

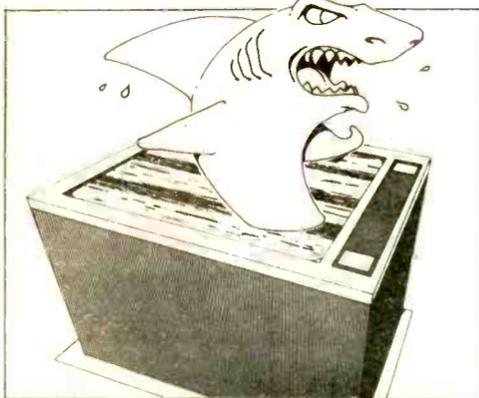
I N S I D E:

TALK RADIO REACTS TO BERG SHOOTING

In the wake of last week's shooting of KOA/Denver talk host Alan Berg, Talk radio notables like Larry King, Al Rantel, and John Mainelli discuss the disturbing implications.

Page 39

MTV EXCLUSIVES STIR RADIO STORM



Part II of Joel Denver's radio/video series takes a hard look at the impact of MTV's new exclusivity arrangements on other video shows... including those sponsored by radio stations.

Page 32

SELLING SPECIAL PROGRAMMING

Reed Bunzel begins a two-part series on how stations sell the network and syndicated programming they run. This week — a local perspective.

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PEOPLE IN THE NEWS THIS WEEK

- Leonard Wheeler GM at KLTE
- Lee Kirk PD, Mark Watkins ND at WOAI
- Dick Levitan WHUE ND as station goes News
- Janis Pessamato Director of National Singles for Chrysalis
- Steve Stewart WSPD & WLQR's OM
- Don Hibbitts GSM for WFLA-AM & FM
- George Meier VP at MJJ

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A SALUTE TO GUNTER HAUER

Atlantic's 18-year promotion executive is retiring (after 37 years in the business). Ron Rodrigues and some of Hauer's radio and record friends pay tribute.

Page 47

PROFESSIONALISM IN SALES

TM's National Sales Manager and former RAB Sr. VP Joe Vincent establishes guidelines for a truly professional sales effort.

Page 16

GET IT IN WRITING

John Leader stresses the importance of backing up your agreements on paper... and making sure everyone is working toward the same goals.

Page 26

Newsstand Price \$3.50



Yankus Elevated To WHND & WMJC VP

After 18 months as GM at WHND & WMJC/Detroit, Dick Yankus has been promoted to VP/GM.

In announcing the advancement, Greater Media Radio VP Herb McCord commented, "Dick has made WMJC into the number one-billing FM in Detroit, and he's doing a marvelous job of improving morale and productivity with the staff he inherited."

Yankus, who came to Detroit in early 1983 after several years as VP/GM at WLLF & WKSJ/Mobile, previously worked with

Nationwide Broadcasting in Pittsburgh and Cleveland. He told R&R, "It's a great vote of confidence from a company the caliber of Greater Media. In a market this competitive there are some damn good broadcasters, and we're glad to be in the thick of things. We've tried to present the stations in an exciting fashion, and when you have a great staff and a great company behind you, good things happen."

Schy Shifts To KSEA OM Post

Steve Schy has been appointed Operations Manager at KSEA/Seattle. He comes to the Easy Listening outlet after almost a year in a similar position with KROW & KNEV/Reno. Schy succeeds former OM Terry Rose; his appointment is effective July 2.

"To find a bright, young operations manager for KSEA, who has a complete hands-on perspective of not only Bonneville, but Schulke and Churchill, is a rare opportunity for us," commented VP/GM Bill Knudsen. "Steve comes highly recommended by both Dave Verdery at BBS (Bonneville Broadcasting System) and Rob Edwards at KBIG/Los Angeles and KOIT/San Francisco."

Schy told R&R, "I'm very thrilled to be a part of the station. KSEA is a successful station in its own right, and we hope to build on that. GM Bill Knudsen is always on the cutting edge of innovation in Easy Listening. And it's a Bonneville O&O station, which again is exciting. I'm just anxious to join them and be a part of that success." Schy added that his replacement has not yet been named at KROW & KNEV.

Prior to his Reno duties, Schy served as OM of KOAX/Dallas. His professional radio career began at WHEZ/Huntington, WV, with later stops at KZEK/St. Louis and KQYT/Phoenix. Before accepting the KOAX assignment, he held the OM reins at KMEO/Phoenix.

LEGAL CHALLENGE PLANNED

BMI Hikes Radio's Music Licensing Fees

After talks with the radio industry broke off, Broadcast Music Inc. (BMI) last week mailed radio stations new music licensing contracts that contain a rate increase in radio royalties for music publishers and composers.

The All-Industry Radio Music License Committee immediately announced it will file suit against the unilateral rate hike.

BMI calls the increase "slight." But the committee, which was negotiating on behalf

of the industry, says there'll be a "very substantial" rise in the estimated \$40 million radio stations now pay in BMI royalties. Both sides accuse the other of walking out of talks last week.

Committee Chairman Robert Henley, President of KGNR & KCTC/Sacramento, said the increase would only be a "down payment" on a larger rate hike. His group will file suit to restrain BMI's ability to set its own rates, said Henley: "Even ASCAP, which has never been looked at as a friend of broadcasters, doesn't have that power."

The panel's attorney, Alan Weinschal of the firm Weil, Gotschal & Manges, said the committee will also sue to recover alleged overcharges in the millions of dollars dating back to 1972. Responded BMI President/CEO Ed Cramer, "I don't know what they're talking about."

BMI's current contract with the industry expired at the end of 1983 but has been extended twice, through June 30. The new three-year contract is retroactive to January 1 of this year, but the rate hike doesn't take hold until next January 1.

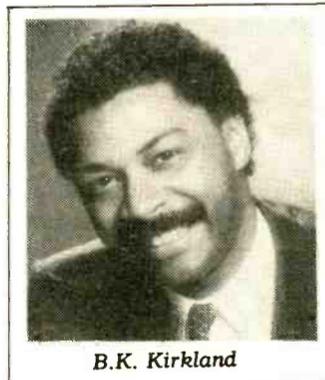
BMI/See Page 4

Kirkland PD At WBLS & WLIB

B.K. Kirkland, PD for Inner City Broadcasting's KBLX & KRE/Berkeley and KUTE & KGFJ/Los Angeles, has transferred to the PD position at the company's flagship stations WBLS & WLIB/New York. Kirkland, who replaces the exiting Frankie Crocker, will continue to supervise Inner City's West Coast properties until individual replacements are named.

WBLS & WLIB VP/GM Charles Warfield observed, "We certainly think Mr. Kirkland is one of the top program directors in the country, and we've been very fortunate to have him with the Inner City family for so many years. We're extremely pleased — not only myself but our entire staff and management here at Inner City — to be able to bring Mr. Kirkland back home to New York."

Kirkland joined Inner City as an air personality at WBLS in 1976. Three years later, he shifted to crosstown WKTU for a brief stint before returning to Inner City in 1980 as PD at KBLX; he added programming responsibilities for KUTE & KGFJ last year. Kirkland told R&R, "Although New York is a very different radio market, it will afford me a lot of opportunities that haven't been available to me here. Also, being able to go to the number one market with the very good possibility of returning WBLS to the top position is a challenge I



B.K. Kirkland

really look forward to. I'd like to thank Mr. Warfield, the (principal owner) Sutton family, and (Inner City Vice-Chairman) Hal Jackson for their support of my return to New York."

WQUE-FM Evolves From A/C To CHR

Ending months of speculation, WQUE-FM/New Orleans has announced it has completed an "evolution" of its format from A/C to CHR.

VP/GM Bill Stoeffhaas noted, "It's a question of labels, if anything, that've gotten so hazy in the area between A/C and CHR. I still consider us an adult radio station. Our business is better than ever, and our advertisers seem to be responding to the new sound of the station, which is not that different from what it was before. We've always played contemporary music of one shade or another;

it's just kept pace with the changing tastes of the market."

PD Kris O'Kelly explained to R&R, "Musically, we're more CHR than (neighbor) B97 (WEZB). New Orleans is a very progressive town, and a party town. Our CHR competition has had great adult numbers in the past, so I think CHR, as far as the music we're playing is concerned, is what wins with adults. On the air, we're not yelling and screaming for teens; we still have an adult approach. But I think today's adult is much more contemporary than even a few years

ago. We've had more success reaching adults through CHR music than with what we've been using the last few years; the numbers have proven that."

He continued, "I see nothing but growth ahead. It's the right positioning in the market. In addition to A/C outlet WAJY, WLTS has now debuted with an automated light rock format, so I believe that being too soft will really hurt us. We've got to get out there and compete as a CHR."

O'Kelly added that a search has begun for a new midday personality.

