** (J)  
Beatrice Evans

ONE WAY  
LAKESIDE  
KASHIF  
VALENTINE BROS.  
CHI-LITES  
EVELYN KING  
FREEDOM  
GRANDMASTER MELLE  
FREDERICK LINTON  
TYZIK  
KOOL & THE GANG  
Hottest:  
ROGER  
JOCELYN BROWN  
PATRICE RUSHEN  
PRINCE  
DIVINE SOUNDS

**WLOU/Louisville**  
Tony Fields

none  
Hottest:  
RJ'S LATEST ARRIV  
JERMAINE JACKSON  
DIVINE SOUNDS  
ROGER  
CHANGE

**WJJS/Lynchburg**  
Lad Goins

TINA TURNER  
OLLIE & JERRY  
LJ REYNOLDS  
EARONS  
CAMEO  
YVONNE GAGE  
Hottest:  
DENISE WILLIAMS  
YARBROUGH & PEOP  
NEWCLEUS  
CYNDI LAUPER  
IRENE CARA

**KRNB-FM/Memphis**  
Melvin Jones

DER-MER  
SMOKEY ROBINSON  
WOMACK & WOMACK  
ANITA BAKER  
CHERRELLE  
BOBBY WOMACK  
LJ REYNOLDS  
Hottest:  
ROCKWELL  
DAZZ BAND  
PRINCE  
ROGER  
POINTER SISTERS

**WDIA/Memphis**  
Bobby O'Jay

KASHIF  
DISCO 3  
PUMPKIN  
KOOL & THE GANG  
BEAU WILLIAMS  
Hottest:  
O'BRYAN  
JERMAINE JACKSON  
PRINCE  
LJ REYNOLDS  
JOCELYN BROWN

**WHRK/Memphis**  
Jim Maddox

EVELYN KING  
BLOODSTONE  
JANICE MARIE JOHN  
LAKESIDE  
KOOL & THE GANG  
PRETTY TONY  
Hottest:  
DENISE WILLIAMS  
O'BRYAN  
RJ'S LATEST ARRIV  
NEWCLEUS

**WEDR/Miami**  
Jackson/Jones

BRONNER BROTHERS  
TERRI WELLS  
REATHLE BEAN & DO  
IMPERIAL BROTHERS  
JENNY BURTON  
STARPOINT  
PRINCE  
CRUSADERS  
BETTY WRIGHT  
MOJO  
Hottest:  
DEBBIE DEB  
BAR-KAYS  
DENISE WILLIAMS  
O'BRYAN  
WOMACK & WOMACK

**WBLX/Mobile**  
Sonny Love

LUTHER VANDROSS  
RAY PARKER JR.  
ATLANTIC STARR  
TYZIK  
KASHIF  
GEORGE HOWARD  
WILLIE CLAYTON  
DAMARIS  
Hottest:  
PRINCE  
ROGER  
JERMAINE JACKSON  
DENISE WILLIAMS  
LATOYA JACKSON

**WQKQ/Nashville**  
Fred Harvey

WORLD FAMOUS SU  
LAKESIDE  
UNCLE SHAM  
ART OF NOISE  
FORCE MD'S  
WILLIE CLAYTON  
ONE WAY  
Hottest:  
TINA TURNER  
JERMAINE JACKSON  
WOMACK & WOMACK  
JOCELYN BROWN  
ONE WAY

**WYLD-FM/New Orleans**  
Brute Bailey

RICHARD D. FIELDS  
GEORGE HOWARD  
CRUSADERS  
ROCKWELL  
Hottest:  
JOCELYN BROWN  
NEWCLEUS  
SHALAMAR  
DENISE WILLIAMS  
SWITCH

**WPLZ/Petersburg**  
Hardy Jay

KASHIF  
EDDY GRANT  
ONE WAY  
GEORGE HOWARD  
Hottest:  
JERMAINE JACKSON  
JOCELYN BROWN  
PRINCE  
PATRICE RUSHEN  
CHERRELLE

**KHYS/Port Arthur**  
Mark Patry

PRINCE  
STANLEY CLARKE  
ONE WAY  
MICHAEL JACKSON  
CHI-LITES  
EVELYN KING  
VALENTINE BROS.  
SYSTEM  
Hottest:  
BAR-KAYS  
POINTER SISTERS  
ONE WAY  
O'BRYAN  
DENISE WILLIAMS

**WANT/Richmond**  
Kirby Carmichael

LAKESIDE  
JOHNNY MATHIS  
Hottest:  
DENISE WILLIAMS  
BAR-KAYS  
YARBROUGH & PEOP  
ONE WAY  
ONE WAY

**WTOY/Roanoke**  
Scott Morris

JOHNNY MATHIS  
WOMACK & WOMACK  
HERBIE HANCOCK  
OLLIE & JERRY  
Hottest:  
JERMAINE JACKSON  
DENISE WILLIAMS  
JOCELYN BROWN  
RJ'S LATEST ARRIV

**KOKA/Shreveport**  
B.B. Davis

ONE WAY  
PRIME TIME  
CRUSADERS  
ART OF NOISE  
GRANDMASTER MELLE  
SUGAR HILL GANG  
KENNY G  
Hottest:  
JERMAINE JACKSON  
RJ'S LATEST ARRIV  
POINTER SISTERS  
DENISE WILLIAMS  
O'BRYAN

**WWDW/Sumpter**  
Kevin Flemming

LAKESIDE  
TINA TURNER  
BOBBY WOMACK  
BILLY OCEAN  
SKOOL BOYZ  
TEDDY PENDERGRASS  
EVELYN KING  
RICHARD D. FIELDS  
DISCO 3  
Hottest:  
JERMAINE JACKSON  
ROCKWELL  
PATRICE RUSHEN  
JOCELYN BROWN  
PRINCE

**WANM/Tallahassee**  
Joe Bullard

KOOL & THE GANG  
LAKESIDE  
UNCLE SHAM  
ART OF NOISE  
FORCE MD'S  
WILLIE CLAYTON  
ONE WAY  
Hottest:  
TINA TURNER  
JERMAINE JACKSON  
WOMACK & WOMACK  
JOCELYN BROWN  
ONE WAY

## WEST

**KDKO/Englewood**  
Carlos Lando

LAKESIDE  
TEDDY PENDERGRASS  
KOOL & THE GANG  
STANLEY CLARKE  
BOBBY WOMACK  
CULTURE CLUB  
KASHIF  
Hottest:  
JERMAINE JACKSON  
POINTER SISTERS  
LJ REYNOLDS  
JOE JACKSON  
DELLS

**KACE/Los Angeles**  
Miller/Wiggins

LAKESIDE  
KASHIF  
Hottest:  
ONE WAY  
DENISE WILLIAMS  
JOCELYN BROWN  
ROGER  
PATRICE RUSHEN

**KDAY/Los Angeles**  
Jack Patterson

RICHARD D. FIELDS  
FORCE MD'S  
KRISTOL  
KLEER  
WEST STREET MOB  
HUGH MASEKELA  
SKOOL BOYZ  
Hottest:  
JOCELYN BROWN  
ROGER  
JERMAINE JACKSON  
WORLD FAMOUS SU  
DAZZ BAND

**KULH/Los Angeles**  
Stone/Chappell

RICHARD D. FIELDS  
KOOL & THE GANG  
ART OF NOISE  
BILLY OCEAN  
EMOTIONS  
DOMINATRIX  
ATLANTIC STARR  
PAMELA

# R&R JAZZ RADIO NATIONAL AIRPLAY/30

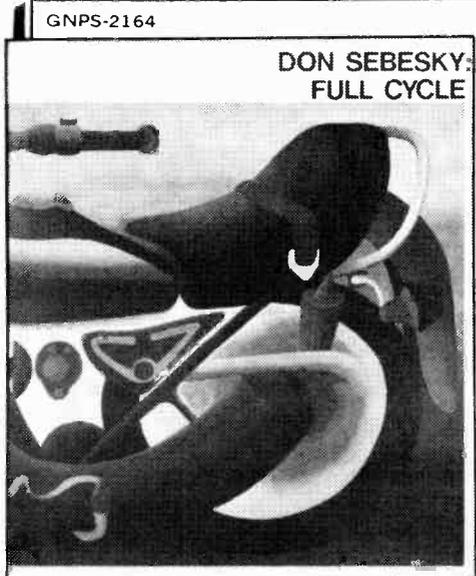
## June 15, 1984

- | Last Week | Rank | Artist/Title  |
|-----------|------|---|
|           | 1    | STEPS AHEAD/Modern Times (Musician/Elektra)                       |
|           | 2    | PAT METHENY w/C.HADEN & B.HIGGINS/Rejoicing (ECM)                 |
|           | 3    | PLAYBOY JAZZ FESTIVAL/Playboy Jazz Festival (Musician/Elektra)    |
|           | 4    | DAVE GRUSIN/Night-Lines (GRP)                                     |
|           | 7    | EARL KLUGH/Wishful Thinking (Capitol)                             |
|           | 4    | McCOY TYNER/Dimensions (Musician/Elektra)                         |
|           | 5    | CARLA BLEY/Heavy Heart (ECM)                                      |
|           | 9    | BRANFORD MARSALIS/Scenes In The City (Columbia)                   |
|           | 10   | DON SEBESKY/Full Cycle (GNP Crescendo)                            |
| DEBUT     | 10   | MILES DAVIS/Decoy (Columbia)                                      |
|           | 6    | COUNT BASIE & HIS ORCHESTRA/88 Basie Street (Pablo)               |
|           | 12   | KENT JORDAN/No Question About It (Columbia)                       |
|           | 11   | GEORGE HOWARD/Steppin' Out (TBA/Palo Alto)                        |
|           | 25   | KENNY PORE/Inner City Dreams (ITI)                                |
|           | 15   | CARMEN McRAE/You're Looking At Me (Concord)                       |
|           | 14   | MILT JACKSON QUARTET/Soul Route (Pablo)                           |
|           | 13   | JOHN BLAKE/Maiden Dance (Gramavision)                             |
|           | 21   | JOHN HICKS/John Hicks (Theresa)                                   |
|           | 19   | DON RANDI & QUEST/California '84 (Bee Pee)                        |
|           | 16   | CRUSADERS/Ghetto Blaster (MCA)                                    |
|           | 26   | ETTA JONES/Love Me With All Your Heart (Muse)                     |
|           | 18   | TANIA MARIA/Love Explosion (Concord Picante)                      |
| DEBUT     | 23   | SONNY ROLLINS/Sunny Days & Starry Nights (Milestone/Fantasy)      |
| DEBUT     | 24   | CAL COLLINS/Milestone (Pausa)                                     |
|           | 17   | EMILY REMLER/Transitions (Concord)                                |
|           | 20   | KENNY BURRELL/Groovin' High (Muse)                                |
| DEBUT     | 27   | PONCHO SANCHEZ/Bien Sabroso! (Concord)                            |
|           | 22   | JEFF LORBER/In The Heat Of The Night (Arista)                     |
|           | 29   | TONI TENNILLE/More Than You Know (Mirage/Atco)                    |
|           | 24   | T. BLANCHARD & D. HARRISON/N.Y. Second Line (George Wein/Concord) |

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.

## NEW & ACTIVE

- JOHN ABERCROMBIE & JOHN SCOFIELD "Solar" (Palo Alto) 10/5**  
Rotations: Heavy 3/1, Medium 4/2, Light 1/0, Extra Adds 2, Total Adds 5, WNOP, WKSU, KPLU, WUSF, KWMU. Heavy: WDET, KJAZ. Medium: KCRW, KLCC.
- TYZIK "Jammin' In Manhattan" (Polydor/PolyGram) 9/8**  
Rotations: Heavy 0/0, Medium 5/4, Light 2/2, Extra Adds 2, Total Adds 8, WEAA, KSAX, KUHF, WBBY, WJZZ, WKND, WDMT, WVOI. Medium: WBFO.
- STEVE SMITH/VITAL INFORMATION "Orion" (Columbia) 9/5**  
Rotations: Heavy 1/1, Medium 5/2, Light 2/1, Extra Adds 1, Total Adds 5, KUHF, WNOP, WDET, KJZZ. Heavy: WIAN. Medium: WBFO, KPLU, WVOI.
- JORGE STRUNTZ & ARDESHIR FARAH "Frontera" (Milestone/Fantasy) 8/7**  
Rotations: Heavy 2/1, Medium 1/1, Light 4/4, Extra Adds 1, Total Adds 7, WFAE, WDET, KCRW, KJZZ, WHRO, KLCC. Heavy: KPLU. Medium: KJAZ.
- BOB RAVENSCHROFT JAZZ TRIP "Trio '83" (Pro Indie) 8/7**  
Rotations: Heavy 1/0, Medium 0/0, Light 1/1, Extra Adds 6, Total Adds 7, WBFO, KUHF, WMOT, WNOP, KMCR, KJAZ, KWMU. Heavy: KPLU.
- WOODY HERMAN BIG BAND "World Class" (Concord) 8/6**  
Rotations: Heavy 2/1, Medium 2/2, Light 4/3, Extra Adds 0, Total Adds 6, WEAA, WBGO, KKKO, KWMU. Heavy: KLON. Medium: KERA-FM, KADJ.
- BILLY MITCHELL "Blue City Jam" (Pausa) 8/5**  
Rotations: Heavy 1/1, Medium 3/1, Light 2/1, Extra Adds 2, Total Adds 5, WLOQ, KJAZ, KJZZ, KLCC. Heavy: WBFO. Medium: WEAA, KPLU.
- DENNY ZEITLIN "Tidal Wave" (Palo Alto) 8/4**  
Rotations: Heavy 2/0, Medium 3/2, Light 1/0, Extra Adds 2, Total Adds 4, WNOP, WKSU, KPLU, KWMU. Heavy: KJAZ, KCRW. Medium: KXPR.
- MICHAEL URBANIAK & LARRY CORYELL "Facts Of Life" (Love) 8/2**  
Rotations: Heavy 2/0, Medium 1/0, Light 5/2, Extra Adds 0, Total Adds 2, WEAA, WHRO. Heavy: WDET, KJZZ. Medium: KLCC.
- DAVID BENOIT "Waves Of Raves" (AVI) 8/2**  
Rotations: Heavy 1/0, Medium 3/1, Light 3/0, Extra Adds 1, Total Adds 2, WEAA, WMOT. Heavy: WLOQ, KKKO, WMGI.
- ANITA GRAVINE "Dream Dancing" (Progressive) 8/1**  
Rotations: Heavy 1/0, Medium 5/0, Light 2/1, Extra Adds 0, Total Adds 1, WBEE. Heavy: KMHD. Medium: WUWU, WFAE, WMOT, WBBY, WUSF.



DON SEBESKY: FULL CYCLE

## 9 JAZZ CHART

Inspired new arrangements of great evergreens by Miles Davis, Coltrane, Bill Evans, Freddie Hubbard and more.

"The touch is gentle, the soloists are first-rate and the tunes are lovingly handled" - Cashbox



8400 Sunset Boulevard  
Los Angeles, California 90069

Write For FREE Catalog!

## MOS ADDED

- MILES DAVIS (25)  
Decoy (Columbia)
- SONNY ROLLINS (11)  
Sunny Days... (Milestone/Fantasy)
- CAL COLLINS (8)  
Milestone (Pausa)
- TYZIK (8)  
Jammin' In Manhattan (Polydor/PG)
- BOB RAVENSCHROFT (7)  
Trio '83 (Pro Indie)
- PONCHO SANCHEZ (7)  
Bien Sabroso! (Concord)
- DON SEBESKY (7)  
Full Cycle (GNP Crescendo)
- STRUNTZ & FARAH (7)  
Frontera (Milestone)

## HOTTEST

- STEPS AHEAD (15)  
Modern Times (Musician/Elektra)
- PAT METHENY w/HADEN & HIGGINS (10)  
Rejoicing (ECM)
- DAVE GRUSIN (9)  
Night-Lines (GRP)
- GEORGE HOWARD (9)  
Steppin' Out (TBA/Palo Alto)
- DON SEBESKY (9)  
Full Cycle (GNP Crescendo)
- McCOY TYNER (9)  
Dimensions (Musician/Elektra)
- EARL KLUGH (8)  
Wishful Thinking (Capitol)
- PLAYBOY JAZZ FESTIVAL (8)  
Playboy Jazz Festival (Musician/Elektra)

- BOBBY ENRIQUEZ "Prodigious Piano" (GNP Crescendo) 7/1**  
Rotations: Heavy 1/0, Medium 4/0, Light 2/1, Extra Adds 0, Total Adds 1, WNUR. Heavy: WMOT. Medium: KUHF, WBBY, WIAN, KKSU.
- SANDY OWEN "Euphonia" (Ivory) 7/1**  
Rotations: Heavy 1/0, Medium 2/0, Light 4/1, Extra Adds 0, Total Adds 1, WBBY. Heavy: WLOQ. Medium: WMOT, KJZZ.
- CHARLIE SHOEMAKE SEXTET "Plays Music Of David Raksin" (Discovery) 7/1**  
Rotations: Heavy 2/0, Medium 2/0, Light 3/1, Extra Adds 0, Total Adds 1, KWMU. Heavy: KUHF, KXPR. Medium: WBEE, WBBY.
- JULIE KELLY "We're On Our Way" (Pausa) 6/3**  
Rotations: Heavy 2/1, Medium 2/1, Light 2/1, Extra Adds 3, WBEE, WNOP, KADJ. Heavy: WUWU. Medium: KMHD.
- MICHEL PETRUCCIANI "100 Hearts" (George Wein/Concord) 6/1**  
Rotations: Heavy 3/1, Medium 3/0, Light 0/0, Extra Adds 0, Total Adds 1, KJAZ. Heavy: WKSU, KXPR. Medium: WFAE, KUOP, WHRO.
- LEE RITENOUR "Banded Together" (Elektra) 6/1**  
Rotations: Heavy 0/0, Medium 4/0, Light 2/1, Extra Adds 1, KERA-FM. Medium: WLOQ, WMGI, KWMU, WGCI.
- JUNIOR MANCE & MARTIN RIVERA "For Dancer's Only" (Sackville) 5/3**  
Rotations: Heavy 0/0, Medium 2/0, Light 1/1, Extra Adds 2, Total Adds 3, KCRW, KPLU, KWMU. Medium: WDET, KLON.
- ILLUSION "Illusion" (ITI) 5/2**  
Rotations: Heavy 1/0, Light 0/0, Light 4/2, Extra Adds 0, Total Adds 2, WDET, KWMU. Heavy: WHRO.
- MARSHALL VENET "No Net" (Mopro) 5/2**  
Rotations: Heavy 1/0, Medium 1/1, Light 3/1, Extra Adds 0, Total Adds 2, WBBY. Heavy: WMOT. Medium: KUHF.
- JOE WILLIAMS "Then & Now" (Bosco) 5/0**  
Rotations: Heavy 1/0, Medium 2/0, Light 2/0, Extra Adds 0, Total Adds 0, WBGO. Medium: KLON, KXPR.
- MAKOTO "Makoto" (Qwest/WB) 4/4**  
Rotations: Heavy 1/1, Medium 1/1, Light 0/0, Extra Adds 2, Total Adds 4, WMOT, KJAZ. Heavy: WLOQ. Medium: KKKO.
- AL COHN "Standards Of Excellence" (Concord) 4/2**  
Rotations: Heavy 1/0, Medium 1/0, Light 2/2, Extra Adds 0, Total Adds 2, WEAA, KADJ. Heavy: KLON. Medium: WGBH.
- JILL McMANUS "Symbols Of Hope" (Concord) 4/2**  
Rotations: Heavy 0/0, Medium 0/0, Light 4/2, Extra Adds 0, Total Adds 2, WGBH, KERA-FM.
- WORLD SAXOPHONE QUARTET "Live In Zurich" (Black Saint) 4/1**  
Rotations: Heavy 1/0, Medium 1/0, Light 2/1, Extra Adds 1, Total Adds 1, KUHF. Heavy: WNUR. Medium: WDET.
- KAZU MATSUI PROJECT /ROBBEN FORD "Standing On The Outside" (Lakeside) 4/0**  
Rotations: Heavy 2/0, Medium 1/0, Light 1/0, Extra Adds 0, Total Adds 0, Heavy: WJZZ, WMGI. Medium: KJZZ.
- PASSPORT "Man In The Mirror" (Atlantic) 4/0**  
Rotations: Heavy 1/0, Medium 0/0, Light 3/0, Extra Adds 0, Total Adds 0, Heavy: WMGI.

## Regionalized Adds & Hots

Printed Adds are first ten provided by station. Hots are printed in order given by reporter. \* symbol denotes commercial station.

EAST	WBGH/Boston	WBOG/Newark	SOUTH	KSAX/Dallas-Ft. Worth	KUHF/Houston	WHRO/Norfolk
WEAA/Baltimore Eric Jax	MILES DAVIS DO'A JAMES NEWTON DARJIL & HANK JON LARRY VICKOWICH PONCHO SANCHEZ JILL McMANUS MILES DAVIS WOODY HERMAN SONNY ROLLINS JOHN BLAKE AL COHN URBANIAK & CORYEL GEORGE HOWARD	EDDIE CLEANHEAD V MILES DAVIS SONNY ROLLINS WOODY HERMAN HOTTEST: ABBEY LINCOLN STEPS AHEAD ETTA JONES PLAYBOY JAZZ FEST BRANFORD MARSALIS	WFAE/Charlotte Paul Stribling	TYZIK SPYRO GYRA EAST COAST OFFER! HOTTEST: STEPS AHEAD PAT METHENY MCCOY TYNER COUNT BASIE GEORGE HOWARD	MARSHALL VENET JOHN HICKS WORLD SAXOPHONE Q CHASIS HARRIS LINCOLN MAYORGA STEVE SMITH BOB RAVENSCHROFT TYZIK KENNY DREW CLAUDIO PASOLI HOTTEST: PLAYBOY JAZZ FEST ANITA MOORE BRANFORD MARSALIS CHARLIE SHOEMAKE DON SEBESKY	MILES DAVIS SONNY ROLLINS PETER SPRAGUE STRUNTZ & FARAH URBANIAK & CORYEL CAL COLLINS HOTTEST: BRANFORD MARSALIS JOHN HICKS EMILY REMLER MCCOY TYNER BLANCHARD & HARRI
WUWU/West Seneca Marilyn Rogers	WUWU/West Seneca Marilyn Rogers	WUWU/West Seneca Marilyn Rogers	KERA-FM/Dallas-Ft. Worth Ed Budensuro	WMI/Gainesville Bill Harman	WMO/Orlando Paul Gerardi	WUWU/West Seneca Marilyn Rogers
WFOU/Orlando John Hunt	WFOU/Orlando John Hunt	WFOU/Orlando John Hunt	WFOU/Orlando John Hunt	WFOU/Orlando John Hunt	WFOU/Orlando John Hunt	WFOU/Orlando John Hunt

Editor's Note: KSBP/Mission Viejo, CA is no longer a reporting station.  
 WYLD-FM/New Orleans failed to report this week and therefore its playlist was frozen.

MIDWEST	WJZZ/Detroit	WKSU/Kent	WEST	KKGO/Los Angeles	KKSN/Portland	KCRW/Santa Monica
WBEW/Chicago Bob Long	WJZZ/Detroit John Hill	WKSU/Kent Linda Yohn	KADJ/Denver Bill Willett	JEFF GERINGER	LINDA ALEXANDER	TOM SCHNEBEL
CAL COLLINS JULIE KELLY PLAYBOY JAZZ FEST COUNT BASIE ANITA GRAVINE DON SEBESKY MILES DAVIS HOTTEST: CARMEN McRAE KENNY PORE STEPS AHEAD ANITA MOORE GEORGE HOWARD	MILES DAVIS PHAROAD SANDERS TYZIK ANDY SIMPINS QUI SONNY ROLLINS HOTTEST: STEPS AHEAD PHIL UPCHURCH MILT JACKSON QUAR CARMEN McRAE EARL KLUGH	COUNT BASIE BLANCHARD & HARRI EARL KLUGH SONNY ROLLINS ABERCROMBIE & SC CLAUDIO RODITI STEVE KRAN DENNY ZEITLIN BILL EVANS HOTTEST: TANIA MARIA MICHEL PETRUCCIANI BRANFORD MARSALIS JOHN BLAKE COUNT BASIE	BRANFORD MARSALIS WOODY HERMAN CAL COLLINS JULIE KELLY PONCHO SANCHEZ AL COHN JOHN BLAKE DON RANDI & QUEST HOTTEST: FRANK WESS BILL WATERBOUS MILT JACKSON QUAR BOBBY ENRIQUEZ MAX ROACH	WYLD-FM/Denver Bill Willett	WYLD-FM/Denver Bill Willett	BUELL NEEDLING QUARTET MUSIC RAN BLAKE CHIC COEZA MILES DAVIS SONNY ROLLINS STRUNTZ & FARAH MARTIN & VINCENT TIZIANI GHIGLIONI HOTTEST: PAT METHENY STEPS AHEAD DENNY ZEITLIN
WNOPI/Cincinnati Chris Wagner	WNOPI/Cincinnati Chris Wagner	WNOPI/Cincinnati Chris Wagner	KLCC/Eugene Michael Canning	KMCR/Phoenix Bill Shedd	KMCR/Phoenix Bill Shedd	KJZZ/Seattle Carol Handley
WBBY/Columbus Zoot Strider	WBBY/Columbus Zoot Strider	WBBY/Columbus Zoot Strider	KLON/Long Beach Heien Borges	KLON/Long Beach Heien Borges	KLON/Long Beach Heien Borges	KJZZ/Seattle Carol Handley
WUWU/West Seneca Marilyn Rogers	WUWU/West Seneca Marilyn Rogers	WUWU/West Seneca Marilyn Rogers	WUWU/West Seneca Marilyn Rogers	WUWU/West Seneca Marilyn Rogers	WUWU/West Seneca Marilyn Rogers	WUWU/West Seneca Marilyn Rogers

46 Reporters  
41 Current Reports

The following stations called in a frozen playlist this week:

- WGIV/Charlotte
- WMGI/Gainesville
- KXPR/Sacramento
- KUOP/Stockton

# R&R Country's Most Current Music

## NATIONAL AIRPLAY/50

### June 15, 1984

Three Weeks	Two Weeks	Last Week		Total Reports/Adds	Heavy	Medium	Light
3	2	2	1 CONWAY TWITTY/Somebody's Needin' Somebody (WB)	155/0	129	21	5
1	1	1	2 ALABAMA/When We Make Love (RCA)	154/0	125	23	6
11	9	4	3 EXILE/I Don't Want To Be A Memory (Epic)	150/0	111	31	8
16	14	6	4 ANNE MURRAY/Just Another Woman In Love (Capitol)	157/0	113	42	2
15	12	8	5 STATLER BROTHERS/Atlanta Blue (Mercury/PG)	155/0	119	27	9
8	6	5	6 GEORGE JONES/You've Still Got A Place In My Heart (Epic)	139/0	102	25	12
6	3	3	7 VERN GOSDIN/I Can Tell By The Way You Dance (Compleat/PG)	147/0	103	28	16
18	16	12	8 EARL THOMAS CONLEY/Angel In Disguise (RCA)	157/1	103	49	5
13	11	9	9 GARY MORRIS/Between Two Fires (WB)	144/1	79	51	14
22	17	11	10 EDDIE RABBITT/B-B-B-Burning Up With Love (WB)	155/0	98	51	6
23	18	14	11 DON WILLIAMS/That's The Thing About Love (MCA)	158/1	89	66	3
17	15	13	12 B.J. THOMAS/The Whole World's In Love When... (Clev.Int./Col.)	152/3	86	55	11
28	25	16	13 RONNIE MILSAP/Still Losing You (RCA)	158/0	59	85	14
27	23	17	14 JANIE FRICKE/If The Fall Don't Get You (Columbia)	153/0	62	79	12
24	21	18	15 JUDDS/Mama He's Crazy (RCA/Curb)	150/4	74	60	16
32	27	20	16 LEE GREENWOOD/God Bless The U.S.A. (MCA)	154/2	45	96	13
42	34	25	17 T.G. SHEPPARD/Somewhere Down The Line (WB/Curb)	154/6	22	100	32
26	24	21	18 BILL MEDLEY/I Still Do (RCA)	130/3	52	54	24
10	8	7	19 STEVE WARINER/Why Goodbye (RCA)	119/1	78	29	12
35	32	24	20 MICHAEL MARTIN MURPHEY/Disenchanted (Liberty)	141/3	23	88	30
31	28	23	21 MEL TILLIS/New Patches (MCA)	128/3	42	66	20
41	35	28	22 BELLAMY BROTHERS/Forget About Me (MCA/Curb)	148/7	20	98	30
37	33	26	23 NITTY GRITTY DIRT BAND/Long Hard Road... (WB)	147/4	23	88	36
34	30	27	24 JOHN ANDERSON/I Wish I Could Write You A Song (WB)	134/4	28	80	26
12	10	10	25 LOUISE MANDRELL/I'm Not Through Loving You Yet (RCA)	116/1	60	34	22
-	46	30	26 DOLLY PARTON/Tennessee Homesick Blues (RCA)	142/9	19	73	50
49	43	33	27 MOE BANDY & JOE STAMPLEY/Where's The Dress (Columbia)	126/9	16	69	41
-	47	37	28 GEORGE STRAIT/Let's Fall To Pieces Together (MCA)	134/16	11	74	49
2	4	19	29 EDDY RAVEN/I Got Mexico (RCA)	92/1	42	29	21
39	37	32	30 WHITES/Forever You (MCA/Curb)	126/3	13	82	31
47	42	36	31 DEBORAH ALLEN/I Hurt For You (RCA)	137/5	6	85	46
-	-	39	32 BARBARA MANDRELL/Only A Lonely Heart Knows (MCA)	135/23	7	68	60
5	5	15	33 DAVID ALLAN COE/Mona Lisa Lost Her Smile (Columbia)	95/1	40	30	25
46	44	38	34 JOHNNY RODRIGUEZ/Let's Leave The Lights On Tonight (Epic)	110/5	6	72	32
-	-	44	35 HANK WILLIAMS JR./Attitude Adjustment (WB/Curb)	119/30	10	43	66
-	-	45	36 CHARLEY PRIDE/The Power Of Love (RCA)	123/25	2	52	69
-	-	42	37 JIM GLASER/You're Gettin' To Me Again (Noble Vision)	120/19	3	55	62
-	48	41	38 KENDALLS/My Baby's Gone (Mercury/PG)	108/6	2	66	40
4	7	22	39 EMMYLOU HARRIS/In My Dreams (WB)	69/0	15	33	21
DEBUT	40	WAYLON JENNINGS/Never Could Toe The Mark (RCA)	102/30	2	36	64	
19	19	29	41 GENE WATSON/Forever Again (MCA)	68/0	21	23	24
-	50	46	42 JOHNNY LEE/One More Shot (Full Moon/WB)	95/6	2	51	42
-	-	47	43 MARK GRAY/If All The Magic Is Gone (Columbia)	93/10	6	43	44
-	-	50	44 VINCE GILL/Oh Carolina (RCA)	100/11	1	43	56
DEBUT	45	KEITH STEGALL/I Want To Go Somewhere (Epic)	85/9	2	38	45	
DEBUT	46	SHELLY WEST/Somebody Buy This Cowgirl A Beer (Viva)	89/9	3	41	45	
38	36	34	47 TOM JONES/This Time (Mercury/PG)	76/1	8	48	20
7	13	31	48 LARRY GATLIN & THE GATLIN BROS./Denver (Columbia)	56/0	19	17	20
DEBUT	49	CHARLY McCLAIN & MICKEY GILLEY/The Right Stuff (Epic)	85/31	0	25	60	
DEBUT	50	McGUFFEY LANE/Day By Day (Atlantic Americ)	85/6	5	32	48	

## MOST ADDED

- JOHN CONLEE (48)  
Way Back (MCA)
- REBA McENTIRE (36)  
He Broke Your Mem'ry Last Night (MCA)
- RONNIE McDOWELL (33)  
I Got A Million Of 'Em (Epic)
- GLEN CAMPBELL (32)  
Faithless Love (Atlantic America)
- CHARLY McCLAIN & MICKEY GILLEY (31)  
The Right Stuff (Epic)
- WAYLON JENNINGS (30)  
Never Could Toe The Mark (RCA)
- HANK WILLIAMS JR. (30)  
Attitude Adjustment (WB/Curb)
- CHARLEY PRIDE (25)  
The Power Of Love (RCA)
- ATLANTA (25)  
Pictures (MCA)
- KENNY ROGERS (24)  
Evening Star (RCA)

## HOTTEST

- ALABAMA (81)  
When We Make Love (RCA)
- CONWAY TWITTY (67)  
Somebody's Needin' Somebody (WB)
- EDDIE RABBITT (44)  
B-B-B-Burning Up With Love (WB)
- STATLER BROTHERS (41)  
Atlanta Blue (Mercury/PolyGram)
- ANNE MURRAY (38)  
Just Another Woman In Love (Capitol)
- EXILE (36)  
I Don't Want To Be A Memory (Epic)
- DON WILLIAMS (33)  
That's The Thing About Love (MCA)
- JUDDS (32)  
Mama He's Crazy (RCA/Curb)
- VERN GOSDIN (29)  
I Can Tell By The Way You... (Compleat/PG)
- EARL THOMAS CONLEY (27)  
Angel In Disguise (RCA)

**MOST ADDED & HOTTEST** list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicate the total number of Country reporters adding the song this week or noting that the song is among their five hottest.

# BREAKERS

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, 6-11-84.

### HANK WILLIAMS JR. Attitude Adjustment (WB/Curb)

On 75% of reporting stations. Rotations: Heavy 10, Medium 43, Light 66, Total Adds 30 including WCAO, WIXL, WIXY, WZZK, WCOS, KYXX, WUSQ, WUSN, WQHK, KXXY, KUZZ, KVEG, KRAK, KCBO, KSAN. A Most Added Record. Moves 44-35 on the Country chart.

### WAYLON JENNINGS Never Could Toe The Mark (RCA)

On 65% of reporting stations. Rotations: Heavy 2, Medium 36, Light 64, Total Adds 30 including WCAO, WYRK, WRKZ, WWVA, WXBQ, WFNC, WUSQ, WMNI, KJYJ, WWWW, WFMS, WIL, WTHI, KGHL, KYGO. A Most Added Record. Debuts at number 40 on the Country chart.

# DID YOU KNOW THAT CMA:

...Opened an office in London to help promote, provide close contact, and expand Country Music in the European Marketplace?



For information on joining, write to:  
**Country Music Association**  
P. O. Box 22299-R  
Nashville, TN 37202



# NEW & ACTIVE

**BURRITO BROTHERS "My Kind Of Lady" (MCA/Curb) 80/8**  
 Rotations: Heavy 3, Medium 29, Light 48, Total Adds 8, WOKQ, WKYG, WVVVA, WIRE, WWJO, KKCS, KRSY, KIGO. Heavy: KIKK, WOW, WXCL. Medium: WEZL, WLWI, WUSQ, WTOD.

**GLEN CAMPBELL "Faithless Love" (Atlantic America) 76/32**  
 Rotations: Heavy 0, Medium 23, Light 53, Total Adds 32 including WCAO, WRKZ, KIX106, WVVVA, KMML, KISS-FM, WTQR, WITL, WBCS, WOW, WXCL, K102, KYGO, KFRY, KWJJ.

**TAMMY WYNETTE "Lonely Heart" (Epic) 72/9**  
 Rotations: Heavy 1, Medium 34, Light 37, Total Adds 9, WVAM, KIKK, WLWI, WKKQ, WITL, WTSO, WWJO, KKAL, KIGO. Heavy: WMC. Medium: WSNO, WYII, KASE, KRSY, KSOP.

**JOHN CONLEE "Way Back" (MCA) 71/48**  
 Rotations: Heavy 2, Medium 17, Light 52, Total Adds 48, including WOKQ, WPOR, KASE, WYNN, WSOC, WKSJ, KSO, KXXY, KVOO, KIK-FM, KUGN, KNIX, KSON, KMPS, KGA.

**OSMOND BROTHERS "If Every Man Had A Woman Like You" (WB/Curb) 69/4**  
 Rotations: Heavy 6, Medium 33, Light 30, Total Adds 4, KFDI, KUZZ, KIGO. Heavy: WTVY, WKSJ, WPAP, KKYX, KRMD, WQYK. Medium: WXXW, WSNO, CHOW, WIRE, WHBF.

**ATLANTA "Pictures" (MCA) 67/25**  
 Rotations: Heavy 0, Medium 20, Light 47, Total Adds 25 including WVAM, WKYG, WIXY, WGTO, WESC, WMC, KYXX, WGEE, KEBC, KFDI, KJOT, KYGO, Q92, KSOP, KIGO.

**BECKY HOBBS "Oklahoma Heart" (Liberty) 67/6**  
 Rotations: Heavy 1, Medium 22, Light 44, Total Adds 6, CHOW, WTVY, WQYK, KWMT, WMIL, KUZZ. Heavy: WOKK. Medium: WSNO, KMML, KRMD, WCXI, WXCL, KTTS, KQIL, KMPS.

**KATHY MATTEA "You've Got A Soft Place To Fall" (Mercury/PolyGram) 60/21**  
 Rotations: Heavy 0, Medium 10, Light 50, Total Adds 21 including WGN, WPOR, CHOW, WXBQ, WGTO, KISS-FM, WLWI, WTQR, WUSN, KRRK, WTSO, WMIL, WHBF, KTPK, KSOP.

**REBA McENTIRE "He Broke Your Mem'ry Last Night" (MCA) 54/36**  
 Rotations: Heavy 1, Medium 12, Light 41, Total Adds 36 including WCAO, WPOR, WSOC, KHEY, WKSJ, KKYX, KRMD, WMNI, KSO, KEBC, WOW, KUZZ, KUGN, KSOP, KMPS, KGA.

**GUS HARDIN "How Are You Spending My Nights" (RCA) 48/22**  
 Rotations: Heavy 1, Medium 5, Light 42, Total Adds 22 including WOKQ, KRRV, WEZL, KHEY, WWOD, WCMS, KKYX, KECK, WOW, WXCL, KVOO, KUZZ, KUGN, KFTN, KGA.

# SIGNIFICANT ACTION

**JUICE NEWTON "A Little Love" (RCA) 43/14**  
 Rotations: Heavy 1, Medium 7, Light 35, Total Adds 14 including WIXL, KXYL, WMNI, WCUZ, WMIL, KVOO, KFRY, KQIL, KSON, KIGO.

**KIMBERLY SPRINGS "Slow Dancin'" (Capitol) 42/12**  
 Rotations: Heavy 0, Medium 8, Light 34, Total Adds 12 including CHOW, WYII, WEZL, KHEY, WOKK, WKSJ, WPAP, KKYX, WCXI, WWJO.

**RONNIE McDOWELL "I Got A Million Of 'Em" (Epic) 41/33**  
 Rotations: Heavy 1, Medium 8, Light 32, Total Adds 33 including WXXW, WVAM, WMZQ, WMC, WLWI, KRMD, WOW, KTPK, KRKT, KMPS.

**RAY PRICE "A New Place To Begin" (Viva) 33/7**  
 Rotations: Heavy 1, Medium 4, Light 28, Total Adds 7, WGN, WWOD, KTPK, KUZZ, KRSY, KGA, KIGO. Heavy: KFDI. Medium: KQIL, Q92.

**KENNY ROGERS "Evening Star" (RCA) 28/24**  
 Rotations: Heavy 1, Medium 6, Light 21, Total Adds 24 including WXXW, WILQ, WXBQ, KSSN, WIRK, WCXI, KEBC, KFRY, KNIX, KWJJ, KCBQ.