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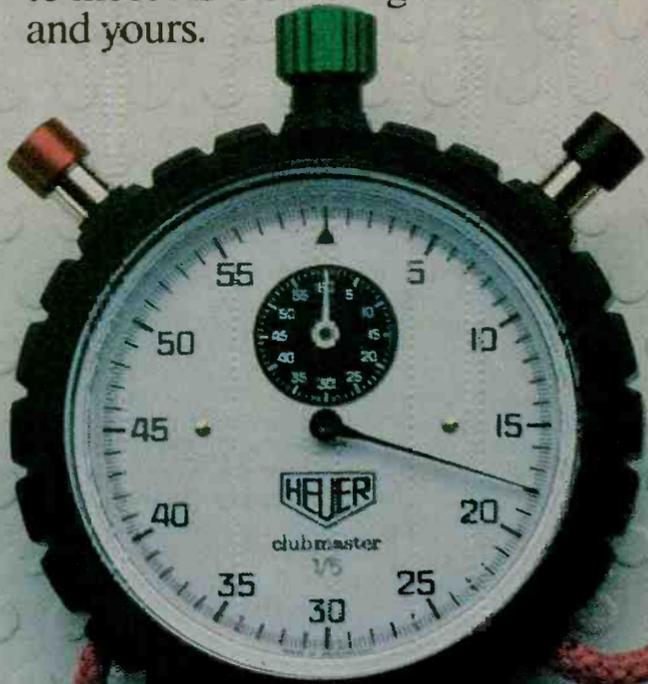
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Peering Into Radio's Future

Jhan Hiber reports on the recent McGavren Guild National Radio Symposium, where academics and professionals met to brainstorm the future of radio.

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Wheeler Set As KLTE's GM

Former WSLQ/Roanoke GM Leonard Wheeler has been transferred to the GM position at Mel Wheeler, Inc.'s newly-acquired sister station KLTE/Oklahoma City.

Wheeler served two years as GM at WSLQ following a term as an Account Executive at KITT (now KCBQ-FM)/San Diego. He told R&R, "I feel great and am very excited to get the shot at being a GM in

a top 50 market. It's the first time I've had an opportunity to work at a station where I do not have somebody I have to answer to. I'm extremely pleased with the positioning we have in the market, and I think there's a lot of things we can do to generate even further success with KLTE. We've got a terrific staff here and haven't made any personnel changes; we certainly wouldn't change the (A/C) format."

Stewart OM At WSPD & WLOR

After nearly four years as News Director at WSPD & WLQR/Toledo, Steve Stewart has been promoted to Operations Manager. Stewart succeeds Program Manager Rick Belcher, who plans to pursue an ownership opportunity.

WSPD & WLQR President Thomas Girocco said, "Steve is an all-purpose guy, and he has worked in a similar programming situation in the past. I like to structure the job to the guy's talents, and Steve has a

real feel for everything that has to do with programming, not just news."

Before moving to Toledo in 1980, Stewart spent nine years at WMRN/Marion, OH, the last five as News Director. He told R&R, "It's challenging and very exciting. I'm looking forward to it, and don't think there will be any problems. Too many times people tend to think if you're in news that you have no idea what's going on in other areas. But I feel that having worked in conjunction with programming and other areas over the years, I've gained some of the depth I need. We want to continue the traditions of the stations, and intend to be as active as we can be in the community."

Replacing Stewart as News Director is Assistant ND Mike Jablonski.

Hibbitts Named GSM At WFLA-AM & FM

WSUN/Tampa VP/GM Don Hibbitts has been named GSM at Blair's WFLA-AM & FM/Tampa. Hibbitts, who begins his new assignment July 30, replaces Larry Gorklick.

In announcing the change, VP/GM Al Law told R&R, "When a fellow with Don's track record and probably the strongest reputation in the market becomes available, you snap him up . . . and that's what I did. Don brings a lot of knowledge and experience in the door just by joining WFLA. With Don's addition, the sales efforts will begin to match our programming efforts."

HIBBITTS/See Page 30

R&R Closes On Fourth

In observance of our nation's 208th birthday, R&R will close its offices on Wednesday, July 4. Because of the holiday, the July 6 edition of R&R will be mailed to our subscribers on Thursday, July 5 (one day later than usual). Our Washington, Nashville, and Los Angeles offices will reopen on July 5. Have a safe Fourth of July.

LEVITAN NAMED NEWS DIRECTOR

WHUE Switching To All-News Format

WHUE (AM)/Boston will drop Beautiful Music and adopt an all-News format, effective July 16. Sister station WHUE-FM will continue to broadcast Churchill's Beautiful Music format, according to VP/GM Douglas Tanger.

The programming mainstay for the station will be CNN Radio, "augmented with a fairly significant local effort" headed by newly-named News Director Dick Levitan, an alumnus of Boston stations WBZ and WEEL plus WINS/New York.

"We want to offer Boston a second news service," Tanger explained. "We'll have a very upbeat, fast-paced presentation. CNN Radio will give us instant credibility. The service they offer is super." Tanger said he's not looking for WHUE, which will retain its call letters, to replace all-News WEEL. "This is one of the few major markets in the United States that has only one all-News station," said Tanger. "We feel there's room for two."

A key to the programming change was the recent move of WHUE-FM's tower from

Pessamato Back To Chrysalis As Singles Director

Janis Pessamato (formerly Ross) has rejoined Chrysalis Records in the newly created position of Director of National Singles. Pessamato, who left Chrysalis last year when it relocated to New York, will perform her new duties out of the label's Los Angeles office.

VP/Marketing Bily Bass told R&R, "I'm very happy to be associated once again with Janis. After watching her develop six records into number one projects when she was formerly with the label, I think Chrysalis will benefit greatly from her experience and knowledge of our artists."

Pessamato will report directly to newly appointed Director of Promotion Daniel Glass, who added, "Janis has the unique quality of natural enthusiasm which is so prevalent at CHR. I'm very happy to fortify a position on the West Coast with a person of her talents and abilities."

Pessamato, who served in a national promotion capacity with Chrysalis for five years, has been working independent pro-



Janis Pessamato

Meier New VP At MJI

New York-based syndicated radio network MJI Broadcasting has named George Meier VP/Affiliate Relations, as reported briefly last week in R&R. Meier comes to MJI from PolyGram Records, where he served as National Direc-



George Meier

tor/Album Promotion for the past two years. In his new post, Meier will direct the activities of the company's affiliate relations staff, and will also be responsible for maintaining regular communications with MJI's affiliate stations.

Commenting on the appointment, MJI

MEIER/See Page 30

suburban Lexington to the Prudential Building in downtown Boston, eliminating any need for duplication of the Beautiful Music format on AM. With their nearly identical demographics, said Tanger, the two stations will be sold in combination and will be heavily cross-promoted.

WATKINS ND

Kirk Becomes PD At WOAI

News/Talk WOAI/San Antonio has filled its longstanding PD vacancy with the appointment of Lee Kirk. He joins the station from KTAR/Phoenix, where he was producer/talk show host, a role he previously filled at KGNR/Sacramento. Kirk replaces Pat Rodgers, who left in March to become PD at WTMJ/Milwaukee.

Sr. VP/GM John Barger commented, "It's one of those rare instances where the people at KTAR were anxious to see him have a shot at a great opportunity." The clincher, said Barger, came when he was in Phoenix and happened to hear Kirk hosting a Sunday morning magazine program that was "absolutely entertaining."

Simultaneously, Barger named former KIKM & KZXL/Sherman, TX Operations Manager Mark Watkins as News Director, replacing Peter Gardner, who has joined KRLD/Dallas. Before signing on with the Sherman stations five months ago, Watkins was News Director at KLIF & KPLX/Dallas.

"After nine years I'm all tapped out of new ideas," Barger mused, "so it's exciting to get people from the outside who have new ideas and are talented and dedicated."

Kirk told R&R his new job will be a "learning experience. This is my first Program Director responsibility to really put some fingers on a News/Talk station. I'm overwhelmed by the possibilities and by the work involved."

He added that, as a newcomer to San Antonio, WOAI, and the PD's role, it would be "premature and presumptuous" to say he has any specific new plans for the station. His intention is to make WOAI reflect the "community excitement" of San Antonio, said Kirk.

TRANSACTIONS

KGA & KDRK Sold For \$5.75 Million

Salinas, CA-based group owner Community Pacific Broadcasting has agreed to sell KGA & KDRK/Spokane to Price Broadcasting for approximately \$5.75 million, pending FCC approval.

KGA operates with 50 kw at 1510 kHz, while KDRK is located at 93.7 mHz with 56 kw at 2380 feet. Both stations program Country formats.

Community Pacific retains ownership of KTOM-AM & FM/Monterey-Salinas, KZUN & KFIV/Modesto, KTNX/Anchorage, KEED/Eugene, and KRDR/Gresham, OR. Price also operates KKRD/Wichita, KROW & KNEV/Reno, KBUG & KCPX/Salt Lake City, and WWVA & WCPI/Wheeling, WV.

Dowe Communications Purchases KPEN

Dowe Communications Co., headed by long-time broadcaster Ken Dowe, agreed June 20 to purchase KPEN/Los Altos, CA from Los Altos Broadcasting for \$2.5 million, pending FCC approval.

KPEN, which serves the San Jose metro and suburban San Francisco area with a CHR format, operates with 3 kw on 97.7 mHz at 1150 feet.

TRANSACTIONS/See Page 30

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Washington Report



SELLING OLDER DEMOS — Over 70 members of the Washington, DC and Baltimore advertising communities recently attended a daylong seminar on the benefits of the 35-64 radio demo. Titled "The Growth Market of the Eighties," the conference was sponsored by the 35-64 Committee, Washington stations WGAY, WMAL, and WTOP, and Baltimore stations WLIF, WBAL, and WCBM. Keynote speaker for the day was Radio Information Center President Maurie Webster (pictured), who spoke on "The New Affluents."



REAGAN SPEAKS TO NAB BOARD — President Reagan joined other top officials of his administration at a White House briefing last week for the NAB Board of Directors.



MARTY BECK HONORED — Incoming NAB Radio Board Chairman Ted Snider and Joint Board Chairman Gert Schmidt lead a round of applause for Marty Beck, whose term as Radio Chairman expired last week.

Crusade Launched To Ban Radio-TV Alcohol Ads

A coalition of 25 groups this week launched a national campaign to collect 1 million signatures in support of a federal ban on broadcast advertising of beer and wine. The effort is labeled Project SMART — Stop Marketing Alcohol on Radio and Television.

If alcohol ads can't be banned altogether, the group wants a requirement that spots be balanced with health information about alcohol. It says alcoholic beverage manufacturers spend \$550 million a year on broadcast advertising, and that Anheuser-Busch alone spends \$150 million annually selling beer on television.

"Commercials that glorify drinking flood the airwaves," says the coalition. "Far too often, the ones exposed to these appeals are impressionable children and teenagers." Heading up the campaign is the Center for Science in the Public Interest, a nonprofit health advocacy group.

The effort immediately drew fire from NAB President Eddie Fritts, who pointed to the high alcoholism rates in Sweden and Russia, which both ban alcohol advertising. Said Fritts, "Beer and wine consumption are as old as history, and as lawful and legitimate products their manufacturers have the First Amendment right to advertise the uniqueness of their products to the public."

FCC Helps Save Pilot's Life

Quick action by the "monitoring net" the FCC keeps manned 24 hours a day to assist in emergencies recently helped save the life of a pilot whose plane was running low on fuel on a flight to Hawaii from Pago Pago in the Samoan Islands.

After the pilot of the French-registered Cessna radioed the air traffic control center in Hawaii that his fuel tanks were nearly empty, the tower asked the FCC monitoring station in Waipahu for help locating the plane, which was out of radar range. FCC technicians provided two long-range direction-finding (DF) fixes.

Using that information, two Coast Guard planes were able to find the plane and begin escorting it to land. Ten miles from shore,

however, the fuel tanks ran dry and the plane crashed into the sea. The pilot, who sustained bruises and a broken nose, was rescued by a Coast Guard helicopter.

Giller Wins NAB Radio Vice Chairman's Race

By a vote of 21 to 12, the NAB Radio Board last week elected Gilcom Stations President Ed Giller to be its Vice Chairman. He defeated WACT/Tuscaloosa, AL President Clyde Price.

Unopposed in his bid for the Radio Board Chairmanship, succeeding Marty Beck, was KARN & KYK/Little Rock President Ted Snider. Snider acknowledged that last week's meeting was relatively smooth, commenting, "We weren't hindered by controversy and confrontation. We've worked very hard to build unity in the industry. We're now enjoying the fruits of that labor."

Snider said he's discouraged that "we just seem to be bogged down on deregulation right now" on Capitol Hill. And he and several other board members visited the FCC to lobby for repeal of the new call letter rules, specifically the provision throwing disputes into local courts.

The board turned down a proposal from RKO VP Jerry Lyman that its radio-only network members have a permanent slot on the Executive Committee. Currently one non-voting seat rotates among ABC, CBS and NBC, which represent both radio and television.

In other developments:

- Chances of radio deregulation passing this year grow dimmer by the day. Talks in the House Telecommunications Subcommittee are at a standstill and a plan to attach a bill to the Public Broadcasting authorization in the Senate was jettisoned owing to a lack of full support.

- NRBA VP/Development Jack Christian will leave the association June 30 to start a radio brokerage firm, Communications Brokers, Inc.

- The recent sale of WCFL/Chicago has been challenged in the U.S. Court of Appeals by Anthony Martin-Trigona, who had filed an unsuccessful petition to deny the transfer.

BMI Hikes Radio Fees

Continued from Page 1

"No Choice" But To Sign Contracts

Although stations that don't return the new contracts by Sunday (7-1) are technically engaging in copyright infringement if they play BMI music, Cramer said he doesn't plan to "hold a gun to anybody's head." Stations will have a "reasonable time" to return the contracts, and will be notified what the limit is. However, he stressed that the Supreme Court has held that "the obligation is upon the user to get a license."

Bad Debt, Sales Commission Deductions Gone

The new BMI contract has been simplified. In calculating their net revenues on which royalties are paid, stations may no longer deduct sales commissions and bad debts. The committee unsuccessfully pushed to have trade and barter removed, also.

For stations with net revenues of \$100,000 or more, the licensing fee will drop from 1.7% to 1.35% annually. Stations earning under \$100,000 face a drop from 1.44% to 1.25%. However, stations will actually end up paying more because they'll be reporting higher revenues.

Cramer says the rate increase, on a daily basis, will be "no more than a couple packs of cigarettes or a double-dip ice cream cone, depending on your vice." But Weinschal says the increase will be far greater for most stations. Just the elimination of bad debts as a deduction will have "an enormous impact," he contends, as will BMI's decision to base all fees on billing, rather than giving stations the option of having royalties based on collections.

Weinschal said radio stations really have "no choice" but to go along with the new license. "If they sign the contracts they will accept the increase. If they don't sign, they either have to find a way to eliminate BMI music, which is an impossibility, or be a copyright infringer."

Weinschal points to BMI's decision not to impose a rate increase until next January as proof that negotiations could have continued. BMI's unilateral action was "a bad faith negotiating tactic which is really outrageous," he added, pledging the committee will do everything in its power to "rein in BMI."

ASCAP No-Hike Agreement Near

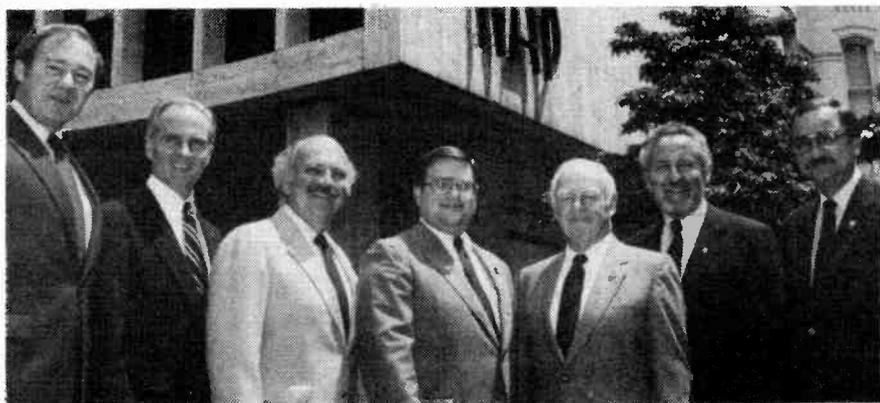
Weinschal says the All-Industry group is "very close to an agreement with ASCAP that has no increase at all." The industry's license with ASCAP, the other major licensing group, expired in 1982 and has been extended ever since as negotiations continued. Weinschal expressed hope the ASCAP pact won't be upset by BMI's decision.

BMI has long held that it licenses more music than ASCAP, yet receives less in royalties for its composers and publishers. BMI says it licenses 53% of all music played on radio, while ASCAP is stressing that it licenses most of the hit songs.

BMI collects about \$150 million a year from all sources, including radio, television and nightclubs, but refuses to say how much comes from radio. Weinschal estimates radio kicks in about \$40 million of that total.

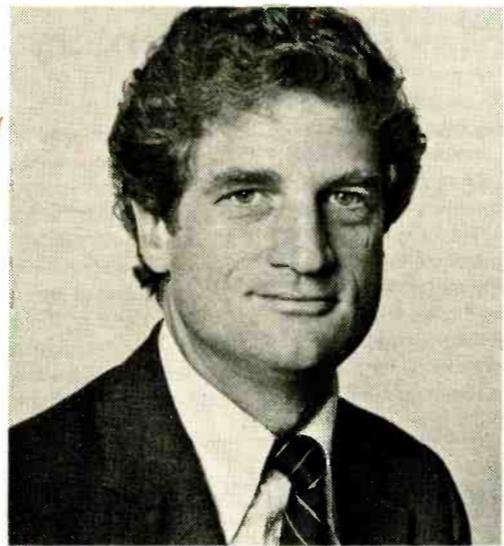


ASCAP ON CAPITOL HILL — ASCAP furnished the entertainment last week as the Congressional Arts Caucus hosted a luncheon for the Congressional Rural Caucus. ASCAP also used the opportunity to lobby against pending legislation to lower jukebox licensing fees. Pictured at the luncheon (left to right) are ASCAP President and songwriter Hal David, Arts Caucus Chairman Jim Jeffords (R-VT), and country singers Sylvia and Ray Stevens.