**LARRY WILLOUGHBY "Angel Eyes" (Atlantic America) 28/4**  
 Rotations: Heavy 0, Medium 2, Light 26, Total Adds 4, CHOW, KHEY, KFDI, KRKT. Medium: KLRA. Light: WBGW, WTVY, KRMD, KBMR, KIQV, KTOM.

**RONNIE DUNN "She Put The Sad In All His Songs" (MCA/Churchill) 28/4**  
 Rotations: Heavy 0, Medium 2, Light 26, Total Adds 4, KRRV, WFNC, KTPK, KIGO. Medium: WBGW, KTTS. Light: WVAM, KHEY, KEBC, KUUY.

**BOBBY JENKINS "Black Jack Whiskey" (Zone 7) 21/9**  
 Rotations: Heavy 0, Medium 4, Light 17, Total Adds 9, WCAO, KHEY, WWOD, KISS-FM, WKSJ, KYXX, KFGO, WHBF, KUGN. Medium: WCXI.

**O.B. McCLINTON "Honky Tonk Tan" (Moon Shine) 21/5**  
 Rotations: Heavy 1, Medium 4, Light 16, Total Adds 5, WSNO, WYII, WEZL, WESC, KFGO. Heavy: WLWI. Medium: KRMD, WCXI. Light: WHBF, KSOP.

**SIERRA "Love Is The Reason" (Awesome) 19/9**  
 Rotations: Heavy 0, Medium 1, Light 18, Total Adds 9, WCAO, WSNO, WKYG, KHEY, KISS-FM, KUGN, KRWQ, KRSY, KIGO.

**GARY WOLF "You Bring The Heartache..." (Mercury/PolyGram) 19/6**  
 Rotations: Heavy 0, Medium 0, Light 19, Total Adds 6, WBGW, WYII, KRRK, KEBC, KWJJ, KIGO. Light: KRRV, KRKT, KRWQ, KCKC.

**JACK GREENE "Dying To Believe" (EMH) 18/7**  
 Rotations: Heavy 0, Medium 1, Light 17, Total Adds 7, WGN, WBGW, CHOW, WTVY, KISS-FM, WCMS, Q92. Light: KSO, WAXX, KVOO.

**MIKE CAMPBELL "You're The Only Star..." (Columbia) 16/6**  
 Rotations: Heavy 0, Medium 0, Light 16, Total Adds 6, WYII, WTVY, WCMS, KRWQ, Q92, KRSY. Light: WSNO, KKYX, WIRK, WOW.

**JOE SUN "Bad For Me" (AMI) 15/7**  
 Rotations: Heavy 0, Medium 0, Light 15, Total Adds 7, WPTR, WKYG, WYII, KRWQ, KQIL, Q92, KRSY. Light: WCMS, WIRK, KFGO.

**TOM T. HALL "Famous In Missouri" (Mercury/PolyGram) 14/14**  
 Rotations: Heavy 0, Medium 1, Light 13, Total Adds 14 including WYII, WTVY, KISS-FM, WPAP, KBMR, KSO, KVOO, KFDI, KRKT, KQIL.

**GENE WATSON "Little By Little" (MCA) 14/10**  
 Rotations: Heavy 0, Medium 3, Light 11, Total Adds 10, WTVY, WNOX, WKSJ, KRMD, WCXI, KRKT, KUZZ, KRWQ, KRSY, KTOM.

**VICTORIA SHAW "Needing A Night Like This" (MPB) 11/11**  
 Rotations: Heavy 0, Medium 0, Light 11, Total Adds 11, WVAM, WBGW, WYII, KRRV, KISS-FM, KBMR, WXCL, KRWQ, KQIL, KRSY, KTOM.

**DONNA FARGO "My Heart Will Always Belong To You" (Cleve. Int. One) 11/2**  
 Rotations: Heavy 0, Medium 4, Light 7, Total Adds 2, WHBF, Q92. Medium: KLRA, WLWI, KFGO. Light: WGTO, WAXX, KEBC, WOW, KFDI.

**MAINES BROTHERS BAND "Amarillo Highway" (Mercury/PolyGram) 11/1**  
 Rotations: Heavy 1, Medium 2, Light 8, Total Adds 1, KRWQ. Heavy: KMML. Medium: KYXX, KQIL. Light: WVAM, WYII, KKYX, KBMR.

**JOHNNY LEE "The Eyes Of Love" (WB) 9/1**  
 Rotations: Heavy 2, Medium 5, Light 2, Total Adds 1, KMPS. Heavy: WYNN, WNOX. Medium: WMNI, KTTS, KFDI, KQIL. Light: WVVVA.

**RAY CHARLES "Woman Sensuous Woman" (Columbia) 8/6**  
 Rotations: Heavy 1, Medium 2, Light 8, Total Adds 6, WVAM, KFGO, KVOO, KFDI, KQIL, KCKC. Light: WBGW, KSSN.

**JESSI COLTER "Rock & Roll Lullaby" (Triad) 8/2**  
 Rotations: Heavy 0, Medium 1, Light 7, Total Adds 2, KKYX, Q92. Medium: KLRA. Light: WLWI, KRRK, KFGO, WTSO, WTOD.

# 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 Are... (WB/Curb)	<i>Major Moves</i>
GARY MORRIS/Baby Bye Bye (WB)	<i>Faded Blue</i>
MEL TILLIS/Texas On A Saturday Night (MCA)	<i>New Patches</i>
ALABAMA/If You're Gonna Play In Texas (RCA)	<i>Roll On</i>
GARY MORRIS/Faded Blue (WB)	<i>Faded Blue</i>
CONWAY TWITTY/Bad Boy (WB)	<i>By Heart</i>
GEORGE JONES/Learning To Do Without Me (Epic)	<i>You've Still Got A...</i>
GARY MORRIS/Second Hand Heart (WB)	<i>Faded Blue</i>
REBA McENTIRE/Poison Sugar (MCA)	<i>Just A Little Love</i>
HANK WILLIAMS JR./Country Relaxin' (WB/Curb)	<i>Major Moves</i>
GEORGE JONES/Radio Lover (Epic)	<i>Jones Country</i>

## The Radio Advertising Bureau is Going on the Road... One-day selling seminars for Radio sales professionals

**Probing...  
 Positioning...  
 Producing!**  
*a fresh approach to effectively marketing Radio*  
**with Norm Goldsmith**  
 President of Radio Marketing Concepts, Inc.  
*"Radio's hottest 'how-to' sales expert"*

- June 19 Seattle, WA
- June 20 San Francisco, CA
- June 21 Los Angeles, CA
- July 10 St. Louis, MO
- July 11 Denver, CO
- 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].

MAY-JUNE-JULY...18 CITIES...MAKE YOUR RESERVATIONS NOW! Radio Advertising Bureau, Inc. • 485 Lexington Ave., NY, NY 10017

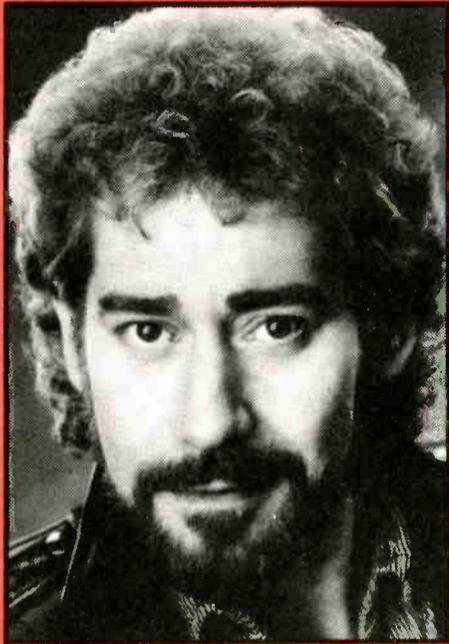
Country's Most Current Music

Regional Adds & Hots

Table with columns for regions: EAST, MIDWEST, SOUTH, WEST. Each column lists radio stations and their current/hot music adds.

158 Reporters
145 Current Reports
The following stations reported no change in rotation this week:
KOMA/Oklahoma City
KS100/Cleveland
The following stations did not report this week and therefore their playlists were frozen:
WPQC/Baltimore
WAXX/Eau Claire
WDAF/Kansas City
WONE/Dayton
KIOV/Sioux Falls
KTTS/Springfield
WHOO/Orlando
WKIX/Raleigh-Durham
WRNL/Richmond
WSM/Nashville
KLRA/Little Rock
KCUB/Tucson
KLZ/Denver

# AIR-OBICS!

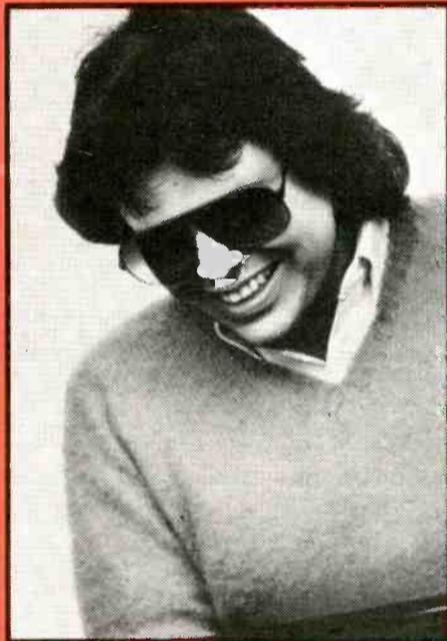


**EARL THOMAS CONLEY**

**"Angel In Disguise"**  
PB-13758

*Lean,  
Clean,  
Singing  
Machine!*

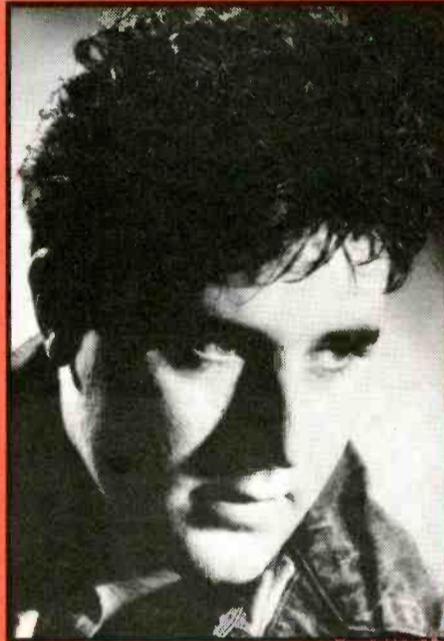
**R&R 8★ BB 12★ CB 12★**



**RONNIE MILSAP**  
**"Still Losing You"**  
PB-13805

*Always Fit To Hit!*

**R&R 13★ BB 21★ CB 19★**

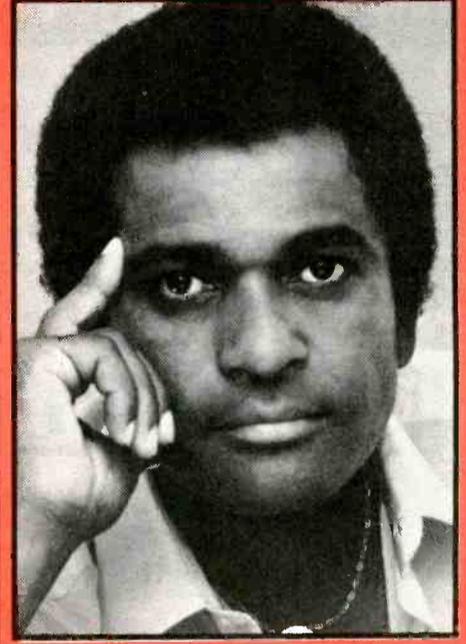


**VINCE GILL**  
**"Oh, Carolina"**  
PB-13809

*Developing Big  
Muscle!*

**Country BREAKER**

**R&R 44★ BB41★ CB 30★**



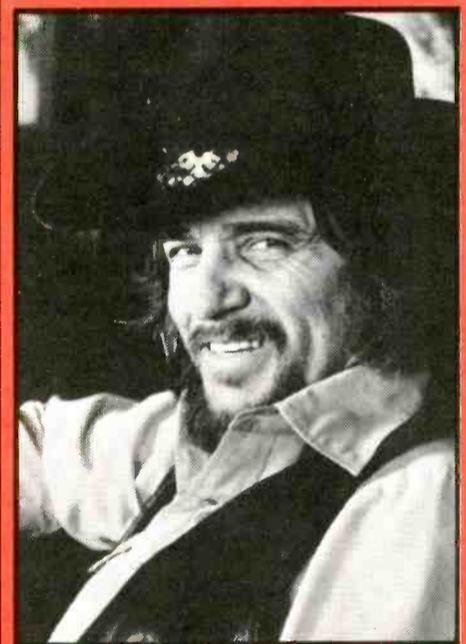
**CHARLEY PRIDE**  
**"The Power  
Of Love"**  
PB-13821

*High Chart Rate!*  
**Country BREAKER**



**THE JUDDS**  
**"Mama, He's Crazy"**  
PB-13772

*Really Shaping Up!*  
**R&R 15★ BB 14★ CB 14★**



**WAYLON**  
**"Never Could  
Toe The Mark"**  
PB-13827

*Another Great  
Work-out*  
**R&R 40★ BB 60★ CB 50★**

**RCA...KEEPING YOUR PLAYLIST STRONG!**

# 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 To Be...) (Arista)**  
58% of our reporters on it. Rotations: Heavy 17/0, Medium 40/1, Light 18/0, Total Adds 1, 610TVN. Heavy: KGW, KEY103, WAHR, WAVE, WMHE, WWNR, WSKI, WPPA, WSKY, WCKQ, WCHV, WGSV, WKYX, WCIL, WBOW, KQSW, KRBS.

## BREAKERS

### DAN HARTMAN

#### I Can Dream About You (MCA)

63% of our reporters on it. Rotations: Heavy 8/1, Medium 47/4, Light 26/6, Total Adds 11, WLTF, WISN, WMYX, KEZR, WRIE, WPJB, WGY, WAFB, WIVY, KKUA, KCRG. Debuts at number 24 on the A/C chart.

## NEW & ACTIVE

#### LEE GREENWOOD "God Bless The U.S.A." (MCA) 69/4

Rotations: Heavy 6/0, Medium 34/1, Light 29/3, Total Adds 4, 3WS, KVIL-FM, WPJB, KFQD. Heavy: WFBR, WAHR, WHHY, WWNR, WEIM, KKJO. Medium: WSB, WISN, WCCO, KGW, WAEB, WRIE, WTIC, WGY, WKGW, WAFB, WBT, KRBE-FM, WMAZ, WRVA, WHBY, WNAM, WING, KOIL, 3WM, KSL, WSKI, WTNV, KORQ, WSKY, WCKQ, WGSV, WJBC, WCIL, WHNN, WJON, KTWO, KQSW, WTKO.

#### MICHAEL JACKSON "Farewell My Summer Love" (Motown) 67/9

Rotations: Heavy 8/1, Medium 41/4, Light 18/4, Total Adds 9, GR55, KVIL-FM, WHB, WISN, WICC, WRIE, WSNY, WFMK, KQSW. Heavy: WAEB, WKJJ, WEZS, WLTE, KFI, WCIL, KALE. Medium: WTAE, Y97, WLTT, WSB, WSB-FM, 55KRC, KOST, KBEST, WRKA, WMAZ, WHHY, 2WD, WMGN, 3WM, WMHE, KBOI, KUGN, KIXI-FM, WWNR, WEIM, WSKI, WTNV, KORQ, WSKY, WCKQ, WGSV, WJBC, WHNN, WJON, KKJO, KTWO, K99, KRBS, 97AIA, KRNO.

#### DAVE GRUSIN "Theme From 'St. Elsewhere'" (GRP) 65/9

Rotations: Heavy 0/0, Medium 37/3, Light 28/6, Total Adds 9, WFBR, WSB-FM, WLTF, KEZR, WAVE, WING, 3WM, KCRG, KQSW. Medium: WRMM, KUDL, WCCO, KBEST, WAEB, WTIC, WBT, WVLK, WMAZ, WRVA, WHBY, KRNT, WMHE, KBOI, KUGN, KWAV, KSL, KIXI-FM, KPPL, WWNR, WEIM, WTKO, WKNE, WSKI, WCKQ, WGSV, WAGE, WKYX, WCIL, WJON, KKJO, WBOW, KTWO, KRBS.

#### LIONEL RICHIE "Stuck On You" (Motown) 60/33

Rotations: Heavy 12/1, Medium 22/12, Light 26/20, Total Adds 33, 3WS, WTAE, WLTT, W101, WCLR, KUDL, WISN, KGW, KFMB, KJR, V100, WFSM, WBT, WGOW, WRKA, WLAC-FM, WRVA, WNAM, WING, WTRX, WENS, WMGN, KOIL, WMHE, KBOI, KWAV, KIXI-FM, WWNR, KORQ, KEEZ, KWEB, K99, KRBS. Heavy: WSB-FM, 97AIA, KOST, B100, KBEST, KEZR, WRVR, WHHY, WEZS, WSNY, KFI. Medium: WPIX, WRMM, 55KRC, WARM98, KUGN, WSKI, WCKQ, WGSV, WBOW, WMAZ. Due to heavy airplay, debuts at number 23 on the A/C chart.

#### THOMPSON TWINS "Doctor! Doctor!" (Arista) 57/4

Rotations: Heavy 1/0, Medium 33/0, Light 23/4, Total Adds 4, 97AIA, WHB, V100, KFQD. Heavy: WCKQ. Medium: WPRO, KVIL-FM, WMJJ, KRBE-FM, WIVY, WMAZ, WRVR, WFMK, WMGN, 3WM, WMHE, KMJJ, KWAV, KIXI-FM, WEIM, WSKI, WTNV, WWPA, KORQ, WSKY, WCHV, WAGE, WKYX, WCIL, KCRG, KEEZ, WJON, WBOW, K99, KRNO, KQSW, KRBS.

## ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 CYNDI LAUPER	122/0	102	19	1
2 DAN FOGELBERG	120/0	95	23	2
3 MIKE RENO & ANN WILSON	121/5	84	35	2
4 DENIECE WILLIAMS	115/0	89	23	3
5 CULTURE CLUB	109/0	77	25	7
6 PEABO BRYSON	120/7	57	54	9
7 ANNE MURRAY	111/0	68	31	12
8 KIM CARNES	102/2	62	31	9
9 LAURA BRANIGAN	114/9	44	60	10
10 ALABAMA	101/2	57	38	6
11 KENNY ROGERS	96/0	53	35	8
12 ELTON JOHN	111/22	18	66	27
13 MICHAEL MARTIN MURPHEY	100/0	40	46	14
14 JOE JACKSON	103/18	32	54	17
15 ALAN PARSONS PROJECT	107/11	23	66	18
16 SERGIO MENDES	101/6	19	70	12
17 JOHNNY MATHIS	98/10	16	63	19
18 LIONEL RICHIE	66/0	25	33	8
19 BILLY JOEL	73/0	22	40	11
20 JUICE NEWTON	97/12	6	68	23
21 SHAKIN' STEVENS	65/0	25	35	5
22 PHIL COLLINS	47/0	16	26	5
23 LIONEL RICHIE	60/33	12	22	26
24 DAN HARTMAN	81/11	8	47	26
25 POINTER SISTERS	56/8	20	27	9

## MOST ADDED

- LIONEL RICHIE (33)  
Stuck On You (Motown)
- CHRISTOPHER CROSS (32)  
A Chance For Heaven (Columbia)
- PAUL ANKA (25)  
Second Chance (Columbia)
- GENESIS (24)  
Taking It All Too Hard (Atlantic)
- ELTON JOHN (22)  
Sad Songs (Say So Much) (Geffen)
- TEDDY PENDERGRASS (22)  
Hold Me (Asylum)
- INDUSTRY (21)  
What Have I Got To Lose (Capitol)

## HOTTEST

- CYNDI LAUPER (84)  
Time After Time (Portrait/CBS)
- DAN FOGELBERG (69)  
Believe In Me (Full Moon/Epic)
- DENIECE WILLIAMS (69)  
Let's Hear It For The Boy (Columbia)
- MIKE RENO & ANN WILSON (64)  
Almost Paradise (Columbia)
- CULTURE CLUB (44)  
It's A Miracle (Virgin/Epic)
- ALABAMA (27)  
When We Make Love (RCA)

#### POINTER SISTERS "Jump (For My Love)" (Planet/RCA) 56/8

Rotations: Heavy 20/1, Medium 27/3, Light 8/5, Total Adds 8, WOMC, KJR, WGY, KEY103, KRNT, WMHE, WTKO, WCIL. Heavy: WFBR, WTAE, KVIL-FM, 97AIA, KBEST, WAEB, WPJB, KRBE-FM, 2WD, WFMK, WMGN, KFI, WSKI, WPPA, WCKQ, WCHV, WKYX, KEEZ, WJON. Medium: WQUE-FM, KGW, KEZR, WICC, WKJJ, WLAC-FM, WSKY, WENS, KOIL, KRAV, KBOI, KPPL, KWAV, WWNR, WEIM, WKNE, WTNV, KORQ, WSKY, KFSB, KQSW, KRBS, KALE, WMYX. Due to heavy airplay, debuts at number 25 on the A/C chart.

#### CHRISTOPHER CROSS "A Chance For Heaven" (Columbia) 54/32

Rotations: Heavy 1/0, Medium 15/8, Light 38/24, Total Adds 32, WSB-FM, WHB, KOST, KKLT, KGW, KBEST, KFMB, KEZR, WKGW, WHHY, WNAM, KOIL, KUGN, KFI, KWAV, KSL, WEIM, WTKO, WKNE, WTNV, WWPA, KORQ, WCHV, WKYX, WVBS, WJBC, KFSB, KWEB, WBOW, K99, KRNO, KISN. Heavy: WRVR. Medium: WBT, KIXI-FM, WSKI, WSKY, WCKQ, WNGS, KRBS.

#### RONNIE MILSAP "Still Losing You" (RCA) 51/0

Rotations: Heavy 5/0, Medium 25/0, Light 21/0, Total Adds 0. Heavy: WAHR, WHBY, KSL, WCKQ, KKJO. Medium: WRMM, WHB, WAEB, WBT, WMAZ, WRVA, WNAM, WHBC, WING, KRNT, WTRX, WMGN, WMHE, KWAV, WWNR, WEIM, WKNE, WSKI, WGSV, WAGE, WJBC, WCIL, WJON, KTWO, KALE.

#### MADONNA "Borderline" (Sire/WB) 47/9

Rotations: Heavy 15/0, Medium 24/4, Light 8/5, Total Adds 9, WAFB, WLAC-FM, WNAM, WING, KIXI-FM, WCIL, KEEZ, KFQD, K99. Heavy: WAEB, WICC, WPJB, KRBE-FM, 2WD, WSNY, KMJJ, KFI, KWAV, WTKO, WTNV, WCHV, WJON, KQSW. Medium: WFBR, 97AIA, WQUE-FM, WLTF, WOMC, WMYX, KMJI, KOST, KGW, WEZS, KRNT, WMHE, KPPL, KKPL, WSKI, WPPA, WSKY, WKYX, KRNO, KRBS.

#### TINA TURNER "What's Love Got To Do With It" (Capitol) 44/3

Rotations: Heavy 0/0, Medium 21/1, Light 23/2, Total Adds 3, WFBR, KMJJ, WNGS. Medium: 97AIA, W101, WMAZ, KRNT, WMGN, WMHE, KWAV, KIXI-FM, WEIM, WSKI, WPPA, KORQ, WSKY, WCKQ, WKYX, WJON, KRNO, KQSW, KRBS, KALE.

#### GENESIS "Taking It All Too Hard" (Atlantic) 42/24

Rotations: Heavy 0/0, Medium 11/7, Light 31/17, Total Adds 24, WTAE, WSB-FM, KOST, WKGW, WKJJ, WNAM, WHBC, WFMK, WMGN, WLTE, KOIL, WMHE, KPPL, WKNE, WSKI, WCKQ, WCHV, WVBS, WCIL, KWEB, WHNN, WJON, KRBS, KALE. Medium: WAVE, KIXI-FM, KEEZ, WBOW.

#### TEDDY PENDERGRASS "Hold Me" (Asylum) 42/22

Rotations: Heavy 3/0, Medium 8/3, Light 31/19, Total Adds 22, WFBR, Y97, WSB-FM, WKGW, WAHR, WHBY, WSNY, WING, KMJJ, WWNR, WPPA, KORQ, WCHV, WGSV, WAGE, KEEZ, WHNN, KKJO, KTWO, KQSW, KALE. Heavy: WPIX, 97AIA, WKNE. Medium: KOST, WMAZ, WRVR, WSKI, WCKQ.

#### BILL MEDLEY "I Still Do" (Planet/RCA) 37/18

Rotations: Heavy 0/0, Medium 8/4, Light 29/14, Total Adds 18, WFBR, KVIL-FM, WCCO, WICC, WRVA, WHBY, WHBC, WTRX, WFMK, KOIL, WKNE, WTNV, WCHV, WJBC, KCRG, KFSB, KEEZ, KQSW. Medium: WRVR, WSKI, WAGE, WJON.

#### STEVE PERRY "Oh Sherrie" (Columbia) 37/1

Rotations: Heavy 17/0, Medium 16/0, Light 4/1, Total Adds 1, WKYX. Heavy: WTAE, WLTF, WAEB, KRBE-FM, WAVE, WNAM, WSNY, WENS, WFMK, 3WM, WHNE, KPPL, WSKI, WTNV, WCKQ, WCHV, KALE. Medium: WFBR, 3WS, 55KRC, WMJI, KUDL, KMJI, WAFB, 2WD, WTRX, KRAV, KBOI, KWAV, WPPA, WNGS, WBOW.

#### SYLVIA "Victims of Goodbye" (RCA) 35/0

Rotations: Heavy 2/0, Medium 17/0, Light 16/0, Total Adds 0. Heavy: WAHR, KSL. Medium: WMAZ, WRVA, WHBC, WING, WMHE, KKUA, WEIM, WTKO, WKNE, WSKI, WCHV, WAGE, WCIL, KEEZ, WJON, KKJO, KALE.

#### PAUL ANKA "Second Chance" (Columbia) 33/25

Rotations: Heavy 0/0, Medium 6/4, Light 27/21, Total Adds 25, WFBR, WCCO, WAEB, WAHR, WRVR, WTRX, WWNR, WTKO, WKNE, WSKI, WPPA, KORQ, WCKQ, WCHV, WGSV, WKYX, WVBS, WCIL, KFSB, KEEZ, KWEB, KTWO, K99, KRNO, KALE.

#### BARBARA MITCHELL "I Don't Want To Know Why" (Capitol) 31/1

Rotations: Heavy 0/0, Medium 9/0, Light 22/1, Total Adds 1, WEIM. Medium: 97AIA, WMAZ, WRVA, WHBY, KSL, WSKI, WCKQ, KRNO, KALE.

## SIGNIFICANT ACTION

#### INDUSTRY "What Have I Got To Lose" (Capitol) 21/21

Rotations: Heavy 0/0, Medium 1/1, Light 20/20, Total Adds 21, WKGW, KEY103, WAHR, WHBC, WMHE, KWAV, WKNE, WSKI, KORQ, WCKQ, WCHV, WGSV, WAGE, WKYX, WCIL, KFSB, WHNN, WJON, KKJO, WBOW, KTWO.

#### MARK GRAY "If All The Magic Is Gone" (Columbia) 21/2

Rotations: Heavy 0/0, Medium 6/1, Light 15/1, Total Adds 2, WING, WHNN. Medium: WCCO, WMAZ, WHBY, WTKO, WSKI.

#### L. RONSTADT & N. RIDDLE ORCHESTRA "Someone To Watch Over Me" (Asylum) 19/0

Rotations: Heavy 2/0, Medium 8/0, Light 9/0, Total Adds 0. Heavy: WCCO, WEIM. Medium: WTIC, WMAZ, WRVA, WHBY, WMHE, KSL, WKNE, WSKI.

#### SMOKEY ROBINSON "And I Don't Love You" (Tamla/Motown) 18/0

Rotations: Heavy 0/0, Medium 7/0, Light 11/0, Total Adds 0. Medium: KVIL-FM, WMAZ, WWNR, WEIM, WCHV, WAGE, WCIL.

#### EURYTHMICS "Who's That Girl" (RCA) 17/1

Rotations: Heavy 1/0, Medium 8/0, Light 8/1, Total Adds 1, KEY103. Heavy: WPPA. Medium: WFBR, KRBE-FM, WSNY, WMHE, WEIM, WSKY, WKYX, KEEZ.

#### CHAD STUART & JEREMY CLYDE "Zanzibar Sunset" (Rocshire) 16/4

Rotations: Heavy 0/0, Medium 6/1, Light 10/3, Total Adds 4, WAHR, WAVE, WHNN, KTWO. Medium: WCCO, WHBY, WMHE, KIXI-FM, WKNE.

#### JOHN LENNON "Borrowed Time" (Polydor/PolyGram) 16/0

Rotations: Heavy 0/0, Medium 5/0, Light 11/0, Total Adds 0. Medium: WAMZ, KIXI-FM, WEIM, WSKI, WJON.

#### BRUCE SPRINGSTEEN "Dancing In The Dark" (Columbia) 14/3

Rotations: Heavy 2/0, Medium 6/0, Light 6/3, Total Adds 3, WAEB, WFMK, WCHV. Heavy: WAVE, WSKI. Medium: WQUE-FM, WMHE, KWAV, WPPA, WSKY, WNGS.

#### LENNY WILLIAMS "Always" (Rocshire) 12/4

Rotations: Heavy 0/0, Medium 0/0, Light 12/4, Total Adds 4, WTRX, WEIM, WCHV, WBOW.

#### CHICAGO "Stay The Night" (WB) 12/1

Rotations: Heavy 2/0, Medium 5/1, Light 5/0, Total Adds 1, KVIL-FM. Heavy: KEY103, WAVE. Medium: WHHY, WPPA, WCHV, KQSW.

#### RANDY NEWMAN "Theme From 'The Natural'" (WB) 11/7

Rotations: Heavy 0/0, Medium 3/2, Light 8/5, Total Adds 7, WCCO, KOST, WHBC, KSL, KEEZ, KTWO, KRBS. Medium: KUGN.

#### ROB TRO "Kari's Eyes" (JameX) 11/0

Rotations: Heavy 0/0, Medium 3/0, Light 8/0, Total Adds 0. Medium: KUGN, WWNR, WCIL.

#### JENNY BURTON & PATRICK JUDE "Strangers In A Strange World" (Atlantic) 11/0

Rotations: Heavy 0/0, Medium 3/0, Light 8/0, Total Adds 0. Medium: KUGN, WEIM, WCKQ.

#### HUEY LEWIS & THE NEWS "Heart Of Rock & Roll" (Chrysalis) 10/2

Rotations: Heavy 2/0, Medium 4/1, Light 4/1, Total Adds 2, WAEB, WTNV. Heavy: WQUE-FM, WAVE. Medium: KVIL-FM, 55KRC, KPPL.

#### JOHN WILLIAMS "Anything Goes (Theme From 'Indiana Jones')" (Polydor/PolyGram) 10/10

Rotations: Heavy 0/0, Medium 2/2, Light 8/8, Total Adds 10, WAHR, KSL, WWNR, WEIM, WSKI, WCHV, WJBC, KFSB, WBOW, KRBS.

# A/C Regional Adds & Hots

## EAST Parallel One

**WFSM/Harrisburg**  
Bob Pate  
RENO & WILSON  
ALAN PARSONS  
BRYSON & FLACK  
JAN JACKSON  
LIONEL RICHIE  
Hottest:  
DENICE WILLIAMS  
KIM CARNES  
SHAKIN' STEVENS  
MICHAEL JACKSON  
ELTON JOHN  
Hottest:  
CYNDI LAUPER  
POINTER SISTERS  
LAURA BRANIGAN  
RENO & WILSON  
JOE JACKSON

**WBFB/Baltimore**  
Andy Szulinski  
TINA TURNER  
TEDDY PENDERGRASS  
DAVE GRUSIN  
BILL MEDLEY  
PAUL ANKA  
Hottest:  
CYNDI LAUPER  
POINTER SISTERS  
LAURA BRANIGAN  
RENO & WILSON  
JOE JACKSON

**WBEN/Buffalo**  
Roger Christian  
none  
Hottest:  
CYNDI LAUPER  
PEABO BRYSON  
JOHNNY MATSIS  
LIONEL RICHIE  
ELTON JOHN

**GR55/Buffalo**  
Galusk/Langmyer  
JOE JACKSON  
ELTON JOHN  
MICHAEL JACKSON  
Hottest:  
LAURA BRANIGAN  
DENICE WILLIAMS  
CULTURE CLUB  
CYNDI LAUPER  
PEABO BRYSON

**WPIX/New York**  
Alan Anderson  
JUICE NEWTON  
Hottest:  
CULTURE CLUB  
PEABO BRYSON  
RENO & WILSON  
CYNDI LAUPER  
JOE JACKSON

**Y97/Pittsburgh**  
Jay Cresswell  
JUICE NEWTON  
RENO & WILSON  
TEDDY PENDERGRASS  
Hottest:  
DENICE WILLIAMS  
CYNDI LAUPER  
LAURA BRANIGAN  
LIONEL RICHIE  
RENO & WILSON

**WTAE/Pittsburgh**  
Don Berns  
KIM CARNES  
LIONEL RICHIE  
GENESIS  
Hottest:  
RENO & WILSON  
POINTER SISTERS  
DENICE WILLIAMS  
BILLY JOEL

**WWSW (WSW)/Pittsburgh**  
Crows/Wetzel  
CHRISTINE MOVIE  
LEE GREENWOOD  
LIONEL RICHIE  
Hottest:  
CYNDI LAUPER  
LIONEL RICHIE  
RENO & WILSON  
SHAKIN' STEVENS  
DENICE WILLIAMS

**WPRO/Providence**  
Tom Cuddy  
JOE JACKSON  
ELTON JOHN  
Hottest:  
DENICE WILLIAMS  
DAN FOGELBERG  
PEABO BRYSON  
RENO & WILSON  
JOHNNY MATSIS

**WTTT/Washington, D.C.**  
Bob Cummings  
RENO & WILSON  
LIONEL RICHIE  
PEABO BRYSON  
ALAN PARSONS  
CULTURE CLUB  
Hottest:  
DAN FOGELBERG  
RENO & WILSON  
KIM CARNES  
ALABAMA

## Parallel Two

**WAEB/Allentown**  
Neal Newman  
CARL  
BRUCE SPRINGSTEEN  
BOEY LEWIS & NEWS  
PAUL ANKA  
Hottest:  
LAURA BRANIGAN  
CULTURE CLUB  
POINTER SISTERS  
MADONNA  
RENO & WILSON

**WICC/Bridgeport**  
Paniano/Broadbin  
BILL MEDLEY  
MICHAEL JACKSON  
Hottest:  
DAN FOGELBERG  
CULTURE CLUB  
ANNE MURRAY  
RENO & WILSON  
PEABO BRYSON

**V100/Charleston, WV**  
Spence/Jarvis  
LIONEL RICHIE  
THOMPSON TWINS  
WANG CHUNG  
Hottest:  
CYNDI LAUPER  
DAN FOGELBERG  
CULTURE CLUB  
DENICE WILLIAMS  
ANNE MURRAY

**WNE/Erie**  
Ted Abbott  
DAN HARTMAN  
MICHAEL JACKSON  
SERGIO MENDES  
JUICE NEWTON  
Hottest:  
ALABAMA  
PEABO BRYSON  
DAN FOGELBERG  
IGLESIAS & NELSON  
JOHNNY MATSIS

**WFSM/Harrisburg**  
Bob Pate  
RENO & WILSON  
ALAN PARSONS  
BRYSON & FLACK  
JAN JACKSON  
LIONEL RICHIE  
Hottest:  
DENICE WILLIAMS  
KIM CARNES  
SHAKIN' STEVENS  
MICHAEL JACKSON  
ELTON JOHN  
Hottest:  
CYNDI LAUPER  
POINTER SISTERS  
LAURA BRANIGAN  
RENO & WILSON  
JOE JACKSON

**WBFB/Baltimore**  
Andy Szulinski  
TINA TURNER  
TEDDY PENDERGRASS  
DAVE GRUSIN  
BILL MEDLEY  
PAUL ANKA  
Hottest:  
CYNDI LAUPER  
POINTER SISTERS  
LAURA BRANIGAN  
RENO & WILSON  
JOE JACKSON

**WBEN/Buffalo**  
Roger Christian  
none  
Hottest:  
CYNDI LAUPER  
PEABO BRYSON  
JOHNNY MATSIS  
LIONEL RICHIE  
ELTON JOHN

**GR55/Buffalo**  
Galusk/Langmyer  
JOE JACKSON  
ELTON JOHN  
MICHAEL JACKSON  
Hottest:  
LAURA BRANIGAN  
DENICE WILLIAMS  
CULTURE CLUB  
CYNDI LAUPER  
PEABO BRYSON

**WPIX/New York**  
Alan Anderson  
JUICE NEWTON  
Hottest:  
CULTURE CLUB  
PEABO BRYSON  
RENO & WILSON  
CYNDI LAUPER  
JOE JACKSON

**Y97/Pittsburgh**  
Jay Cresswell  
JUICE NEWTON  
RENO & WILSON  
TEDDY PENDERGRASS  
Hottest:  
DENICE WILLIAMS  
CYNDI LAUPER  
LAURA BRANIGAN  
LIONEL RICHIE  
RENO & WILSON

**WTAE/Pittsburgh**  
Don Berns  
KIM CARNES  
LIONEL RICHIE  
GENESIS  
Hottest:  
RENO & WILSON  
POINTER SISTERS  
DENICE WILLIAMS  
BILLY JOEL

**WWSW (WSW)/Pittsburgh**  
Crows/Wetzel  
CHRISTINE MOVIE  
LEE GREENWOOD  
LIONEL RICHIE  
Hottest:  
CYNDI LAUPER  
LIONEL RICHIE  
RENO & WILSON  
SHAKIN' STEVENS  
DENICE WILLIAMS

**WPRO/Providence**  
Tom Cuddy  
JOE JACKSON  
ELTON JOHN  
Hottest:  
DENICE WILLIAMS  
DAN FOGELBERG  
PEABO BRYSON  
RENO & WILSON  
JOHNNY MATSIS

**WTTT/Washington, D.C.**  
Bob Cummings  
RENO & WILSON  
LIONEL RICHIE  
PEABO BRYSON  
ALAN PARSONS  
CULTURE CLUB  
Hottest:  
DAN FOGELBERG  
RENO & WILSON  
KIM CARNES  
ALABAMA

## MIDWEST Parallel One

**WCLR/Chicago**  
DeYoung/Price  
LIONEL RICHIE  
JUICE NEWTON  
Hottest:  
RENO & WILSON  
LAURA BRANIGAN  
BILLY JOEL  
CYNDI LAUPER  
JOE JACKSON

**55KRC/Cincinnati**  
Dave Mason  
LAURA BRANIGAN  
PEABO BRYSON  
Hottest:  
CYNDI LAUPER  
DENICE WILLIAMS  
CULTURE CLUB  
RENO & WILSON  
DAN FOGELBERG

**WARM93/Cincinnati**  
Mark Tipton  
JOE JACKSON  
JOHNNY MATSIS  
Hottest:  
DAN FOGELBERG  
KIM CARNES  
ALAN PARSONS  
LAURA BRANIGAN  
PEABO BRYSON

**WTLF/Cleveland**  
Dunphy/Wilson  
DAVE GRUSIN  
DAN HARTMAN  
Hottest:  
BILLY JOEL  
CYNDI LAUPER  
DENICE WILLIAMS  
SHAKIN' STEVENS  
STEVE PERRY