NEW EXECUTIVE COMMITTEE LINEUP — Posing outside NAB headquarters in Washington is the association's new Executive Committee: (left to right) Network representative Robert Hynes, NBC VP/Washington; Radio Board Chairman Ted Snider, KARN & KYK/Little Rock President; Radio Vice Chairman Ed Giller, Gilcom Stations President; NAB President Eddie Fritts; Joint Board Chairman Gert Schmidt, Harte-Hanks Communications Sr. VP; TV Vice Chairman Bill Turner, KCAU-TV/Sioux City, IA President/GM; TV Chairman Jerry Holley, Stauffer Communications VP/Broadcasting.

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.

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PTA Pushes For Lyric Ratings

The familiar outcry against sex and violence in television has made its way into the record industry. According to a brief article in **USA Today**, a national PTA resolution seeks to institute a ratings scale for lyrics. Similar to the guidelines set forth for movie releases, these ratings would monitor the degree of profanity, sex, violence or vulgarity found in various lyrics. The resolution is said to have been prompted by Prince's "1999." Warner Bros. VP **Bob Merlis** told USA Today, "We're talking about lyric content and that's open to interpretation. If parents don't like it, they should deal with it." CBS Records VP **Bob Altshuler** commented, "You hear records before you buy them, so people are not buying blindly."

Executive Travel Up

During the last several years, given the economy's up-and-down tendency, many companies curtailed the number of executive business trips. But a **Runzheimer And Company** national survey indicates the travel tide is turning. It seems the average company is dispatching six percent more travelers than in 1982. And while execs register ten less days on the road (56 to 46), they make up for it in daily expenses, which are up nearly 20%.

Turning 30 Triggers Memory Loss

Turning 30 is significant in more ways than one. Dr. **Marilyn Albert** told the **Wireless Flash** that particular age milestone may also signal the onset of memory loss. Apparently, once a person hits 30, he or she starts to lose the ability to quickly learn and retain new information. And that in turn may be the result of electrical activity in different parts of the brain. That's the bad news. The good news is that other memory functions such as storage and retrieval aren't affected at that age.

We'll sell your radio station in 30 seconds.

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

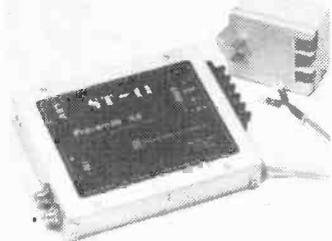
Call Jay Bigelow at (215) 525-6430, and see how quickly you'll be sold on Creative Works.

Creative Works

Gladwyne, PA 19035 • (215) 525-6430

Micro-Track Bows Phono Preamp

Micro-Track announces an addition to its broadcast equipment line — the Model ST-11 Professional Phono Preamplifier. The \$169.50 unit offers very low distortion (.05% or better) together



with virtually nonexistent noise at -72db. Housed in a metal case, the ST-11 features a wall-mounted power transformer which is UL and CSA approved. Also included are a rumble filter and screwdriver-adjust right and left channel level controls. Direct inquiries to (413) 536-3551.

Record Week Sets Debut

"An authoritative music industry weekly newsletter" is how **Entertainment Data, Inc.** describes **Record Week**, a retail publication scheduled to premiere within the first two weeks in July. Under the guidance of Publisher **Marcy Polier**, Director **Elliott Kahn**, and Editor **Dan Aaronson**, Record Data will provide:

- Sales figures from the top 20 markets, on a market-by-market basis; with a top 40 chart for both singles and LPs in terms of "units sold"
- A national listing of the top 100 LPs and singles
- National top 40 singles and albums chart for Black and Country formats
- A section that analyzes record sales, movement, and trends in the top 20 markets and nationally
- Radio and label news features
- Special interviews with radio, programming and label execs, record producers, and artists.

Newsletter cost is \$150 a year, \$45 quarterly. Contact Dan Aaronson at (213) 271-2105.

Screen Phone Calls By Computer

It's amazing the number of functions a computer can handle. Now add screening phone calls to the list. With the aid of their local phone company, Orlando residents are testing the viability of the proposed privacy system. Quite simply, the user programs a microcomputer with friends' phone numbers. When someone calls from a number not on that list, the telephone rings in a distinctive manner. Upon hearing that unique ring, the person then decides whether or not to answer.

FM BILLING POSTS + 19.6%

Local Radio Sales Rise 11.3%

Findings compiled by **RAB** indicate that first quarter local radio sales increased 11.3% over last year. During March 1984 alone, local sales racked up an impressive 11.5% gain. On the FM front, key markets showed local billings moving 17.3% over March '83 figures. And total first quarter billing earned a 19.6% hike over the year previous.

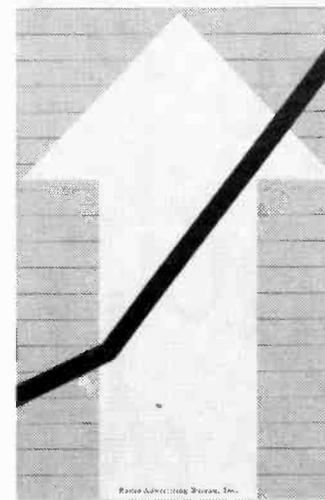
• Radio receiver sales reached all-time high of 69.9 million last year

• Radio industry reported revenues in excess of \$5 billion in 1983

• Regarding share-of-time, radio outpaces other media among key product users.

Radio Facts is available to RAB members, advertising agencies, and advertisers. For a copy contact **Danny Flamberg** at (212) 599-6666.

RADIO FACTS



In other news, RAB has released the 25th edition of its "Radio Facts." The redesigned booklet's 44 pages is chock-full of data and pictograms that point to the growing use and effectiveness of radio as an advertising medium. Among the highlights:

- Almost half of all rooms have radios

SING-ALONG WITH KARAOKE

Public Songfests The Rage In Japan

Would-be singing stars abound in Japan's bars and nightclubs these days thanks to *karaoke*. And just what is *karaoke*? For those of you whose Japanese translating skills are a little rusty, *kara* means empty and *oke* means orchestra. The "empty orchestra" process is basically a derivative of voice enhancement devices. A tape recorder produces musical accompaniment to various songs; with songbooks in hand, amateur tunesmiths warble along. Words and music flow out of the speaker together, spawning another hopeful singing sensation.

What began around 1972 near Osaka has now grown into a million dollar business — more than \$600 million, to be exact. That's pretty impressive, considering the equipment has only been on the market for eight years. Karaoke units (tape recorders, tapes, microphones, and related items comprise 30 varieties) are housed in over 500,000 bars/nightspots, as well as 13% of all Japanese homes. Prices start at a low of \$266 for a home set to \$6000 for videodisc units that display lyrics and mood-setting motion pictures on a screen. Taxicabs are even having the equipment installed.

Spinoffs from the popular craze include nationwide contests sponsored by television stations, karaoke home parties, and the establishment of singing schools. Though such American standards as "Danny Boy" and "I Left My Heart In San Francisco" are popular on the Japanese karaoke front, the phenomenon has yet to catch on as strong over here. Several Japanese companies are attempting to export it to the U.S., but only American bars catering to Japanese customers have thus far shown an interest.

Job Desires Outlined

Putting in eight or more work hours daily, week after week, it's easy to fall into the proverbial rut. And it's easier still to lose sight of why we opted for our particular careers in the first place. In case you can't remember, **Vocational Biographies Inc.** founder **Toby Behnen** detailed just what it is we do look for in a job.

• When choosing a career, we rank the work environment and quality of life as our top concerns.

• We are willing to change careers and duties within existing jobs.

• Entrepreneurial career ventures are "in." A growing number are creating their own businesses.

• New careers are opening up, owing to international trade competition.

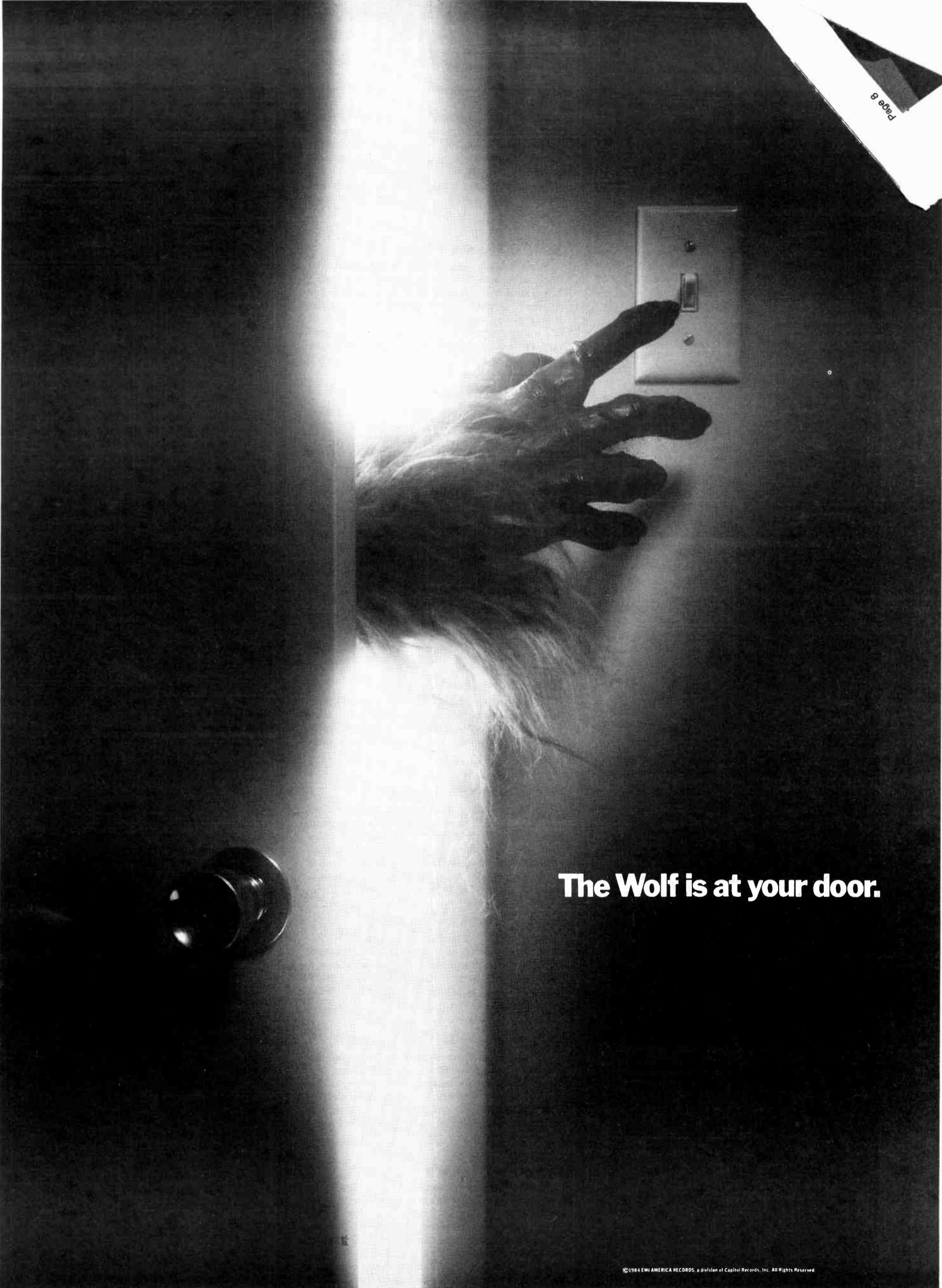
11

WESTWOOD ONE

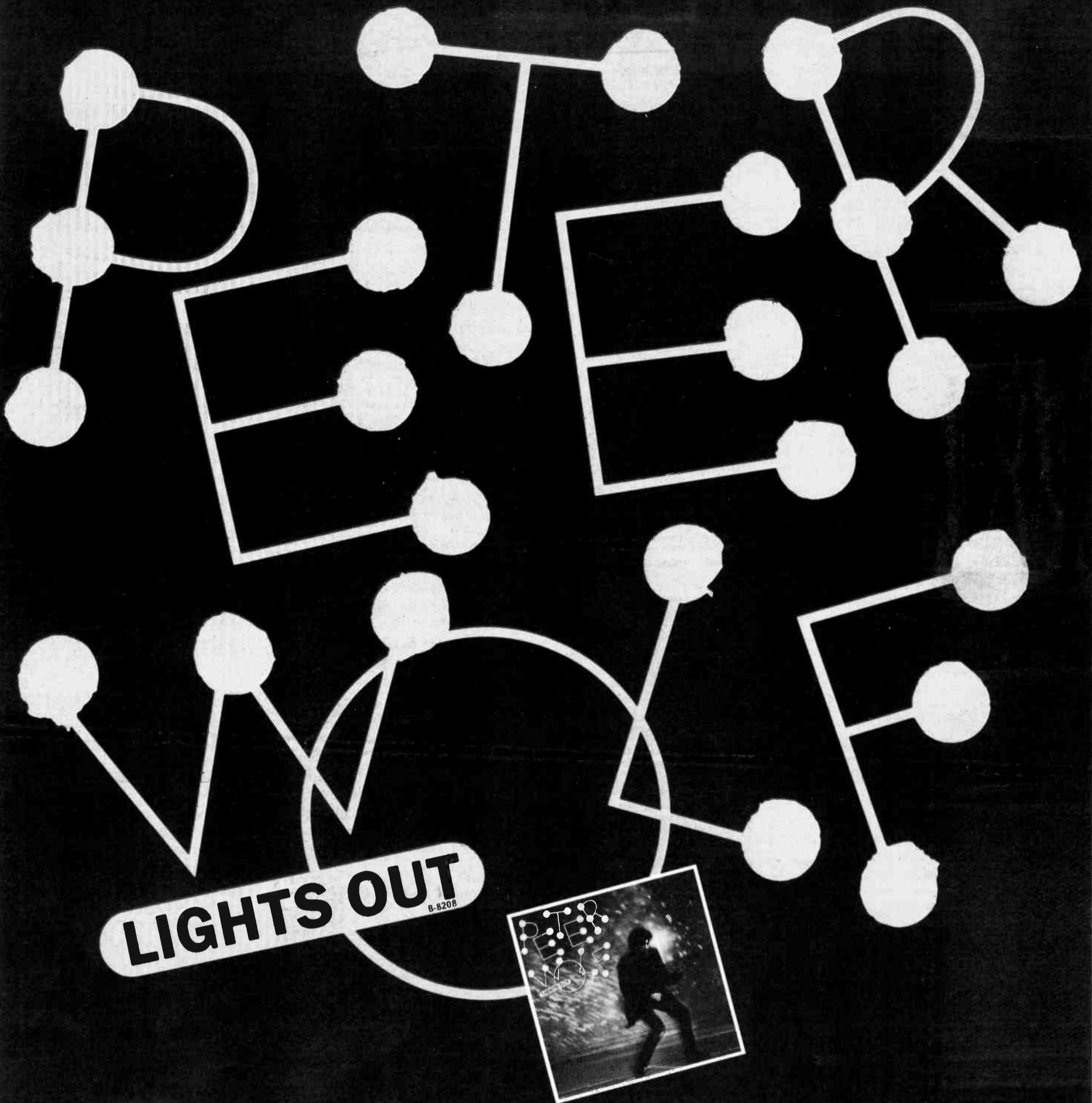
ONE OF 28 GREAT RADIO PROGRAMS FROM AMERICA'S NUMBER ONE PRODUCER OF NATIONALLY SPONSORED RADIO PROGRAMS, CONCERTS AND SPECIALS.

THE COUNTDOWN

WITH WALT LOVE



The Wolf is at your door.



LIGHTS OUT
8-8208

The 1st single from his
debut album, **LIGHTS OUT**.
Shipping July 20th.



Produced and Arranged by Michael Jonzun and Peter Wolf/ Engineered by Ed Stasium/ Available on EMI America Records & High-Quality XDR® Cassettes.

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Brainstorming Radio's Future

Will the radio tower end up in the Smithsonian within 20 years? What business are we really in? How will AM fare in the future? Addressing and trying to answer these and other thoughtful questions was the mission of the recent McGavren Guild National Radio Symposium held in Newport, RI. I was an invited speaker, and I thought that with McGavren's permission you'd like a birds-eye view of what was discussed.

A gathering of top researchers formed the core of the presentation. Included were Dr. Marty Marshall and Dr. Richard Rosenbloom of the Harvard Business School; broadcast researchers Dr. Rob Balon and Dr. Ted Bolton; Adam Stagliano of Yankelovich, Skelly and White, Inc; and yours truly. The conference, attended by a cross-section of industry members (everyone from group heads to small market broadcasters), first looked at the environment of our business, then dealt with some of its problems (AM, how to get more sales dollars), then projected options/scenarios for the future. Let's look at each of these ingredients, which should serve as food for thought as you look ahead.

Changing Environment

The Harvard professors used the famous case study method to illustrate how an advertising medium that doesn't keep up with a changing environment can find itself on the wane. Specifically, they sent to participants the case covering the rise and fall of the *Saturday Evening Post*, an advertising medium that at one time corralled one-third of all the ad dollars in the country, but died in the '60s due to massive hemorrhage of red ink.