**WJJC/Cleveland**  
Popovich/ivers  
ELTON JOHN  
Hottest:  
CYNDI LAUPER  
DENICE WILLIAMS  
RENO & WILSON  
ANNE MURRAY  
PEABO BRYSON  
RENO & WILSON

**WOMC/Detroit**  
Barry Argenbright  
ALAN PARSONS  
POINTER SISTERS  
JOHNNY MATSIS  
Hottest:  
CYNDI LAUPER  
DENICE WILLIAMS  
DAN FOGELBERG  
JERMAINE JACKSON  
JOHNNY MATSIS

**WTRX/Flint**  
Burke/Wright  
NIGHT RANGER  
BILL MEDLEY  
PAUL ANKA  
LIONEL RICHIE  
LENNY WILLIAMS  
Hottest:  
CYNDI LAUPER  
SERGIO MENDES  
DAN FOGELBERG  
ALABAMA  
CULTURE CLUB

**WENS/Indianapolis**  
Wheeler/Eagan  
LIONEL RICHIE  
Hottest:  
LIONEL RICHIE  
CYNDI LAUPER  
MICHAEL GORE  
STEVE PERRY  
ANNE MURRAY

**WJFM/Lansing**  
Jeff Davis  
MICHAEL JACKSON  
BILL MEDLEY  
GENESIS  
BRUCE SPRINGSTEEN  
Hottest:  
CYNDI LAUPER  
DENICE WILLIAMS  
CULTURE CLUB  
RENO & WILSON  
POINTER SISTERS  
BILLY JOEL

**WGMQ/Madison**  
Bill Vancil  
LIONEL RICHIE  
GENESIS  
Hottest:  
DENICE WILLIAMS  
RENO & WILSON  
CYNDI LAUPER  
DAN FOGELBERG  
CULTURE CLUB  
ALABAMA  
RENO & WILSON

**WCCO/Minneapolis**  
Denny Long  
RANDY NEWMAN  
ELTON JOHN  
ORLANDO AND WINE  
BILL MEDLEY  
PAUL ANKA  
Hottest:  
TEDDY PENDERGRASS  
ALABAMA  
RENO & WILSON  
CULTURE CLUB  
DAN FOGELBERG

**WSKI/Montpelier, VT**  
Bruce Stebbins  
GENESIS  
PAUL ANKA  
INDUSTRY  
JOHN WILLIAMS  
Hottest:  
CULTURE CLUB  
LAURA BRANIGAN  
RENO & WILSON  
BRUCE SPRINGSTEEN

**WTVN/Waterloo, NY**  
Jay Donovan  
BILL MEDLEY  
CHRIS CROSS  
BOEY LEWIS & NEWS  
Hottest:  
DENICE WILLIAMS  
ANNE MURRAY  
CULTURE CLUB  
RENO & WILSON

**WWPA/Williamsport, PA**  
Scott Masteller  
KIM CARNES  
CHRIS CROSS  
JEFFERSON STARSHIP  
TEDDY PENDERGRASS  
PAUL ANKA  
Hottest:  
CYNDI LAUPER  
JOE JACKSON  
POINTER SISTERS  
CULTURE CLUB  
KIM CARNES

## Parallel Two

**WCLR/Chicago**  
DeYoung/Price  
LIONEL RICHIE  
JUICE NEWTON  
Hottest:  
RENO & WILSON  
LAURA BRANIGAN  
BILLY JOEL  
CYNDI LAUPER  
JOE JACKSON

**55KRC/Cincinnati**  
Dave Mason  
LAURA BRANIGAN  
PEABO BRYSON  
Hottest:  
CYNDI LAUPER  
DENICE WILLIAMS  
CULTURE CLUB  
RENO & WILSON  
DAN FOGELBERG

**WARM93/Cincinnati**  
Mark Tipton  
JOE JACKSON  
JOHNNY MATSIS  
Hottest:  
DAN FOGELBERG  
KIM CARNES  
ALAN PARSONS  
LAURA BRANIGAN  
PEABO BRYSON

**WTLF/Cleveland**  
Dunphy/Wilson  
DAVE GRUSIN  
DAN HARTMAN  
Hottest:  
BILLY JOEL  
CYNDI LAUPER  
DENICE WILLIAMS  
SHAKIN' STEVENS  
STEVE PERRY

**WJJC/Cleveland**  
Popovich/ivers  
ELTON JOHN  
Hottest:  
CYNDI LAUPER  
DENICE WILLIAMS  
RENO & WILSON  
ANNE MURRAY  
PEABO BRYSON  
RENO & WILSON

**WOMC/Detroit**  
Barry Argenbright  
ALAN PARSONS  
POINTER SISTERS  
JOHNNY MATSIS  
Hottest:  
CYNDI LAUPER  
DENICE WILLIAMS  
DAN FOGELBERG  
JERMAINE JACKSON  
JOHNNY MATSIS

**WTRX/Flint**  
Burke/Wright  
NIGHT RANGER  
BILL MEDLEY  
PAUL ANKA  
LIONEL RICHIE  
LENNY WILLIAMS  
Hottest:  
CYNDI LAUPER  
SERGIO MENDES  
DAN FOGELBERG  
ALABAMA  
CULTURE CLUB

**WENS/Indianapolis**  
Wheeler/Eagan  
LIONEL RICHIE  
Hottest:  
LIONEL RICHIE  
CYNDI LAUPER  
MICHAEL GORE  
STEVE PERRY  
ANNE MURRAY

**WJFM/Lansing**  
Jeff Davis  
MICHAEL JACKSON  
BILL MEDLEY  
GENESIS  
BRUCE SPRINGSTEEN  
Hottest:  
CYNDI LAUPER  
DENICE WILLIAMS  
CULTURE CLUB  
RENO & WILSON  
POINTER SISTERS  
BILLY JOEL

**WGMQ/Madison**  
Bill Vancil  
LIONEL RICHIE  
GENESIS  
Hottest:  
DENICE WILLIAMS  
RENO & WILSON  
CYNDI LAUPER  
DAN FOGELBERG  
CULTURE CLUB  
ALABAMA  
RENO & WILSON

**WCCO/Minneapolis**  
Denny Long  
RANDY NEWMAN  
ELTON JOHN  
ORLANDO AND WINE  
BILL MEDLEY  
PAUL ANKA  
Hottest:  
TEDDY PENDERGRASS  
ALABAMA  
RENO & WILSON  
CULTURE CLUB  
DAN FOGELBERG

**WSKI/Montpelier, VT**  
Bruce Stebbins  
GENESIS  
PAUL ANKA  
INDUSTRY  
JOHN WILLIAMS  
Hottest:  
CULTURE CLUB  
LAURA BRANIGAN  
RENO & WILSON  
BRUCE SPRINGSTEEN

**WTVN/Waterloo, NY**  
Jay Donovan  
BILL MEDLEY  
CHRIS CROSS  
BOEY LEWIS & NEWS  
Hottest:  
DENICE WILLIAMS  
ANNE MURRAY  
CULTURE CLUB  
RENO & WILSON

**WWPA/Williamsport, PA**  
Scott Masteller  
KIM CARNES  
CHRIS CROSS  
JEFFERSON STARSHIP  
TEDDY PENDERGRASS  
PAUL ANKA  
Hottest:  
CYNDI LAUPER  
JOE JACKSON  
POINTER SISTERS  
CULTURE CLUB  
KIM CARNES

## Parallel Three

**WJBC/Bloomington, IL**  
Stew Salowitz  
LAURA BRANIGAN  
BILL MEDLEY  
CHRIS CROSS  
JOHN WILLIAMS  
Hottest:  
RENO & WILSON  
KIM CARNES  
PEABO BRYSON  
JOHNNY MATSIS  
ELTON JOHN

**WCL/Carbondale, IL**  
Matt McCann  
POINTER SISTERS  
MADONNA  
PAUL ANKA  
GENESIS  
INDUSTRY  
Hottest:  
MICHAEL JACKSON  
CYNDI LAUPER  
DAN HARTMAN  
ANNE MURRAY  
RENO & WILSON

**KCRG/Cedar Rapids, IA**  
Carl Mann  
BILL MEDLEY  
DAVE GRUSIN  
DAN HARTMAN  
JOHNNY MATSIS  
Hottest:  
CYNDI LAUPER  
DAN FOGELBERG  
RENO & WILSON  
CULTURE CLUB  
PEABO BRYSON

**KFSB/Joplin, MO**  
Don Carpenter  
INDUSTRY  
BILL MEDLEY  
CHRIS CROSS  
MADONNA  
LIONEL RICHIE  
Hottest:  
PEABO BRYSON  
RENO & WILSON  
DENICE WILLIAMS  
SERGIO MENDES

**KEEZ/Mankato, MN**  
Sue LaFond  
MADONNA  
PAUL ANKA  
BILL MEDLEY  
LIONEL RICHIE  
Hottest:  
TEDDY PENDERGRASS  
RENO & WILSON  
DAN FOGELBERG  
JERMAINE JACKSON  
POINTER SISTERS  
RENO & WILSON

**WJON/St. Cloud, MN**  
DiamScott  
GENESIS  
INDUSTRY  
Hottest:  
DENICE WILLIAMS  
CYNDI LAUPER  
LAURA BRANIGAN  
ALABAMA  
RENO & WILSON

**KKJOS/St. Joseph, MO**  
Billo'Brian  
JIM GLASER  
JOE JACKSON  
BARRY DEVORZON  
TEDDY PENDERGRASS  
Hottest:  
DENICE WILLIAMS  
DAN FOGELBERG  
CULTURE CLUB  
LIONEL RICHIE

**WBOV/Terre Haute**  
Kevin Young  
CHRIS CROSS  
LENNY WILLIAMS  
INDUSTRY  
JOHN WILLIAMS  
Hottest:  
CYNDI LAUPER  
SERGIO MENDES  
CULTURE CLUB  
LAURA BRANIGAN  
RENO & WILSON

**WJON/St. Cloud, MN**  
DiamScott  
GENESIS  
INDUSTRY  
Hottest:  
DENICE WILLIAMS  
CYNDI LAUPER  
LAURA BRANIGAN  
ALABAMA  
RENO & WILSON

**KKJOS/St. Joseph, MO**  
Billo'Brian  
JIM GLASER  
JOE JACKSON  
BARRY DEVORZON  
TEDDY PENDERGRASS  
Hottest:  
DENICE WILLIAMS  
DAN FOGELBERG  
CULTURE CLUB  
LIONEL RICHIE

**WBOV/Terre Haute**  
Kevin Young  
CHRIS CROSS  
LENNY WILLIAMS  
INDUSTRY  
JOHN WILLIAMS  
Hottest:  
CYNDI LAUPER  
SERGIO MENDES  
CULTURE CLUB  
LAURA BRANIGAN  
RENO & WILSON

## WEST Parallel One

**KHOW/Denver**  
Hal Moore  
JOHNNY MATSIS  
Hottest:  
none

**KMJJ/Denver**  
Elliott/Brady  
JUICE NEWTON  
SERGIO MENDES  
Hottest:  
DAN FOGELBERG  
CYNDI LAUPER  
LAURA BRANIGAN  
BILLY JOEL

**KOST/Los Angeles**  
Kaye/Marie  
CHRIS CROSS  
RANDY NEWMAN  
Hottest:  
KIM CARNES  
CYNDI LAUPER  
LAURA BRANIGAN  
LIONEL RICHIE  
RENO & WILSON

**KKLT/Phoenix**  
Anita Carlisle  
CHRIS CROSS  
CHRIS CROSS  
LIONEL RICHIE  
PHIL COLLINS  
DAN FOGELBERG  
MICHAEL GORE  
ALABAMA  
Hottest:  
KIM CARNES  
LAURA BRANIGAN  
RENO & WILSON

**KJRI/Sacramento**  
Paul Mitchell  
none  
Hottest:  
LIONEL RICHIE  
BILLY JOEL  
DENICE WILLIAMS  
SHAKIN' STEVENS  
CYNDI LAUPER

**KBOI/Boise**  
Drew Harold  
LIONEL RICHIE  
Hottest:  
PEABO BRYSON  
RENO & WILSON  
CULTURE CLUB  
DAN FOGELBERG

**KBST/San Diego**  
Wagner/Hoskins  
CHRIS CROSS  
PEABO BRYSON  
ALABAMA  
LIONEL RICHIE  
CYNDI LAUPER  
STEVE PERRY  
DENICE WILLIAMS

**KFMB/San Diego**  
Mark Larson  
ELTON JOHN  
CHRIS CROSS  
LIONEL RICHIE  
Hottest:  
DAN FOGELBERG  
ANNE MURRAY  
KIM CARNES  
BRYSON & FLACK

**KJRI/Sacramento**  
Colleen Madden  
POINTER SISTERS  
LIONEL RICHIE  
ELTON JOHN  
Hottest:  
MICHAEL MURPHEY  
JOHNNY MATSIS  
DAN FOGELBERG  
CYNDI LAUPER

**KWAV/Monterey**  
Michael Reading  
LIONEL RICHIE  
CHRIS CROSS  
INDUSTRY  
Hottest:  
JOE JACKSON  
CULTURE CLUB  
RENO & WILSON  
PEABO BRYSON  
MADONNA

## Parallel Two

**KBST/San Diego**  
Wagner/Hoskins  
CHRIS CROSS  
PEABO BRYSON  
ALABAMA  
LIONEL RICHIE  
CYNDI LAUPER  
STEVE PERRY  
DENICE WILLIAMS

**KFMB/San Diego**  
Mark Larson  
ELTON JOHN  
CHRIS CROSS  
LIONEL RICHIE  
Hottest:  
DAN FOGELBERG  
ANNE MURRAY  
KIM CARNES  
BRYSON & FLACK

**KJRI/Sacramento**  
Colleen Madden  
POINTER SISTERS  
LIONEL RICHIE  
ELTON JOHN  
Hottest:  
MICHAEL MURPHEY  
JOHNNY MATSIS  
DAN FOGELBERG  
CYNDI LAUPER

**KWAV/Monterey**  
Michael Reading  
LIONEL RICHIE  
CHRIS CROSS  
INDUSTRY  
Hottest:  
JOE JACKSON  
CULTURE CLUB  
RENO & WILSON  
PEABO BRYSON  
MADONNA

## SOUTH Parallel One

**WRMM/Atlanta**  
Montell/Wyrostok  
PEABO BRYSON  
ELTON JOHN  
KIM CARNES  
LAURA BRANIGAN  
Hottest:  
RENO & WILSON  
DAN FOGELBERG  
KIM CARNES  
ANNE MURRAY  
ALAN PARSONS

**WWSB/Atlanta**  
Greg Picciano  
JOHNNY MATSIS  
Hottest:  
CYNDI LAUPER  
CULTURE CLUB  
KIM CARNES  
PEABO BRYSON  
JUICE NEWTON

**WSB-FM/Atlanta**  
Donna Brake  
GENESIS  
CHRIS CROSS  
TEDDY PENDERGRASS  
DAVE GRUSIN  
Hottest:  
JOE JACKSON  
RENO & WILSON  
SERGIO MENDES  
DENICE WILLIAMS  
DAN FOGELBERG  
KIM CARNES  
CHICAGO

**WAFB/Baton Rouge**  
Adams/Daniels  
MADONNA  
ELTON JOHN  
DAN HARTMAN  
Hottest:  
CYNDI LAUPER  
DAN FOGELBERG  
DENICE WILLIAMS  
RENO & WILSON  
PEABO BRYSON

**WMMJ/Birmingham**  
Thomas/Warren  
none  
Hottest:  
CYNDI LAUPER  
DENICE WILLIAMS  
BILLY JOEL  
CULTURE CLUB  
LIONEL RICHIE

**WYFF/Charlotte**  
Dave Bishop  
LAURA BRANIGAN  
LIONEL RICHIE  
Hottest:  
ALABAMA  
DENICE WILLIAMS  
CYNDI LAUPER  
DAN FOGELBERG  
RENO & WILSON

**WGOW/Chattanooga**  
Schaesler/Deason  
LIONEL RICHIE  
ELTON JOHN  
SERGIO MENDES  
LIONEL RICHIE  
Hottest:  
CYNDI LAUPER  
DENICE WILLIAMS  
DAN FOGELBERG  
KIM CARNES  
CULTURE CLUB

**KRBE-FM/Houston**  
Scott/Marrouquin  
none  
Hottest:  
DENICE WILLIAMS  
CYNDI LAUPER  
LIONEL RICHIE  
STEVE PERRY  
POINTER SISTERS

**WARR/Huntsville**  
Cannon/Bosley  
TEDDY PENDERGRASS  
JIM GLASER  
CHAD STUART & JER  
PAUL ANKA  
GLEN CAMPBELL  
INDUSTRY  
Hottest:  
LEE GREENWOOD  
ALABAMA  
ANNE MURRAY  
DENICE WILLIAMS  
RENO & WILSON

**WIVY/Jacksonville**  
Fuzsner/Ryan  
ALAN PARSONS  
DAN HARTMAN  
Hottest:  
LIONEL RICHIE  
CYNDI LAUPER  
DENICE WILLIAMS  
RENO & WILSON  
JOE JACKSON

## Parallel Three

**WYFF/Charlotte**  
Dave Bishop  
LAURA BRANIGAN  
LIONEL RICHIE  
Hottest:  
ALABAMA  
DENICE WILLIAMS  
CYNDI LAUPER  
DAN FOGELBERG  
RENO & WILSON

**WGOW/Chattanooga**  
Schaesler/Deason  
LIONEL RICHIE  
ELTON JOHN  
SERGIO MENDES  
LIONEL RICHIE  
Hottest:  
CYNDI LAUPER  
DENICE WILLIAMS  
DAN FOGELBERG  
KIM CARNES  
CULTURE CLUB

**KRBE-FM/Houston**  
Scott/Marrouquin  
none  
Hottest:  
DENICE WILLIAMS  
CYNDI LAUPER  
LIONEL RICHIE  
STEVE PERRY  
POINTER SISTERS

**WARR/Huntsville**  
Cannon/Bosley  
TEDDY PENDERGRASS  
JIM GLASER  
CHAD STUART & JER  
PAUL ANKA  
GLEN CAMPBELL  
INDUSTRY  
Hottest:  
LEE GREENWOOD  
ALABAMA  
ANNE MURRAY  
DENICE WILLIAMS  
RENO & WILSON

**WIVY/Jacksonville**  
Fuzsner/Ryan  
ALAN PARSONS  
DAN HARTMAN  
Hottest:  
LIONEL RICHIE  
CYNDI LAUPER  
DENICE WILLIAMS  
RENO & WILSON  
JOE JACKSON

**WYFF/Charlotte**  
Dave Bishop  
LAURA BRANIGAN  
LIONEL RICHIE  
Hottest:  
ALABAMA  
DENICE WILLIAMS  
CYNDI LAUPER  
DAN FOGELBERG  
RENO & WILSON

**WGOW/Chattanooga**  
Schaesler/Deason  
LIONEL RICHIE  
ELTON JOHN  
SERGIO MENDES  
LIONEL RICHIE  
Hottest:  
CYNDI LAUPER  
DENICE WILLIAMS  
DAN FOGELBERG  
KIM CARNES  
CULTURE CLUB

**KRBE-FM/Houston**  
Scott/Marrouquin  
none  
Hottest:  
DENICE WILLIAMS  
CYNDI LAUPER  
LIONEL RICHIE  
STEVE PERRY  
POINTER SISTERS

**WARR/Huntsville**  
Cannon/Bosley  
TEDDY PENDERGRASS  
JIM GLASER  
CHAD STUART & JER  
PAUL ANKA  
GLEN CAMPBELL  
INDUSTRY  
Hottest:  
LEE GREENWOOD  
ALABAMA  
ANNE MURRAY  
DENICE WILLIAMS  
RENO & WILSON

**WIVY/Jacksonville**  
Fuzsner/Ryan  
ALAN PARSONS  
DAN HARTMAN  
Hottest:  
LIONEL RICHIE  
CYNDI LAUPER  
DENICE WILLIAMS  
RENO & WILSON  
JOE JACKSON

## WOU-FM/New Orleans

**WOU-FM/New Orleans**  
Kris O'Kelly  
OLLIE & JERRY  
ZZ TOP  
COREY HART  
JOHNNY MATSIS  
YES  
Hottest:  
DURAN DURAN  
RENO & WILSON  
BILLY IDOL  
ELTON JOHN  
FRINCE

**W101/Tampa**  
DeCarlo/Miller  
LIONEL RICHIE  
ELTON JOHN  
Hottest:  
DAN FOGELBERG  
ANNE MURRAY  
ALABAMA  
JOHNNY MATSIS  
TEMPTATIONS

**KEY103/Austin**  
Adams/Alan  
POINTER SISTERS  
EURYTHMICS  
INDUSTRY  
Hottest:  
CYNDI LAUPER  
DENICE WILLIAMS  
DAN FOGELBERG  
KIM CARNES  
CHICAGO

**WAFB/Baton Rouge**  
Adams/Daniels  
MADONNA  
ELTON JOHN  
DAN HARTMAN  
Hottest:  
CYNDI LAUPER  
DAN FOGELBERG  
DENICE WILLIAMS  
RENO & WILSON  
PEABO BRYSON

**WMMJ/Birmingham**  
Thomas/Warren  
none  
Hottest:  
CYNDI LAUPER  
DENICE WILLIAMS  
BILLY JOEL  
CULTURE CLUB  
LIONEL RICHIE

**WYFF/Charlotte**  
Dave Bishop  
LAURA BRANIGAN  
LIONEL RICHIE  
Hottest:  
ALABAMA  
DENICE WILLIAMS  
CYNDI LAUPER  
DAN FOGELBERG  
RENO & WILSON

**WGOW/Chattanooga**  
Schaesler/Deason  
LIONEL RICHIE  
ELTON JOHN  
SERGIO MENDES  
LIONEL RICHIE  
Hottest:  
CYNDI LAUPER  
DENICE WILLIAMS  
DAN FOGELBERG  
KIM CARNES  
CULTURE CLUB

**KRBE-FM/Houston**  
Scott/Marrouquin  
none  
Hottest:  
DENICE WILLIAMS  
CYNDI LAUPER  
LIONEL RICHIE  
STEVE PERRY  
POINTER SISTERS

**WARR/Huntsville**  
Cannon/Bosley  
TEDDY PENDERGRASS  
JIM GLASER  
CHAD STUART & JER  
PAUL ANKA  
GLEN CAMPBELL  
INDUSTRY  
Hottest:  
LEE GREENWOOD  
ALABAMA  
ANNE MURRAY  
DENICE WILLIAMS  
RENO & WILSON

**WIVY/Jacksonville**  
Fuzsner/Ryan  
ALAN PARSONS  
DAN HARTMAN  
Hottest:  
LIONEL RICHIE  
CYNDI LAUPER  
DENICE WILLIAMS  
RENO & WILSON  
JOE JACKSON

## Parallel Three

**WYFF/Charlotte**  
Dave Bishop  
LAURA BRANIGAN  
LIONEL RICHIE  
Hottest:  
ALABAMA  
DENICE WILLIAMS  
CYNDI LAUPER  
DAN FOGELBERG  
RENO & WILSON

**WGOW/Chattanooga**  
Schaesler/Deason  
LIONEL RICHIE  
ELTON JOHN  
SERGIO MENDES  
LIONEL RICHIE  
Hottest:  
CYNDI LAUPER  
DENICE WILLIAMS  
DAN FOGELBERG  
KIM CARNES  
CULTURE CLUB

**KRBE-FM/Houston**  
Scott/Marrouquin  
none  
Hottest:  
DENICE WILLIAMS  
CYNDI LAUPER  
LIONEL RICHIE  
STEVE PERRY  
POINTER SISTERS

**WARR/Huntsville**  
Cannon/Bosley  
TEDDY PENDERGRASS  
JIM GLASER  
CHAD STUART & JER  
PAUL ANKA  
GLEN CAMPBELL  
INDUSTRY  
Hottest:  
LEE GREENWOOD  
ALABAMA  
ANNE MURRAY  
DENICE WILLIAMS  
RENO & WILSON

**WIVY/Jacksonville**  
Fuzsner/Ryan  
ALAN PARSONS  
DAN HARTMAN  
Hottest:  
LIONEL RICHIE  
CYNDI LAUPER  
DENICE WILLIAMS  
RENO & WILSON  
JOE JACKSON

**WYFF/Charlotte**  
Dave Bishop  
LAURA BRANIGAN  
LIONEL RICHIE  
Hottest:  
ALABAMA  
DENICE WILLIAMS  
CYNDI LAUPER  
DAN FOGELBERG  
RENO & WILSON

**WGOW/Chattanooga**  
Schaesler/Deason  
LIONEL RICHIE  
ELTON JOHN  
SERGIO MENDES  
LIONEL RICHIE  
Hottest:  
CYNDI LAUPER  
DENICE WILLIAMS  
DAN FOGELBERG  
KIM CARNES  
CULTURE CLUB

**KRBE-FM/Houston**  
Scott/Marrouquin  
none  
Hottest:  
DENICE WILLIAMS  
CYNDI LAUPER  
LIONEL RICHIE  
STEVE PERRY  
POINTER SISTERS

**WARR/Huntsville**  
Cannon/Bosley  
TEDDY PENDERGRASS  
JIM GLASER  
CHAD STUART & JER  
PAUL ANKA  
GLEN CAMPBELL  
INDUSTRY  
Hottest:  
LEE GREENWOOD  
ALABAMA  
ANNE MURRAY  
DENICE WILLIAMS  
RENO & WILSON

**WIVY/Jacksonville**  
Fuzsner/Ryan  
ALAN PARSONS  
DAN HARTMAN  
Hottest:  
LIONEL RICHIE  
CYNDI LAUPER  
DENICE WILLIAMS  
RENO & WILSON  
JOE JACKSON

## Parallel Three

**WVLC/Lexington**  
Keith Raines  
none  
Hottest:  
DENICE WILLIAMS  
KIM CARNES  
DAN FOGELBERG  
RENO & WILSON  
ALABAMA

**WKJL/Louisville**  
Jacobs/Golden  
ELTON JOHN  
GENESIS  
POCO  
Hottest:  
DENICE WILLIAMS  
MICHAEL JACKSON  
RENO & WILSON  
JAMES INGRAM  
CYNDI LAUPER

**WRKA/Louisville**  
Jeff Crawford  
JOE JACKSON  
LIONEL RICHIE  
JOHNNY MATSIS  
Hottest:  
CYNDI LAUPER  
JAMES INGRAM  
DAN FOGELBERG  
DAN FOGELBERG  
KIM CARNES

**WVLR/Memphis**  
Steve Butler  
JUICE NEWTON  
ALAN PARSONS  
PAUL ANKA  
ELTON JOHN  
PRETENDERS  
Hottest:  
CYNDI LAUPER  
RENO & WILSON  
CULTURE CLUB  
LAURA BRANIGAN  
LIONEL RICHIE

**WHYY/Montgomery**  
Phyl Horton  
CHRIS CROSS  
JOE JACKSON  
ALAN PARSONS  
SERGIO MENDES  
Hottest:  
DENICE WILLIAMS  
CYNDI LAUPER  
RENO & WILSON  
CULTURE CLUB  
LIONEL RICHIE

**WVLR/Memphis**  
Steve Butler  
JUICE NEWTON  
ALAN PARSONS  
PAUL ANKA  
ELTON JOHN  
PRETENDERS  
Hottest:  
CYNDI LAUPER  
RENO & WILSON  
CULTURE CLUB  
LAURA BRANIGAN  
LIONEL RICHIE

**WHYY/Montgomery**  
Phyl Horton  
CHRIS CROSS  
JOE JACKSON  
ALAN PARSONS  
SERGIO MENDES  
Hottest:  
DENICE WILLIAMS  
CYNDI LAUPER  
RENO & WILSON  
CULTURE CLUB  
LIONEL RICHIE

**WVLR/Memphis**  
Steve Butler  
JUICE NEWTON  
ALAN PARSONS  
PAUL ANKA  
ELTON JOHN  
PRETENDERS  
Hottest:  
CYNDI LAUPER  
RENO & WILSON  
CULTURE CLUB  
LAURA BRANIGAN  
LIONEL RICHIE

**WHYY/Montgomery**  
Phyl Horton  
CHRIS CROSS  
JOE JACKSON  
ALAN PARSONS  
SERGIO MENDES  
Hottest:  
DENICE WILLIAMS  
CYNDI LAUPER  
RENO & WILSON  
CULTURE CLUB  
LIONEL RICHIE

**WVLR/Memphis**  
Steve Butler  
JUICE NEWTON  
ALAN PARSONS  
PAUL ANKA  
ELTON JOHN  
PRETENDERS  
Hottest:  
CYNDI LAUPER  
RENO & WILSON  
CULTURE CLUB  
LAURA BRANIGAN  
LIONEL RICHIE

**WHYY/Montgomery**  
Phyl Horton  
CHRIS CROSS  
JOE JACKSON  
ALAN PARSONS  
SERGIO MENDES  
Hottest:  
DENICE WILLIAMS  
CYNDI LAUPER  
RENO & WILSON  
CULTURE CLUB  
LIONEL RICHIE

**WVLR/Memphis**  
Steve Butler  
JUICE NEWTON  
ALAN PARSONS  
PAUL ANKA  
ELTON JOHN  
PRETENDERS  
Hottest:  
CYNDI LAUPER  
RENO & WILSON  
CULTURE CLUB  
LAURA BRANIGAN  
LIONEL RICHIE

**WHYY/Montgomery**  
Phyl Horton  
CHRIS CROSS  
JOE JACKSON  
ALAN PARSONS  
SERGIO MENDES  
Hottest:  
DENICE WILLIAMS  
CYNDI LAUPER  
RENO & WILSON  
CULTURE CLUB  
LIONEL RICHIE

129 Reporters  
124 Current Reports

The following stations reported no adds or changes in rotation this week:

K108/Sacramento  
WMJJ/Birmingham

The following stations did not report this week and therefore their playlists were frozen:

WVLC/Lexington  
WEZS/Richmond  
WSKY/Asheville

Note: KLIR/Denver has changed call letters to KMJI.

# R&R AOR /HOT TRACKS

# BREAKERS

Three Weeks	Two Weeks	Last Week	173 REPORTERS	Total	Hot	Medium	Total Adds
1	1	1	1 <b>BRUCE SPRINGSTEEN/Dancing In... (Columbia)</b>	165-	162+	3-	0-
4	3	3	2 <b>FIXX/Deeper &amp; Deeper (MCA)</b>	167=	111+	56-	0-
5	4	4	3 <b>JEFFERSON STARSHIP/No Way Out (Grunt/RCA)</b>	156+	133+	23-	0-
2	2	2	4 <b>CARS/Magic (Elektra)</b>	146-	142-	4-	0=
7	6	5	5 <b>BILLY IDOL/Eyes Without A Face (Chrysalis)</b>	144=	120+	24-	1-
19	15	11	6 <b>ROD STEWART/Infatuation (WB)</b>	138+	83+	54-	7+
40	22	13	7 <b>CHRIS DeBURGH/High On Emotion (A&amp;M)</b>	156+	37+	118-	5-
15	12	10	8 <b>RED RIDER/Young Thing, Wild Dreams... (Capitol)</b>	153+	38+	115-	1-
13	11	8	9 <b>RATT/Round And Round (Atlantic)</b>	131-	73+	57-	3-
8	7	7	10 <b>ZZ TOP/Legs (WB)</b>	119-	88-	31+	5+
18	14	12	11 <b>VAN STEPHENSON/Modern Day Delilah (MCA)</b>	132+	73+	57-	5-
23	19	15	12 <b>CHICAGO/Stay The Night (WB)</b>	121=	83+	38-	2-
20	18	16	13 <b>RUSS BALLARD/Voices (EMI America)</b>	137+	47+	90-	1-
3	5	6	14 <b>RUSH/Distant Early Warning (Mercury/PG)</b>	110-	79-	31-	0-
11	9	9	15 <b>GREG KIHN BAND/Reunited (Beserkley/E-A)</b>	129-	44-	84-	1-
-	-	30	16 <b>QUIET RIOT/Mama Weer All Crazee Now (Pasha/CBS)</b>	125+	27+	85+	34-
51	40	28	17 <b>CARS/Drive (Elektra)</b>	103+	62+	41+	17-
31	26	23	18 <b>THOMPSON TWINS/Doctor! Doctor! (Arista)</b>	109+	52+	56-	8-
37	30	26	19 <b>STEVE PERRY/She's Mine (Columbia)</b>	109+	44-	63+	14+
12	10	14	20 <b>DUKE JUPITER/Little Lady (Morocco/Motown)</b>	109-	38-	71-	2-
33	25	20	21 <b>ROGER GLOVER/The Mask (21/PG)</b>	116=	17+	98-	4-
30	23	22	22 <b>PSYCHEDELIC FURS/The Ghost In You (Columbia)</b>	110+	31+	77+	7-
41	32	27	23 <b>WHITESNAKE/Slow 'n' Easy (Geffen)</b>	101+	25+	75+	8-
24	20	19	24 <b>MOTLEY CRUE/Too Young To Fall In Love (Elektra)</b>	106=	20-	85+	2-
27	27	24	25 <b>RUSH/Red Sector A (Mercury/PG)</b>	87=	51-	34=	9+
-	-	33	26 <b>BRUCE SPRINGSTEEN/Cover Me (Columbia)</b>	89+	43+	43+	26-
-	56	35	27 <b>JEFFERSON STARSHIP/Layin' It On The Line (Grunt/RCA)</b>	83+	41+	40+	17-
10	16	21	28 <b>JOE JACKSON/You Can't Get What You... (A&amp;M)</b>	79-	40-	39+	0-
14	17	18	29 <b>ROGER WATERS/5:01 AM (The Pros...) (Columbia)</b>	83-	26-	56-	1=
42	38	31	30 <b>R.E.M./So. Central Rain (IRS/A&amp;M)</b>	91+	20+	69+	4-
-	-	42	31 <b>ELTON JOHN/Sad Songs (Say So Much) (Geffen)</b>	90+	26+	55+	26+
60	45	38	32 <b>LITTLE STEVEN/Los Desaparecidos (EMI America)</b>	91+	10+	79+	12+
9	13	17	33 <b>ORION THE HUNTER/So You Ran (Portrait/CBS)</b>	75-	28-	47-	0-
-	59	47	34 <b>PRINCE/When Doves Cry (WB)</b>	75+	35+	32-	17=
-	46	37	35 <b>STEVIE RAY VAUGHAN/Voodoo Chile (Epic)</b>	80+	11=	67+	12-
-	-	50	36 <b>TWISTED SISTER/We're Not Gonna Take It (Atlantic)</b>	84+	3+	73+	27-
-	-	32	37 <b>BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia)</b>	66-	40-	25+	16-
6	8	25	38 <b>SLADE/Run Runaway (CBS Associated)</b>	67-	34-	33=	1+
<b>DEBUT</b>			39 <b>SCANDAL f/PATTY SMYTH/The Warrior (Columbia)</b>	80+	6+	56+	71+
39	35	34	40 <b>EDDY GRANT/Romancing The Stone (Portrait/CBS)</b>	75-	20+	55-	0-
-	-	55	41 <b>TONY CAREY/The First Day Of Summer (MCA)</b>	77+	11+	57+	25+
-	-	44	42 <b>SCORPIONS/Still Loving You (Mercury/PG)</b>	62+	32+	29+	8-
17	21	29	43 <b>HUEY LEWIS &amp; THE NEWS/The Heart Of R&amp;R (Chrysalis)</b>	55-	34-	20+	2+
-	-	45	44 <b>BRUCE SPRINGSTEEN/No Surrender (Columbia)</b>	52+	33+	19=	14-
<b>DEBUT</b>			45 <b>JOHN WAITE/Missing You (EMI America)</b>	83+	5+	51+	82+
-	52	48	46 <b>CARS/It's Not The Night (Elektra)</b>	48+	25+	23+	6+
<b>DEBUT</b>			47 <b>COREY HART/Sunglasses At Night (EMI America)</b>	73+	6+	57+	23-
-	-	54	48 <b>RICK SPRINGFIELD/Don't Walk Away (RCA)</b>	65=	9+	54-	5-
<b>DEBUT</b>			49 <b>ANDY FRASER/Fine, Fine Line (Island)</b>	66+	4+	53+	15-
56	51	51	50 <b>VAN HALEN/Panama (WB)</b>	48+	23=	24+	6+
<b>DEBUT</b>			51 <b>BILLY SATELLITE/Satisfy Me (Capitol)</b>	55+	8+	40+	15+
32	34	40	52 <b>SCORPIONS/Big City Nights (Mercury/PG)</b>	43-	20-	23-	4+
29	33	36	53 <b>HOWARD JONES/What Is Love? (Elektra)</b>	47-	16-	31-	0=
49	47	46	54 <b>NIK KERSHAW/Wouldn't It Be Good (MCA)</b>	56-	17-	38+	2-
<b>DEBUT</b>			55 <b>BRUCE SPRINGSTEEN/Bobby Jean (Columbia)</b>	45+	23+	21+	14-
22	28	39	56 <b>ICICLE WORKS/Whisper To A Scream (Birds Fly) (Arista)</b>	45-	14-	31-	2+
21	29	43	57 <b>STEVE PERRY/Oh Sherrie (Columbia)</b>	39-	29-	10+	0=
45	42	-	58 <b>BRUCE SPRINGSTEEN/Pink Cadillac (Columbia)</b>	37-	20+	16-	4-
16	24	41	59 <b>CYNDI LAUPER/Time After Time (Portrait/CBS)</b>	37-	20-	17-	0=
34	43	59	60 <b>DAVID GILMOUR/Murder (Columbia)</b>	32-	11+	21-	1+

### CARS

#### Drive (Elektra)

60% of our reporters on it. 103/17 including adds at WBAB, WYDD, WKLS, KBPI, KOLA, WKTU. Moves 28-17 on the Hot Tracks chart.

### LITTLE STEVEN

#### Los Desaparecidos (EMI America)

53% of our reporters on it. 91/12 including adds at WYSP, WSHE, KLOS, KOLA, KMEL, KMOD. Moves 38-32 this week on the Hot Tracks chart.

### ELTON JOHN

#### Sad Songs (Say...) (Geffen)

52% of our reporters on it. 90/26 including adds at WYNF, KYYS, KSHE, KUPD, KOLA, WWCK, KKDJ. Moves 42-31 on the Hot Tracks chart.

### BRUCE SPRINGSTEEN

#### Cover Me (Columbia)

51% of our reporters on it. 89/26 including adds at WRXT, KLLO, WSHE, WEBN, WRIF, KRCK, KROY, WOVE. Moves 33-26 on the Hot Tracks chart.

## NEW & ACTIVE

**EURHYTHMICS "Who's That Girl?" (RCA) 37/3 (33/7)**  
 Adds: WNEW-FM, KBCO, WZXR. Hots: 10 WMMS, KCAL, KMBQ, KQDS, WLAV. Mediums: 25 WLUP, KROQ, KUPD, WZZO, WKDF, WIOT.

**STEVIE RAY VAUGHAN "Couldn't Stand The Weather" (Epic) 37/2 (38/3)**  
 Adds: WDVE, CHEZ-FM. Hots: 11 include KFOG, WLAV, KILQ. Mediums: 26 include WBAB, WNEW-FM, WSHE, WPYX, WAQY, WFYV, WLVO, KQDS.

**KENNY LOGGINS "I'm Free" (Columbia) 35/11 (25/4)**  
 Adds include WGRQ, WKLC, KLAQ, WFYV, KPOI, WRKI. Hots: 7 WBAB, WKLS, WQBK, WAQX, WZXY, KGGO, KSPN. Mediums: 24 include KLLO, WSHE, WLUP, KDKB, WKQQ, KMOD, KRSP, KREM.

**ALAN PARSONS PROJECT "Prime Time" (Arista) 35/2 (34/3)**  
 Adds: WMET, WXKE. Hots: 10 WKLS, WLUP, WXRT, KINK, KFOG, WPDH, WAQX, KGGO, WHMD, WCPZ. Mediums: 23 include WBCN, WMMS, KMET, KUPD, KMBQ, WOOS, KRSP, KREM.

**SLADE "My Oh My" (CBS Associated) 34/4 (31/6)**  
 Adds: KUPD, KGON, WAQX, WYER. Hots: 9 include WAPP, WTPA, WAAF, KOMP. Mediums: 23 include WMMR, WYSP, WDVE, WSHE, WSKS, KBPI, KMET.

**DEF LEPPARD "Me & My Wine" (Mercury/PolyGram) 34/4 (30/4)**  
 Adds: WPYX, KLAQ, KKDJ, KSMB. Hots: 2 WAQX, KFMG. Mediums: 31 include KZEW, WNOR, WQFM, KMET, KUPD, KGB, KRQR.

**FACE TO FACE "Out Of My Hands" (Epic) 34/2 (41/7)**  
 Adds: WYFE, WIQB. Hots: 4 WHJY, WRIF, WDHA, CITI-FM. Mediums: 29 include WDVE, KLLO, KSRR, WYNF, KLOS, KRCK, KGB, KRQR.

**HUEY LEWIS & NEWS "Walking On A Thin Line" (Chrysalis) 31/10 (20/5)**  
 Adds: KQRS, KMET, KCAL, WOVE, WQDR, WRKI, WHMD, WIQB, WDEK, KZOO. Hots: 15 include KZEW, WYNF, WLLZ, WRIF, WQFM, KLOS, KRCK. Mediums: 11 WKLS, WCMF, WOUR.

**TINA TURNER "Better Be Good To Me" (Capitol) 30/8 (25/16)**  
 Adds: KAZY, WOUR, KLBJ, KRIX, WCKN, KMOD, KSMB, KZOO. Hots: 1 WQBK. Mediums: 27 include WMMS, WTPA, WPLR, WPDH, WLVO, WLAV, KILQ, KKDJ.

**DEF LEPPARD "Bringin' On The Heartbreak" (Mercury/PolyGram) 30/5 (33/9)**  
 Adds: KOLA, WAAL, WTPA, WAPI, KPOI. Hots: 5 CHOM-FM, CHUM-FM, KEGL, CFOX, WMGM. Mediums: 23 include WAPP, WMMS, WRIF, KMET, KUPD.

**MAMA'S BOYS "Mama Weer All Crazee Now" (Jive/Arista) 29/17 (11/0)**  
 Adds include WBAB, WMMS, WLLZ, KSJO. Hots: 4 WQFM, KRCK, KZAP, KZOK. Mediums: 17 include WDVE, KGB, WAAF.

**BRUCE SPRINGSTEEN "I'm Goin' Down" (Columbia) 29/6 (32/30)**  
 Adds: CHOM-FM, KOLA, CFOX, WLVO, KOMP, WWWW. Hots: 15 include WYNF, KFOG, WTPA, WFYV, KILQ, KKDJ. Mediums: 14 include KZAP, KGB, KRQR, WOOS.

**FACE TO FACE "10-9-8" (Epic) 28/4 (28/6)**  
 Adds: WSHE, KLAQ, WRUF, WHMD. Hots: 6 WBCN, WLIR, WQBK, WDHA, WPDH, WLAV. Mediums: 21 include WBAB, WLUP, WXRT.

**NICK LOWE "Half A Boy And Half A Man" (Columbia) 28/4 (27/5)**  
 Adds: CHEZ-FM, KGGO, WGIR, KFMQ. Hots: 4 WXRT, KBCO, KROQ, 91X. Mediums: 21 include WMMR, WNOR, KQAK, WPLR, WPDH, WAAF, WLAV.

**TINA TURNER "I Might Have Been Queen" (Capitol) 27/7 (22/15)**  
 Adds: KEGL, WHCN, WPLR, WKTU, WIOT, KWFM, WBYG. Hots: 2 KBCO, CHEZ-FM. Mediums: 23 include WBAB, WXRT, KBPI, KDKB, KUPD, KQAK, WFYV.

**SURVIVOR "The Moment Of Truth" (Casablanca/PG) 23/9 (19/17)**  
 Adds: WKLS, WSHE, WQFM, KRCK, KCAL, KSJO, KZOK, WTPA, WDHA. Hots: 0. Mediums: 20 include WMET, KKCI, KOME, WPDH, WZXR, WOOS.

**BRUCE SPRINGSTEEN "Glory Days" (Columbia) 23/5 (21/21)**  
 Adds: 5 KKCI, WZXR, WKDF, KLPX, WWWW. Hots: 14 include WBAB, WYSP, KYYS, KFOG, WPLR, KILQ. Mediums: 9 include WAQX, WWCK, KWXL.

**DIFFORD & TILBROOK "Picking Up The Pieces" (A&M) 22/19 (6/6)**  
 Adds include WAPP, WNEW-FM, WYSP, WXRT, WMMS, 91X, KQAK. Hots: 1 WLIR. Mediums: 8 WBAB, WMMR, WCKO, WQBK, WPLR, WPDH, WOUR, WMGM.

**PRETENDERS "Thin Line Between Love And Hate" (Sire/WB) 22/5 (21/9)**  
 Adds include WHJY, WWWW, KZOO, KTYD. Hots: 4 WLIR, WMMS, WBYG, KSPN. Mediums: 17 include WYDD, KZEW, WSHE, KUPD, KFOG.

**ROD STEWART "Bad For You" (WB) 21/21 (0/0)**  
 Adds include WNEW-FM, WXRT, KSHE, KFOG, KRQR, WTPA, KFBQ, WCPZ, KSPN. Hots: 7 KCAL, WFYV, WDIZ, CITI-FM, KILQ, WBYG, KOZZ. Mediums: 10 include KMEL, KZOK.

## MOST ADDED

- JOHN WAITE (82)  
Missing You (EMI America)
- SCANDAL f/PATTY SMYTH (71)  
The Warrior (Columbia)
- QUIET RIOT (34)  
Mama Weer All Crazee Now (Pasha/CBS)
- TWISTED SISTER (27)  
We're Not Gonna Take It (Atlantic)
- BRUCE SPRINGSTEEN (26)  
Cover Me (Columbia)
- ELTON JOHN (26)  
Sad Songs (Say So Much) (Geffen)
- TONY CAREY (25)  
First Day Of Summer (MCA)

## MOST HOTS

- BRUCE SPRINGSTEEN (162)  
Dancing In The Dark (Columbia)
- CARS (142)  
Magic (Elektra)
- JEFFERSON STARSHIP (133)  
No Way Out (Grunt/RCA)
- BILLY IDOL (120)  
Eyes Without A Face (Chrysalis)
- FIXX (111)  
Deeper & Deeper (MCA)
- ZZ TOP (88)  
Legs (WB)

**MOST ADDS** — A numerical listing of the most added records of the week.

**MOST HOTS** — A numerical listing of the records receiving the most hot rotation reports.

# INSERT THIS



## AOR / ALBUMS

**June 15, 1984**

173 REPORTERS

Three Weeks  
Two Weeks  
Last Week

Total Reports  
Hot Rotation  
Medium Rotation  
Total Adds All Rotations

1	1	2	1	CARS/Heartbeat City (Elektra)	"Magic" (146)	"Drive" (103)	"Night" (48)	172 - 169+	3 -	0 -
-	-	1	2	BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia)	"Dancing" (165)	"Cover Me" (89)	"Born In" (66)	173 = 168+	4 -	0 -

**HEARTBEAT CITY**  
 from the CARS is the  
**NUMBER ONE AOR ALBUM**  
 for the 13th week...

Thanks from the Elektra/Asylum Promotion Marketing Managers

Chuck Jones  
 Ray Carlton  
 Jim Sellers  
 Rick Alden  
 Larry Braverman  
 Brad Hunt

Doug Daniels  
 Barry Lyons  
 Beau Siegel  
 Louis Heidelmeier  
 Jay Brooks  
 Rob Sides

Steve Kelly  
 Roger Smith  
 Ray Gmeiner  
 Al Carroll  
 Michael Rowley

PRODUCED BY ROBERT JOHN "MUTT" LANGE AND THE CARS.





# AOR / ALBUMS

## June 15, 1984

173 REPORTERS

Total Adds All  
Total Reports Hot Medium Rotations Rotations

Three Weeks	Two Weeks	Last Week	Rank	Artist/Album (Label)	146	103	48	172-169+	3-	0-
1	1	2	1	<b>CARS/Heartbeat City (Elektra)</b>	"Magic" (146)	"Drive" (103)	"Night" (48)	172-169+	3-	0-
-	-	1	2	<b>BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia)</b>	"Dancing" (165)	"Cover Me" (89)	"Born In" (66)	173=168+	4-	0-
-	4	4	3	<b>JEFFERSON STARSHIP/Nuclear Furniture (Grunt/RCA)</b>	"No Way Out" (156)	"Layin'" (83)	"Sorry" (14)	162+136+	26-	2+
3	3	3	4	<b>STREETS OF FIRE/Soundtrack (MCA)</b>	"Deeper & Deeper" (167)	"I Can Dream" (11)		169+113+	56-	0-
6	5	6	5	<b>BILLY IDOL/Rebel Yell (Chrysalis)</b>	"Eyes Without A Face" (144)			146+120+	26-	2-
2	2	5	6	<b>RUSH/Grace Under Pressure (Mercury/PG)</b>	"Distant" (110)	"Red Sector" (87)	"Electric" (28)	144-100-	44+	4+
4	6	7	7	<b>STEVE PERRY/Street Talk (Columbia)</b>	"She's Mine" (109)	"Sherrie" (39)	"Strung" (19)	148+	75-	72+
DEBUT	DEBUT	DEBUT	8	<b>ROD STEWART/Camouflage (WB)</b>	"Infatuation" (138)	"Bad" (21)	"All Right" (11)	144+	84+	58-
14	12	10	9	<b>RATT/Out Of The Cellar (Atlantic)</b>	"Round And Round" (131)	"Back For More" (12)		134-	76+	57-
-	13	11	10	<b>RED RIDER/Breaking Curfew (Capitol)</b>	"Young Thing, Wild Dreams (Rock Me)" (153)			155+	38+	117-
-	23	15	11	<b>CHRIS DeBURGH/Man On The Line (A&amp;M)</b>	"High On Emotion"			156+	37+	118-
8	7	8	12	<b>ZZ TOP/Eliminator (WB)</b>	"Legs" (119)			119-	88-	31+
17	15	13	13	<b>VAN STEPHENSON/Righteous Anger (MCA)</b>	"Modern Day Delilah" (132)			134+	73+	59-
18	17	16	14	<b>RUSS BALLARD/Russ Ballard (EMI America)</b>	"Voices" (137)			143+	47+	95-
10	9	9	15	<b>GREG KIHN BAND/Kihntagious (Beserkley/E-A)</b>	"Reunited" (129)			140-	50-	89-
20	19	14	16	<b>CHICAGO/Chicago 17 (WB)</b>	"Stay The Night" (121)			125-	84+	41-
7	10	12	17	<b>SCORPIONS/Love At First Sting (Mercury/PG)</b>	"Still Loving" (62)	"City" (43)	"Hurricane" (29)	117-	63-	53-
25	24	23	18	<b>THOMPSON TWINS/Into The Gap (Arista)</b>	"Doctor! Doctor!" (109)			111+	53+	57-
29	28	21	19	<b>WHITESNAKE/Slide It In (Geffen)</b>	"Slow" (101)	"Stranger" (12)	"Slide" (11)	111+	30+	80+
15	11	17	20	<b>DUKE JUPITER/White Knuckle Ride (Morocco/Motown)</b>	"Little Lady" (109)			112-	38-	74-
-	32	29	21	<b>STEVIE RAY VAUGHAN/Couldn't Stand The... (Epic)</b>	"Voodoo Chile" (80)	"Cold" (38)	"Couldn't" (37)	124+	21=	101+
27	27	25	22	<b>PSYCHEDELIC FURS/Mirror Moves (Columbia)</b>	"The Ghost In You" (110)	"Heaven" (10)		115+	34+	79+
30	26	26	23	<b>LITTLE STEVEN/Voice Of America (EMI America)</b>	"Desaparecidos" (91)	"Darkness" (38)		120+	17+	101+
31	29	27	24	<b>ROGER GLOVER/Mask (21/PG)</b>	"The Mask" (116)			116=	17+	98-
22	21	28	25	<b>MOTLEY CRUE/Shout At The Devil (Elektra)</b>	"Too Young To Fall In Love" (106)			106=	20-	85+
12	20	24	26	<b>HUEY LEWIS &amp; THE NEWS/Sports (Chrysalis)</b>	"The Heart Of" (55)	"Walking" (31)	"If This" (12)	87=	48-	34+
5	8	18	27	<b>SLADE/Keep Your Hands Off... (CBS Associated)</b>	"Run Runaway" (67)	"My Oh My" (34)		83-	40-	43+
11	16	22	28	<b>JOE JACKSON/Body And Soul (A&amp;M)</b>	"You Can't Get What You Want" (79)			84-	43-	41+
36	35	31	29	<b>R.E.M./Reckoning (IRS/A&amp;M)</b>	"So. Central Rain" (91)			96+	21+	73+
13	18	19	30	<b>ROGER WATERS/The Pros And Cons Of... (Columbia)</b>	"5:01 AM (Pros)" (83)	"4:41 AM (Sexual)" (14)		87-	26-	60-
9	14	20	31	<b>ORION THE HUNTER/Orion The Hunter (Portrait/CBS)</b>	"So You Ran" (75)			78-	29-	49-
19	22	30	32	<b>VAN HALEN/1984 (WB)</b>	"Panama" (48)	"I'll Wait" (34)		73-	40-	32+
DEBUT	DEBUT	DEBUT	33	<b>TWISTED SISTER/Stay Hungry (Atlantic)</b>	"We're Not Gonna Take It" (84)			89+	4+	75+
DEBUT	DEBUT	DEBUT	34	<b>TONY CAREY/Some Tough City (MCA)</b>	"First Day Of Summer" (77)			81+	12+	60+
-	37	33	35	<b>EDDY GRANT/Going For Broke (Portrait/CBS)</b>	"Romancing The Stone" (75)			78-	20+	57-
23	31	32	36	<b>DAVID GILMOUR/About Face (Columbia)</b>	"Murder" (32)	"Blue Light" (16)	"Love" (15)	61-	21-	40-
DEBUT	DEBUT	DEBUT	37	<b>ANDY FRASER/Fine Fine Line (Island)</b>	"Fine, Fine Line" (66)			73+	5+	58+
37	-	38	38	<b>FOOTLOOSE/Soundtrack (Columbia)</b>	"I'm Free" (35)	"Almost Paradise" (27)		58+	24-	31=
DEBUT	DEBUT	DEBUT	39	<b>COREY HART/First Offense (EMI America)</b>	"Sunglasses At Night" (73)			74+	7+	57+
DEBUT	DEBUT	DEBUT	40	<b>HARD TO HOLD/Soundtrack (RCA)</b>	"Don't Walk Away" (65)			67=	10+	55-

## June 8, 1984

DEBUT	1	1	1	<b>BRUCE SPRINGSTEEN/Born In The... (Columbia)</b>
1	1	1	2	<b>CARS/Heartbeat City (Elektra)</b>
6	3	3	3	<b>STREETS OF FIRE/Soundtrack (MCA)</b>
-	-	4	4	<b>JEFFERSON STARSHIP/Nuclear Furniture (Grunt/RCA)</b>
2	2	2	5	<b>RUSH/Grace Under Pressure (Mercury/PG)</b>
10	6	6	6	<b>BILLY IDOL/Rebel Yell (Chrysalis)</b>
3	4	6	7	<b>STEVE PERRY/Street Talk (Columbia)</b>
8	8	7	8	<b>ZZ TOP/Eliminator (WB)</b>
-	10	9	9	<b>GREG KIHN BAND/Kihntagious (Beserkley/E-A)</b>
19	14	12	10	<b>RATT/Out Of The Cellar (Atlantic)</b>
-	-	13	11	<b>RED RIDER/Breaking Curfew (Capitol)</b>
5	7	10	12	<b>SCORPIONS/Love At First Sting (Mercury/PG)</b>
22	17	15	13	<b>VAN STEPHENSON/Righteous Anger (MCA)</b>
26	20	19	14	<b>CHICAGO/Chicago 17 (WB)</b>
-	-	23	15	<b>CHRIS DeBURGH/Man On The Line (A&amp;M)</b>
20	18	17	16	<b>RUSS BALLARD/Russ Ballard (EMI America)</b>
16	15	11	17	<b>DUKE JUPITER/White Knuckle Ride (Morocco/Motown)</b>
4	8	18	18	<b>SLADE/Keep Your Hands Off... (CBS Associated)</b>
14	13	18	19	<b>ROGER WATERS/The Pros And Cons... (Columbia)</b>
7	9	14	20	<b>ORION THE HUNTER/Orion The Hunter (Portrait/CBS)</b>
38	29	28	21	<b>WHITESNAKE/Slide It In (Geffen)</b>
11	11	16	22	<b>JOE JACKSON/Body And Soul (A&amp;M)</b>
30	25	24	23	<b>THOMPSON TWINS/Into The Gap (Arista)</b>
9	12	20	24	<b>HUEY LEWIS &amp; THE NEWS/Sports (Chrysalis)</b>
29	27	27	25	<b>PSYCHEDELIC FURS/Mirror Moves (Columbia)</b>
-	30	26	26	<b>LITTLE STEVEN/Voice Of America (EMI America)</b>
-	31	29	27	<b>ROGER GLOVER/Mask (21/PG)</b>
23	22	21	28	<b>MOTLEY CRUE/Shout At The Devil (Elektra)</b>
-	-	32	29	<b>STEVIE RAY VAUGHAN/Couldn't Stand The... (Epic)</b>
13	19	22	30	<b>VAN HALEN/1984 (WB)</b>
40	36	35	31	<b>R.E.M./Reckoning (IRS/A&amp;M)</b>
15	23	31	32	<b>DAVID GILMOUR/About Face (Columbia)</b>
-	-	37	33	<b>EDDY GRANT/Going For Broke (Portrait/CBS)</b>
12	16	25	34	<b>CYNDI LAUPER/She's So Unusual (Portrait/CBS)</b>
24	26	36	35	<b>HOWARD JONES/Human's Lib (Elektra)</b>
18	21	30	36	<b>ICICLE WORKS/Icicle Works (Arista)</b>
17	24	34	37	<b>NIGHT RANGER/Midnight Madness (Camel/MCA)</b>
37	37	-	38	<b>FOOTLOOSE/Soundtrack (Columbia)</b>
33	35	39	39	<b>INXS/The Swing (Atco)</b>
-	38	38	40	<b>FACE TO FACE/Face To Face (Epic)</b>

As noted last week, the June 8, 1984 issue's AOR Album Chart should have had Bruce Springsteen's "Born In The U.S.A." at #1, and the Cars' "Heartbeat City" at #2.

# BREAKERS

## ROD STEWART Camouflage (WB)

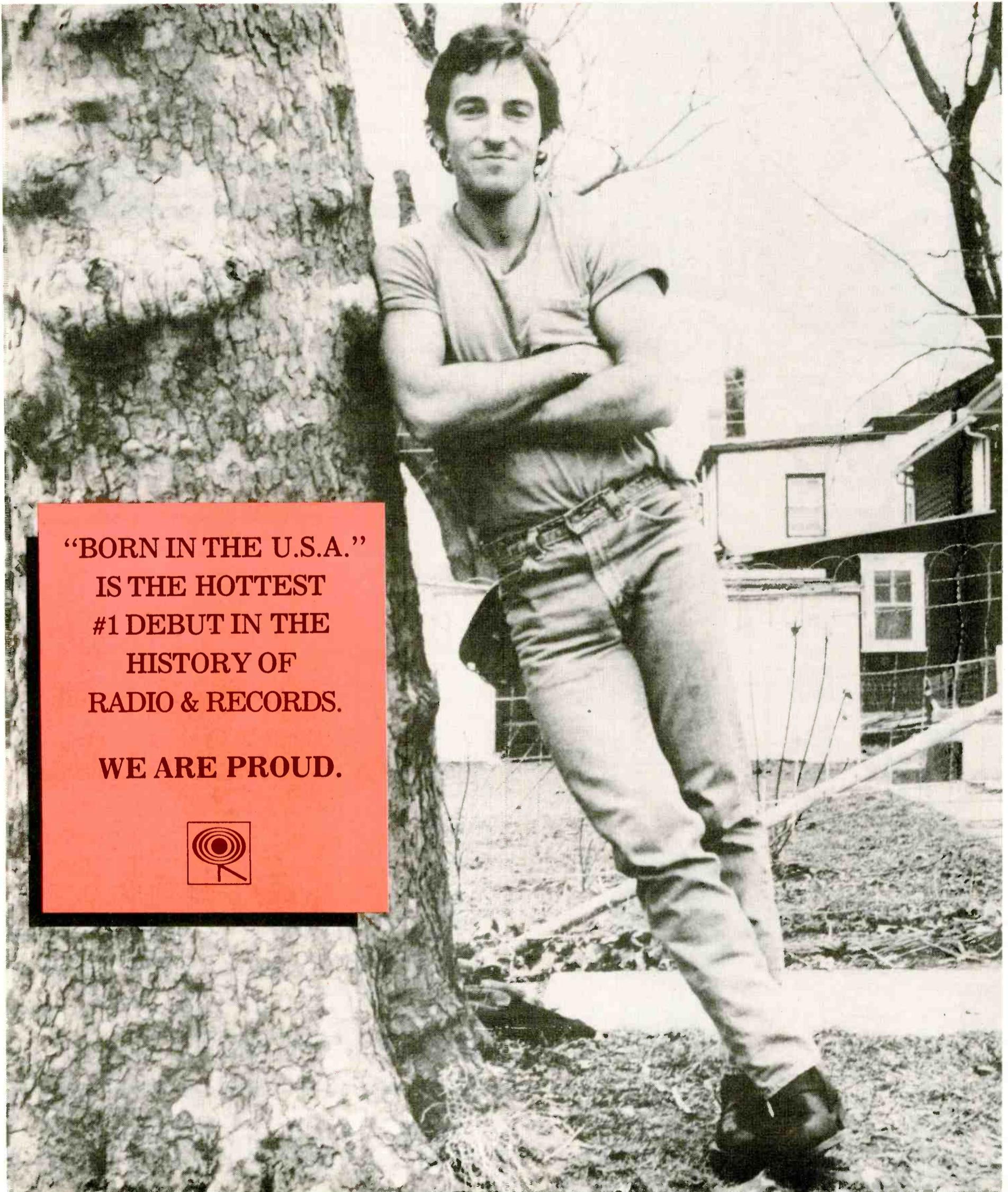
83% of our reporters on it. 144/12 including adds at KSHE, KLOS, KGON, KINK, KZAP, KZOK, CHEZ-FM, KFMG. Debuts at #8 on the Albums chart.

## TWISTED SISTER Stay Hungry (Atlantic)

51% of our reporters on it. 89/32 including adds at WKLS, KLOL, WCKO, KBPI, KLOS, KMET, KUPD, KRQR. Debuts at #33 on the Albums chart.

**AOR BREAKERS** — Records in a reported rotation on at least 50% of reporting stations. Total reports/total adds information listed; for example, 100/50 means 100 total station reports and, of those, 50 added it this week.

*Congratulations to*  
**BRUCE SPRINGSTEEN**



**“BORN IN THE U.S.A.”  
IS THE HOTTEST  
#1 DEBUT IN THE  
HISTORY OF  
RADIO & RECORDS.  
WE ARE PROUD.**



**THIS WEEK... AOR BREAKER**

**Elton John**

**"Sad songs (say so much)"** (7-29292)

**Produced by: Chris Thomas**  
**Management: John Reid Enterprises Limited**

**From the Forthcoming Elton John album**  
**BREAKING HEARTS (GHS-4031)** Available July 2

**LAST WEEK... AOR BREAKER**

**Whitesnake**

**"Slide It In"**  
**AOR HOT TRACK BREAKER 32-27**  
**AOR ALBUM BREAKER 28-21**

**Produced by: Martin Birch**  
**Mixed by: Keith Olsen for Pogologo Inc.**  
**Management: Oddy Hoppe, Frankfurt Germany**  
**On Geffen Records & Cassettes**

**GEFFEN RECORDS**



# AOR ALBUMS

## MOST ADDED

- TWISTED SISTER (32)
- Stay Hungry (Atlantic)
- TONY CAREY (24)
- Some Tough City (MCA)
- COREY HART (23)
- First Offense (EMI America)
- BILLY SATELLITE (18)
- Billy Satellite (Capitol)
- MAMA'S BOYS (17)
- Mama's Boys (Jive/Arista)

## MOST HOTS

- CARS (169)
- Heartbeat City (Elektra)
- BRUCE SPRINGSTEEN (168)
- Born In The U.S.A. (Columbia)
- JEFFERSON STARSHIP (136)
- Nuclear Furniture (Grunt/RCA)
- BILLY IDOL (120)
- Rebel Yell (Chrysalis)
- STREETS OF FIRE (113)
- Soundtrack (MCA)
- RUSH (100)
- Grace Under Pressure (Mercury/PolyGram)

## NEW & ACTIVE

- TINA TURNER/Private Dancer (Capitol) 62/15 (53/36)**  
 Adds include KEGL, WHCN, KMBQ, WIOT, KMOD, KWFM. Hots: 5 KBCO, WQBK, CHEZ-FM, KSPN, KTCL. Mediums: 53 include WBAB, WSHE, WLUP, WXRT, WMMS, KBPI, KDKB, KUPD, WTPA, WPLR, WDHA, WPDH, WAQY, WFYV, WIMZ, WZXR, WKDF, WLVO, KQDS, WLAV, KILO, KKDJ, WRKI, KUFO, KFMF, KOZZ.
- FACE TO FACE/Face To Face (Epic) 59/6 (65/10)**  
 Adds: WSHE, KLAQ, WYFE, WRUF, WHMD, WIQB. Hots: 9 WBCN, WLIR, WHJY, WRIF, WQBK, WDHA, WPDH, WLAV, CITI-FM. Mediums: 48 include WBAB, WDVE, KLLO, KSRR, WYNF, WLUP, WXRT, KLOS, KRCK, KGB, KRQR, WPYX, WTPA, WCMF, WAQY, WAAF, KGGO, KEZO, KILO, KKDJ, KREM.
- BILLY SATELLITE/Billy Satellite (Capitol) 58/18 (40/7)**  
 Adds include WKLS, KLOL, WNOR, WRIF, KBPI, KLOS, KDKB, KUPD, WAQY, KNCN, KLAQ, WLAV. Hots: 9 KZEW, KRCK, KRQR, KSJO, KZOK, KISS, WAPL, KLPX, WBYG. Mediums: 41 include WBAB, WHJY, KSHE, KGB, WAAF, WKDF, KQDS, KMOD, KFMG, KIDQ, KILO, KFIV-FM, KWFM.
- NIK KERSHAW/Human Racing (MCA) 57/3 (59/3)**  
 Adds: KBCO, WCCC, KPOI. Hots: 17 include WXRT, KGGO, WLAV, KKDJ. Mediums: 39 include WSHE, WSKS, WMMS, KDKB, WZZO, WTPA, WAAF, KLAQ, WDIZ, WXLX, WTUE, WIOT, KILO.
- DEF LEPPARD/High 'N' Dry (Mercury/PolyGram) 56/8 (55/8)**  
 Adds: KOLA, WPYX, WAAL, WTPA, WAPI, KLAQ, KKDJ, KSMB. Hots: 7 CHOM-FM, CHUM-FM, KEGL, CFOX, WAQX, KFMG, WMGM. Mediums: 46 include WAPP, KZEW, WNOR, WMMS, WRIF, WQFM, KMET, KUPD, KGB, KRQR, WAQY, WKQQ, WDIZ, WOOS, KQDS, WFBQ, KPOI, KOMP, KRSP.
- NIGHT RANGER/Midnight Madness (Camel/MCA) 49/6 (53/4)**  
 Adds include WKLS, WQFM, KLBK, WZXY, KWFM, KSQY. Hots 22 include WAPP, WNOR, WYNF, WLUP, WEBN, WPDH, WIMZ, WQMF, WIBA, KILO, KRSP, KREM. Mediums 26 include WBCN, WHJY, WSKS, KUPD, KZOK, WHCN, WAQY, KNCN, WOOS, KMOD, KZEL, KFIV-FM.
- ALAN PARSONS PROJECT/Ammonia Avenue (Arista) 39/3 (38/3)**  
 Adds: WMET, WAAL, WXKE. Hots 10 include WLUP, WXRT, KINK, WPDH, KGGO. Mediums 26 include WBCN, WAPP, WMMS, KMET, KUPD, WIMZ, WKQQ, KMBQ, WOOS, KRSP, KREM.
- EURHYTHMICS/Touch (RCA) 39/3 (34/6)**  
 Adds: WNEW-FM, KBCO, WZXR. Hots 10 include WMMS, KQDS, WLAV, KMBQ. Mediums 27 include WLUP, KROQ, KUPD, 91X, KQAK, WZZO, WKDF, WIOT.
- HUMAN LEAGUE/Hysteria (A&M) 39/2 (40/6)**  
 Adds: KMET, WIQB. Hots: 8 WBCN, WLIR, CHOM-FM, WXRT, KBCO, WPDH, WBYG, KTCL. Mediums 29 include WBAB, KROQ, 91X, WHCN, WAQY, KQDS, KKDJ.
- WANG CHUNG/Points On The Curve (Geffen) 36/7 (38/7)**  
 Adds: WLIR, WAPP, CHUM-FM, WCKO, KFOG, WCKN, KSQY. Hots 13 include WBCN, WMMS, KDKB. Mediums 20 include WDVE, WLUP, WSKS, KBCO, KMET, KROQ, 91X, WAAF, WIMZ, KQDS, KRSP, KREM.
- MAMA'S BOYS/Mama's Boys (Jive/Arista) 31/17 (14/3)**  
 Adds include WBAB, WMMS, WLLZ, KSJO, WDHA, KQDS. Hots: 4 WQFM, KRCK, KZAP, KZOK. Mediums 19 include WDVE, KGB, WAAF.
- NICK LOWE/Nick Lowe And His Cowboy Outfit (Columbia) 31/5 (30/9)**  
 Adds: WQBK, CHEZ-FM, KGGO, WGIR, KFMQ. Hots: 5 WXRT, KBCO, KROQ, 91X, KTCL. Mediums 23 include WMMR, WNOR, KFOG, WPLR, WPDH, WAAF, WLAV.
- KICK AXE/Vices (Pasha/CBS) 29/9 (24/7)**  
 Adds: WDVE, WTPA, WKLC, KLAQ, KISS, KQDS, KFMG, WRUF, KTYD. Hots: 6 KMET, KRCK, KSJO, KZOK, CFOX, CITI-FM. Mediums 19 include KZEW, WQFM, KLOS, KGB, WKDF, KEZE, KLPX.
- ALCATRAZZ/Live Sentence (Rocshire) 27/7 (30/5)**  
 Adds: WCKO, WNOR, WLLZ, KISS, WIOT, KUFO, KOZZ. Hots: 1 WYNF. Mediums 22 include WBAB, WDVE, WQFM, KRQR, WKDF, WTUE, WLAV.
- GO-GO's/Talk Show (IRS/A&M) 26/5 (25/4)**  
 Adds: WZXY, WKZL, WBYG, KTCL, KTYD. Hots 4 include WLIR, KMET, WQMF. Mediums 20 include WBCN, WAPP, WMMR, KROQ, 91X, WCMF, WFYV.
- BERLIN/Love Life (Geffen) 26/4 (29/4)**  
 Adds: KAZY, KQDS, KFIV-FM, WGIR. Hots: 7 WYDD, KZEW, WXRT, KROQ, 91X, KQAK, KKDJ. Mediums 16 include WBCN, WLUP, WMMS, KBCO, KMET, WLAV.
- RESTLESS/The Restless (Mercury/PolyGram) 24/3 (25/1)**  
 Adds: WRXT, KBPI, WWTR. Hots: 5 WGRO, WMMS, WAQX, WOUR, WYFE. Mediums 19 include WDVE, WHJY, DC101.
- BRONZ/Taken By Storm (Bronze/Island) 20/6 (16/11)**  
 Adds: WBAB, WKLC, KNCN, KIDQ, WIQB, KOZZ. Hots: 1 WRIF. Mediums 14 include WMMS, KRCK, KRQR, KSJO, KZOK, WTPA, WAPL.
- VANILLA FUDGE/Mystery (Atco) 18/2 (19/5)**  
 Adds: KAZY, KLOS. Hots: 2 WMMS, KIDQ. Mediums 16 include WBAB, DC101, KBCO, KMET, WTPA, KFMG, KPOI.
- JOHNNY WINTER/Guitar Slinger (Alligator) 17/2 (17/4)**  
 Adds: WOWE, KUFO. Hots: 3 WXRT, WDEK, KTCL. Mediums 13 include KBCO, WTPA, KILO, KFMF.
- LITA FORD/Dancing' On The Edge (Mercury/PolyGram) 16/16 (0/0)**  
 Adds include WBAB, WYSP, KISW, KILQ, KFIV-FM. Hots: 0. Mediums 8 include KZEW, KRQR, WTPA, KFMG.