Looking at a medium that flourished in the late 1800s and in the early part of this century, but was then dragged down due to an unwillingness — or inability — to cope successfully with changes in society, the economy, and lifestyles, it was a jolt to those who feel as though radio can never suffer such a decline. Our medium can, especially if we ignore such factors as:

- Increasing choices for leisure time; the ability to now choose from other media such as cable TV, pay TV, home computers, video games/computer games, cable radio, MTV, low-power TV, not to mention good ol' over-the-air TV.
- People's feeling of not enough time to do everything, including the balancing of items such as family, career, travel/vacations, do-it-yourself work, and entertaining in or out of home.
- The proliferation of technology within our medium; as the number of stations increases soon to over 10,000, fragmentation will become a fine art if a station is to be successful. We must also look at the explosion in channels of

distribution (satellites, records, tapes, digital discs, cable, networks) and ponder the impact such an explosion may have on us.

- Keep in mind how you'd answer the question "If my station disappeared tomorrow, who would care?" In essence there are few truly unique choices available within most radio markets.

After pondering the impact of the above items, factor in a statistic, uttered by Ralph Guild at the conference, that "radio's percentage of all ad dollars has remained flat since WW II," and you might have pause for thought about your brother-in-law's offer to join his floor covering business.

The lesson to be learned from the *Saturday Evening Post* case is that the medium that fails to keep up with changing markets and (listener) needs will decline and eventually fail. Indeed, Dr. Rosenbloom predicted that "radio broadcast towers will be in the Smithsonian by the year 2000" owing to changes in our industry and in the nation as a whole. Will you be ready for such a state of affairs, for a different environment?

AM's Dilemma

One aspect of our medium that has been affected by a changing environment over the years is the AM band. Formerly the giant among radio's assets, AM continues to decline in listening — though not as rapidly as in prior years. Why? And what is the prescription to enable AM to recoup? Is AM stereo going to be the winning factor?

McGavren Guild commissioned two studies to provide some perspective on the AM issue. Ted Bolton presented results based on research involving 250 GMs responsible for AM stations, while Rob Balon talked about how listeners to AM felt about the medium, specifically about AM stereo. Highlights follow.

Bolton contended that AM needs to be remarketed. To do this effectively would require knowing what went wrong over 10 years ago when FM came on like a tidal wave. Among the responses from those surveyed by Bolton were these factors they saw as hurting AM:

- The FCC's making FM stand on its own, forcing new emphasis and programming on FM stations
- AMs increasing their commercial

Week In Review

EMRC Holds Second Conference

The Electronic Media Rating Council recently held the second meeting of its body, looking at the next ten years in our business. According to Executive Director John Dimling, "Through these meetings the EMRC hopes to lay a blueprint for the ratings services to follow up on." While much of the effort is aimed at the TV side of our industry, issues involving sample size increases and rating the audiences for commercials also have radio applications.

The EMRC future-think group will now split into several working teams, then reconvene next year to see what progress has been made on the issues cited above.

load in order to keep up profits short term, while continuing to lose audience share.

- The audience was told (by FMs) that commercials were bad, and AM reinforced this by playing so many.

- AM and FM stations began fighting for the same dollars as FM grew. This led to cutting up the radio pie, not expanding the amount of advertising dollars radio (AM/FM combined) garnered.

What about AM stereo? Will it help stem the tide caused by the above factors and other items, or is it just another electronic silly putty like quadrasonic sound?

Balon's survey seemed to show that there is tremendous confusion on the listener's part regarding AM stereo. Indeed even the term "stereo" was thought by many to relate to the kind of music/programming delivered on FM, and many folks thought they could already get AM stereo on their current AM/FM stereo receivers. It seems as though it may be a while before AM stereo catches on as the great hope of this medium. That's not impossible — microwave ovens have been around since 1954 but didn't really become popular until much later; perhaps the same will happen to AM stereo — if there are those who can be that patient.

Searching For Sales Success

Another key topic at the McGavren conference was how better to sell our radio wares. In a national survey of leading agency media directors and planners, one key problem surfaced that was discussed with the conferees — namely, negative selling. In the 50 interviews done by my firm, we found that one reason why radio's share of total ad dollars has remained so stagnant over the years is that radio is its own worst enemy. We cut each other up like so many crazed piranha, settling for scraps when TV, newspaper, and magazines walk away with the choice cuts from the budgets.

Another key challenge to boost sales will be to provide advertisers a way to track consumer response. As you've noticed in grocery and other stores, the UPC code is becoming more pervasive, allowing advertisers to track daily how much/little of a product is moving in relation to advertising. To date, however, radio has paid little attention to this UPC phenomenon and how to cope with it and relate it to tracking the success of radio campaigns.

Crystal-Balling It

Now that some future-think topics

have been identified, where do we go from here? At the McGavren session it was stated clearly that no forecast is guaranteed, that all long-range forecasts are wrong, and that in today's fast-paced society we need to consider several options. Here are some of the key areas of opportunity, or options:

- Remind yourself of the business you are in. Radio encompasses communications, information, entertainment, service, etc. We must consider all of these, not just one item, or the world will pass us by.

- Keep researching your market, keeping in touch with the ever-changing environment. Remember that markets create products, not the other way around. Use research to develop strategies to become as necessary to your market as possible.

- Think of the "second public", the advertisers, as well as your listening public. The advertisers keep us in business, so don't treat them as the enemy.

- Stop negative station selling. This practice has caused buyers to delete radio from future schedules.

- Develop a personality for your station, and stick with a long-range plan and commitment. This image must pervade every aspect of your station — from the way the phone is answered to the on-air approach of your DJs.

- Keep in mind that AM stereo alone is not the key to revitalizing AM by itself. Instead, AM stations should band together to reeducate listeners and advertisers regarding this medium (such an effort is underway in New Orleans).

- The public has a thirst for bite-size chunks of usable information. This can be either local information regarding entertainment options for the weekend (maybe sponsored by a restaurant) or service items such as financial tips (brought to your listeners by a bank, perhaps).

- Consumers want to belong to part of a "family" or community. Stations may want to position themselves as a reliable part of the community and invite listeners to become part of the "family." Events where the public can meet your DJs and mingle with other listeners would be a step in the right direction.

There was more that came from the McGavren symposium, but space limits what I can cover. I found this session to be most stimulating and am glad to share it with you. If you'd like more details contact Ellen Hulleberg at McGavren Guild in New York. And may your future be a bright one.

Our new
license form
is so simple,
your kids
could figure
it out.

**And BMI still gives you the most music
for your money.**

The new BMI blanket license agreement you received in the mail recently has been greatly simplified. Because you told us that was what you wanted.

There are no long, complicated reports to fill out. Which should save you time and money.

Your current license expires on June 30. So if you wish to keep using BMI music after that—and most of the music you play is BMI music—sign and return both contract copies to us.



Of course, you can make your own arrangements. But our license form is the simplest way to keep getting the most music for your money. The music your audiences have preferred, for almost 20 years.

Wherever there's music, there's BMI.

NETWORKS PROGRAM SUPPLIERS



REED BUNZEL

A CHALLENGE OF SELLING, PROMOTING

Network Programming: A Local Perspective (Part I)

Whether a network's programming is cash or barter, or distributed via tape or satellite, it regularly arrives at the affiliate station — ready to be plugged in to a station's format. Some stations eagerly anticipate the arrival of the latest batch of shows, eyeing them as a potential revenue source. The sales manager meets with the salespeople, and they enthusiastically hit the streets. Other stations, however, take the latest weekly collection of programs and simply slip them into convenient time slots, hoping someone will tune in, and knowing full well that it is impossible to sell syndicated programming. The local avails are plugged with PSAs, and the promotional material is tossed in the circular file.

This week's column is the first in a two-part series on selling and promoting network programming on a local level. It deals with the challenges facing local stations and offers network suggestions on how programmers, salespeople, and managers can get the most out of the special features they run throughout the week. For the network point of view I contacted NBC, Clayton Webster, ABC, United Stations, and Creative Radio Network.

Enthusiasm And Interest

The key to selling syndicated or network programming locally is getting the sales manager and salespeople interested and enthused about what they are doing. Their job, in turn, is to pass that interest and enthusiasm on to the potential local sponsor. Kevin Cox, VP/Sales, NBC Radio Networks, says, "A good station manager should make certain that the salespeople go out and sell network programming — because it is really the easiest thing to sell. You're not just selling a spot on the station, you're selling something special, something where the advertiser can say 'Hey, you know what I'm doing? I'm sponsoring this program.'"

Ed Salamon, Exec. VP/Programming at United Stations, concurs, adding, "Most stations give up half of their inventory to run special programming — so they have to be able to make a profit. They can do this in several ways: they can use the celebrity association of the show's stars; they can go out and sell accounts for premium advertising dollars. Also, stations tell us that these shows give them a reason to approach people who are already buying spot schedules on the air, giving them a new reason to buy the radio station besides just a run of schedule."

"A good salesman is able to use each of these things to his advantage, depending on the client," he continues. "It gives the station an alternative approach, something else it can have as ammunition. Some clients are very receptive to a spot schedule, while other clients are very receptive to feature programming. What it is is another tool a station has to develop sales."