**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.









# CHARTS

**EAS**  
**CFR 680**  
 Toronto  
 PD: Sandy Sanderson  
 MD: Bob Saint

- 1 CYNDI LAUPER/Time After Time
- 2 DENISE WILLIAMS/Let's Hear It For The Rock
- 3 NIGHT RANGER/Sister Christian
- 4 MADONNA/Borderline
- 5 BRUCE SPRINGSTEEN/Dancing In The Dark
- 6 HUEY LEWIS & THE NEWS/Heart Of Rock & Roll
- 7 JERMAINE JACKSON/Tell Me I'm Not Dreaming
- 8 DURAN DURAN/The Reflex
- 9 PHIL COLLINS/Against All Odds
- 10 BRUCE SPRINGSTEEN/Dancing In The Dark
- 11 SLADE/Run Runaway
- 12 FRANKIE GOES TO HAWAII
- 13 THOMPSON TWINS/Doctor Doctor
- 14 JIMMY CLIFF/Reggae Night
- 15 JIMMY CLIFF/Reggae Night
- 16 JIMMY CLIFF/Reggae Night
- 17 JIMMY CLIFF/Reggae Night
- 18 JIMMY CLIFF/Reggae Night
- 19 JIMMY CLIFF/Reggae Night
- 20 JIMMY CLIFF/Reggae Night

**107.7**  
 FM MUSICRADIO  
 Washington, D.C.  
 PD: Alan Burns  
 MD: Mary Taten

- 1 CYNDI LAUPER/Time After Time
- 2 DURAN DURAN/The Reflex
- 3 DENISE WILLIAMS/Let's Hear It For The Rock
- 4 SHANNON/Give Me Love
- 5 HUEY LEWIS & THE NEWS/Heart Of Rock & Roll
- 6 MADONNA/Borderline
- 7 NIGHT RANGER/Sister Christian
- 8 LAURA BRANIGAN/Self Control
- 9 POINTER SISTERS/Jump For My Love
- 10 BRUCE SPRINGSTEEN/Dancing In The Dark
- 11 STEVE PERRY/Oh Sherrie
- 12 SLADE/Run Runaway
- 13 THOMPSON TWINS/Doctor Doctor
- 14 JIMMY CLIFF/Reggae Night
- 15 JIMMY CLIFF/Reggae Night
- 16 JIMMY CLIFF/Reggae Night
- 17 JIMMY CLIFF/Reggae Night
- 18 JIMMY CLIFF/Reggae Night
- 19 JIMMY CLIFF/Reggae Night
- 20 JIMMY CLIFF/Reggae Night

**HITRADIO 96**  
 WHTX - FM STEREO  
 Pittsburgh PD: Todd Chase  
 MD: Keith Abrams

- 1 DURAN DURAN/The Reflex
- 2 POINTER SISTERS/Jump For My Love
- 3 BRUCE SPRINGSTEEN/Dancing In The Dark
- 4 DENISE WILLIAMS/Let's Hear It For The Rock
- 5 HUEY LEWIS & THE NEWS/Heart Of Rock & Roll
- 6 JERMAINE JACKSON/Tell Me I'm Not Dreaming
- 7 CYNDI LAUPER/Time After Time
- 8 LAURA BRANIGAN/Self Control
- 9 RENO & WILSON/Almost Paradise
- 10 BILLY IDOL/Eyes Without A Face
- 11 PRINCE/When Doves Cry
- 12 WANG CHUNG/Dance Hall Days
- 13 CULTURE CLUB/It's A Miracle
- 14 STEVE PERRY/Oh Sherrie
- 15 MADONNA/Borderline
- 16 JERMAINE JACKSON/Tell Me I'm Not Dreaming
- 17 CYNDI LAUPER/Time After Time
- 18 CAROL KANE/Best Of Me
- 19 ELTON JOHN/Sad Songs (Say So Much)
- 20 KENNY LOGGINS/I'm Free/Heaven Help

**WJZ**  
 HITRADIO 95  
 PD: Larry Berger  
 MD: Lisa Tonacci  
 New York

- 1 CYNDI LAUPER/Time After Time
- 2 DENISE WILLIAMS/Let's Hear It For The Rock
- 3 MADONNA/Borderline
- 4 LIONEL RICHIE/Hello
- 5 DURAN DURAN/The Reflex
- 6 LAURA BRANIGAN/Self Control
- 7 BRUCE SPRINGSTEEN/Dancing In The Dark
- 8 NIGHT RANGER/Sister Christian
- 9 STEVE PERRY/Oh Sherrie
- 10 JIMMY CLIFF/Reggae Night
- 11 JIMMY CLIFF/Reggae Night
- 12 JIMMY CLIFF/Reggae Night
- 13 JIMMY CLIFF/Reggae Night
- 14 JIMMY CLIFF/Reggae Night
- 15 JIMMY CLIFF/Reggae Night
- 16 JIMMY CLIFF/Reggae Night
- 17 JIMMY CLIFF/Reggae Night
- 18 JIMMY CLIFF/Reggae Night
- 19 JIMMY CLIFF/Reggae Night
- 20 JIMMY CLIFF/Reggae Night

**B104** WBSB  
 Baltimore  
 PD: Steve Kingston  
 MD: Amy Kronthal

- 1 CYNDI LAUPER/Time After Time
- 2 DURAN DURAN/The Reflex
- 3 DENISE WILLIAMS/Let's Hear It For The Rock
- 4 NIGHT RANGER/Sister Christian
- 5 MADONNA/Borderline
- 6 HUEY LEWIS & THE NEWS/Heart Of Rock & Roll
- 7 JERMAINE JACKSON/Tell Me I'm Not Dreaming
- 8 DURAN DURAN/The Reflex
- 9 PHIL COLLINS/Against All Odds
- 10 BRUCE SPRINGSTEEN/Dancing In The Dark
- 11 SLADE/Run Runaway
- 12 FRANKIE GOES TO HAWAII
- 13 THOMPSON TWINS/Doctor Doctor
- 14 JIMMY CLIFF/Reggae Night
- 15 JIMMY CLIFF/Reggae Night
- 16 JIMMY CLIFF/Reggae Night
- 17 JIMMY CLIFF/Reggae Night
- 18 JIMMY CLIFF/Reggae Night
- 19 JIMMY CLIFF/Reggae Night
- 20 JIMMY CLIFF/Reggae Night

**ckfm**  
 98  
 Montreal  
 PD: Rob Braide

- 1 LIONEL RICHIE/Hello
- 2 PHIL COLLINS/Against All Odds
- 3 DURAN DURAN/The Reflex
- 4 CYNDI LAUPER/Time After Time
- 5 TRACEY ULLMAN/They Don't Know
- 6 JERMAINE JACKSON/Tell Me I'm Not Dreaming
- 7 WANG CHUNG/Dance Hall Days
- 8 DENISE WILLIAMS/Let's Hear It For The Rock
- 9 NIGHT RANGER/Sister Christian
- 10 OLLIE & JERRY/Breakin' (There's No Stopping This)
- 11 ELTON JOHN/Sad Songs (Say So Much)
- 12 KENNY LOGGINS/I'm Free/Heaven Help
- 13 BRUCE SPRINGSTEEN/Dancing In The Dark
- 14 JIMMY CLIFF/Reggae Night
- 15 JIMMY CLIFF/Reggae Night
- 16 JIMMY CLIFF/Reggae Night
- 17 JIMMY CLIFF/Reggae Night
- 18 JIMMY CLIFF/Reggae Night
- 19 JIMMY CLIFF/Reggae Night
- 20 JIMMY CLIFF/Reggae Night

**103 WPHD**  
 Real Rock  
 Buffalo  
 PD: Harv Moore  
 MD: John Piccillo

- 1 BRUCE SPRINGSTEEN/Dancing In The Dark
- 2 CYNDI LAUPER/Time After Time
- 3 JIMMY CLIFF/Reggae Night
- 4 BILLY IDOL/Eyes Without A Face
- 5 ZZ TOP/Legs
- 6 RENO & WILSON/Almost Paradise
- 7 HUEY LEWIS & THE NEWS/Heart Of Rock & Roll
- 8 RAY PARKER JR./Ghostbusters
- 9 KENNY LOGGINS/I'm Free/Heaven Help
- 10 SLADE/Run Runaway
- 11 EURYTHMICS/Who's That Girl
- 12 JIMMY CLIFF/Reggae Night
- 13 VAN STEPHENSON/Modern Day Delilah
- 14 JIMMY CLIFF/Reggae Night
- 15 PRINCE/When Doves Cry
- 16 WANG CHUNG/Dance Hall Days
- 17 ROD STEWART/Infatuation
- 18 HOWARD JONES/What Is Love?
- 19 ROD STEWART/Infatuation
- 20 STYLE COUNCIL/By Ever Changing Mood

**B-94 FM**  
 Pittsburgh PD: Guy Zapoleon  
 MD: Bruce Kelly

- 1 DURAN DURAN/The Reflex
- 2 DENISE WILLIAMS/Let's Hear It For The Rock
- 3 PRINCE/When Doves Cry
- 4 RENO & WILSON/Almost Paradise
- 5 BRUCE SPRINGSTEEN/Dancing In The Dark
- 6 CYNDI LAUPER/Time After Time
- 7 LAURA BRANIGAN/Self Control
- 8 HUEY LEWIS & THE NEWS/Heart Of Rock & Roll
- 9 BILLY IDOL/Eyes Without A Face
- 10 JIMMY CLIFF/Reggae Night
- 11 JIMMY CLIFF/Reggae Night
- 12 JIMMY CLIFF/Reggae Night
- 13 JIMMY CLIFF/Reggae Night
- 14 JIMMY CLIFF/Reggae Night
- 15 JIMMY CLIFF/Reggae Night
- 16 JIMMY CLIFF/Reggae Night
- 17 JIMMY CLIFF/Reggae Night
- 18 JIMMY CLIFF/Reggae Night
- 19 JIMMY CLIFF/Reggae Night
- 20 JIMMY CLIFF/Reggae Night

**WBUR** 100FM  
 Maximum Music  
 Long Island  
 PD: Bill Terry  
 Music Coord: Ruth Tolson

- 1 CYNDI LAUPER/Time After Time
- 2 DURAN DURAN/The Reflex
- 3 DENISE WILLIAMS/Let's Hear It For The Rock
- 4 NIGHT RANGER/Sister Christian
- 5 MADONNA/Borderline
- 6 HUEY LEWIS & THE NEWS/Heart Of Rock & Roll
- 7 LAURA BRANIGAN/Self Control
- 8 JERMAINE JACKSON/Tell Me I'm Not Dreaming
- 9 CYNDI LAUPER/Time After Time
- 10 PHIL COLLINS/Against All Odds
- 11 BRUCE SPRINGSTEEN/Dancing In The Dark
- 12 CULTURE CLUB/It's A Miracle
- 13 JERMAINE JACKSON/Tell Me I'm Not Dreaming
- 14 LIONEL RICHIE/Hello
- 15 RENO & WILSON/Almost Paradise
- 16 JOE JACKSON/You Can't Get What You Want
- 17 BILLY IDOL/Eyes Without A Face
- 18 JERMAINE JACKSON/Tell Me I'm Not Dreaming
- 19 JIMMY CLIFF/Reggae Night
- 20 VAN HALEN/11

**105 FM**  
 WHTZ  
 Boston  
 PD: Rick Peters  
 MD: Cindy Bailen

- 1 BRUCE SPRINGSTEEN/Dancing In The Dark
- 2 STEVE PERRY/Oh Sherrie
- 3 LAURA BRANIGAN/Self Control
- 4 DURAN DURAN/The Reflex
- 5 CYNDI LAUPER/Time After Time
- 6 NIGHT RANGER/Sister Christian
- 7 PRINCE/When Doves Cry
- 8 POINTER SISTERS/Jump For My Love
- 9 PSYCHEDELIC FURS/The Ghost In You
- 10 JIMMY CLIFF/Reggae Night
- 11 JIMMY CLIFF/Reggae Night
- 12 JIMMY CLIFF/Reggae Night
- 13 JIMMY CLIFF/Reggae Night
- 14 JIMMY CLIFF/Reggae Night
- 15 JIMMY CLIFF/Reggae Night
- 16 JIMMY CLIFF/Reggae Night
- 17 JIMMY CLIFF/Reggae Night
- 18 JIMMY CLIFF/Reggae Night
- 19 JIMMY CLIFF/Reggae Night
- 20 JIMMY CLIFF/Reggae Night

**97 WASH FM**  
 PD: Bill Tanner  
 Washington  
 MD: Colleen Cassidy

- 1 SHANNON/Give Me Love
- 2 JERMAINE JACKSON/Tell Me I'm Not Dreaming
- 3 LAURA BRANIGAN/Self Control
- 4 MADONNA/Borderline
- 5 CYNDI LAUPER/Time After Time
- 6 BRUCE SPRINGSTEEN/Dancing In The Dark
- 7 MICHAEL JACKSON/Smile Or Say Hello
- 8 DURAN DURAN/The Reflex
- 9 POINTER SISTERS/Jump For My Love
- 10 PRINCE/When Doves Cry
- 11 NIGHT RANGER/Sister Christian
- 12 DENISE WILLIAMS/Let's Hear It For The Rock
- 13 HUEY LEWIS & THE NEWS/Heart Of Rock & Roll
- 14 CULTURE CLUB/It's A Miracle
- 15 JAMES INGRAM/There's No Easy Way
- 16 ROCKWELL/Obscene Phone Caller
- 17 LIONEL RICHIE/Hello
- 18 VAN HALEN/11
- 19 BAR-KAYS/Peek Show On The Dan
- 20 RENO & WILSON/Almost Paradise

**B-94 FM**  
 Pittsburgh PD: Guy Zapoleon  
 MD: Bruce Kelly

- 1 DURAN DURAN/The Reflex
- 2 DENISE WILLIAMS/Let's Hear It For The Rock
- 3 PRINCE/When Doves Cry
- 4 RENO & WILSON/Almost Paradise
- 5 BRUCE SPRINGSTEEN/Dancing In The Dark
- 6 CYNDI LAUPER/Time After Time
- 7 LAURA BRANIGAN/Self Control
- 8 HUEY LEWIS & THE NEWS/Heart Of Rock & Roll
- 9 BILLY IDOL/Eyes Without A Face
- 10 JIMMY CLIFF/Reggae Night
- 11 JIMMY CLIFF/Reggae Night
- 12 JIMMY CLIFF/Reggae Night
- 13 JIMMY CLIFF/Reggae Night
- 14 JIMMY CLIFF/Reggae Night
- 15 JIMMY CLIFF/Reggae Night
- 16 JIMMY CLIFF/Reggae Night
- 17 JIMMY CLIFF/Reggae Night
- 18 JIMMY CLIFF/Reggae Night
- 19 JIMMY CLIFF/Reggae Night
- 20 JIMMY CLIFF/Reggae Night

**107.7** Montreal  
 PD: Bob Beauchamp  
 MD: Guy Brouillard

- 1 DURAN DURAN/The Reflex
- 2 CYNDI LAUPER/Time After Time
- 3 DENISE WILLIAMS/Let's Hear It For The Rock
- 4 NIGHT RANGER/Sister Christian
- 5 MADONNA/Borderline
- 6 HUEY LEWIS & THE NEWS/Heart Of Rock & Roll
- 7 LAURA BRANIGAN/Self Control
- 8 JERMAINE JACKSON/Tell Me I'm Not Dreaming
- 9 CYNDI LAUPER/Time After Time
- 10 PHIL COLLINS/Against All Odds
- 11 BRUCE SPRINGSTEEN/Dancing In The Dark
- 12 CULTURE CLUB/It's A Miracle
- 13 JERMAINE JACKSON/Tell Me I'm Not Dreaming
- 14 LIONEL RICHIE/Hello
- 15 RENO & WILSON/Almost Paradise
- 16 JOE JACKSON/You Can't Get What You Want
- 17 BILLY IDOL/Eyes Without A Face
- 18 JERMAINE JACKSON/Tell Me I'm Not Dreaming
- 19 JIMMY CLIFF/Reggae Night
- 20 VAN HALEN/11

**100 WHTZ**  
 New York  
 PD: Scott Shannon  
 Asst. PD: Michael Ellis

- 1 DENISE WILLIAMS/Let's Hear It For The Rock
- 2 CYNDI LAUPER/Time After Time
- 3 LIONEL RICHIE/Hello
- 4 DURAN DURAN/The Reflex
- 5 STEVE PERRY/Oh Sherrie
- 6 BRUCE SPRINGSTEEN/Dancing In The Dark
- 7 NIGHT RANGER/Sister Christian
- 8 LAURA BRANIGAN/Self Control
- 9 PHIL COLLINS/Against All Odds
- 10 JIMMY CLIFF/Reggae Night
- 11 JIMMY CLIFF/Reggae Night
- 12 JIMMY CLIFF/Reggae Night
- 13 JIMMY CLIFF/Reggae Night
- 14 JIMMY CLIFF/Reggae Night
- 15 JIMMY CLIFF/Reggae Night
- 16 JIMMY CLIFF/Reggae Night
- 17 JIMMY CLIFF/Reggae Night
- 18 JIMMY CLIFF/Reggae Night
- 19 JIMMY CLIFF/Reggae Night
- 20 JIMMY CLIFF/Reggae Night

**92 PRO-FM**  
 Providence  
 Operations Manager: Tom Cuddy

- 1 DURAN DURAN/The Reflex
- 2 HUEY LEWIS & THE NEWS/Heart Of Rock & Roll
- 3 LAURA BRANIGAN/Self Control
- 4 RENO & WILSON/Almost Paradise
- 5 CYNDI LAUPER/Time After Time
- 6 STEVE PERRY/Oh Sherrie
- 7 CULTURE CLUB/It's A Miracle
- 8 JOE JACKSON/You Can't Get What You Want
- 9 BRUCE SPRINGSTEEN/Dancing In The Dark
- 10 BILLY IDOL/Eyes Without A Face
- 11 VAN STEPHENSON/Modern Day Delilah
- 12 CAROL KANE/Best Of Me
- 13 JERMAINE JACKSON/Tell Me I'm Not Dreaming
- 14 EURYTHMICS/Who's That Girl
- 15 DENISE WILLIAMS/Let's Hear It For The Rock
- 16 NIGHT RANGER/Sister Christian
- 17 OLLIE & JERRY/Breakin' (There's No Stopping This)
- 18 RENO & WILSON/Almost Paradise
- 19 ROD STEWART/Infatuation
- 20 STYLE COUNCIL/By Ever Changing Mood

**WXKS-FM**  
 Kiss  
 Boston  
 PD: Sunny Joe White  
 Music Coord: Geni Donaghey

- 1 CYNDI LAUPER/Time After Time
- 2 JERMAINE JACKSON/Tell Me I'm Not Dreaming
- 3 DURAN DURAN/The Reflex
- 4 POINTER SISTERS/Jump For My Love
- 5 HUEY LEWIS & THE NEWS/Heart Of Rock & Roll
- 6 BRUCE SPRINGSTEEN/Dancing In The Dark
- 7 LAURA BRANIGAN/Self Control
- 8 CULTURE CLUB/It's A Miracle
- 9 BILLY IDOL/Eyes Without A Face
- 10 EURYTHMICS/Who's That Girl
- 11 CAROL KANE/Best Of Me
- 12 FACE TO FACE/10-9-8
- 13 DAN HARTMAN/Can Dream About You
- 14 WANG CHUNG/Dance Hall Days
- 15 PRINCE/When Doves Cry
- 16 RENO & WILSON/Almost Paradise
- 17 CHICAGO/Stay The Night
- 18 VAN STEPHENSON/Modern Day Delilah
- 19 THOMPSON TWINS/Doctor Doctor
- 20 PAUL YOUNG/Love Of The Common

**1050 chum**  
 Toronto PD: Jim Waters  
 MD: Brad "Knobby" Jones

- 1 DURAN DURAN/The Reflex
- 2 CYNDI LAUPER/Time After Time
- 3 DENISE WILLIAMS/Let's Hear It For The Rock
- 4 SLADE/Run Runaway
- 5 WANG CHUNG/Dance Hall Days
- 6 STEVE PERRY/Oh Sherrie
- 7 FRANKIE GOES TO HAWAII
- 8 CULTURE CLUB/It's A Miracle
- 9 BRUCE SPRINGSTEEN/Dancing In The Dark
- 10 VAN HALEN/11
- 11 JOE JACKSON/You Can't Get What You Want
- 12 ICELE WORTH/Whisper To A Scream
- 13 DENISE WILLIAMS/Let's Hear It For The Rock
- 14 NIGHT RANGER/Sister Christian
- 15 LAURA BRANIGAN/Self Control
- 16 PHIL COLLINS/Against All Odds
- 17 JIMMY CLIFF/Reggae Night
- 18 STEVE PERRY/Oh Sherrie
- 19 HUEY LEWIS & THE NEWS/Heart Of Rock & Roll
- 20 BILLY IDOL/Eyes Without A Face

**100 WHTZ**  
 New York  
 PD: Scott Shannon  
 Asst. PD: Michael Ellis

- 1 DENISE WILLIAMS/Let's Hear It For The Rock
- 2 CYNDI LAUPER/Time After Time
- 3 LIONEL RICHIE/Hello
- 4 DURAN DURAN/The Reflex
- 5 STEVE PERRY/Oh Sherrie
- 6 BRUCE SPRINGSTEEN/Dancing In The Dark
- 7 NIGHT RANGER/Sister Christian
- 8 LAURA BRANIGAN/Self Control
- 9 PHIL COLLINS/Against All Odds
- 10 JIMMY CLIFF/Reggae Night
- 11 JIMMY CLIFF/Reggae Night
- 12 JIMMY CLIFF/Reggae Night
- 13 JIMMY CLIFF/Reggae Night
- 14 JIMMY CLIFF/Reggae Night
- 15 JIMMY CLIFF/Reggae Night
- 16 JIMMY CLIFF/Reggae Night
- 17 JIMMY CLIFF/Reggae Night
- 18 JIMMY CLIFF/Reggae Night
- 19 JIMMY CLIFF/Reggae Night
- 20 JIMMY CLIFF/Reggae Night

**92 PRO-FM**  
 Providence  
 Operations Manager: Tom Cuddy

- 1 DURAN DURAN/The Reflex
- 2 HUEY LEWIS & THE NEWS/Heart Of Rock & Roll
- 3 LAURA BRANIGAN/Self Control
- 4 RENO & WILSON/Almost Paradise
- 5 CYNDI LAUPER/Time After Time
- 6 STEVE PERRY/Oh Sherrie
- 7 CULTURE CLUB/It's A Miracle
- 8 JOE JACKSON/You Can't Get What You Want
- 9 BRUCE SPRINGSTEEN/Dancing In The Dark
- 10 BILLY IDOL/Eyes Without A Face
- 11 VAN STEPHENSON/Modern Day Delilah
- 12 CAROL KANE/Best Of Me
- 13 JERMAINE JACKSON/Tell Me I'm Not Dreaming
- 14 EURYTHMICS/Who's That Girl
- 15 DENISE WILLIAMS/Let's Hear It For The Rock
- 16 NIGHT RANGER/Sister Christian
- 17 OLLIE & JERRY/Breakin' (There's No Stopping This)
- 18 RENO & WILSON/Almost Paradise
- 19 ROD STEWART/Infatuation
- 20 STYLE COUNCIL/By Ever Changing Mood

**WBEN-FM**  
 Buffalo PD: Bob Wood  
 MD: Roger Christian

- 1 BRUCE SPRINGSTEEN/Dancing In The Dark
- 2 DENISE WILLIAMS/Let's Hear It For The Rock
- 3 DURAN DURAN/The Reflex
- 4 CYNDI LAUPER/Time After Time
- 5 MADONNA/Borderline
- 6 CHICAGO/Stay The Night
- 7 CULTURE CLUB/It's A Miracle
- 8 JOE JACKSON/You Can't Get What You Want
- 9 RENO & WILSON/Almost Paradise
- 10 BILLY IDOL/Eyes Without A Face
- 11 VAN STEPHENSON/Modern Day Delilah
- 12 CAROL KANE/Best Of Me
- 13 JERMAINE JACKSON/Tell Me I'm Not Dreaming
- 14 EURYTHMICS/Who's That Girl
- 15 DENISE WILLIAMS/Let's Hear It For The Rock
- 16 NIGHT RANGER/Sister Christian
- 17 OLLIE & JERRY/Breakin' (There's No Stopping This)
- 18 RENO & WILSON/Almost Paradise
- 19 ROD STEWART/Infatuation
- 20 STYLE COUNCIL/By Ever Changing Mood

**WAVA** 105  
 Washington  
 PD: Randy Kabrich

- 1 CYNDI LAUPER/Time After Time
- 2 DENISE WILLIAMS/Let's Hear It For The Rock
- 3 NIGHT RANGER/Sister Christian
- 4 MADONNA/Borderline
- 5 BRUCE SPRINGSTEEN/Dancing In The Dark
- 6 HUEY LEWIS & THE NEWS/Heart Of Rock & Roll
- 7 JERMAINE JACKSON/Tell Me I'm Not Dreaming
- 8 DURAN DURAN/The Reflex
- 9 PHIL COLLINS/Against All Odds
- 10 BRUCE SPRINGSTEEN/Dancing In The Dark
- 11 SLADE/Run Runaway
- 12 FRANKIE GOES TO HAWAII
- 13 THOMPSON TWINS/Doctor Doctor
- 14 JIMMY CLIFF/Reggae Night
- 15 JIMMY CLIFF/Reggae Night
- 16 JIMMY CLIFF/Reggae Night
- 17 JIMMY CLIFF/Reggae Night
- 18 JIMMY CLIFF/Reggae Night
- 19 JIMMY CLIFF/Reggae Night
- 20 JIMMY CLIFF/Reggae Night

**SOUTH**  
 Houston  
 PD: John Lander  
 MD: Patty Hamilton

- 1 DENISE WILLIAMS/Let's Hear It For The Rock
- 2 DURAN DURAN/The Reflex
- 3 STEVE PERRY/Oh Sherrie
- 4 NIGHT RANGER/Sister Christian
- 5 CYNDI LAUPER/Time After Time
- 6 BRUCE SPRINGSTEEN/Dancing In The Dark
- 7 BILLY IDOL/Eyes Without A Face
- 8 LIONEL RICHIE/Hello
- 9 HUEY LEWIS & THE NEWS/Heart Of Rock & Roll
- 10 MADONNA/Borderline
- 11 PRINCE/When Doves Cry
- 12 SLADE/Run Runaway
- 13 LIONEL RICHIE/Hello
- 14 LAURA BRANIGAN/Self Control
- 15 MADONNA/Borderline
- 16 BRUCE SPRINGSTEEN/Dancing In The Dark
- 17 JIMMY CLIFF/Reggae Night
- 18 JIMMY CLIFF/Reggae Night
- 19 JIMMY CLIFF/Reggae Night
- 20 JIMMY CLIFF/Reggae Night

**100**  
 Miami  
 PD: Robert W. Walker  
 MD: Frank Amador

- 1 DURAN DURAN/The Reflex
- 2 LAURA BRANIGAN/Self Control
- 3 PRINCE/When Doves Cry
- 4 NIGHT RANGER/Sister Christian
- 5 MICHAEL JACKSON/Smile Or Say Hello
- 6 PRINCE/When Doves Cry
- 7 CYNDI LAUPER/Time After Time
- 8 POINTER SISTERS/Jump For My Love
- 9 MADONNA/Borderline
- 10 OLLIE & JERRY/Breakin' (There's No Stopping This)
- 11 CULTURE CLUB/It's A Miracle
- 12 BILLY IDOL/Eyes Without A Face
- 13 DENISE WILLIAMS/Let's Hear It For The Rock
- 14 BRUCE SPRINGSTEEN/Dancing In The Dark
- 15 HOWARD JONES/What Is Love?
- 16 VAN HALEN/11
- 17 RENO & WILSON/Almost Paradise
- 18 SLADE/Run Runaway
- 19 HENRI/If You're Not Here/By
- 20 THOMPSON TWINS/Doctor Doctor

**B-97**  
 New Orleans  
 PD: Nick Bazoou  
 MD: Greg Rolling

- 1 PRINCE/When Doves Cry
- 2 JERMAINE JACKSON/Tell Me I'm Not Dreaming
- 3 POINTER SISTERS/Jump For My Love
- 4 RENO & WILSON/Almost Paradise
- 5 MADONNA/Borderline
- 6 CHICAGO/Stay The Night
- 7 CULTURE CLUB/It's A Miracle
- 8 HUEY LEWIS & THE NEWS/Heart Of Rock & Roll
- 9 BILLY IDOL/Eyes Without A Face
- 10 BRUCE SPRINGSTEEN/Dancing In The Dark
- 11 CYNDI LAUPER/Time After Time
- 12 NIGHT RANGER/Sister Christian
- 13 CAROL KANE/Best Of Me
- 14 LIONEL RICHIE/Hello
- 15 PRINCE/When Doves Cry
- 16 BRUCE SPRINGSTEEN/Dancing In The Dark
- 17 MICHAEL JACKSON/Smile Or Say Hello
- 18 RICK SPRINGFIELD/Don't Walk Away
- 19 THOMPSON TWINS/Doctor Doctor
- 20 BILLY IDOL/Eyes Without A Face

**Dallas/Ft. Worth**  
**92.5 WAFM FM**  
 VP/Programming: John Shomby  
 Asst. PD/MD: Pete Thomson

**Ops Mgr: Mason Dixon**  
**PD: Steve Rivers**

H 1 DUBAN DUBAN/The Reflex  
 2 MADONNA/Borderline  
 3 POINTER SISTERS/Jump For My Love  
 4 MADONNA/Borderline  
 5 RIGHT RANGERS/Sister Christian  
 6 CHICKEN/Don't Be Shy  
 7 WANG CHUNG/Dance Hall Days  
 8 SCORPIONS/Rock You Like A Hurri  
 9 STEVE PERRY/Oh Sherrrie  
 10 JOE JACKSON/You Can't Get What Yo  
 11 BILLY IDOL/Eyes Without A Face  
 12 SLADE/Run Runway  
 13 CULTURE CLUB/It's A Miracle  
 14 CARB/Magic  
 15 PAUL COLLINS/Against All Odds  
 16 JERMAINE JACKSON/Tell Me I'm Not Dream  
 17 PRINCE/When Doves Cry  
 18 HURRY LEWIS & NEWS/Heart Of Rock & Roll  
 19 BRUCE SPRINGSTEEN/Dancing In The Dark  
 20 VAN STEPHENSON/Modern Day Delilah  
 21 KENNY LOGGINS/If I Ever Leave This Earth  
 22 JERMAINE JACKSON/Tell Me I'm Not Dream  
 23 JEFFERSON STARSHIP/No Way Out  
 24 LAURA BRANIGAN/Self Control  
 25 THOMPSON TWINS/Doctor! Doctor!  
 26 ROD STEWART/Infatuation  
 27 VAN HALEN/I'll Wait  
 28 ZZ TOP/Legs  
 29 ROCKWELL/Obscene Phone Caller  
 30 KENNY LOGGINS/If I Ever Leave This Earth  
 31 CHRISTINE MCVIE/Love Will Show Us How  
 32 RICK SPRINGFIELD/Don't Walk Away  
 33 HOWARD JONES/What Is Love?  
 34 ELTON JOHN/Sad Songs (Say So Much)

ADDS  
 COYNE BART/Sunglasses At Night  
 TINA TURNER/What's Love Got To Do  
 PAUL YOUNG/Love Of The Common...  
 EDDY GRANT/Romancing The Stone  
 REGIO MENDES/Alibis

ON  
 OLLIE & JERRY/Breakin' (There's No  
 ALAN PARSONS/Prime Time  
 DAN HARTMAN/I Can Dream About You  
 PEARO BYRSON/If Ever You're In My

**93.5 WAFM Tampa**  
 Ops Mgr: Mason Dixon  
 PD: Steve Rivers

H 1 DUBAN DUBAN/The Reflex  
 2 MADONNA/Borderline  
 3 POINTER SISTERS/Jump For My Love  
 4 MADONNA/Borderline  
 5 RIGHT RANGERS/Sister Christian  
 6 CHICKEN/Don't Be Shy  
 7 WANG CHUNG/Dance Hall Days  
 8 SCORPIONS/Rock You Like A Hurri  
 9 STEVE PERRY/Oh Sherrrie  
 10 JOE JACKSON/You Can't Get What Yo  
 11 BILLY IDOL/Eyes Without A Face  
 12 SLADE/Run Runway  
 13 CULTURE CLUB/It's A Miracle  
 14 CARB/Magic  
 15 PAUL COLLINS/Against All Odds  
 16 JERMAINE JACKSON/Tell Me I'm Not Dream  
 17 PRINCE/When Doves Cry  
 18 HURRY LEWIS & NEWS/Heart Of Rock & Roll  
 19 BRUCE SPRINGSTEEN/Dancing In The Dark  
 20 VAN STEPHENSON/Modern Day Delilah  
 21 KENNY LOGGINS/If I Ever Leave This Earth  
 22 JERMAINE JACKSON/Tell Me I'm Not Dream  
 23 JEFFERSON STARSHIP/No Way Out  
 24 LAURA BRANIGAN/Self Control  
 25 THOMPSON TWINS/Doctor! Doctor!  
 26 ROD STEWART/Infatuation  
 27 VAN HALEN/I'll Wait  
 28 ZZ TOP/Legs  
 29 ROCKWELL/Obscene Phone Caller  
 30 KENNY LOGGINS/If I Ever Leave This Earth  
 31 CHRISTINE MCVIE/Love Will Show Us How  
 32 RICK SPRINGFIELD/Don't Walk Away  
 33 HOWARD JONES/What Is Love?  
 34 ELTON JOHN/Sad Songs (Say So Much)

ADDS  
 COYNE BART/Sunglasses At Night  
 TINA TURNER/What's Love Got To Do  
 PAUL YOUNG/Love Of The Common...  
 EDDY GRANT/Romancing The Stone  
 REGIO MENDES/Alibis

ON  
 OLLIE & JERRY/Breakin' (There's No  
 ALAN PARSONS/Prime Time  
 DAN HARTMAN/I Can Dream About You  
 PEARO BYRSON/If Ever You're In My

**HD 101.1 Minneapolis**  
 PD: Dave Hamilton  
 MD/Assist. PD: Mark McKay

H 1 HURRY LEWIS & NEWS/Heart Of Rock & Roll  
 2 BRUCE SPRINGSTEEN/Dancing In The Dark  
 3 CINDY LAUPER/Time After Time  
 4 MADONNA/Borderline  
 5 RIGHT RANGERS/Sister Christian  
 6 DENISE WILLIAMS/Let's Hear It For The  
 7 MICHAEL JACKSON/Farewell My Summer Lo  
 8 DUBAN DUBAN/The Reflex  
 9 JERMAINE JACKSON/Tell Me I'm Not Dream  
 10 STEVE PERRY/Oh Sherrrie  
 11 LAURA BRANIGAN/Self Control  
 12 CHICKEN/Don't Be Shy  
 13 JERMAINE JACKSON/Tell Me I'm Not Dream  
 14 BILLY IDOL/Eyes Without A Face  
 15 NIGHT RANGERS/Sister Christian  
 16 PRINCE/When Doves Cry  
 17 JOE JACKSON/You Can't Get What Yo  
 18 CARB/Magic  
 19 BILLY JOEL/The Longest Time  
 20 MADONNA/Borderline  
 21 CARB/Magic  
 22 SLADE/Run Runway  
 23 VAN HALEN/I'll Wait  
 24 POINTER SISTERS/Jump For My Love  
 25 JON COOKER/Authority Song  
 26 JON COOKER/Authority Song

ADDS  
 20 24

**Chicago**  
**WBEZ 94.5**  
 PD: Buddy Scott  
 MD: Dave Robbins

H 1 DUBAN DUBAN/The Reflex  
 2 NIGHT RANGERS/Sister Christian  
 3 BRUCE SPRINGSTEEN/Dancing In The Dark  
 4 DENISE WILLIAMS/Let's Hear It For The  
 5 CINDY LAUPER/Time After Time  
 6 BILLY JOEL/The Longest Time  
 7 LAURA BRANIGAN/Self Control  
 8 POINTER SISTERS/Jump For My Love  
 9 STEVE PERRY/Oh Sherrrie  
 10 HURRY LEWIS & NEWS/Heart Of Rock & Roll  
 11 PRINCE/When Doves Cry  
 12 CINDY LAUPER/Time After Time  
 13 BILLY IDOL/Eyes Without A Face  
 14 LIONEL RICHIE/Hello  
 15 THOMPSON TWINS/Doctor! Doctor!  
 16 CHICKEN/Don't Be Shy  
 17 PHIL COLLINS/Against All Odds  
 18 KENNY LOGGINS/If I Ever Leave This Earth  
 19 MADONNA/Borderline  
 20 CULTURE CLUB/It's A Miracle  
 21 VAN HALEN/I'll Wait  
 22 ZZ TOP/Legs  
 23 THOMPSON TWINS/Doctor! Doctor!  
 24 RAY PARKER JR./Ghostbusters  
 25 JON COOKER/Authority Song  
 26 JON COOKER/Authority Song

ADDS  
 28 30

**WGL-98 Cleveland**  
 PD: Bob Travis  
 MD: Tom Jeffries

H 1 CINDY LAUPER/Time After Time  
 2 DENISE WILLIAMS/Let's Hear It For The  
 3 HURRY LEWIS & NEWS/Heart Of Rock & Roll  
 4 BRUCE SPRINGSTEEN/Dancing In The Dark  
 5 JERMAINE JACKSON/Tell Me I'm Not Dream  
 6 BILLY IDOL/Eyes Without A Face  
 7 MADONNA/Borderline  
 8 CHICKEN/Don't Be Shy  
 9 WANG CHUNG/Dance Hall Days  
 10 SCORPIONS/Rock You Like A Hurri  
 11 STEVE PERRY/Oh Sherrrie  
 12 JOE JACKSON/You Can't Get What Yo  
 13 BILLY IDOL/Eyes Without A Face  
 14 SLADE/Run Runway  
 15 CULTURE CLUB/It's A Miracle  
 16 CARB/Magic  
 17 PAUL COLLINS/Against All Odds  
 18 JERMAINE JACKSON/Tell Me I'm Not Dream  
 19 PRINCE/When Doves Cry  
 20 HURRY LEWIS & NEWS/Heart Of Rock & Roll  
 21 BRUCE SPRINGSTEEN/Dancing In The Dark  
 22 VAN STEPHENSON/Modern Day Delilah  
 23 KENNY LOGGINS/If I Ever Leave This Earth  
 24 JERMAINE JACKSON/Tell Me I'm Not Dream  
 25 JEFFERSON STARSHIP/No Way Out  
 26 LAURA BRANIGAN/Self Control  
 27 THOMPSON TWINS/Doctor! Doctor!  
 28 ROD STEWART/Infatuation  
 29 VAN HALEN/I'll Wait  
 30 ZZ TOP/Legs  
 31 ROCKWELL/Obscene Phone Caller  
 32 KENNY LOGGINS/If I Ever Leave This Earth  
 33 CHRISTINE MCVIE/Love Will Show Us How  
 34 RICK SPRINGFIELD/Don't Walk Away  
 35 HOWARD JONES/What Is Love?  
 36 ELTON JOHN/Sad Songs (Say So Much)

ADDS  
 30 32

**Kansas City**  
**KBEQ**  
 PD: Pat McKay  
 MD: Karen Barber

H 1 DUBAN DUBAN/The Reflex  
 2 MADONNA/Borderline  
 3 POINTER SISTERS/Jump For My Love  
 4 MADONNA/Borderline  
 5 RIGHT RANGERS/Sister Christian  
 6 CHICKEN/Don't Be Shy  
 7 WANG CHUNG/Dance Hall Days  
 8 SCORPIONS/Rock You Like A Hurri  
 9 STEVE PERRY/Oh Sherrrie  
 10 JOE JACKSON/You Can't Get What Yo  
 11 BILLY IDOL/Eyes Without A Face  
 12 SLADE/Run Runway  
 13 CULTURE CLUB/It's A Miracle  
 14 CARB/Magic  
 15 PAUL COLLINS/Against All Odds  
 16 JERMAINE JACKSON/Tell Me I'm Not Dream  
 17 PRINCE/When Doves Cry  
 18 HURRY LEWIS & NEWS/Heart Of Rock & Roll  
 19 BRUCE SPRINGSTEEN/Dancing In The Dark  
 20 VAN STEPHENSON/Modern Day Delilah  
 21 KENNY LOGGINS/If I Ever Leave This Earth  
 22 JERMAINE JACKSON/Tell Me I'm Not Dream  
 23 JEFFERSON STARSHIP/No Way Out  
 24 LAURA BRANIGAN/Self Control  
 25 THOMPSON TWINS/Doctor! Doctor!  
 26 ROD STEWART/Infatuation  
 27 VAN HALEN/I'll Wait  
 28 ZZ TOP/Legs  
 29 ROCKWELL/Obscene Phone Caller  
 30 KENNY LOGGINS/If I Ever Leave This Earth  
 31 CHRISTINE MCVIE/Love Will Show Us How  
 32 RICK SPRINGFIELD/Don't Walk Away  
 33 HOWARD JONES/What Is Love?  
 34 ELTON JOHN/Sad Songs (Say So Much)

ADDS  
 28 30

**San Diego**  
**XTRA**  
 am stereo  
 PD: Jim Richards  
 MD: Anne Hanes

H 1 DUBAN DUBAN/The Reflex  
 2 MADONNA/Borderline  
 3 POINTER SISTERS/Jump For My Love  
 4 MADONNA/Borderline  
 5 RIGHT RANGERS/Sister Christian  
 6 CHICKEN/Don't Be Shy  
 7 WANG CHUNG/Dance Hall Days  
 8 SCORPIONS/Rock You Like A Hurri  
 9 STEVE PERRY/Oh Sherrrie  
 10 JOE JACKSON/You Can't Get What Yo  
 11 BILLY IDOL/Eyes Without A Face  
 12 SLADE/Run Runway  
 13 CULTURE CLUB/It's A Miracle  
 14 CARB/Magic  
 15 PAUL COLLINS/Against All Odds  
 16 JERMAINE JACKSON/Tell Me I'm Not Dream  
 17 PRINCE/When Doves Cry  
 18 HURRY LEWIS & NEWS/Heart Of Rock & Roll  
 19 BRUCE SPRINGSTEEN/Dancing In The Dark  
 20 VAN STEPHENSON/Modern Day Delilah  
 21 KENNY LOGGINS/If I Ever Leave This Earth  
 22 JERMAINE JACKSON/Tell Me I'm Not Dream  
 23 JEFFERSON STARSHIP/No Way Out  
 24 LAURA BRANIGAN/Self Control  
 25 THOMPSON TWINS/Doctor! Doctor!  
 26 ROD STEWART/Infatuation  
 27 VAN HALEN/I'll Wait  
 28 ZZ TOP/Legs  
 29 ROCKWELL/Obscene Phone Caller  
 30 KENNY LOGGINS/If I Ever Leave This Earth  
 31 CHRISTINE MCVIE/Love Will Show Us How  
 32 RICK SPRINGFIELD/Don't Walk Away  
 33 HOWARD JONES/What Is Love?  
 34 ELTON JOHN/Sad Songs (Say So Much)

ADDS  
 32 35 37

**Norfolk**  
**WNVZ**  
 Hot Hits!  
 PD: Jeff Morgan  
 MD: Greg South

H 1 DENISE WILLIAMS/Let's Hear It For The  
 2 DUBAN DUBAN/The Reflex  
 3 MADONNA/Borderline  
 4 STEVE PERRY/Oh Sherrrie  
 5 POINTER SISTERS/Jump For My Love  
 6 MADONNA/Borderline  
 7 MADONNA/Borderline  
 8 LAURA BRANIGAN/Self Control  
 9 LIONEL RICHIE/Hello  
 10 HURRY LEWIS & NEWS/Heart Of Rock & Roll  
 11 BRUCE SPRINGSTEEN/Dancing In The Dark  
 12 JERMAINE JACKSON/Tell Me I'm Not Dream  
 13 BILLY IDOL/Eyes Without A Face  
 14 PAUL COLLINS/Against All Odds  
 15 ROCKWELL/Obscene Phone Caller  
 16 BILLY JOEL/The Longest Time  
 17 KENNY LOGGINS/If I Ever Leave This Earth  
 18 MADONNA/Borderline  
 19 JEFFERSON STARSHIP/No Way Out  
 20 LAURA BRANIGAN/Self Control  
 21 THOMPSON TWINS/Doctor! Doctor!  
 22 ROD STEWART/Infatuation  
 23 VAN HALEN/I'll Wait  
 24 ZZ TOP/Legs  
 25 ROCKWELL/Obscene Phone Caller  
 26 KENNY LOGGINS/If I Ever Leave This Earth  
 27 CHRISTINE MCVIE/Love Will Show Us How  
 28 RICK SPRINGFIELD/Don't Walk Away  
 29 HOWARD JONES/What Is Love?  
 30 ELTON JOHN/Sad Songs (Say So Much)

ADDS  
 VARRON/PEOPLES/Don't Make Your Time  
 DAN HARTMAN/I Can Dream About You  
 THOMPSON TWINS/Doctor! Doctor!  
 RICK SPRINGFIELD/Don't Walk Away  
 MICHAEL JACKSON/Farewell My Summer Lo  
 ELTON JOHN/Sad Songs (Say So Much)  
 OLLIE & JERRY/Breakin' (There's No)