One secret to selling special programming is packaging. Tom Shovan, President of the Creative Radio Network, believes that many people make a mistake by just trying to sell individual spots within a show. "There's very little difference between that and just selling spot radio," he says. "But if they package it and sell the advertiser a quarter-sponsorship with a given number of

promos every week, it suddenly becomes part of a total campaign. Many people don't know it, but according to a McGavren Guild study, listeners pay 2-1/2 times more attention to a special show than they do to regular programming."

"There is no reason why a station shouldn't be able to get premium rates for a good program . . . if you have a product with strong identity you should be able to get top dollar." —Tom Shovan

What the station has to do is make the show look like it's a part of the station's regular environment, to attach a local flavor to it. "One way to do this is to connect the show's host to the station," Shovan explains. "If he tapes customized promos, IDs, even sponsor mentions, the show and the host, as well as the sponsor, become identified with the station. If the host cuts a promo, he really becomes a part of the station — whether it's in Bozeman, Montana or Detroit, Michigan. If the host is promoting his show and mentions Joe's Hardware or whatever, then the sponsor is even more motivated to invest his money in the station and the program."

Network Spots

CBS Radio begins its ninth year of exclusive network radio play-by-play coverage of Major League Baseball's annual All-Star Game, broadcast from San Francisco's Candlestick Park. Complete coverage of the game will be anchored by CBS Radio sportscaster **Brent Musberger**, while color commentary will be provided by Detroit Tigers manager **Sparky Anderson**. . . . "Healing The Wounds," a 30-minute **NBC Radio News** special probing the tragedy of Post Traumatic Stress Disorder resulting from the Vietnam War, is being offered to network affiliates during the July 4th weekend. A similar program, "Prisoners Of War," is being offered on NBC's **Source**. . . . New York-based syndicator **Continuum Broadcasting Network** is producing a series of 75 one-hour music-interview radio specials featuring artists from the '50s and '60s. Some of the interviews were originally conducted as part of the "Don & Deanna On Bleecker Street"

series, hosted by **Don Fass** and **Deanna Baron** . . . **Westwood One** has signed an agreement with **Columbia** recording group **Journey** for an exclusive right to broadcast an upcoming live concert performance, scheduled for 1985. The exclusive agreement extends through the end of 1986. . . . **RKO Radio, Air Supply**, and **Chevrolet** have joined forces to present a national "Chevrolet Sprint Summer Sweepstakes" contest, during which five grand prize winners will each win a new 1985 Chevrolet Sprint. The contest is being arranged in conjunction with the RKO live satellite broadcast of Air Supply's July 5 concert . . . **United Stations** is distributing "The Producers," an Independence Day special featuring the work of prominent country producers such as **Tom Collins** and **Jim Ed Norman**. Host of the show is **Lori Pinkerton**, whom the company claims is the first woman to host a national Country radio show.

Selling + Promoting National Programming:

- Package the show for local sponsorship
- Motivate the salesperson and advertiser
- Heavily promote the program prior to broadcast
- Demand top-dollar rates

Another key element is equipping the entire sales force with as much advance information about upcoming programming as possible. Denise Oliver, Director of Programming, ABC FM Network, notes, "Programmers have to make sure the sales department has the information it needs in order to go out and sell a program. This is sometimes a bit tough to think about in advance, but some sponsors may not know who Greg Kihn is. However, if the salesperson can say 'remember the song Jeopardy?' or 'this record was a breaker at 22 on the R&R chart,' that might mean something to an advertiser. It's a lot better than marching into his office and saying, 'Well, we've got this show on this guy Greg Kihn. You wanna buy it?' I think sometimes people tend to forget the basics."

Getting Top Dollar

The stations that do make a concerted effort to sell special programs to local sponsors can turn them into great revenue producers. Much of the process is just romancing the advertiser so he feels he is getting something more than just a simple spot rotation. In fact, if the advertiser is informed and motivated about a show, he should be willing to pay a higher rate than what he would normally be charged in that time period. However, there are a number of stations that tend to all but ignore the commercial value of network or syndicated shows, scheduling programs in prime rate slots, but not taking advantage of the commercial or ratings prospects.

This is unfortunate, according to Jay Goldman, VP/Operations at Clayton Webster: "There is no reason why a station shouldn't be able to get premium rates for a good program. A special feature is different from a station's regular programming, so if you have a product with strong identity you should be able to get top dollar. If you package it and sell it properly, the advertiser will be identified with it, and in that identification he receives a lot more for his money than if he just bought a spot."

Nancy Cook, Director/Affiliate Relations at NBC, believes that stations which don't sell special programs are cheating themselves out of considerable revenue. "It is really amazing that some stations just don't make the effort to go out and sell this programming for top dollar," she says. "Some stations just sit back and record these shows every day so they can play them

later, never realizing all the opportunities that are available."

Promoting the program on-air is one way a station can create higher visibility, both for the listener and the potential sponsor. Cook thinks heavy promotion makes a difference in both the ledger and the ratings book: "Those stations that really promote network programs probably have much more luck in selling them. The clients are aware that stations are offering special programs and are highlighting them. If I were a local client, I'd want to know that the venue in which my spots were going to be aired was getting a lot of attention on the station."

"It is unfortunate how many people run high quality network specials that are never promoted all week. This is . . . a mistake because these specials can give the station a whole lot of big-time sound."

—Denise Oliver

If a station fails to adequately promote its programming, it is doing a great disservice to itself, according to ABC's Oliver. "I think it is unfortunate how many people run high quality network specials that are never promoted all week. This is really a programming mistake because these specials can give the local station a whole lot of big-time sound. If you've got the Rolling Stones or Willie Nelson on that weekend, you've got something big over your competitors. Many stations don't take advantage of that, and I think this might be because it all becomes a routine. You just do the same things, week in and week out, and therefore you don't think. You have to make a conscious effort to promote what's coming up."

The Network's Role

Much of the responsibility for selling and promoting on the local level lies with the individual station's ability and desire to make the most of its programming. However, every network or program supplier recognizes a responsibility to its affiliate stations. In addition to providing the programming and an occasional ad slick or demo tape, the network has to maintain a strong working relationship with each of its outlets.

"What a network has to do is offer stations programming that is geared specifically for sales," Nancy Cook explains. "It also has to offer an opportunity to draw new advertisers to the station. We also try to provide stations with promotional material, so they can go out and maybe do some coat-tail business off the national advertisers that we have."

But the network also has a responsibility beyond that of supplying special features on a semi-regular basis. "The most important thing a network has to do is make itself available and service oriented," Cook concludes. "This includes handling problems and questions that a station may have, offering stations research and promotional material, and offering to help them sell the programs that we offer. A network also has to ask stations 'what do you want from us? What can we do for you that you can't possibly do yourself?' And, most important, we have to make stations aware that these services are available to them."

Next week: a look at the other side of the coin — how stations view special programming, how they can sell and promote it, and what they expect from the network or syndicator.

RKO RADIO SHOWS

RKO PRESENTS
**LINDA
RONSTADT**
AND NELSON RIDDLE AND HIS ORCHESTRA

**LIVE
IN CONCERT!**



Your audience has a front row seat at The Sands Hotel in Atlantic City July 20th at 9:00 PM (ET) for an incredible LIVE concert of one of pop music's most successful female vocalists.

90 minutes of Linda Ronstadt live on stage with Nelson Riddle and his orchestra performing songs from their highly successful "What's New" album...plus some tunes never broadcast before.

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

Sponsored in part by Plymouth.
Leave it all behind with the exciting new Plymouth Duster.

*Plymouth
rocks
America!*

Produced by Patrick Griffith Productions Inc. for RKO.

Coming in August... Stray Cats and Laura Branigan.