ON  
 ALAN PARSONS/Prime Time  
 LAYNE JONES/Heart Don't Lie  
 PEARO BYRSON/If Ever You're In My  
 TINA TURNER/What's Love Got To Do  
 PAUL YOUNG/Love Of The Common...  
 REGIO MENDES/Alibis  
 COYNE BART/Sunglasses At Night  
 WANG CHUNG/Dance Hall Days

**Atlanta**  
**94.5**  
 PD: Jim Morrison  
 MD: Jeff McCartney

H 1 PRINCE/When Doves Cry  
 2 HURRY LEWIS & NEWS/Heart Of Rock & Roll  
 3 POINTER SISTERS/Jump For My Love  
 4 BILLY IDOL/Eyes Without A Face  
 5 BRUCE SPRINGSTEEN/Dancing In The Dark  
 6 DUBAN DUBAN/The Reflex  
 7 JERMAINE JACKSON/Tell Me I'm Not Dream  
 8 STEVE PERRY/Oh Sherrrie  
 9 LAURA BRANIGAN/Self Control  
 10 LIONEL RICHIE/Hello  
 11 HURRY LEWIS & NEWS/Heart Of Rock & Roll  
 12 BRUCE SPRINGSTEEN/Dancing In The Dark  
 13 JERMAINE JACKSON/Tell Me I'm Not Dream  
 14 BILLY IDOL/Eyes Without A Face  
 15 PAUL COLLINS/Against All Odds  
 16 ROCKWELL/Obscene Phone Caller  
 17 BILLY JOEL/The Longest Time  
 18 KENNY LOGGINS/If I Ever Leave This Earth  
 19 MADONNA/Borderline  
 20 JEFFERSON STARSHIP/No Way Out  
 21 LAURA BRANIGAN/Self Control  
 22 THOMPSON TWINS/Doctor! Doctor!  
 23 ROD STEWART/Infatuation  
 24 VAN HALEN/I'll Wait  
 25 ZZ TOP/Legs  
 26 ROCKWELL/Obscene Phone Caller  
 27 KENNY LOGGINS/If I Ever Leave This Earth  
 28 CHRISTINE MCVIE/Love Will Show Us How  
 29 RICK SPRINGFIELD/Don't Walk Away  
 30 HOWARD JONES/What Is Love?  
 31 ELTON JOHN/Sad Songs (Say So Much)

ADDS  
 COYNE BART/Sunglasses At Night  
 JEFFERSON STARSHIP/No Way Out  
 ELTON JOHN/Sad Songs (Say So Much)  
 TONY CARBY/First Day Of Summer  
 JUICE NETMVA/Little Love

ON  
 DENISE WILLIAMS/Let's Hear It For The  
 DUBAN DUBAN/The Reflex  
 MADONNA/Borderline  
 STEVE PERRY/Oh Sherrrie  
 POINTER SISTERS/Jump For My Love  
 MADONNA/Borderline  
 LAURA BRANIGAN/Self Control  
 LIONEL RICHIE/Hello  
 HURRY LEWIS & NEWS/Heart Of Rock & Roll  
 BRUCE SPRINGSTEEN/Dancing In The Dark  
 JERMAINE JACKSON/Tell Me I'm Not Dream  
 BILLY IDOL/Eyes Without A Face  
 PAUL COLLINS/Against All Odds  
 ROCKWELL/Obscene Phone Caller  
 BILLY JOEL/The Longest Time  
 KENNY LOGGINS/If I Ever Leave This Earth  
 MADONNA/Borderline  
 JEFFERSON STARSHIP/No Way Out  
 LAURA BRANIGAN/Self Control  
 THOMPSON TWINS/Doctor! Doctor!  
 ROD STEWART/Infatuation  
 VAN HALEN/I'll Wait  
 ZZ TOP/Legs  
 ROCKWELL/Obscene Phone Caller  
 KENNY LOGGINS/If I Ever Leave This Earth  
 CHRISTINE MCVIE/Love Will Show Us How  
 RICK SPRINGFIELD/Don't Walk Away  
 HOWARD JONES/What Is Love?  
 ELTON JOHN/Sad Songs (Say So Much)

**Chicago**  
**WVLU 95.5**  
 Ops. Mgr.: Steve Casey  
 MD: Tim Kelly

H 1 DUBAN DUBAN/The Reflex  
 2 NIGHT RANGERS/Sister Christian  
 3 DENISE WILLIAMS/Let's Hear It For The  
 4 CINDY LAUPER/Time After Time  
 5 BRUCE SPRINGSTEEN/Dancing In The Dark  
 6 BILLY JOEL/The Longest Time  
 7 STEVE PERRY/Oh Sherrrie  
 8 HURRY LEWIS & NEWS/Heart Of Rock & Roll  
 9 PRINCE/When Doves Cry  
 10 CINDY LAUPER/Time After Time  
 11 BILLY IDOL/Eyes Without A Face  
 12 LIONEL RICHIE/Hello  
 13 THOMPSON TWINS/Doctor! Doctor!  
 14 CHICKEN/Don't Be Shy  
 15 PHIL COLLINS/Against All Odds  
 16 KENNY LOGGINS/If I Ever Leave This Earth  
 17 MADONNA/Borderline  
 18 CULTURE CLUB/It's A Miracle  
 19 VAN HALEN/I'll Wait  
 20 ZZ TOP/Legs  
 21 THOMPSON TWINS/Doctor! Doctor!  
 22 RAY PARKER JR./Ghostbusters  
 23 JON COOKER/Authority Song  
 24 JON COOKER/Authority Song

ADDS  
 28 30

**Chicago**  
**FM 95**  
 Ops. Mgr.: Steve Casey  
 MD: Tim Kelly

H 1 DUBAN DUBAN/The Reflex  
 2 NIGHT RANGERS/Sister Christian  
 3 DENISE WILLIAMS/Let's Hear It For The  
 4 CINDY LAUPER/Time After Time  
 5 BRUCE SPRINGSTEEN/Dancing In The Dark  
 6 BILLY JOEL/The Longest Time  
 7 STEVE PERRY/Oh Sherrrie  
 8 HURRY LEWIS & NEWS/Heart Of Rock & Roll  
 9 PRINCE/When Doves Cry  
 10 CINDY LAUPER/Time After Time  
 11 BILLY IDOL/Eyes Without A Face  
 12 LIONEL RICHIE/Hello  
 13 THOMPSON TWINS/Doctor! Doctor!  
 14 CHICKEN/Don't Be Shy  
 15 PHIL COLLINS/Against All Odds  
 16 KENNY LOGGINS/If I Ever Leave This Earth  
 17 MADONNA/Borderline  
 18 CULTURE CLUB/It's A Miracle  
 19 VAN HALEN/I'll Wait  
 20 ZZ TOP/Legs  
 21 THOMPSON TWINS/Doctor! Doctor!  
 22 RAY PARKER JR./Ghostbusters  
 23 JON COOKER/Authority Song  
 24 JON COOKER/Authority Song

ADDS  
 28 30

**Denver**  
**Q103FM KOAQ**  
 PD: Jack Regan  
 MD: Alan Sledge

H 1 CINDY LAUPER/Time After Time  
 2 LAURA BRANIGAN/Self Control  
 3 KENNY LOGGINS/If I Ever Leave This Earth  
 4 JERMAINE JACKSON/Tell Me I'm Not Dream  
 5 NIGHT RANGERS/Sister Christian  
 6 HURRY LEWIS & NEWS/Heart Of Rock & Roll  
 7 CULTURE CLUB/It's A Miracle  
 8 POINTER SISTERS/Jump For My Love  
 9 DENISE WILLIAMS/Let's Hear It For The  
 10 BRUCE SPRINGSTEEN/Dancing In The Dark  
 11 JOE JACKSON/You Can't Get What Yo  
 12 STEVE PERRY/Oh Sherrrie  
 13 EUPHONICS/Who's That Girl  
 14 BILLY IDOL/Eyes Without A Face  
 15 WANG CHUNG/Dance Hall Days  
 16 JEFFERSON STARSHIP/No Way Out  
 17 MADONNA/Borderline  
 18 VAN STEPHENSON/Modern Day Delilah  
 19 THOMPSON TWINS/Doctor! Doctor!  
 20 ROD STEWART/Infatuation  
 21 RICK SPRINGFIELD/Don't Walk Away  
 22 CHICKEN/Don't Be Shy  
 23 DENISE WILLIAMS/Let's Hear It For The  
 24 LAYNE JONES/Heart Don't Lie  
 25 ELTON JOHN/Sad Songs (Say So Much)  
 26 VAN HALEN/I'll Wait  
 27 PRINCE/When Doves Cry  
 28 DAN HARTMAN/I Can Dream About You  
 29 HOWARD JONES/What Is Love?  
 30 CHRISTINE MCVIE/Love Will Show Us How  
 31 CARB/Magic  
 32 ALAN PARSONS/Prime Time  
 33 KENNY LOGGINS/If I Ever Leave This Earth  
 34 OLLIE & JERRY/Breakin' (There's No)

ADDS  
 RAY PARKER JR./Ghostbusters  
 BURTON & JUDE/Strangers In A Strang  
 PAUL YOUNG/Love Of The Common...  
 PEARO BYRSON/If Ever You're In My  
 ROBIN GIBB/Boys Do Fall In Love  
 REGIO MENDES/Alibis  
 JERMAINE JACKSON/Tell Me I'm Not Dream  
 CHICKEN/Don't Be Shy  
 HOWARD JONES/What Is Love?

**Sacramento**  
**FM 102**  
 PD: Rick Gillette  
 MD: Chris Collins

H 1 CINDY LAUPER/Time After Time  
 2 MADONNA/Borderline  
 3 HURRY LEWIS & NEWS/Heart Of Rock & Roll  
 4 BILLY IDOL/Eyes Without A Face  
 5 STEVE PERRY/Oh Sherrrie  
 6 BAR-KAYS/Peak Show On The Dan  
 7 POINTER SISTERS/Jump For My Love  
 8 DUBAN DUBAN/The Reflex  
 9 DENISE WILLIAMS/Let's Hear It For The  
 10 JERMAINE JACKSON/Tell Me I'm Not Dream  
 11 LAURA BRANIGAN/Self Control  
 12 LIONEL RICHIE/Hello  
 13 HURRY LEWIS & NEWS/Heart Of Rock & Roll  
 14 BRUCE SPRINGSTEEN/Dancing In The Dark  
 15 JERMAINE JACKSON/Tell Me I'm Not Dream  
 16 BILLY IDOL/Eyes Without A Face  
 17 PAUL COLLINS/Against All Odds  
 18 ROCKWELL/Obscene Phone Caller  
 19 BILLY JOEL/The Longest Time  
 20 KENNY LOGGINS/If I Ever Leave This Earth  
 21 MADONNA/Borderline  
 22 JEFFERSON STARSHIP/No Way Out  
 23 LAURA BRANIGAN/Self Control  
 24 THOMPSON TWINS/Doctor! Doctor!  
 25 ROD STEWART/Infatuation  
 26 VAN HALEN/I'll Wait  
 27 ZZ TOP/Legs  
 28 ROCKWELL/Obscene Phone Caller  
 29 KENNY LOGGINS/If I Ever Leave This Earth  
 30 CHRISTINE MCVIE/Love Will Show Us How  
 31 RICK SPRINGFIELD/Don't Walk Away  
 32 HOWARD JONES/What Is Love?

ADDS  
 BURTON & JUDE/Strangers In A Strang  
 PEARO BYRSON/If Ever You're In My  
 ROBIN GIBB/Boys Do Fall In Love  
 REGIO MENDES/Alibis  
 JERMAINE JACKSON/Tell Me I'm Not Dream  
 CHICKEN/Don't Be Shy  
 HOWARD JONES/What Is Love?

**Atlanta**  
**77.93**  
 PD: John Young  
 MD: Chris Thomas

H 1 HURRY LEWIS & NEWS/Heart Of Rock & Roll  
 2 POINTER SISTERS/Jump For My Love  
 3 DUBAN DUBAN/The Reflex  
 4 MADONNA/Borderline  
 5 BILLY IDOL/Eyes Without A Face  
 6 BRUCE SPRINGSTEEN/Dancing In The Dark  
 7 DENISE WILLIAMS/Let's Hear It For The  
 8 JOE JACKSON/You Can't Get What Yo  
 9 STEVE PERRY/Oh Sherrrie  
 10 HURRY LEWIS & NEWS/Heart Of Rock & Roll  
 11 PRINCE/When Doves Cry  
 12 MADONNA/Borderline  
 13 JERMAINE JACKSON/Tell Me I'm Not Dream  
 14 BILLY IDOL/Eyes Without A Face  
 15 PAUL COLLINS/Against All Odds  
 16 ROCKWELL/Obscene Phone Caller  
 17 BILLY JOEL/The Longest Time  
 18 KENNY LOGGINS/If I Ever Leave This Earth  
 19 MADONNA/Borderline  
 20 JEFFERSON STARSHIP/No Way Out  
 21 LAURA BRANIGAN/Self Control  
 22 THOMPSON TWINS/Doctor! Doctor!  
 23 ROD STEWART/Infatuation  
 24 VAN HALEN/I'll Wait  
 25 ZZ TOP/Legs  
 26 ROCKWELL/Obscene Phone Caller  
 27 KENNY LOGGINS/If I Ever Leave This Earth  
 28 CHRISTINE MCVIE/Love Will Show Us How  
 29 RICK SPRINGFIELD/Don't Walk Away  
 30 HOWARD JONES/What Is Love?  
 31 ELTON JOHN/Sad Songs (Say So Much)

ADDS  
 VARRON/PEOPLES/Don't Make Your Time  
 DAN HARTMAN/I Can Dream About You  
 THOMPSON TWINS/Doctor! Doctor!  
 RICK SPRINGFIELD/Don't Walk Away  
 MICHAEL JACKSON/Farewell My Summer Lo  
 ELTON JOHN/Sad Songs (Say So Much)  
 OLLIE & JERRY/Breakin' (There's No)

ON  
 ALAN PARSONS/Prime Time  
 LAYNE JONES/Heart Don't Lie  
 PEARO BYRSON/If Ever You're In My  
 TINA TURNER/What's Love Got To Do  
 PAUL YOUNG/Love Of The Common...  
 REGIO MENDES/Alibis  
 COYNE BART/Sunglasses At Night  
 WANG CHUNG/Dance Hall Days

**MIDWEST**  
**96 WHYT**  
 Detroit PD: Gary Berkowitz

H 1 CINDY LAUPER/Time After Time  
 2 STEVE PERRY/Oh Sherrrie  
 3 DENISE WILLIAMS/Let's Hear It For The  
 4 MADONNA/Borderline  
 5 JERMAINE JACKSON/Tell Me I'm Not Dream  
 6 DUBAN DUBAN/The Reflex  
 7 LAURA BRANIGAN/Self Control  
 8 KENNY LOGGINS/If I Ever Leave This Earth  
 9 HURRY LEWIS & NEWS/Heart Of Rock & Roll  
 10 PRINCE/When Doves Cry  
 11 BILLY IDOL/Eyes Without A Face  
 12 MADONNA/Borderline  
 13 JERMAINE JACKSON/Tell Me I'm Not Dream  
 14 BILLY IDOL/Eyes Without A Face  
 15 PAUL COLLINS/Against All Odds  
 16 ROCKWELL/Obscene Phone Caller  
 17 BILLY JOEL/The Longest Time  
 18 KENNY LOGGINS/If I Ever Leave This Earth  
 19 MADONNA/Borderline  
 20 JEFFERSON STARSHIP/No Way Out  
 21 LAURA BRANIGAN/Self Control  
 22 THOMPSON TWINS/Doctor! Doctor!  
 23 ROD STEWART/Infatuation  
 24 VAN HALEN/I'll Wait  
 25 ZZ TOP/Legs  
 26 ROCKWELL/Obscene Phone Caller  
 27 KENNY LOGGINS/If I Ever Leave This Earth  
 28 CHRISTINE MCVIE/Love Will Show Us How  
 29 RICK SPRINGFIELD/Don't Walk Away  
 30 HOWARD JONES/What Is Love?  
 31 ELTON JOHN/Sad Songs (Say So Much)

ADDS  
 NONE

ON  
 CHICKEN/Don't Be Shy  
 TONY CARBY/First Day Of Summer  
 LAYNE JONES/Heart Don't Lie  
 PEARO BYRSON/If Ever You're In My  
 TINA TURNER/What's Love Got To Do  
 PAUL YOUNG/Love Of The Common...  
 REGIO MENDES/Alibis  
 COYNE BART/Sunglasses At Night  
 WANG CHUNG/Dance Hall Days

**Milwaukee**  
**94 WKTI**  
 Ops. Mgr.: Dallas Cole  
 MD: Danny Clayton

H 1 NIGHT RANGERS/Sister Christian  
 2 KENNY LOGGINS/If I Ever Leave This Earth  
 3 DENISE WILLIAMS/Let's Hear It For The  
 4 MADONNA/Borderline  
 5 HURRY LEWIS & NEWS/Heart Of Rock & Roll  
 6 LAURA BRANIGAN/Self Control  
 7 CINDY LAUPER/Time After Time  
 8 JOE JACKSON/You Can't Get What Yo  
 9 MADONNA/Borderline  
 10 BRUCE SPRINGSTEEN/Dancing In The Dark  
 11 SLADE/Run Runway  
 12 POINTER SISTERS/Jump For My Love  
 13 DENISE WILLIAMS/Let's Hear It For The  
 14 JERMAINE JACKSON/Tell Me I'm Not Dream  
 15 STEVE PERRY/Oh Sherrrie  
 16 LAURA BRANIGAN/Self Control  
 17 CHICKEN/Don't Be Shy  
 18 PHIL COLLINS/Against All Odds  
 19 KENNY LOGGINS/If I Ever Leave This Earth  
 20 MADONNA/Borderline  
 21 CULTURE CLUB/It's A Miracle  
 22 VAN HALEN/I'll Wait  
 23 ZZ TOP/Legs  
 24 THOMPSON TWINS/Doctor! Doctor!  
 25 RAY PARKER JR./Ghostbusters  
 26 JON COOKER/Authority Song  
 27 JON COOKER/Authority Song

ADDS  
 29 31 32

**Detroit**  
**95.5**  
 PD: Lee Douglas  
 MD: Gary King

H 1 DUBAN DUBAN/The Reflex  
 2 DENISE WILLIAMS/Let's Hear It For The  
 3 NIGHT RANGERS/Sister Christian  
 4 CINDY LAUPER/Time After Time  
 5 BRUCE SPRINGSTEEN/Dancing In The Dark  
 6 BILLY IDOL/Eyes Without A Face  
 7 MADONNA/Borderline  
 8 CHICKEN/Don't Be Shy  
 9 WANG CHUNG/Dance Hall Days  
 10 SCORPIONS/Rock You Like A Hurri  
 11 STEVE PERRY/Oh Sherrrie  
 12 JOE JACKSON/You Can't Get What Yo  
 13 BILLY IDOL/Eyes Without A Face  
 14 SLADE/Run Runway  
 15 CULTURE CLUB/It's A Miracle  
 16 CARB/Magic  
 17 PAUL COLLINS/Against All Odds  
 18 JERMAINE JACKSON/Tell Me I'm Not Dream  
 19 PRINCE/When Doves Cry  
 20 HURRY LEWIS & NEWS/Heart Of Rock & Roll  
 21 BRUCE SPRINGSTEEN/Dancing In The Dark  
 22 VAN STEPHENSON/Modern Day Delilah  
 23 KENNY LOGGINS/If I Ever Leave This Earth  
 24 JERMAINE JACKSON/Tell Me I'm Not Dream  
 25 JEFFERSON STARSHIP/No Way Out  
 26 LAURA BRANIGAN/Self Control  
 27 THOMPSON TWINS/Doctor! Doctor!  
 28 ROD STEWART/Infatuation  
 29 VAN HALEN/I'll Wait  
 30 ZZ TOP/Legs  
 31 ROCKWELL/Obscene Phone Caller  
 32 KENNY LOGGINS/If I Ever Leave This Earth  
 33 CHRISTINE MCVIE/Love Will Show Us How  
 34 RICK SPRINGFIELD/Don't Walk Away  
 35 HOWARD JONES/What Is Love?  
 36 ELTON JOHN/Sad Songs (Say So Much)

ADDS  
 JEFFERSON STARSHIP/No Way Out  
 ELTON JOHN/Sad Songs (Say So Much)  
 DENISE WILLIAMS/Let's Hear It For The  
 STEVE PERRY/Oh Sherrrie  
 BURTON & JUDE/Strangers In A Strang  
 PAUL YOUNG/Love Of The Common...  
 PEARO BYRSON/If Ever You're In My  
 ROBIN GIBB/Boys Do Fall In Love  
 REGIO MENDES/Alibis  
 JERMAINE JACKSON/Tell Me I'm Not Dream  
 CHICKEN/Don't Be Shy  
 HOWARD JONES/What Is Love?

**Tacoma-Seattle**  
**KNB9**  
 PD: Sean Lynch  
 MD: Sandy Louie

H 1 HURRY LEWIS & NEWS/Heart Of Rock & Roll  
 2 CINDY LAUPER/Time After Time  
 3 BRUCE SPRINGSTEEN/Dancing In The Dark  
 4 STEVE PERRY/Oh Sherrrie  
 5 JOE JACKSON/You Can't Get What Yo  
 6 TALK TALK/Walk Away  
 7 JERMAINE JACKSON/Tell Me I'm Not Dream  
 8 LAURA BRANIGAN/Self Control  
 9 LIONEL RICHIE/Hello  
 10 HURRY LEWIS & NEWS/Heart Of Rock & Roll  
 11 BRUCE SPRINGSTEEN/Dancing In The Dark  
 12 JERMAINE JACKSON/Tell Me I'm Not Dream  
 13 BILLY IDOL/Eyes Without A Face  
 14 PAUL COLLINS/Against All Odds  
 15 ROCKWELL/Obscene Phone Caller  
 16 BILLY JOEL/The Longest Time  
 17 KENNY LOGGINS/If I Ever Leave This Earth  
 18 MADONNA/Borderline  
 19 JEFFERSON STARSHIP/No Way Out  
 20 LAURA BRANIGAN/Self Control  
 21 THOMPSON TWINS/Doctor! Doctor!  
 22 ROD STEWART/Infatuation  
 23 VAN HALEN/I'll Wait  
 24 ZZ TOP/Legs  
 25 ROCKWELL/Obscene Phone Caller  
 26 KENNY LOGGINS/If I Ever Leave This Earth  
 27 CHRISTINE MCVIE/Love Will Show Us How  
 28 RICK SPRINGFIELD/Don't Walk Away  
 29 HOWARD JONES/What Is

# WEST

Continued from Page 86

## Seattle's Hit Radio K-PLUS FM 101.5

PD: Jeff King  
MD: Damien

H 1 1 CYNDI LAUPER/Time After Time  
H 2 2 DURAN DURAN/The Reflex  
H 3 3 HUEY LEWIS & NEWS/Heart of Rock & Roll  
H 4 4 STEVE PERRY/Oh Sherrie  
H 5 5 LAURA BRANIGAN/Self Control  
H 6 6 JERMAINE JACKSON/Tell Me I'm Not Dream  
H 7 7 BILLY IDOL/Eyes Without a Face  
H 8 8 IRENE CARA/Breakdance  
H 9 9 POINTER SISTERS/Jump (For My Love)  
H 10 10 NIK KERSHAW/Wouldn't It Be Good  
H 11 11 CULTURE CLUB/It's a Miracle  
H 12 12 EURYTHMICS/Who's That Girl  
H 13 13 THOMPSON TWINS/Doctor! Doctor!  
H 14 14 WANG CHUNG/Dance Hall Days  
H 15 15 ZZ TOP/Legs  
H 16 16 BRUCE SPRINGSTEEN/Dancing in the Dark  
H 17 17 JOE JACKSON/You Can't Get What You Want  
H 18 18 RENO & WILSON/Almost Paradise  
H 19 19 HOWARD JONES/What Is Love?  
H 20 20 CHICAGO/Stay the Night  
H 21 21 DENICE WILLIAMS/Let's Hear It For The Doctor  
H 22 22 VAN STEPHENSON/Modern Day Delilah  
H 23 23 PRINCE/When Doves Cry  
H 24 24 CARB/Magic  
H 25 25 CHRISTINE MCVIE/Love Will Show Us How  
H 26 26 ROD STEWART/Infatuation  
H 27 27 JEFFERSON STARSHIP/No Way Out  
H 28 28 MADONNA/Borderline  
H 29 29 ICICLE WORKS/Whisper To A Scream  
H 30 30 FACE TO FACE/10-9-8  
H 31 31 STEV NICK/Time  
H 32 32 OLLIE & JERRY/Breakin' (There's No Stoppage)  
H 33 33 DAN HARTMAN/I Can Dream About You  
H 34 34 RATT/Round and Round  
H 35 35 VAN HALEN/Panama  
H 36 36 RICK SPRINGFIELD/Don't Walk Away  
H 37 37 ELTON JOHN/Sad Songs (Say So Much)  
H 38 38 KENNY LOGGINS/I'm Free (Heaven Help Corynne)  
H 39 39 COREY HART/Sunglasses at Night  
H 40 40 VAN HALEN/I'll Wait

ADDS YES/It Can Happen  
CHRIS DEBURG/High on Emotion  
ORION THE HUNTER/So You Ran  
QUIET RIOR/Name We're All Crazy  
HUMAN LEAGUE/The Lebanon

ON WANGLES/Bezo Takes a Fall  
GO GO'S/Turn to You  
TONY CARREY/First Day of Summer  
DEE LEPPARD/Bringin' On the Heart  
PAUL YOUNG/Love of the Common...

## KWOD 106.5 Sacramento

PD: Tom Chase  
MD: Mr. Ed

H 1 1 DURAN DURAN/The Reflex  
H 2 2 NIGHT RANGER/Sister Christian  
H 3 3 HUEY LEWIS & NEWS/Heart of Rock & Roll  
H 4 4 STEVE PERRY/Oh Sherrie  
H 5 5 LAURA BRANIGAN/Self Control  
H 6 6 JERMAINE JACKSON/Tell Me I'm Not Dream  
H 7 7 BILLY IDOL/Eyes Without a Face  
H 8 8 IRENE CARA/Breakdance  
H 9 9 POINTER SISTERS/Jump (For My Love)  
H 10 10 NIK KERSHAW/Wouldn't It Be Good  
H 11 11 CULTURE CLUB/It's a Miracle  
H 12 12 EURYTHMICS/Who's That Girl  
H 13 13 THOMPSON TWINS/Doctor! Doctor!  
H 14 14 WANG CHUNG/Dance Hall Days  
H 15 15 ZZ TOP/Legs  
H 16 16 BRUCE SPRINGSTEEN/Dancing in the Dark  
H 17 17 JOE JACKSON/You Can't Get What You Want  
H 18 18 RENO & WILSON/Almost Paradise  
H 19 19 HOWARD JONES/What Is Love?  
H 20 20 CHICAGO/Stay the Night  
H 21 21 DENICE WILLIAMS/Let's Hear It For The Doctor  
H 22 22 VAN STEPHENSON/Modern Day Delilah  
H 23 23 PRINCE/When Doves Cry  
H 24 24 CARB/Magic  
H 25 25 CHRISTINE MCVIE/Love Will Show Us How  
H 26 26 ROD STEWART/Infatuation  
H 27 27 JEFFERSON STARSHIP/No Way Out  
H 28 28 MADONNA/Borderline  
H 29 29 ICICLE WORKS/Whisper To A Scream  
H 30 30 FACE TO FACE/10-9-8  
H 31 31 STEV NICK/Time  
H 32 32 OLLIE & JERRY/Breakin' (There's No Stoppage)  
H 33 33 DAN HARTMAN/I Can Dream About You  
H 34 34 RATT/Round and Round  
H 35 35 VAN HALEN/Panama  
H 36 36 RICK SPRINGFIELD/Don't Walk Away  
H 37 37 ELTON JOHN/Sad Songs (Say So Much)  
H 38 38 KENNY LOGGINS/I'm Free (Heaven Help Corynne)  
H 39 39 COREY HART/Sunglasses at Night  
H 40 40 VAN HALEN/I'll Wait

ADDS OLLIE & JERRY/Breakin' (There's No Stoppage)  
RAY PARKER JR./Ghostbusters  
VAN HALEN/Panama

ON ZZ TOP/Legs  
WANG CHUNG/Dance Hall Days  
KENNY LOGGINS/I'm Free (Heaven Help Corynne)  
ALAN PARSONS/Prime Time  
CHICAGO/Stay the Night

## Hot Hits in 105KITS San Francisco

PD: Bob Garrett

H 1 1 DENICE WILLIAMS/Let's Hear It For The Doctor  
H 2 2 CYNDI LAUPER/Time After Time  
H 3 3 PRINCE/When Doves Cry  
H 4 4 DURAN DURAN/The Reflex  
H 5 5 HUEY LEWIS & NEWS/Heart of Rock & Roll  
H 6 6 STEVE PERRY/Oh Sherrie  
H 7 7 POINTER SISTERS/Jump (For My Love)  
H 8 8 BRUCE SPRINGSTEEN/Dancing in the Dark  
H 9 9 MADONNA/Borderline  
H 10 10 NIGHT RANGER/Sister Christian  
H 11 11 HUEY LEWIS & NEWS/Heart of Rock & Roll  
H 12 12 PHIL COLLINS/Against All Odds  
H 13 13 IGLESIAS & NELSON/To All the Girls I've Ever Loved  
H 14 14 THOMPSON TWINS/Hold Me Now  
H 15 15 JERMAINE JACKSON/Tell Me I'm Not Dream  
H 16 16 CARB/Magic  
H 17 17 PHIL COLLINS/Against All Odds  
H 18 18 GO GO'S/Head Over Heels  
H 19 19 BILLY IDOL/Eyes Without a Face  
H 20 20 LAURA BRANIGAN/Self Control  
H 21 21 EURYTHMICS/Who's That Girl  
H 22 22 IRENE CARA/Breakdance  
H 23 23 PSYCHEDELIC PURS/The Ghost in You  
H 24 24 CARB/Magic  
H 25 25 CULTURE CLUB/It's a Miracle  
H 26 26 RENO & WILSON/Almost Paradise  
H 27 27 ROCKWELL/Obscene Phone Caller  
H 28 28 JOE JACKSON/You Can't Get What You Want  
H 29 29 BAR-KAYS/First Show on the Dan  
H 30 30 RICK SPRINGFIELD/Don't Walk Away  
H 31 31 THOMPSON TWINS/Doctor! Doctor!

ADDS VAN STEPHENSON/Modern Day Delilah  
HOWARD JONES/What Is Love?  
OLLIE & JERRY/Breakin' (There's No Stoppage)  
ELTON JOHN/Sad Songs (Say So Much)

ON EDDY GRANT/Romancing the Stone  
STYLE COUNCIL/My Ever Changing Mood  
ZZ TOP/Legs  
CHICAGO/Stay the Night  
VAN HALEN/I'll Wait  
ICICLE WORKS/Whisper To A Scream  
MICHAEL JACKSON/Parade  
WANG CHUNG/Dance Hall Days  
ROD STEWART/Infatuation  
JEFFERSON STARSHIP/No Way Out  
YARBROUGH/PEOPLES/Don't Waste Your Time  
DAN HARTMAN/I Can Dream About You  
ALAN PARSONS/Prime Time  
SERGIO MENDES/Alibi  
PAUL YOUNG/Love of the Common...

## KS 103 FM HOT HITS!

PD: Dave Parks  
MD: Mike Preston

H 1 1 CYNDI LAUPER/Time After Time  
H 2 2 DURAN DURAN/The Reflex  
H 3 3 HUEY LEWIS & NEWS/Heart of Rock & Roll  
H 4 4 JERMAINE JACKSON/Tell Me I'm Not Dream  
H 5 5 STEVE PERRY/Oh Sherrie  
H 6 6 NIGHT RANGER/Sister Christian  
H 7 7 POINTER SISTERS/Jump (For My Love)  
H 8 8 BILLY IDOL/Eyes Without a Face  
H 9 9 BRUCE SPRINGSTEEN/Dancing in the Dark  
H 10 10 EURYTHMICS/Who's That Girl  
H 11 11 IRENE CARA/Breakdance  
H 12 12 MADONNA/Borderline  
H 13 13 HUEY LEWIS & NEWS/Heart of Rock & Roll  
H 14 14 STYLE COUNCIL/My Ever Changing Mood  
H 15 15 ROCKWELL/Obscene Phone Caller  
H 16 16 CULTURE CLUB/It's a Miracle  
H 17 17 ZZ TOP/Legs  
H 18 18 PHIL COLLINS/Against All Odds  
H 19 19 LAURA BRANIGAN/Self Control  
H 20 20 THOMPSON TWINS/Doctor! Doctor!  
H 21 21 IRENE CARA/Breakdance  
H 22 22 JOE JACKSON/You Can't Get What You Want  
H 23 23 RENO & WILSON/Almost Paradise  
H 24 24 VAN HALEN/I'll Wait  
H 25 25 MICHAEL JACKSON/Parade  
H 26 26 CARB/Magic  
H 27 27 OLLIE & JERRY/Breakin' (There's No Stoppage)  
H 28 28 HOWARD JONES/What Is Love?  
H 29 29 WANG CHUNG/Dance Hall Days  
H 30 30 ICICLE WORKS/Whisper To A Scream  
H 31 31 CHICAGO/Stay the Night  
H 32 32 SCORPIONS/Rock You Like a Hurri  
H 33 33 RICK SPRINGFIELD/Don't Walk Away  
H 34 34 VAN STEPHENSON/Modern Day Delilah  
H 35 35 SHALAMAR/Dancing in the Sheets  
H 36 36 ROD STEWART/Infatuation  
H 37 37 DAN HARTMAN/I Can Dream About You  
H 38 38 ELTON JOHN/Sad Songs (Say So Much)  
H 39 39 ROBIN GIBB/Boys Do Fall in Love  
H 40 40 LIONEL RICHIE/Hello

ADDS RAY PARKER JR./Ghostbusters  
KENNY LOGGINS/I'm Free (Heaven Help Corynne)  
TINA TURNER/What's Love Got to Do With Us  
JEFFERSON STARSHIP/No Way Out  
SURVIVOR/Moment of Truth

ON JEFFERSON STARSHIP/No Way Out  
COREY HART/Sunglasses at Night  
FACE TO FACE/10-9-8

## KWSS 94.5 FM San Jose

PD: Dave Van Stone  
MD: Robin Kippis

H 1 1 DENICE WILLIAMS/Let's Hear It For The Doctor  
H 2 2 CYNDI LAUPER/Time After Time  
H 3 3 NIGHT RANGER/Sister Christian  
H 4 4 DURAN DURAN/The Reflex  
H 5 5 HUEY LEWIS & NEWS/Heart of Rock & Roll  
H 6 6 STEVE PERRY/Oh Sherrie  
H 7 7 LAURA BRANIGAN/Self Control  
H 8 8 JERMAINE JACKSON/Tell Me I'm Not Dream  
H 9 9 POINTER SISTERS/Jump (For My Love)  
H 10 10 IRENE CARA/Breakdance  
H 11 11 NIGHT RANGER/Sister Christian  
H 12 12 JOE JACKSON/You Can't Get What You Want  
H 13 13 CULTURE CLUB/It's a Miracle  
H 14 14 BILLY IDOL/Eyes Without a Face  
H 15 15 HUEY LEWIS & NEWS/Heart of Rock & Roll  
H 16 16 JERMAINE JACKSON/Tell Me I'm Not Dream  
H 17 17 STEVE PERRY/Oh Sherrie  
H 18 18 LAURA BRANIGAN/Self Control  
H 19 19 NIGHT RANGER/Sister Christian  
H 20 20 NIGHT RANGER/Sister Christian  
H 21 21 NIGHT RANGER/Sister Christian  
H 22 22 NIGHT RANGER/Sister Christian  
H 23 23 NIGHT RANGER/Sister Christian  
H 24 24 NIGHT RANGER/Sister Christian  
H 25 25 NIGHT RANGER/Sister Christian  
H 26 26 NIGHT RANGER/Sister Christian  
H 27 27 NIGHT RANGER/Sister Christian  
H 28 28 NIGHT RANGER/Sister Christian  
H 29 29 NIGHT RANGER/Sister Christian  
H 30 30 NIGHT RANGER/Sister Christian  
H 31 31 NIGHT RANGER/Sister Christian  
H 32 32 NIGHT RANGER/Sister Christian  
H 33 33 NIGHT RANGER/Sister Christian  
H 34 34 NIGHT RANGER/Sister Christian  
H 35 35 NIGHT RANGER/Sister Christian  
H 36 36 NIGHT RANGER/Sister Christian  
H 37 37 NIGHT RANGER/Sister Christian  
H 38 38 NIGHT RANGER/Sister Christian  
H 39 39 NIGHT RANGER/Sister Christian  
H 40 40 NIGHT RANGER/Sister Christian

ADDS RAY PARKER JR./Ghostbusters  
DEF LEPPARD/Bringin' On the Heart  
GENESIS/Taking It All Too Har

ON SLADE/Run Runaway  
ICICLE WORKS/Whisper To A Scream  
DAN HARTMAN/I Can Dream About You  
ROD STEWART/Infatuation  
ALAN PARSONS/Prime Time  
ELTON JOHN/Sad Songs (Say So Much)  
ZZ TOP/Legs  
BON JOVI/She Don't Know Me  
OLLIE & JERRY/Breakin' (There's No Stoppage)  
KENNY LOGGINS/I'm Free (Heaven Help Corynne)  
COREY HART/Sunglasses at Night

## MUSIC HALL Denver

PD: Doug Erickson  
MD: Gloria Avila

H 1 1 CYNDI LAUPER/Time After Time  
H 2 2 BRUCE SPRINGSTEEN/Dancing in the Dark  
H 3 3 RENO & WILSON/Almost Paradise  
H 4 4 DURAN DURAN/The Reflex  
H 5 5 DENICE WILLIAMS/Let's Hear It For The Doctor  
H 6 6 HUEY LEWIS & NEWS/Heart of Rock & Roll  
H 7 7 JERMAINE JACKSON/Tell Me I'm Not Dream  
H 8 8 STEVE PERRY/Oh Sherrie  
H 9 9 NIGHT RANGER/Sister Christian  
H 10 10 POINTER SISTERS/Jump (For My Love)  
H 11 11 VAN HALEN/I'll Wait  
H 12 12 LAURA BRANIGAN/Self Control  
H 13 13 LIONEL RICHIE/Hello  
H 14 14 CARB/Magic  
H 15 15 IRENE CARA/Breakdance  
H 16 16 WANG CHUNG/Dance Hall Days  
H 17 17 PHIL COLLINS/Against All Odds  
H 18 18 CHICAGO/Stay the Night  
H 19 19 CULTURE CLUB/It's a Miracle  
H 20 20 MADONNA/Borderline  
H 21 21 JEFFERSON STARSHIP/No Way Out  
H 22 22 BILLY IDOL/Eyes Without a Face  
H 23 23 JOE JACKSON/You Can't Get What You Want  
H 24 24 PRINCE/When Doves Cry  
H 25 25 DAN HARTMAN/I Can Dream About You  
H 26 26 ZZ TOP/Legs  
H 27 27 ALAN PARSONS/Prime Time  
H 28 28 ROD STEWART/Infatuation  
H 29 29 VAN STEPHENSON/Modern Day Delilah  
H 30 30 CARB/You Night Think  
H 31 31 IGLESIAS & NELSON/To All the Girls I've Ever Loved  
H 32 32 KENNY LOGGINS/I'm Free (Heaven Help Corynne)  
H 33 33 THOMPSON TWINS/Doctor! Doctor!  
H 34 34 ELTON JOHN/Sad Songs (Say So Much)  
H 35 35 EURYTHMICS/Who's That Girl  
H 36 36 COREY HART/Sunglasses at Night  
H 37 37 SERGIO MENDES/Alibi  
H 38 38 RICK SPRINGFIELD/Don't Walk Away  
H 39 39 EDDY GRANT/Romancing the Stone  
H 40 40 PAUL YOUNG/Love of the Common...

ADDS ROBIN GIBB/Boys Do Fall in Love  
TINA TURNER/What's Love Got to Do With Us  
RAY PARKER JR./Ghostbusters  
PEARO BRYSON/If Ever You're in My Heart  
TONY CARREY/First Day of Summer

## KOPA FM 100.7 • AM 1440 Phoenix

PD: Reggie Blackwell  
MD: Art Morales

H 1 1 CYNDI LAUPER/Time After Time  
H 2 2 DURAN DURAN/The Reflex  
H 3 3 DENICE WILLIAMS/Let's Hear It For The Doctor  
H 4 4 NIGHT RANGER/Sister Christian  
H 5 5 LIONEL RICHIE/Hello  
H 6 6 HUEY LEWIS & NEWS/Heart of Rock & Roll  
H 7 7 IRENE CARA/Breakdance  
H 8 8 JERMAINE JACKSON/Tell Me I'm Not Dream  
H 9 9 MADONNA/Borderline  
H 10 10 JERMAINE JACKSON/Tell Me I'm Not Dream  
H 11 11 PHIL COLLINS/Against All Odds  
H 12 12 CULTURE CLUB/It's a Miracle  
H 13 13 JOE JACKSON/You Can't Get What You Want  
H 14 14 BILLY IDOL/Eyes Without a Face  
H 15 15 LAURA BRANIGAN/Self Control  
H 16 16 SLADE/Run Runaway  
H 17 17 BRUCE SPRINGSTEEN/Dancing in the Dark  
H 18 18 STEVE PERRY/Oh Sherrie  
H 19 19 POINTER SISTERS/Jump (For My Love)  
H 20 20 BERLIN/No More Words  
H 21 21 WANG CHUNG/Dance Hall Days  
H 22 22 ZZ TOP/Legs  
H 23 23 RENO & WILSON/Almost Paradise  
H 24 24 ELTON JOHN/Sad Songs (Say So Much)  
H 25 25 EURYTHMICS/Who's That Girl  
H 26 26 CHICAGO/Stay the Night  
H 27 27 PRINCE/When Doves Cry  
H 28 28 VAN STEPHENSON/Modern Day Delilah  
H 29 29 ALAN PARSONS/Prime Time  
H 30 30 ICICLE WORKS/Whisper To A Scream

ADDS RAY PARKER JR./Ghostbusters  
KENNY LOGGINS/I'm Free (Heaven Help Corynne)  
TAKING IT ALL TOO HAR

ON ROCKWELL/Obscene Phone Caller  
JEFFERSON STARSHIP/No Way Out  
PSYCHEDELIC PURS/The Ghost in You  
CARB/Magic  
THOMPSON TWINS/Doctor! Doctor!  
EDDY GRANT/Romancing the Stone  
BURTON & JUDE/Strangers in a Strange Land

## KPKE 96 FM Denver

PD: Tim Fox  
Asst. PD: Mark Bolke

H 1 1 CYNDI LAUPER/Time After Time  
H 2 2 HUEY LEWIS & NEWS/Heart of Rock & Roll  
H 3 3 IRENE CARA/Breakdance  
H 4 4 DURAN DURAN/The Reflex  
H 5 5 RENO & WILSON/Almost Paradise  
H 6 6 JERMAINE JACKSON/Tell Me I'm Not Dream  
H 7 7 NIGHT RANGER/Sister Christian  
H 8 8 JEFFERSON STARSHIP/No Way Out  
H 9 9 BRUCE SPRINGSTEEN/Dancing in the Dark  
H 10 10 STEVE PERRY/Oh Sherrie  
H 11 11 MADONNA/Borderline  
H 12 12 DENICE WILLIAMS/Let's Hear It For The Doctor  
H 13 13 POINTER SISTERS/Jump (For My Love)  
H 14 14 CULTURE CLUB/It's a Miracle  
H 15 15 LIONEL RICHIE/Hello  
H 16 16 BERLIN/No More Words  
H 17 17 LAURA BRANIGAN/Self Control  
H 18 18 SHALAMAR/Dancing in the Sheets  
H 19 19 CHICAGO/Stay the Night  
H 20 20 ALAN PARSONS/Don't Answer Me  
H 21 21 ELTON JOHN/Sad Songs (Say So Much)  
H 22 22 JOE JACKSON/You Can't Get What You Want  
H 23 23 VAN STEPHENSON/Modern Day Delilah  
H 24 24 BILLY IDOL/Eyes Without a Face  
H 25 25 WANG CHUNG/Dance Hall Days  
H 26 26 ZZ TOP/Legs  
H 27 27 EURYTHMICS/Who's That Girl  
H 28 28 KENNY LOGGINS/I'm Free (Heaven Help Corynne)  
H 29 29 THOMPSON TWINS/Doctor! Doctor!  
H 30 30 PRINCE/When Doves Cry

ADDS 29, 30  
VAN HALEN/Panama  
OLLIE & JERRY/Breakin' (There's No Stoppage)

ON SLADE/Run Runaway  
ROD STEWART/Infatuation  
STYLE COUNCIL/My Ever Changing Mood  
CARB/Magic

## KUBE 93 FM Seattle

PD: Bob Case  
MD: Tom Hutylar

H 1 1 CYNDI LAUPER/Time After Time  
H 2 2 DURAN DURAN/The Reflex  
H 3 3 STEVE PERRY/Oh Sherrie  
H 4 4 NIGHT RANGER/Sister Christian  
H 5 5 LAURA BRANIGAN/Self Control  
H 6 6 JERMAINE JACKSON/Tell Me I'm Not Dream  
H 7 7 HUEY LEWIS & NEWS/Heart of Rock & Roll  
H 8 8 BILLY IDOL/Eyes Without a Face  
H 9 9 MADONNA/Borderline  
H 10 10 NIGHT RANGER/Sister Christian  
H 11 11 NIGHT RANGER/Sister Christian  
H 12 12 NIGHT RANGER/Sister Christian  
H 13 13 NIGHT RANGER/Sister Christian  
H 14 14 NIGHT RANGER/Sister Christian  
H 15 15 NIGHT RANGER/Sister Christian  
H 16 16 NIGHT RANGER/Sister Christian  
H 17 17 NIGHT RANGER/Sister Christian  
H 18 18 NIGHT RANGER/Sister Christian  
H 19 19 NIGHT RANGER/Sister Christian  
H 20 20 NIGHT RANGER/Sister Christian  
H 21 21 NIGHT RANGER/Sister Christian  
H 22 22 NIGHT RANGER/Sister Christian  
H 23 23 NIGHT RANGER/Sister Christian  
H 24 24 NIGHT RANGER/Sister Christian  
H 25 25 NIGHT RANGER/Sister Christian  
H 26 26 NIGHT RANGER/Sister Christian  
H 27 27 NIGHT RANGER/Sister Christian  
H 28 28 NIGHT RANGER/Sister Christian  
H 29 29 NIGHT RANGER/Sister Christian  
H 30 30 NIGHT RANGER/Sister Christian  
H 31 31 NIGHT RANGER/Sister Christian  
H 32 32 NIGHT RANGER/Sister Christian  
H 33 33 NIGHT RANGER/Sister Christian  
H 34 34 NIGHT RANGER/Sister Christian  
H 35 35 NIGHT RANGER/Sister Christian  
H 36 36 NIGHT RANGER/Sister Christian  
H 37 37 NIGHT RANGER/Sister Christian  
H 38 38 NIGHT RANGER/Sister Christian  
H 39 39 NIGHT RANGER/Sister Christian  
H 40 40 NIGHT RANGER/Sister Christian

ADDS VAN HALEN/Panama  
RAY PARKER JR./Ghostbusters  
OLLIE & JERRY/Breakin' (There's No Stoppage)  
COREY HART/Sunglasses at Night  
KENNY LOGGINS/I'm Free (Heaven Help Corynne)

# He was involved in the most exciting and explosive period ever in radio history. ROCKING AMERICA is his story of that era.

At WABC he attracted the largest audience of any station in radio history, and changed the sound of radio in America forever. Now, Rick Sklar, the man whose name was synonymous with "Top 40" radio recalls those chart topping years at WABC, and the development of Contemporary Hit Radio.

First hand and entertaining, ROCKING AMERICA is filled with anecdotes of madcap promotional stunts; all-out ratings wars; surprising stories of how top hits were chosen and aired; and the rise of the supergroups and superstars whose early records Rick Sklar played and turned into gold.

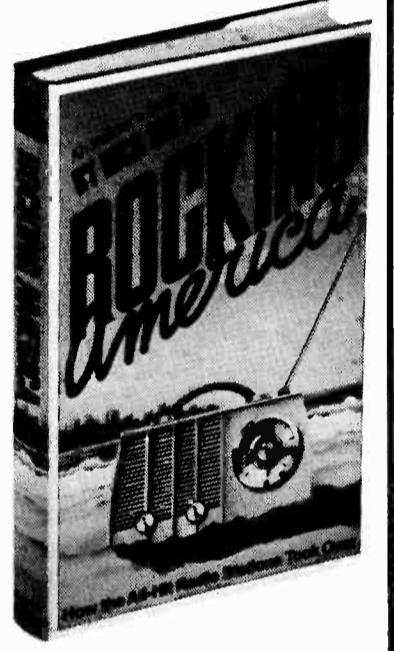
With implications for what is happening in the industry today, Sklar draws a parallel between the explosion of the "Top 40" format and the boom in the recording industry then, to the impact of music video, the current rise in popularity of all-hit radio, and the accompanying growth of the recording industry now.

These people have already read **ROCKING AMERICA**—Join them!

with photographs and year-by-year playlists

"Without question, Rick Sklar is the Dean of Contemporary Radio Programmers, and the man most responsible for making the term 'Top 40' a household word. This book represents a remarkable compilation of facts and anecdotes, and is a chronicle of the evolution of what today's programmers call 'Contemporary Hit Radio.' The man who set the standard for 'Top 40' has written the fascinating autobiography of the most respected programmer ever to walk into a radio station."

—Michael L Eskridge, President, NBC Radio



"For years the term 'Top 40' and the name Rick Sklar were synonymous. They both meant the best in rock music. If you are fascinated by the world of music, its stars, its jungle warfare, its fights for survival, then read Rick Sklar's autobiography of the rise of rock radio in America."

—Clive Davis, President Arista Records

"Having been involved with making rock & roll records before and during the rock & roll explosion of the 60s, it is most fascinating to read Rick Sklar's account of this exciting period from the radio programmer's point of view."

—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.

### MAIL THIS NO-RISK COUPON TODAY:

Mail to: R & R Books  
1930 Century Park West  
Los Angeles, CA 90067

Yes, please send me \_\_\_\_\_ copies of ROCKING AMERICA at \$15.50 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 \_\_\_\_\_



MIDWEST Most Added Hottest

Van Halen Duran Duran
Ray Parker Jr. Huey Lewis & News
Kenny Loggins M. Reno & A. Wilson
Bruce Springsteen

CHR ADDS & HOTS

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

WEST Most Added Hottest

Ray Parker Jr. Duran Duran
Van Halen Huey Lewis & News
Kenny Loggins Cyndi Lauper

MIDWEST

PARALLEL TWO

WKDD/Akron, OH

Matt Patrick

TONY CAREY
EURYTHMICS
VAN HALEN
GO GO'S
TINA TURNER
JUICE NEWTON
RAY PARKER JR.
RATT (dp)
Hottest:
HUEY LEWIS & NEWS 3-1
LAURA BRANIGAN 7-5
CHICAGO 14-8
RENO & WILSON 16-13
PRINCE 22-16

WAHC/Appleton-Oshkosh, WI

Chris Caine

ELTON JOHN
KENNY LOGGINS
EDDY GRANT
VAN HALEN
Hottest:
CYNDI LAUPER 2-1
HUEY LEWIS & NEWS 5-2
DURAN DURAN 6-4
RENO & WILSON 9-7
BRUCE SPRINGSTEEN 12-8

WKAU/Appleton-Oshkosh, WI

Ross/Bradleigh

VAN HALEN
TONY CAREY
EDDY GRANT
Hottest:
CYNDI LAUPER 1-1
DURAN DURAN 4-2
BILLY IDOL 19-13
RENO & WILSON 25-17
PRINCE D-29

92X/Columbus, OH

Cook/Cella

ELTON JOHN
KENNY LOGGINS
EDDY GRANT
GO GO'S
Hottest:
DURAN DURAN 3-1
BILLY IDOL 14-8
LAURA BRANIGAN 15-9
BRUCE SPRINGSTEEN 21-15
PRINCE 35-22

KIKI/Davenport, IA

Jim O'Hara

KENNY LOGGINS
BON JOVI (dp)
BURTON & JUDE
TONY CAREY (dp)
RAY PARKER JR.
Hottest:
CYNDI LAUPER 1-1
DURAN DURAN 3-2
HUEY LEWIS & NEWS 5-4
RENO & WILSON 9-6
PRINCE 35-25

KMGK/Des Moines, IA

Al Brock

VAN HALEN (dp)
GO GO'S
JOHN WAITE
BURTON & JUDE
BERLIN
Hottest:
DURAN DURAN 2-1
JERMAINE JACKSON 4-2
HUEY LEWIS & NEWS 3-3
LAURA BRANIGAN 6-5
RENO & WILSON 10-8

WECB/Duruth

Diak Johnson

WANG CHUNG
EDDY GRANT
TINA TURNER
JUICE NEWTON
Hottest:
CYNDI LAUPER 1-1
LAURA BRANIGAN 2-2
HUEY LEWIS & NEWS 5-3
RENO & WILSON 11-6
BRUCE SPRINGSTEEN 14-7

WKDQ/Evansville, IN

Hobbs/Payne

KENNY LOGGINS
TINA TURNER
RAY PARKER JR.
GO GO'S
TONY CAREY (dp)
BON JOVI (dp)
VAN HALEN (dp)
FACE TO FACE (dp)
Hottest:
DURAN DURAN 3-1
RENO & WILSON 7-5
POINTER SISTERS 9-7
CHICAGO 22-16
PRINCE 39-23

WSTO/Evansville, IN

Chris Taylor

BILLY IDOL
PRINCE
Hottest:
CYNDI LAUPER 1-1
STEVE PERRY 2-2
DURAN DURAN 4-4
HUEY LEWIS & NEWS 17-5
RENO & WILSON 16-7

WMEE/Ft. Wayne, IN

Scott Dugan

KENNY LOGGINS
TONY CAREY
Hottest:
DENIECE WILLIAMS 1-1
CYNDI LAUPER 7-2
HUEY LEWIS & NEWS 14-4
RENO & WILSON 21-11
CULTURE CLUB 20-12

WGRD/Grand Rapids, MI

Swart/Duling

STEVE PERRY
VAN HALEN
RAY PARKER JR.
YES
GO GO'S
Hottest:
HUEY LEWIS & NEWS 4-1
RENO & WILSON 5-2
SLADE 6-4
BILLY IDOL 9-6
PRINCE 17-14

WZPL/Indianapolis, IN

Jim Miles

ELTON JOHN
CARS
YES
JOHN WAITE
Hottest:
HUEY LEWIS & NEWS 3-1
LIONEL RICHIE 2-2
RENO & WILSON 5-4
PRINCE 20-5
ROBIN GIBB 28-17

WJXQ/Jackson, MI

Ryan/Cheeks

VAN HALEN
SCANDAL
JOHN WAITE
CHRIS DEBURGH
YES
JOE JACKSON
BERLIN (dp)
RANDY BELL (dp)
RAY PARKER JR. (dp)
Hottest:
ZZ TOP 2-1
BRUCE SPRINGSTEEN 16-3
DURAN DURAN 7-6
JEFFERSON STARSHI 8-7
SLADE 9-8

WKFR/Kalamazoo, MI

Weinacht/Chapman

TINA TURNER
KENNY LOGGINS (dp)
FACE TO FACE
Hottest:
CYNDI LAUPER 1-1
DURAN DURAN 3-2
RENO & WILSON 19-12
ZZ TOP 32-23
THOMPSON TWINS 39-29

ZZ99/Kansas City, MO

Charley Lake

VAN HALEN
RAY PARKER JR.
GENESIS
GO GO'S
Hottest:
DURAN DURAN 3-1
LAURA BRANIGAN 10-4
JERMAINE JACKSON 9-5
CULTURE CLUB 11-8
PRINCE 36-28

WVIC/Lansing, MI

Martin/Kittredge

DEF LEPPARD
PRINCE
BON JOVI
TONY CAREY
KENNY LOGGINS
Hottest:
CYNDI LAUPER 1-1
HUEY LEWIS & NEWS 2-2
STEVE PERRY 3-3
BRUCE SPRINGSTEEN 5-4
CHICAGO 9-7

Z104/Madison, WI

Little/Hudson

VAN HALEN (dp)
KENNY LOGGINS
WANG CHUNG
RAY PARKER JR.
YES
Hottest:
DURAN DURAN 2-1
RENO & WILSON 11-4
BILLY IDOL 13-8
BRUCE SPRINGSTEEN 20-15
PRINCE 29-20

KJ103/Oklahoma City, OK

Dan Wilson

VAN HALEN
RAY PARKER JR.
TINA TURNER
RATT (dp)
Hottest:
DURAN DURAN 1-1
ZZ TOP 11-4
BILLY IDOL 17-10
PRINCE 23-14
BRUCE SPRINGSTEEN 22-15

KQKQ/Omaha, NE

Taylor/Dean

WANG CHUNG
TINA TURNER
GO GO'S
Hottest:
DURAN DURAN 1-1
BRUCE SPRINGSTEEN 5-3
POINTER SISTERS 7-4
RENO & WILSON 14-7
PRINCE 19-8

KZ83/Peoria, IL

Edwards/Maioney

VAN STEPHENSON
THOMPSON TWINS
DAN HARTMAN
PRINCE
OLLIE & JERRY
Hottest:
STEVE PERRY 1-1
CYNDI LAUPER 4-2
HUEY LEWIS & NEWS 5-3
KENNY LOGGINS 12-9
RENO & WILSON 15-11

KFYR/Bismarck, ND

Brannan/Hardt

RAY PARKER JR.
COREY HART
VAN HALEN
PRINCE
RATT
YES
Hottest:
STEVE PERRY 1-1
RENO & WILSON 8-2
DURAN DURAN 9-4
BRUCE SPRINGSTEEN 14-8
ZZ TOP 19-10

WRKR/Racine-Milwaukee

Pat Martin

ELTON JOHN
RAY PARKER JR.
VAN HALEN
KENNY LOGGINS
Hottest:
BRUCE SPRINGSTEEN 8-1
RENO & WILSON 6-2
ZZ TOP 14-6
PRINCE 21-10
NEWCLUBS D-21

WZOK/Rockford, IL

Geo Davis

ELTON JOHN
THOMPSON TWINS
WANG CHUNG
RICK SPRINGFIELD
Hottest:
NIGHT RANGER 1-1
CYNDI LAUPER 2-2
HUEY LEWIS & NEWS 3-3
VAN HALEN 4-4
POINTER SISTERS 12-7

US3/South Bend, IN

J.K. Dearing

BRUCE SPRINGSTEEN
PRINCE
BILLY IDOL
Hottest:
NIGHT RANGER 1-1
DURAN DURAN 4-2
CYNDI LAUPER 2-3
HUEY LEWIS & NEWS 6-4
BRUCE SPRINGSTEEN D-5

WRQN/Toledo, OH

Schaffer/Mitchell

VAN HALEN
RAY PARKER JR.
HUMAN LEAGUE
FACE TO FACE
SERGIO MENDES
TRACEY ULLMAN
BURTON & JUDE
TALK TALK
YES
Hottest:
DURAN DURAN 3-1
CULTURE CLUB 15-9
BRUCE SPRINGSTEEN 19-12
PRINCE 31-25
OLLIE & JERRY 39-31

K107/Tulsa, OK

Rivers/Stephens

KENNY LOGGINS
RAY PARKER JR.
GENESIS
GO GO'S
Hottest:
DURAN DURAN 2-1
CULTURE CLUB 6-4
LAURA BRANIGAN 5-4
POINTER SISTERS 13-9

KELI/Tulsa, OK

Myers/Michaelis

VAN HALEN (dp)
FACE TO FACE
CHRIS DEBURGH
STEVE PERRY
JOHN WAITE
Hottest:
DURAN DURAN 2-1
POINTER SISTERS 8-4
BILLY IDOL 11-7
PRINCE 25-12
BRUCE SPRINGSTEEN 23-14

KEYN-FM/Wichita, KS

Taylor/Brown

CARS
VAN HALEN
BURTON & JUDE
TONY CAREY
JUICE NEWTON
Hottest:
HUEY LEWIS & NEWS 2-1
DURAN DURAN 6-3
RENO & WILSON 9-4
BRUCE SPRINGSTEEN 10-5
ZZ TOP 24-18

WHOT/Youngstown

Diak Thompson

VAN HALEN
YES
SHEILA E.
CHRIS DEBURGH (dp)
WEIRD AL YANKOVIC (dp)
JOHN WAITE
RED RIDER (dp)
BERLIN
ROGER GLOVER
ULTRAVOX (dp)
Hottest:
DURAN DURAN 3-1
JERMAINE JACKSON 5-3
RENO & WILSON 25-11
PRINCE 30-16
ROD STEWART 31-22

WYFM/Youngstown

Jeff Tobin

LAURA BRANIGAN
CULTURE CLUB
JERMAINE JACKSON
Hottest:
STEVE PERRY 1-1
NIGHT RANGER 3-3
IRENE CARA 11-7
HUEY LEWIS & NEWS 14-10
LAURA BRANIGAN D-13

PARALLEL THREE

KFXR/Lincoln

Tracy Johnson

VAN HALEN
GO GO'S
EDDY GRANT
YES (dp)
Hottest:
CYNDI LAUPER 1-1
DURAN DURAN 3-2
HUEY LEWIS & NEWS 4-3
JERMAINE JACKSON 5-4
RENO & WILSON 13-10

KXSS/Lincoln, NE

Dean Lambert

GO GO'S
PAUL YOUNG
TINA TURNER
RAY PARKER JR.
PEABO BRYSON
ROBIN GIBB
MICHAEL JACKSON
Hottest:
NIGHT RANGER 3-1
CYNDI LAUPER 2-2
POINTER SISTERS 6-4
HUEY LEWIS & NEWS 7-5
DURAN DURAN 11-6

WBNQ/Bloomington, IL

Justin/Robbins

KENNY LOGGINS
EDDY GRANT
RAY PARKER JR.
BURTON & JUDE
YES (dp)
SCANDAL (dp)
VAN HALEN (dp)
Hottest:
CYNDI LAUPER 5-3
CARS 12-8
CHICAGO 14-9
BRUCE SPRINGSTEEN 18-11

WBWB/Bloomington, IN

John Helmann

KENNY LOGGINS
RAY PARKER JR.
VAN HALEN
Hottest:
CYNDI LAUPER 2-1
DURAN DURAN 3-2
HUEY LEWIS & NEWS 5-4
LAURA BRANIGAN 13-8
BRUCE SPRINGSTEEN 21-10

WCIL-FM/Carbondale, IL

Tony Waitekus

VAN HALEN (dp)
RAY PARKER JR.
ELTON JOHN
EDDY GRANT
BON JOVI
Hottest:
DURAN DURAN 15-2
MICHAEL JACKSON 5-3
HUEY LEWIS & NEWS 3-4
ROCKWELL 6-6

KCMQ/Columbia, MO

Dave McCormick

KENNY LOGGINS
PEABO BRYSON
VAN HALEN
RAY PARKER JR.
TONY CAREY
YES
Hottest:
DURAN DURAN 2-1
HUEY LEWIS & NEWS 3-2
JERMAINE JACKSON 5-3
POINTER SISTERS 8-5
CHICAGO 13-10

YB4/Fargo, ND

Collins/Anderson

VAN HALEN
RAY PARKER JR.
TRACEY ULLMAN
BURTON & JUDE
GENESIS
Hottest:
CYNDI LAUPER 1-1
DURAN DURAN 4-2
HUEY LEWIS & NEWS 5-3
LAURA BRANIGAN 6-4
ZZ TOP 25-17

WSPT/Steve's Point

Bouley/Tracy

VAN HALEN
SCANDAL
MADONNA 2-2
STEVE PERRY 3-3
JERMAINE JACKSON 4-4
DURAN DURAN 6-5
Hottest:
SIRDO 4-1
DURAN DURAN 2-2
MADONNA 19-10
BRUCE SPRINGSTEEN 20-11
ZZ TOP 22-12

KDVV/Topeka, KS

Tony Stewart

none
Hottest:
HUEY LEWIS & NEWS 1-1
CYNDI LAUPER 2-2
BRUCE SPRINGSTEEN 9-9
ROD STEWART 17-17
JEFFERSON STARSHI 20-20

KRNA/Iowa City, IA

Bart Goynehor

KENNY LOGGINS
RAY PARKER JR.
VAN HALEN (dp)
ALAN PARSONS
ROBIN GIBB
ROCKWELL (dp)
Hottest:
CYNDI LAUPER 1-1
DURAN DURAN 4-2
HUEY LEWIS & NEWS 7-3
RENO & WILSON 9-5
SLADE 11-11

WAZY-FM/Lafayette, IN

Stacy/Sparrow

VAN HALEN
KENNY LOGGINS
TEDDY PENDERGRASS
RAY PARKER JR.
CHRIS DEBURGH
RATT
RANDY BELL
Hottest:
DURAN DURAN 1-1
HUEY LEWIS & NEWS 4-3
LAURA BRANIGAN 8-6
CHICAGO 14-8
PRINCE 30-26

KFRX/Lincoln

Tracy Johnson

VAN HALEN
GO GO'S
EDDY GRANT
YES (dp)
Hottest:
CYNDI LAUPER 1-1
DURAN DURAN 3-2
HUEY LEWIS & NEWS 4-3
JERMAINE JACKSON 5-4
RENO & WILSON 13-10

KKLS-FM/Rapid City, SD

Sherwin/Piper

VAN HALEN
RAY PARKER JR.
KENNY LOGGINS
PAUL YOUNG
ULTRAVOX
Hottest:
STEVE PERRY 1-1
CYNDI LAUPER 5-3
CARS 12-8
CHICAGO 14-9
BRUCE SPRINGSTEEN 18-11

99KG/Salina, KS

Denny Coffler

YES (dp)
PEABO BRYSON
PAUL YOUNG
KENNY LOGGINS
SERGIO MENDES
SHEILA E.
RAY PARKER JR.
TRACEY ULLMAN
DEF LEPPARD (dp)
ROCKWELL (dp)
TALK TALK
BERLIN
Hottest:
CYNDI LAUPER 1-1
RENO & WILSON 16-10
BRUCE SPRINGSTEEN 26-16
BILLY IDOL 31-18
CARS 29-19

KKRC/Sioux Falls

Dan Kiseley

VAN HALEN
EDDY GRANT
RAY PARKER JR.
KENNY LOGGINS
ROCKWELL (dp)
Hottest:
DURAN DURAN 2-1
HUEY LEWIS & NEWS 4-2
RENO & WILSON 7-4
CARS 18-10
ZZ TOP 15-12

KWTO-FM/Springfield, MO

Bob Hammond

TONY CAREY
YES
PAUL YOUNG
PEABO BRYSON
Hottest:
HUEY LEWIS & NEWS 2-1
DURAN DURAN 6-2
JERMAINE JACKSON 3-3
LAURA BRANIGAN 5-4
POINTER SISTERS 13-9

KQMO/Honolulu, HI

Kimo Akane

BERLIN
TRACEY ULLMAN
YES
SHEILA E.
CAROL LYNN TOWNES
SCANDAL
VAN HALEN
Hottest:
DENIECE WILLIAMS 1-1
MADONNA 2-2
STEVE PERRY 3-3
JERMAINE JACKSON 4-4
DURAN DURAN 6-5

KLUC/Las Vegas, NV

Deve Anthony

SERGIO MENDES
BURTON & JUDE
TONY CAREY
ROBIN GIBB
TALK TALK
DEF LEPPARD
Hottest:
ICICLE WORKS 9-5
BILLY IDOL 13-8
BRUCE SPRINGSTEEN 16-10
POINTER SISTERS 19-12
CARS 23-13

KFMM/Waterloo, IA

Mark Potter

SERGIO MENDES
TINA TURNER
PAUL YOUNG
PEABO BRYSON
YES
RAY PARKER JR. (dp)
VAN HALEN (dp)
Hottest:
DURAN DURAN 1-1
BRUCE SPRINGSTEEN 22-13
ZZ TOP 32-21
TRUMPSON TWINS 35-26

KDVP/Topeka, KS

Tony Stewart

none
Hottest:
HUEY LEWIS & NEWS 1-1
CYNDI LAUPER 2-2
BRUCE SPRINGSTEEN 9-9
ROD STEWART 17-17
JEFFERSON STARSHI 20-20

WEST

PARALLEL TWO

13K/Bakersfield, CA

Simon/Ryan

RATT
GO GO'S
ELTON JOHN
RAY PARKER JR.
KENNY LOGGINS
Hottest:
CYNDI LAUPER 2-1
DURAN DURAN 3-2
LAURA BRANIGAN 7-6
BILLY IDOL 10-7
POINTER SISTERS 11-9

KKXX/Bakersfield, CA

Squires/Kemper

VAN HALEN (dp)
Hottest:
DURAN DURAN 2-1
CYNDI LAUPER 1-2
HUEY LEWIS & NEWS 3-3
LAURA BRANIGAN 4-4
BRUCE SPRINGSTEEN 16-11

KQXR/Bakersfield

Bob Harlow

RAY PARKER JR.
VAN HALEN
SCANDAL
HUMAN LEAGUE
FACE TO FACE
RED RIDER (dp)
Hottest:
LAURA BRANIGAN 4-1
POINTER SISTERS 3-2
RENO & WILSON 6-3
PRINCE 20-6
RATT D-20

KKFM/Colorado Springs, CO

Finney/Ryan

KENNY LOGGINS
SERGIO MENDES
TONY CAREY
VAN HALEN (dp)
TINA TURNER
PAUL YOUNG
Hottest:
CYNDI LAUPER 2-1
DURAN DURAN 8-3
BRUCE SPRINGSTEEN 9-5
RENO & WILSON 13-8
CARS 26-18

KMGX/Fresno, CA

Carey Edwards

VAN HALEN
SCANDAL
RAY PARKER JR.
TONY CAREY
BERLIN
Hottest:
MADONNA 2-2
HUEY LEWIS & NEWS 6-4
PRINCE 8-5
RENO & WILSON 14-8
CARS 34-22

KYNO-FM/Fresno

Walker/Davis

JEFFERSON STARSHI
Hottest:
CYNDI LAUPER 2-1
POINTER SISTERS 4-3
HUEY LEWIS & NEWS 5-4
CULTURE CLUB 8-5
PRINCE 14-11

KIKI/Honolulu, HI

Kong/Shiahido

BRUCE SPRINGSTEEN
MACKIE FEARY
WIZ KIDZ
KAPONO BEAMER
Hottest:
DENIECE WILLIAMS 1-1
STEVE PERRY 2-2
DURAN DURAN 11-7
RENO & WILSON 17-9
PRINCE 28-21

KQOT/Anchorage, AK

Kay Taylor

VAN HALEN
RAY PARKER JR.
BERLIN
TRACEY ULLMAN
ORION THE HUNTER
BANGLES
YES
Hottest:
DURAN DURAN 1-1
RENO & WILSON 7-4
BRUCE SPRINGSTEEN 9-7
BILLY IDOL 10-8
PRINCE 18-11

KYVA/Billings, MT

Charlie Fox

TONY CAREY
KENNY LOGGINS
JUICE NEWTON
VAN HALEN (dp)
Hottest:
CYNDI LAUPER 1-1
DURAN DURAN





# Contemporary Hit Radio

Continued from Back Page

## BREAKERS

### KENNY LOGGINS

#### I'm Free (Heaven Helps The Man) (Columbia)

78% of our reporters on it. Moves: Up 14, Debuts 55, Same 38, Down 1, Adds 76 including PRO-FM, WAVA, B97, Q105, WLWL-FM, KIIS-FM, KUBE. See Parallels, debuts at number 39 on the CHR chart.

### RAY PARKER JR. Ghostbusters (Arista)

73% of our reporters on it. Moves: Up 2, Debuts 32, Same 24, Down 0, Adds 114 including B104, WPHD, WCAU-FM, Z93, Q102, Q103, KS103. Complete airplay in Parallels.

### EDDY GRANT

#### Romancing The Stone (Portrait/CBS)

62% of our reporters on it. Moves: Up 48, Debuts 33, Same 39, Down 0, Adds 27 including WHTX, 94Q, KAFM, WGFM, WBBQ, 92X, WBNQ. Complete airplay in Parallels.

### TINA TURNER

#### What's Love Got To Do With It (Capitol)

61% of our reporters on it. Moves: Up 31, Debuts 31, Same 44, Down 0, Adds 37 including WBEN-FM, CKGM, WHTX, KAFM, KIMN, KIIS-FM, KS103. Complete airplay in Parallels.

## NEW & ACTIVE

#### SERGIO MENDES "Alibis" (A&M) 132/18

Moves: Up 35, Debuts 21, Same 58, Down 0, Adds 18 including WCZY, KBEQ, FM106, WBBQ, WBCY, KRGV, WRVQ, Z98, WRQN, KKF, KLUC, KRO, WERZ, 99KG, KGHO.

#### ROBIN GIBB "Boys Do Fall In Love" (Mirage/Atco) 127/21

Moves: Up 23, Debuts 32, Same 51, Down 0, Adds 21 including WBEN-FM, PRO-FM, Y100, WLWL-FM, KIMN, WPST, WBBQ, WSSX, G100, KX104, KLUC, WIKZ, WISE, KXSS, KOZE.

#### ROCKWELL "Obscene Phone Caller" (Motown) 127/9

Moves: Up 54, Debuts 17, Same 42, Down 5, Adds 9, Z100, WCZY, WHHY-FM, WIKZ, WZYQ, KKXL-FM, 99KG, KKRC, KTRS, WASH 21-17, 94Q 28-18, Z93 20-15, WNVZ 20-15, FM102 4-2, XTRA 29-19. Debuts at number 36 on the CHR chart.

#### TONY CAREY "The First Day Of Summer" (MCA) 124/40

Moves: Up 7, Debuts 24, Same 53, Down 0, Adds 40 including WBLI, CKOI, KIMN, KMJK, WSPK, KSET-FM, WRNO, WKAU, WVIC, KEYN-FM, KMGX, KHYT, WIKZ, WAEV, KKAZ.

#### VAN HALEN "Panama" (WB) 122/114

Moves: Up 1, Debuts 3, Same 4, Down 0, Adds 114 including WHTT, WPHD, WCAU-FM, Z93, 93FM, B96, WBEQ, WKTI, KHTR, KPKE, KMJK, KWOD, XTRA, KUBE, KNBQ.

#### BON JOVI "She Don't Know Me" (Mercury/PolyGram) 113/14

Moves: Up 32, Debuts 12, Same 55, Down 0, Adds 14, PRO-FM, Z93, XTRA, WSKZ, G100, WHHY-FM, KX104, KIK, WKDQ, WVIC, WIKZ, WQCM, WGLF, WCIL-FM, WCAU-FM 38-32.

#### PAUL YOUNG "Love Of The Common People" (Columbia) 113/11

Moves: Up 30, Debuts 19, Same 52, Down 1, Adds 11, CKOI, KAFM, Q103, WVSR, KKF, WTSN, KXSS, KKLS-FM, 99KG, KWTO-FM, KFMW, WXKS-FM 26-23, WPHD 40-33, WOKI 27-21, WGUY 24-19.

#### PEABO BRYSON "If Ever You're In My Arms Again" (Elektra) 111/16

Moves: Up 36, Debuts 17, Same 42, Down 0, Adds 16 including WHTT, WHTX, KIMN, WZLD, WANS-FM, 94TYX, FM100, Z98, K96, KRSP, 103CIR, KCMQ, KXSS, KWTO-FM, KFMW.

#### JUICE NEWTON "A Little Love" (RCA) 108/21

Moves: Up 12, Debuts 11, Same 64, Down 0, Adds 21 including WHTX, PRO-FM, KS103, KNBQ, WFLY, Q100, WKZR-FM, WHTF, KAMZ, KSET-FM, WKDD, WBEQ, KEYN-FM, KDON-FM, WIKZ.

#### JENNY BURTON & PATRICK JUDE "Strangers In A Strange World" (Atlantic) 89/25

Moves: Up 4, Debuts 9, Same 51, Down 0, Adds 25 including Y100, B97, WGLL, Q103, FM106, KBFM, WRQN, KLUC, KSKD, WKHI, KISR, WAEV, WBNQ, Y94, KCBN.

#### GO GO'S "Turn To You" (IRS/A&M) 87/39

Moves: Up 0, Debuts 11, Same 37, Down 0, Adds 39 including KIIS-FM, KZZP, WMAR, WGFM, KZZB, KX104, 92X, WKDQ, 13K, K96, KDON-FM, WJBO, KILE, KRNA, KDZA.

#### FACE TO FACE "10-9-8" (Epic) 83/14

Moves: Up 17, Debuts 10, Same 42, Down 0, Adds 14, CKOI, Q103, WNOK-FM, WKDQ, WKFR, WRQN, KELI, KQXR, KCPX, 95XIL, WSQV, WYKS, KTDY, KHTX, KPLUS 35-30.

#### MICHAEL JACKSON "Farewell My Summer Love" (Motown) 83/4

Moves: Up 53, Debuts 5, Same 21, Down 0, Adds 4, CFTR, WNVZ, WZYQ, KXSS, WXKS-FM 40-35, B94 23-18, I95 13-10, Y100 7-5, KDWB-FM 10-7, KS103 39-25, XTRA 15-12, KHFI 22-18, KTFM 31-27, WOMP-FM 17-9, WCIL-FM 5-3.

#### HUMAN LEAGUE "The Lebanon" (A&M) 77/13

Moves: Up 4, Debuts 8, Same 52, Down 0, Adds 13, KPLUS, WSPK, WKZR-FM, KAMZ, KBFM, KROK, WRQN, KQXR, KKQV, KCBN, KSLY, KZOZ, KIST, WGRD 33-28, WTSN 39-36.

#### DEF LEPPARD "Bringin' On The Heartbreak" (Mercury/PolyGram) 65/7

Moves: Up 14, Debuts 5, Same 39, Down 0, Adds 7, WCAU-FM, KWSS, Q92, WVIC, KLUC, WISE, 99KG, WPHD 31-28, Q100 34-25, K104 20-13, WAHC 34-25, WJXQ 30-27, KQXR 28-18, WSQV 27-23, KKQV 33-25.

## MOST ADDED

RAY PARKER JR. (114)  
Ghostbusters (Arista)  
VAN HALEN (114)  
Panama (WB)  
KENNY LOGGINS (76)  
I'm Free (Heaven...) (Columbia)  
YES (45)  
It Can Happen (Atco)  
TONY CAREY (40)  
The First Day Of Summer (MCA)  
GO GO'S (39)  
Turn To You (IRS/A&M)

## HOTTEST

DURAN DURAN (142)  
The Reflex (Capitol)  
BRUCE SPRINGSTEEN (110)  
Dancing In The Dark (Columbia)  
PRINCE (107)  
When Doves Cry (WB)  
HUEY LEWIS & THE NEWS (105)  
Heart Of Rock & Roll (Chrysalis)  
CYNDI LAUPER (99)  
Time After Time (Portrait/CBS)  
MIKE RENO & ANN WILSON (88)  
Almost Paradise (Columbia)

#### ORION THE HUNTER "So You Ran" (Portrait/CBS) 64/13

Moves: Up 12, Debuts 3, Same 36, Down 0, Adds 13, KPLUS, WVSR, WSPK, Q92, KO93, KCPX, KHYT, WZON, 103CIR, WKHI, KILE, KGOT, KHTX, WRCK 27-22, KOZE 7-5.

#### PSYCHEDELIC FURS "The Ghost In You" (Columbia) 63/3

Moves: Up 18, Debuts 3, Same 39, Down 0, Adds 3, KIIS-FM, ZZ99, WZON, PRO-FM 21-16, XTRA 37-34, KITS d-23, Q100 40-35, WRCK 30-27, KZZB 39-35, WOKI 33-29, KROK d-39, WKDD 40-38, KO93 32-27, WGUY 28-21, WKHI 39-36, WJBO 34-29, WGLF 33-28, WCIL-FM 22-20.

#### RATT "Round And Round" (Atlantic) 56/24

Moves: Up 5, Debuts 10, Same 17, Down 0, Adds 24 including KAFM, KIIS-FM, Q100, WNYS, 98PX, KTFM, KSKD, WZON, WIKZ, WQCM, WYKS, KILE, WAZY-FM, KKLS-FM, KSLY.

#### TRACEY ULLMAN "Breakaway" (MCA) 54/22

Moves: Up 0, Debuts 2, Same 30, Down 0, Adds 22 including WBEN-FM, K104, KXX106, WANS-FM, WRQN, KQMQ, KHOP, KSKD, WZYQ, 13FEA, WISE, WIXV, Y94, KGOT, KSLY.

## SIGNIFICANT ACTION

#### YES "It Can Happen" (Atco) 49/45

Moves: Up 2, Debuts 0, Same 2, Down 0, Adds 45 including WPHD, KPLUS, WVSR, Q92, WRCK, KZZB, WZLD, WZYP, WGRD, WJXQ, Z104, WHOT-FM, KQXR, KDON-FM, KCPX.

#### RED RIDER "Young Thing, Wild Dreams (Rock Me)" (Capitol) 45/16

Moves: Up 0, Debuts 5, Same 24, Down 0, Adds 16 including WXKS-FM, WGCL, WNYS, 98PX, WKFM, KZZB, KBFM, WHOT-FM, KQXR, KSKD, WFBG, WJBO, Q101, WPFM, KZOZ.

#### GENESIS "Taking It All Too Hard" (Atlantic) 43/16

Moves: Up 5, Debuts 8, Same 14, Down 0, Adds 16 including B96, KOPA, KWSS, WKFM, KSET-FM, WSFL, KROK, K107, WFBG, WERZ, WJBO, Q104, WXLK, Y94, KGHO.

#### SURVIVOR "Moment Of Truth" (Casablanca/PolyGram) 42/17

Moves: Up 1, Debuts 3, Same 21, Down 0, Adds 17 including WCAU-FM, WAVA, Q105, KS103, WVSR, WYCR, WHTF, WANS-FM, WZYP, KTFM, KO93, KCPX, WTSN, WOMP-FM, KCDQ.

#### TEDDY PENDERGRASS "Hold Me" (Asylum) 28/6

Moves: Up 5, Debuts 3, Same 14, Down 0, Adds 6, WSPK, WKZR-FM, KX104, WERZ, Z102, WAZY-FM, WXKS-FM 36-29, WCAU-FM on, WASH 30-27, I95 26-23, WSFL 36-26, KTFM d-30, KO93 33-29, KHYT d-33, WGUY d-39.

#### LIONEL RICHIE "Stuck On You" (Motown) 27/23

Moves: Up 2, Debuts 2, Same 0, Down 0, Adds 23 including WBLI, B94, B97, Q102, KBEQ, K104, KC101, WPST, WQID, WJZR, KAMZ, WABB-FM, WHHY-FM, WSFL, KTFM.

#### FIRE, INC. "Tonight Is What It Means To Be Young" (MCA) 27/2

Moves: Up 1, Debuts 3, Same 21, Down 0, Adds 2, WIXV, WHSL, 93FM d-29, K104 21-15, WHTF on, WFMI on, WKDD on-dp, KMGX on, 95XIL d-40, WGLF d-32.

#### CHRIS DeBURGH "High On Emotion" (A&M) 26/21

Moves: Up 2, Debuts 1, Same 2, Down 0, Adds 21 including WPHD, KPLUS, WFLY, WNYS, K104, 98PX, WRCK, WQUT, WFMI, WJXQ, KELI, WHOT-FM, WSQV, WAZY-FM, KCDQ.

#### SCANDAL featuring PATTY SMYTH "The Warrior" (Columbia) 25/24

Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 24 including WPHD, Q107, WKTI, WMAR, WOKI, WFMI, WJXQ, KQXR, KMGX, KQMQ, KSKD, WERZ, WPFM, WSPT, KZOZ.

#### SHEILA E. "The Glamorous Life" (WB) 24/8

Moves: Up 1, Debuts 1, Same 14, Down 0, Adds 8, WXKS-FM, Z93, WFLY, WJZR, WOKI, WHOT-FM, KQMQ, 99KG, WBBQ on, Z104 on, KMGX on-dp, WAEV 35-32.

#### CHRISTOPHER CROSS "A Chance For Heaven" (Columbia) 23/7

Moves: Up 0, Debuts 1, Same 15, Down 0, Adds 7, CKOI, WVSR, WPST, WJZR, KX104, KHOP, WKHI, WCAU-FM on, Z93 on, Z98 on, KMGX on, WXLK d-40.

#### BERLIN "Now It's My Turn" (Geffen) 22/22

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 22 including WPHD, WRCK, KZZB, WZLD, WFMI, KTFM, KMGX, WJXQ, WHOT-FM, KMGX, KQMQ, KHOP, KSKD, KDON-FM, KHYT.

#### JOHN WAITE "Missing You" (EMI America) 21/21

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 21 including 94Q, WKFM, WRCK, WOKI, WFMI, KTFM, KROK, KMGX, WZPL, WJXQ, KELI, WHOT-FM, KHYT, WERZ, KCDQ.

#### TALK TALK "Such A Shame" (EMI America) 20/10

Moves: Up 0, Debuts 1, Same 9, Down 0, Adds 10, WNOK-FM, WZLD, WRQN, KLUC, KO93, KHOP, WFBG, WFOX, KILE, 99KG, WPHD d-38, WRCK on, WANS-FM on, KMGX on.

#### ROGER GLOVER "The Mask" (21/PolyGram) 19/7

Moves: Up 0, Debuts 1, Same 11, Down 0, Adds 7, WHTF, WRNO, WHOT-FM, WERZ, WISE, KILE, WAEV, WPHD on, K104 on, WOKI on, WJXQ d-36, KCDQ on.

#### PAMALA STANLEY "Coming Out Of Hiding" (TSR) 14/3

Moves: Up 2, Debuts 1, Same 7, Down 1, Adds 3, WGUY, KILE, KKQV, WXKS-FM on, WFLY on, WFMI d-39, KMGX on, 13K on, KQXR 40-37, WCIL-FM 26-25.

#### PRETENDERS "Thin Line Between Love & Hate" (Sire/WB) 13/12

Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 12, 93FM, WYCR, WSPK, KSET-FM, KDON-FM, WZON, WTSN, WJBO, WOMP-FM, Q101, WPFM, WXLK, WHSL on.

#### NEWCLEUS "Jam On It" (Sunnyview) 13/2

Moves: Up 5, Debuts 2, Same 4, Down 0, Adds 2, FM106, KCAQ, WXKS-FM 21-19, WPLJ 20-16, Z100 30-23, I95 18-14, WFLY d-32, WMAR on, WRVQ 27-18, WRKR d-21, WGUY on, WERZ on.

#### R.E.M. "So. Central Rain (I'm Sorry)" (IRS/A&M) 11/2

Moves: Up 0, Debuts 1, Same 8, Down 0, Adds 2, WXKS-FM, WOMP-FM, WPHD on, WRCK on, WKZR on, WZLD on, WJBO d-39, KRNA on.

#### "WEIRD AL" YANKOVIC "I Lost On Jeopardy" (Rock 'N' Roll/CBS) 10/10

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 10, WGLL, KRGV, KITY, WHOT-FM, KHOP, KDON-FM, WOMP-FM, WJAD, WGLF, KTRS.

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.

**COREY HART**  
Sunglasses At... (EMI America)  
LP: First Offense

Regional: 181/10 77% National Summary  
Reach: E 764 S 524 M 694 W 824  
DEBUTS: UP 74 DOWN 0 ADDS 10

**BILLY IDOL**  
Eyes Without A Face (Chrysalis)  
LP: Rebel Yell

Regional: 231/8 98% National Summary  
Reach: E 984 S 984 M 954 W 1004  
DEBUTS: UP 194 DOWN 5 ADDS 8

**DAN HARTMAN**  
I Can Dream About You (MCA)  
LP: Soundtrack Streets Of Fire

Regional: 190/5 81% National Summary  
Reach: E 834 S 834 M 844 W 844  
DEBUTS: UP 30 DOWN 1 ADDS 5

**HUMAN LEAGUE**  
The Lebanon (A&M)  
LP: Hysteria

Regional: 77/13 33% National Summary  
Reach: E 411 S 324 M 384 W 384  
DEBUTS: UP 11 DOWN 0 ADDS 13

**JERMAINE JACKSON**  
Tell Me I'm Not Dreamin' (Arista)  
LP: Jermaine Jackson

Regional: 216/1 82% National Summary  
Reach: E 934 S 934 M 934 W 984  
DEBUTS: UP 134 DOWN 37 ADDS 1

**ELTON JOHN**  
Sad Songs (Say...!) (Geffen)  
LP: Breaking Hearts

Regional: 221/18 94% National Summary  
Reach: E 954 S 954 M 914 W 914  
DEBUTS: UP 75 DOWN 0 ADDS 18

**ORION THE HUNTER**  
So You Ran (Portrait/CBS)  
LP: Orion The Hunter

Regional: 64/13 27% National Summary  
Reach: E 404 S 404 M 224 W 224  
DEBUTS: UP 12 DOWN 0 ADDS 13

**RAY PARKER JR.**  
Ghostbusters (Arista)  
LP: Soundtrack Ghostbusters

Regional: 172/114 73% National Summary  
Reach: E 724 S 774 M 844 W 844  
DEBUTS: UP 22 DOWN 24 ADDS 114

**ALAN PARSONS PROJECT**  
Prime Time (Arista)  
LP: Ammonia Avenue

Regional: 165/6 70% National Summary  
Reach: E 694 S 724 M 634 W 764  
DEBUTS: UP 31 DOWN 0 ADDS 6

**OLIE & JERRY**  
Breakin' (Ther's...!) (Polydor/PG)  
LP: Soundtrack Breakin'

Regional: 183/14 78% National Summary  
Reach: E 834 S 864 M 584 W 584  
DEBUTS: UP 14 DOWN 0 ADDS 14

**MICHAEL JACKSON**  
Farewell My Summer... (Motown)  
LP: Farewell My Summer Love

Regional: 83/4 35% National Summary  
Reach: E 524 S 594 M 394 W 394  
DEBUTS: UP 51 DOWN 0 ADDS 4

**JEFFERSON STARSHIP**  
No Way Out (GrunT/RCA)  
LP: Nuclear Furniture

Regional: 184/8 78% National Summary  
Reach: E 744 S 744 M 844 W 844  
DEBUTS: UP 29 DOWN 0 ADDS 9

**KENNY LOGGINS**  
I'm Free (Heaven...!) (Columbia)  
LP: Soundtrack Footloose

Regional: 184/78 78% National Summary  
Reach: E 784 S 784 M 844 W 844  
DEBUTS: UP 55 DOWN 1 ADDS 76

**ELTON JOHN**  
Sad Songs (Say...!) (Geffen)  
LP: Breaking Hearts

Regional: 221/18 94% National Summary  
Reach: E 954 S 954 M 914 W 914  
DEBUTS: UP 75 DOWN 0 ADDS 18

**ORION THE HUNTER**  
So You Ran (Portrait/CBS)  
LP: Orion The Hunter

Regional: 64/13 27% National Summary  
Reach: E 404 S 404 M 224 W 224  
DEBUTS: UP 12 DOWN 0 ADDS 13

**RAY PARKER JR.**  
Ghostbusters (Arista)  
LP: Soundtrack Ghostbusters

Regional: 172/114 73% National Summary  
Reach: E 724 S 774 M 844 W 844  
DEBUTS: UP 22 DOWN 24 ADDS 114

**ALAN PARSONS PROJECT**  
Prime Time (Arista)  
LP: Ammonia Avenue

Regional: 165/6 70% National Summary  
Reach: E 694 S 724 M 634 W 764  
DEBUTS: UP 31 DOWN 0 ADDS 6

**OLIE & JERRY**  
Breakin' (Ther's...!) (Polydor/PG)  
LP: Soundtrack Breakin'

Regional: 183/14 78% National Summary  
Reach: E 834 S 864 M 584 W 584  
DEBUTS: UP 14 DOWN 0 ADDS 14

**MICHAEL JACKSON**  
Farewell My Summer... (Motown)  
LP: Farewell My Summer Love

Regional: 83/4 35% National Summary  
Reach: E 524 S 594 M 394 W 394  
DEBUTS: UP 51 DOWN 0 ADDS 4

**JEFFERSON STARSHIP**  
No Way Out (GrunT/RCA)  
LP: Nuclear Furniture

Regional: 184/8 78% National Summary  
Reach: E 744 S 744 M 844 W 844  
DEBUTS: UP 29 DOWN 0 ADDS 9

**KENNY LOGGINS**  
I'm Free (Heaven...!) (Columbia)  
LP: Soundtrack Footloose

Regional: 184/78 78% National Summary  
Reach: E 784 S 784 M 844 W 844  
DEBUTS: UP 55 DOWN 1 ADDS 76

**ELTON JOHN**  
Sad Songs (Say...!) (Geffen)  
LP: Breaking Hearts

Regional: 221/18 94% National Summary  
Reach: E 954 S 954 M 914 W 914  
DEBUTS: UP 75 DOWN 0 ADDS 18

**ORION THE HUNTER**  
So You Ran (Portrait/CBS)  
LP: Orion The Hunter

Regional: 64/13 27% National Summary  
Reach: E 404 S 404 M 224 W 224  
DEBUTS: UP 12 DOWN 0 ADDS 13

**RAY PARKER JR.**  
Ghostbusters (Arista)  
LP: Soundtrack Ghostbusters

Regional: 172/114 73% National Summary  
Reach: E 724 S 774 M 844 W 844  
DEBUTS: UP 22 DOWN 24 ADDS 114

**ALAN PARSONS PROJECT**  
Prime Time (Arista)  
LP: Ammonia Avenue

Regional: 165/6 70% National Summary  
Reach: E 694 S 724 M 634 W 764  
DEBUTS: UP 31 DOWN 0 ADDS 6

**OLIE & JERRY**  
Breakin' (Ther's...!) (Polydor/PG)  
LP: Soundtrack Breakin'

Regional: 183/14 78% National Summary  
Reach: E 834 S 864 M 584 W 584  
DEBUTS: UP 14 DOWN 0 ADDS 14

**MICHAEL JACKSON**  
Farewell My Summer... (Motown)  
LP: Farewell My Summer Love

Regional: 83/4 35% National Summary  
Reach: E 524 S 594 M 394 W 394  
DEBUTS: UP 51 DOWN 0 ADDS 4

**JEFFERSON STARSHIP**  
No Way Out (GrunT/RCA)  
LP: Nuclear Furniture

Regional: 184/8 78% National Summary  
Reach: E 744 S 744 M 844 W 844  
DEBUTS: UP 29 DOWN 0 ADDS 9

**KENNY LOGGINS**  
I'm Free (Heaven...!) (Columbia)  
LP: Soundtrack Footloose

Regional: 184/78 78% National Summary  
Reach: E 784 S 784 M 844 W 844  
DEBUTS: UP 55 DOWN 1 ADDS 76

**ELTON JOHN**  
Sad Songs (Say...!) (Geffen)  
LP: Breaking Hearts

Regional: 221/18 94% National Summary  
Reach: E 954 S 954 M 914 W 914  
DEBUTS: UP 75 DOWN 0 ADDS 18

**ORION THE HUNTER**  
So You Ran (Portrait/CBS)  
LP: Orion The Hunter

Regional: 64/13 27% National Summary  
Reach: E 404 S 404 M 224 W 224  
DEBUTS: UP 12 DOWN 0 ADDS 13

**RAY PARKER JR.**  
Ghostbusters (Arista)  
LP: Soundtrack Ghostbusters

Regional: 172/114 73% National Summary  
Reach: E 724 S 774 M 844 W 844  
DEBUTS: UP 22 DOWN 24 ADDS 114

**ALAN PARSONS PROJECT**  
Prime Time (Arista)  
LP: Ammonia Avenue

Regional: 165/6 70% National Summary  
Reach: E 694 S 724 M 634 W 764  
DEBUTS: UP 31 DOWN 0 ADDS 6

**OLIE & JERRY**  
Breakin' (Ther's...!) (Polydor/PG)  
LP: Soundtrack Breakin'

Regional: 183/14 78% National Summary  
Reach: E 834 S 864 M 584 W 584  
DEBUTS: UP 14 DOWN 0 ADDS 14

**MICHAEL JACKSON**  
Farewell My Summer... (Motown)  
LP: Farewell My Summer Love

Regional: 83/4 35% National Summary  
Reach: E 524 S 594 M 394 W 394  
DEBUTS: UP 51 DOWN 0 ADDS 4

**JEFFERSON STARSHIP**  
No Way Out (GrunT/RCA)  
LP: Nuclear Furniture

Regional: 184/8 78% National Summary  
Reach: E 744 S 744 M 844 W 844  
DEBUTS: UP 29 DOWN 0 ADDS 9

**KENNY LOGGINS**  
I'm Free (Heaven...!) (Columbia)  
LP: Soundtrack Footloose

Regional: 184/78 78% National Summary  
Reach: E 784 S 784 M 844 W 844  
DEBUTS: UP 55 DOWN 1 ADDS 76

**ELTON JOHN**  
Sad Songs (Say...!) (Geffen)  
LP: Breaking Hearts

Regional: 221/18 94% National Summary  
Reach: E 954 S 954 M 914 W 914  
DEBUTS: UP 75 DOWN 0 ADDS 18

**ORION THE HUNTER**  
So You Ran (Portrait/CBS)  
LP: Orion The Hunter

Regional: 64/13 27% National Summary  
Reach: E 404 S 404 M 224 W 224  
DEBUTS: UP 12 DOWN 0 ADDS 13

**RAY PARKER JR.**  
Ghostbusters (Arista)  
LP: Soundtrack Ghostbusters

Regional: 172/114 73% National Summary  
Reach: E 724 S 774 M 844 W 844  
DEBUTS: UP 22 DOWN 24 ADDS 114

**ALAN PARSONS PROJECT**  
Prime Time (Arista)  
LP: Ammonia Avenue

Regional: 165/6 70% National Summary  
Reach: E 694 S 724 M 634 W 764  
DEBUTS: UP 31 DOWN 0 ADDS 6

**OLIE & JERRY**  
Breakin' (Ther's...!) (Polydor/PG)  
LP: Soundtrack Breakin'

Regional: 183/14 78% National Summary  
Reach: E 834 S 864 M 584 W 584  
DEBUTS: UP 14 DOWN 0 ADDS 14

**MICHAEL JACKSON**  
Farewell My Summer... (Motown)  
LP: Farewell My Summer Love

Regional: 83/4 35% National Summary  
Reach: E 524 S 594 M 394 W 394  
DEBUTS: UP 51 DOWN 0 ADDS 4

**JEFFERSON STARSHIP**  
No Way Out (GrunT/RCA)  
LP: Nuclear Furniture

Regional: 184/8 78% National Summary  
Reach: E 744 S 744 M 844 W 844  
DEBUTS: UP 29 DOWN 0 ADDS 9

**KENNY LOGGINS**  
I'm Free (Heaven...!) (Columbia)  
LP: Soundtrack Footloose

Regional: 184/78 78% National Summary  
Reach: E 784 S 784 M 844 W 844  
DEBUTS: UP 55 DOWN 1 ADDS 76

**ELTON JOHN**  
Sad Songs (Say...!) (Geffen)  
LP: Breaking Hearts

Regional: 221/18 94% National Summary  
Reach: E 954 S 954 M 914 W 914  
DEBUTS: UP 75 DOWN 0 ADDS 18

**ORION THE HUNTER**  
So You Ran (Portrait/CBS)  
LP: Orion The Hunter

Regional: 64/13 27% National Summary  
Reach: E 404 S 404 M 224 W 224  
DEBUTS: UP 12 DOWN 0 ADDS 13

**RAY PARKER JR.**  
Ghostbusters (Arista)  
LP: Soundtrack Ghostbusters

Regional: 172/114 73% National Summary  
Reach: E 724 S 774 M 844 W 844  
DEBUTS: UP 22 DOWN 24 ADDS 114

**ALAN PARSONS PROJECT**  
Prime Time (Arista)  
LP: Ammonia Avenue

Regional: 165/6 70% National Summary  
Reach: E 694 S 724 M 634 W 764  
DEBUTS: UP 31 DOWN 0 ADDS 6

**OLIE & JERRY**  
Breakin' (Ther's...!) (Polydor/PG)  
LP: Soundtrack Breakin'

Regional: 183/14 78% National Summary  
Reach: E 834 S 864 M 584 W 584  
DEBUTS: UP 14 DOWN 0 ADDS 14

**MICHAEL JACKSON**  
Farewell My Summer... (Motown)  
LP: Farewell My Summer Love

Regional: 83/4 35% National Summary  
Reach: E 524 S 594 M 394 W 394  
DEBUTS: UP 51 DOWN 0 ADDS 4

**JEFFERSON STARSHIP**  
No Way Out (GrunT/RCA)  
LP: Nuclear Furniture

Regional: 184/8 78% National Summary  
Reach: E 744 S 744 M 844 W 844  
DEBUTS: UP 29 DOWN 0 ADDS 9

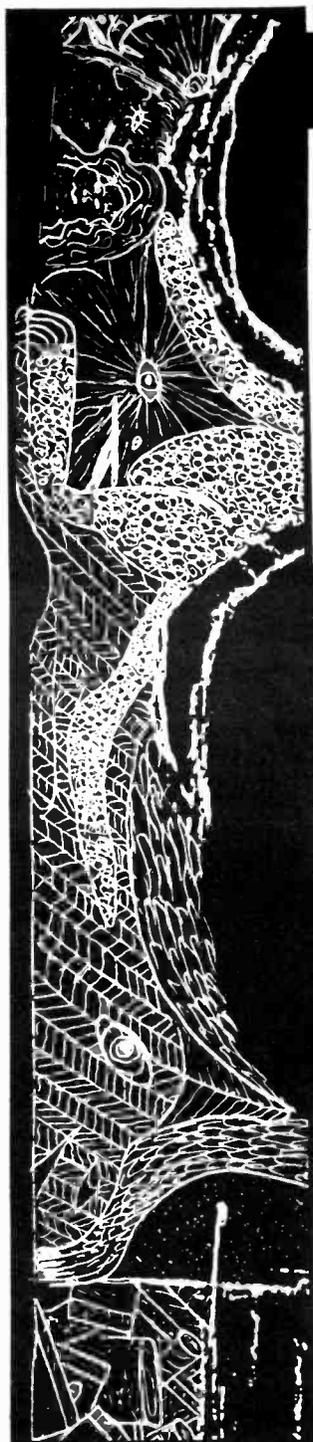


THIS IS THE REAL THING...PLAY

# R.E.M.

## “SO. CENTRAL RAIN (I’M SORRY)”

Here’s Why:



**AOR**

**BREAKERS.**

R&R 31\* → 30  
ALBUM NETWORK 47\* → 32\*  
FMQB 46\* → 36\*

R&R 31\* → 29  
ALBUM NETWORK 32\* → 30\*  
FMQB 40\* → 36\*

**MTV**

MEDIUM ROTATION ON MTV

**RETAIL**

In 6 weeks, R.E.M. has sold over 200,000 copies and is #27\* in Billboard...higher than most records with both AOR and CHR airplay.

**TOUR**

40 dates beginning June 9th with the dream syndicate

**CHR**

Just Released: “SO. CENTRAL RAIN (I’M SORRY)”  
Breaking out of ATLANTA, BOSTON, BUFFALO,  
THE CAROLINAS, NEW ENGLAND, NEW YORK  
STATE...and it’s just out.

‘nuff RECKONING, ‘nuff Said...

# PLAY IT!!



I.R.S. © 1984 International Record Syndicate, Inc. Manufactured and Distributed by A&M Records, Inc.

**Contemporary Hit Radio**

Three Weeks	Two Weeks	Last Week	
3	1	1	1 <b>CYNDI LAUPER/Time After Time (Portrait/CBS)</b>
5	4	2	2 <b>DURAN DURAN/The Reflex (Capitol)</b>
6	6	3	3 <b>HUEY LEWIS &amp; THE NEWS/Heart Of Rock &amp; Roll (Chrysalis)</b>
10	8	5	4 <b>LAURA BRANIGAN/Self Control (Atlantic)</b>
14	11	9	5 <b>POINTER SISTERS/Jump (For My Love) (Planet/RCA)</b>
9	7	6	6 <b>JERMAINE JACKSON/Tell Me I'm Not Dreaming... (Arista)</b>
25	17	11	7 <b>BRUCE SPRINGSTEEN/Dancing In The Dark (Columbia)</b>
23	16	12	8 <b>MIKE RENO &amp; ANN WILSON/Almost Paradise (Columbia)</b>
19	12	10	9 <b>CULTURE CLUB/It's A Miracle (Virgin/Epic)</b>
21	15	14	10 <b>BILLY IDOL/Eyes Without A Face (Chrysalis)</b>
2	2	4	11 <b>STEVE PERRY/Oh Sherrie (Columbia)</b>
1	3	7	12 <b>DENIECE WILLIAMS/Let's Hear It For The Boy (Columbia)</b>
17	14	13	13 <b>JOE JACKSON/You Can't Get What You Want... (A&amp;M)</b>
4	5	8	14 <b>NIGHT RANGER/Sister Christian (Camel/MCA)</b>
22	19	17	15 <b>CHICAGO/Stay The Night (WB)</b>
-	-	25	16 <b>PRINCE/When Doves Cry (WB)</b>
30	23	20	17 <b>EURHYTHMICS/Who's That Girl (RCA)</b>
38	30	22	18 <b>CARS/Magic (Elektra)</b>
32	24	21	19 <b>VAN STEPHENSON/Modern Day Delilah (MCA)</b>
-	32	23	20 <b>ZZ TOP/Legs (WB)</b>
15	13	15	21 <b>MADONNA/Borderline (Sire/WB)</b>
36	31	24	22 <b>WANG CHUNG/Dance Hall Days (Geffen)</b>
-	40	29	23 <b>THOMPSON TWINS/Doctor! Doctor! (Arista)</b>
-	34	26	24 <b>ROD STEWART/Infatuation (WB)</b>
20	18	18	25 <b>SLADE/Run Runaway (CBS Associated)</b>
-	-	38	26 <b>ELTON JOHN/Sad Songs (Say So Much) (Geffen)</b>
-	38	34	27 <b>JEFFERSON STARSHIP/No Way Out (Grunt/RCA)</b>
7	10	19	28 <b>IRENE CARA/Breakdance (Network/Geffen)</b>
-	-	37	29 <b>RICK SPRINGFIELD/Don't Walk Away (RCA)</b>
-	39	35	30 <b>DAN HARTMAN/I Can Dream About You (MCA)</b>
8	9	16	31 <b>VAN HALEN/I'll Wait (WB)</b>
39	33	32	32 <b>HOWARD JONES/What Is Love? (Elektra)</b>
-	-	39	33 <b>OLLIE &amp; JERRY/Breakin' (There's No Stoppin'...) (Polydor/PG)</b>
11	21	27	34 <b>LIONEL RICHIE/Hello (Motown)</b>
-	-	40	35 <b>ALAN PARSONS PROJECT/Prime Time (Arista)</b>
<b>DEBUT</b>	<b>DEBUT</b>	<b>DEBUT</b>	36 <b>ROCKWELL/Obscene Phone Caller (Motown)</b>
<b>DEBUT</b>	<b>DEBUT</b>	<b>DEBUT</b>	37 <b>COREY HART/Sunglasses At Night (EMI America)</b>
40	36	36	38 <b>ICICLE WORKS/Whisper To A Scream (Birds Fly) (Arista)</b>
<b>BREAKER</b>	<b>BREAKER</b>	<b>BREAKER</b>	39 <b>KENNY LOGGINS/I'm Free (Heaven Helps...) (Columbia)</b>
12	22	33	40 <b>PHIL COLLINS/Against All Odds (Take A Look...) (Atlantic)</b>

N&A Begins on Page 94

**Adult / Contemporary**

1	1	1	1 <b>CYNDI LAUPER/Time After Time (Portrait/CBS)</b>
2	2	2	2 <b>DAN FOGELBERG/Believe In Me (Full Moon/Epic)</b>
14	12	6	3 <b>MIKE RENO &amp; ANN WILSON/Almost Paradise (Columbia)</b>
3	3	3	4 <b>DENIECE WILLIAMS/Let's Hear It For The Boy (Columbia)</b>
8	6	5	5 <b>CULTURE CLUB/It's A Miracle (Virgin/Epic)</b>
19	15	9	6 <b>PEABO BRYSON/If Ever You're In My Arms Again (Elektra)</b>
13	8	7	7 <b>ANNE MURRAY/Just Another Woman In Love (Capitol)</b>
11	10	8	8 <b>KIM CARNES/I Pretend (EMI America)</b>
24	19	13	9 <b>LAURA BRANIGAN/Self Control (Atlantic)</b>
15	13	12	10 <b>ALABAMA/When We Make Love (RCA)</b>
5	4	4	11 <b>KENNY ROGERS/Eyes That See In The Dark (RCA)</b>
-	-	22	12 <b>ELTON JOHN/Sad Songs (Say So Much) (Geffen)</b>
18	16	14	13 <b>MICHAEL MARTIN MURPHEY/Disenchanted (Liberty)</b>
22	20	17	14 <b>JOE JACKSON/You Can't Get What You Want... (A&amp;M)</b>
-	24	20	15 <b>ALAN PARSONS PROJECT/Prime Time (Arista)</b>
25	23	19	16 <b>SERGIO MENDES/Alibis (A&amp;M)</b>
-	-	21	17 <b>JOHNNY MATHIS/Simple (Columbia)</b>
6	7	15	18 <b>LIONEL RICHIE/Hello (Motown)</b>
4	5	10	19 <b>BILLY JOEL/The Longest Time (Columbia)</b>
-	-	24	20 <b>JUICE NEWTON/A Little Love (RCA)</b>
10	9	11	21 <b>SHAKIN' STEVENS/I Cry Just A Little Bit (Epic)</b>
7	11	16	22 <b>PHIL COLLINS/Against All Odds (Take A Look...) (Atlantic)</b>
<b>DEBUT</b>	<b>DEBUT</b>	<b>DEBUT</b>	23 <b>LIONEL RICHIE/Stuck On You (Motown)</b>
<b>BREAKER</b>	<b>BREAKER</b>	<b>BREAKER</b>	24 <b>DAN HARTMAN/I Can Dream About You (MCA)</b>
<b>DEBUT</b>	<b>DEBUT</b>	<b>DEBUT</b>	25 <b>POINTER SISTERS/Jump (For My Love) (Planet/RCA)</b>

N&A Begins on Page 74

Three Weeks	Two Weeks	Last Week	
1	1	1	1 <b>BRUCE SPRINGSTEEN/Dancing In... (Columbia)</b>
4	3	3	2 <b>FIXX/Deeper &amp; Deeper (MCA)</b>
5	4	4	3 <b>JEFFERSON STARSHIP/No Way Out (Grunt/RCA)</b>
2	2	2	4 <b>CARS/Magic (Elektra)</b>
7	6	5	5 <b>BILLY IDOL/Eyes Without A Face (Chrysalis)</b>
19	15	11	6 <b>ROD STEWART/Infatuation (WB)</b>
40	22	13	7 <b>CHRIS DeBURGH/High On Emotion (A&amp;M)</b>
15	12	10	8 <b>RED RIDER/Young Thing, Wild Dreams... (Capitol)</b>
13	11	8	9 <b>RATT/Round And Round (Atlantic)</b>
8	7	7	10 <b>ZZ TOP/Legs (WB)</b>
18	14	12	11 <b>VAN STEPHENSON/Modern Day Delilah (MCA)</b>
23	19	15	12 <b>CHICAGO/Stay The Night (WB)</b>
20	18	16	13 <b>RUSS BALLARD/Voices (EMI America)</b>
3	5	6	14 <b>RUSH/Distant Early Warning (Mercury/PG)</b>
11	9	9	15 <b>GREG KIHN BAND/Reunited (Beserkley/E-A)</b>
-	-	30	16 <b>QUIET RIOT/Mama Weer All Crazee Now (Pasha/CBS)</b>
<b>BREAKER</b>	<b>BREAKER</b>	<b>BREAKER</b>	17 <b>CARS/Drive (Elektra)</b>
31	26	23	18 <b>THOMPSON TWINS/Doctor! Doctor! (Arista)</b>
37	30	26	19 <b>STEVE PERRY/She's Mine (Columbia)</b>
12	10	14	20 <b>DUKE JUPITER/Little Lady (Morocco/Motown)</b>
33	25	20	21 <b>ROGER GLOVER/The Mask (21/PG)</b>
30	23	22	22 <b>PSYCHEDELIC FURS/The Ghost In You (Columbia)</b>
41	32	27	23 <b>WHITESNAKE/Slow 'n' Easy (Geffen)</b>
24	20	19	24 <b>MOTLEY CRUE/Too Young To Fall In Love (Elektra)</b>
27	27	24	25 <b>RUSH/Red Sector A (Mercury/PG)</b>
<b>BREAKER</b>	<b>BREAKER</b>	<b>BREAKER</b>	26 <b>BRUCE SPRINGSTEEN/Cover Me (Columbia)</b>
-	56	35	27 <b>JEFFERSON STARSHIP/Layin' It On The Line (Grunt/RCA)</b>
10	16	21	28 <b>JOE JACKSON/You Can't Get What You... (A&amp;M)</b>
14	17	18	29 <b>ROGER WATERS/5:01 AM (The Pros...) (Columbia)</b>
42	38	31	30 <b>R.E.M./So. Central Rain (IRS/A&amp;M)</b>

Complete Tracks chart on Page 76

**Black/Urban**

3	3	1	1 <b>JERMAINE JACKSON/Tell Me I'm Not... (Arista)</b>
9	5	3	2 <b>PATRICE RUSHEN/Feels So Real (Won't Let Go) (Elektra)</b>
-	21	5	3 <b>PRINCE/When Doves Cry (WB)</b>
16	9	8	4 <b>JOCELYN BROWN/Somebody Else's Guy (Vinyl Dreams)</b>
1	1	2	5 <b>DENIECE WILLIAMS/Let's Hear It For The Boy (Columbia)</b>
8	6	6	6 <b>POINTER SISTERS/Jump (For My Love) (Planet/RCA)</b>
19	16	10	7 <b>ROCKWELL/Obscene Phone Caller (Motown)</b>
20	12	11	8 <b>ROGER/In The Mix (WB)</b>
15	10	9	9 <b>CHERRELLE/I Didn't Mean To Turn You On (Tabu/CBS)</b>
10	8	7	10 <b>R.J.'S LATEST ARRIVAL/Shackles (Golden Boy/Quality)</b>
2	2	4	11 <b>O'BRYAN/Lovelite (Capitol)</b>
25	17	13	12 <b>PEABO BRYSON/If Ever You're In My Arms... (Elektra)</b>
33	19	15	13 <b>DENNIS EDWARDS/...Aphrodisiac (Gordy/Motown)</b>
29	20	16	14 <b>WORLD'S FAMOUS SUPREME TEAM/Hey D.J. (Island)</b>
-	34	18	15 <b>TINA TURNER/What's Love Got To Do With It (Capitol)</b>
-	-	29	16 <b>OLLIE &amp; JERRY/Breakin' (There's No... (Polydor/PG)</b>
-	38	26	17 <b>TEDDY PENDERGRASS/Hold Me (Asylum)</b>
4	4	12	18 <b>CHANGE/Change Of Heart (RFC/Atlantic)</b>
30	22	20	19 <b>DIVINE SOUNDS/What People Do For Money (Specific)</b>
7	7	14	20 <b>DAZZ BAND/Swoop (I'm Yours) (Motown)</b>
-	39	27	21 <b>CAMEO/Talkin' Out The Side Of... (Atl. Art./PG)</b>
26	23	23	22 <b>LaTOYA JACKSON/Heart Don't Lie (Private I/CBS)</b>
37	29	25	23 <b>S. LATTISAW &amp; J. GILL/Baby It's You (Cotillion/Atco)</b>
-	40	32	24 <b>WOMACK &amp; WOMACK/Baby I'm Scared Of You (Elektra)</b>
5	13	17	25 <b>BAR-KAYS/Freak Show On The Dance... (Mercury/PG)</b>
-	-	34	26 <b>SHEILA E/The Glamorous Life (WB)</b>
-	33	31	27 <b>HERBIE HANCOCK/Megamix (Columbia)</b>
32	31	30	28 <b>L.J. REYNOLDS/Touch Down (Mercury/PG)</b>
-	-	36	29 <b>JOHNNY MATHIS/Simple (Columbia)</b>
<b>BREAKER</b>	<b>BREAKER</b>	<b>BREAKER</b>	30 <b>KASHIF/Baby Don't Break Your... (Arista)</b>
<b>BREAKER</b>	<b>BREAKER</b>	<b>BREAKER</b>	31 <b>GRANDMASTER M. MEL &amp; FURIOUS/Beat... (Atlantic)</b>
<b>BREAKER</b>	<b>BREAKER</b>	<b>BREAKER</b>	32 <b>LAKESIDE/Outrageous (Solar/Elektra)</b>
-	37	37	33 <b>SMOKEY ROBINSON/And I Don't... (Tamla/Motown)</b>
18	18	21	34 <b>WINDJAMMER/Live Without Your Love (MCA)</b>
14	14	28	35 <b>MELBA MOORE/Love Me Right (Capitol)</b>
31	24	24	36 <b>EARONS/Land Of Hunger (Island)</b>
<b>DEBUT</b>	<b>DEBUT</b>	<b>DEBUT</b>	37 <b>BRASS CONSTRUCTION/Never Had A Girl (Capitol)</b>
<b>DEBUT</b>	<b>DEBUT</b>	<b>DEBUT</b>	38 <b>BLOODSTONE/Instant Love (T-Neck/CBS)</b>
<b>BREAKER</b>	<b>BREAKER</b>	<b>BREAKER</b>	39 <b>ART OF NOISE/Close (To The Edit) (Island)</b>
<b>DEBUT</b>	<b>DEBUT</b>	<b>DEBUT</b>	40 <b>JIMMY LEWIS &amp; L.A. STREET BAND/Street Freaks (MCA)</b>

N&A Begins on Page 67