Networks/Program Suppliers

MUSIC FEATURES

ABC

City Rhythms (Youth Net):

Pointer Sisters (July 15)

King Biscuit (DIR):

Thomas Dolby/Ciclic Works (July 15)

Live Supergroups (Rock Net):

Greg Kihn (July 14)

Rolling Stones Continuous History of Rock & Roll (Rock Net):

Rock videos (July 15)

Silver Eagle (Entertainment Net):

John Conlee (July 14)

Radio rodeo/Waylon Jennings (July 21)

Spotlight Special (Contemporary Net):

Huey Lewis & The News (July 15)

Clayton Webster

Country Calendar:

David Frizzell (July 16)

Chuck Glaser (July 17)

Ricky Skaggs (July 18)

Tammy Wynette (July 19)

T.G. Sheppard (July 20)

Razzy Bailey (July 21)

Eddie Raven (July 22)

Rare Trax:

Peter Gabriel (July 16)

Joe Jackson (July 17)

Beck/Bogart/Apice (July 18)

Dave Edmunds (July 19)

Pretenders (July 20)

Retro Rock:

Santana (July 16)

Continuum Broadcasting

Don & Deanna On Blecker Street:

John Kay & Steppenwolf (July 13-15)

Village folk in the 80s (July 20-22)

Creative Radio Network

Country Music's Radio Magazine:

Johnny Cash (July 14)

Gary Owens' Supertracks:

Phil Spector: Ronettes/Crystals (July 14)

Global Satellite Net

Rockline:

Guest host: Fee Waybill (July 9)

Innerview

Innerview:

Roger Glover (July 16)

MJI Broadcasting

Metalshop:

Kevin Dubrow/Quiet Riot (July 13)

Ted Nugent (July 20)

United Stations

Great Sounds:

Four Aces (July 13-15)

Rick Dees' Weekly Top 40:

Huey Lewis & The News (July 13-15)

Rock, Roll & Remember:

Creedence Clearwater Revival (July 13-15)

Solid Gold Country:

Razzy Bailey (July 13-15)

Weekly Country Countdown:

Vern Gosdin (July 13-15)

Westwood One

Budweiser Concert:

Lakeside (July 16-22)

Dr. Demento:

Songs from movies (July 13-15)

Earth News:

Van Stephenson/Tom Hanks/Arnold Schwarzenegger (July 9-13)

In Concert:

Romantics (July 16-25)

Off The Record:

Rush/Def Leppard/Tina Turner (July 16-20)

Off The Record Specials:

Genesis (July 16-25)

Rock Album Countdown:

Billy Idol/Rush (July 13-15)

Rock Chronicles:

Soundtracks (July 13-15)

Special Edition:

Shalamar (July 9-15)

Peabo Bryson (July 16-22)

Superstars Rock Concert:

Stevie Nicks (July 20-22)

PEOPLE



Pat Hazan

Pat Hazan, former correspondent for AP Network News, has been promoted to Director/Station Services for the network's Broadcasting Division, replacing Sofia Mannos. Hazan has spent the past five years in the AP Network newsroom, and prior to that she worked at Mutual Broadcasting, as well as several radio and television stations in New York.

Four promotions have been announced at Mutual Broadcasting. Lynn Ashley has been named Director/Systems Engineering, moving up from Manager/Design Engineering; former Manager/Multi Comm Operations Dave Wilcox has been promoted to Project Administrator; Donna Lillard has been upped to Writer-Editor/Advertising & Promotion; and Nick Cosmopolos is the network's new Southwest Regional Clearance Coordinator, moving up from Station Clearance Representative/Research.

Ashley will be in charge of all electronic systems design work develop-

ed by professional staff and outside consultants, and will oversee a staff of three design engineers. Wilcox will assist in planning and designing all telecommunications projects, and will be responsible for their ultimate administration. Lillard is now responsible for writing and editing a variety of the network's promotional material, while Cosmopolos — who replaces Lillard — will be responsible for clearing all non-inventory with Mutual's southwest stations.

In a separate move, Gretchen Bock has joined the network as Traffic Coordinator. Bock comes to Mutual with varied experience in media advertising and trafficking, including a position with Henry J. Kaufman & Associates in Washington, DC as an assistant broadcast producer.

United Stations has named Mark Camp its new Station Clearance Representative for the Midwest Region. Based in the company's Washington, DC office, Camp will report directly to Ruth Presslaff, Director/Affiliate Relations. He comes to United Stations after spending several years at WWWW-FM/Manassas, VA.

London Wavelength has announced the additions of Louise Callahan and Walter Rittman to its affiliate relations staff. Callahan joins the company as a consultant in the station relations staff, and will be responsible for working with London Wavelength affiliates. Rittman joins the staff from McGavren Guild, where he was responsible for inter-staff communications.

SUPER WEEKENDS

JULY SPECIALS

**THE 4th OF JULY
SUMMER
BEACH PARTY**

**1984
COUNTRY
SIX
PACK**

**4TH OF JULY:
THE PRODUCERS' STORY**

For station clearance information call our Washington, D.C. office at (703) 556-9870.

THE WEEKLY COUNTRY MUSIC COUNTDOWN

7-8 JOHNNY CASH

14-15 VERN GOSDIN

21-22 DOLLY PARTON

28-29 LARRY GATLIN



7-8 OAK RIDGE BOYS

14-15 RAZZY BAILEY

21-22 CONWAY TWITTY

28-29 JOHNNY RODRIGUEZ

New York

Los Angeles

The United Stations

Washington, D.C.

Chicago

AMERICA'S TARGET RADIO NETWORKS

NEWS & INFORMATION FEATURES

ABC
Lifelines w/ Bill Fantini:
 Seat belts & child safety (July 2)
 Barbecuing turkey (July 3)
 Paul Rodriguez (July 4)
 Heart disease in young people (July 5)
 500 hints for kids (July 6)
Rock Notes w/Pat St. John:
 Frank Zappa returns to rock (June 30)
 Bob Dylan on stage (July 1)
 Ray Manzarek & the Doors (July 2-3)

All Star Radio
Radio Hotline:
 Giant panda/lazy man's way to riches/fantastic new diet/25-cent athlete/Skip and Roy (week of July 2)

Stevens' & Grdnic's Comedy Drop-Ins:
 What's that stink?/"Health With Hog"/Jane Fonda/National Mind Control Defense Board/this message void (week of July 2)

CBS
Entertainment Update (Kris Stevens):
 Jerry & David Zucker/Jim Abrahams/Larry Weiss/Sylvester Stallone/Dolly Parton (July 2-6)

Clayton Webster
Jack Carney's Comedy Show:
 Kids (July 18)

Sporting News Report:
 Keith Hernandez/Dave Johnson/Darryl Strawberry/Dwight Gooden/Dick Beardsley (July 18)

Mutual
Larry King Show:
 Vincent Marino (July 2)
 Larry Barrett (July 3)

Allison & Margaret Engel (July 4)
 Ken Barnes/Adam White (July 5)
 Rick Sklar (July 6)

Assignment Hollywood:
 Jeremy Irons (July 2)
 Donna Mills (July 3)
 Cliff Robertson (July 4)
 Kate Nelligan (July 5)
 James Brolin (July 6)

Narwood Productions
Minding Your Business:
 Office of the future (July 2)
 Corporate steeplechase (July 3)
 Toy stores (July 4)
 Outplacement (July 5)
 Coping with unemployment (July 6)

NBC
Healing The Wounds:
 Post-Traumatic Stress Disorder (July 1-4)

Screen Scenes w/ Ron Reagan (Source)
 "Phar Lap" (July 2)
 "Pope Of Greenwich Village" (July 3-4)
 "Top Secret" (July 5)
 Weekend hits and misses (July 6)

Progressive Radio Net
Computer Program:
 Limitations of home computers/origins of programs/hardware/software/language (week of July 2)

Laugh Machine:
 George Carlin/John Bickerson/Flip Wilson/Henny Youngman/Bob Hope (week of July 2)

News Blimp:
 Shuttle commercialization cut-back/choosing sex/feline taste tests/shipwreck archaeology/crash courses (week of July 2)

Sound Advice:
 Oxide agitators/tape backing/tape talk/tape type/storing tapes (week of July 2)

RKO One
Beat The System:
 Advertised interest rate (July 10)
 100% pure what (July 12)

Mind Games:
 Playing goddess (July 9)
 Sloppy handwriting (July 10)
 Managed heart (July 11)
 Sunny disposition (July 12)
 First Impressions (July 13)

Smart Money:
 Mortgage fees (July 9)
 Low value stocks (July 11)
 Financial planning (July 13)

Strand Broadcast Services
Something You Should Know:
 Stress and your heart (July 2-3)
 Starwatching (July 4)
 Investment scams (July 5)

Westwood One
Brad Messer's Daybook:
 Declaration Of Independence (July 2)
 High-tech cars (July 3)
 Statue Of Liberty (July 4)
 Salvation Army/P. T. Barnum (July 5)
 Rabies/All Star Baseball (July 6)

Playboy Advisor:
 She smothers him/different "open" relationships/sweetheart just dumped him/single woman wants baby/live-in identity loss/running and sex/she wants finer things/don't spread gossip (week of July 2)

Spaces & Places:
 The Olympic tradition (week of July 2)

Waldenbooks Report:
 Alexander Haig/Bob Woodward/Bob Greene (week of July 2)

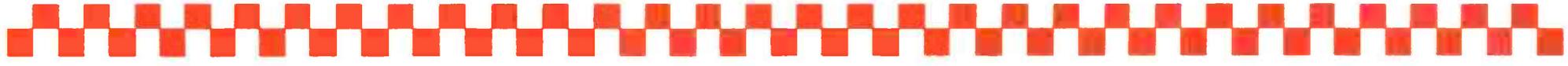


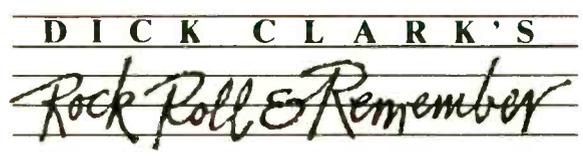
CASHING IN — Country recording artist Johnny Cash was recently interviewed in his Nashville home for an upcoming segment of United Stations' "Weekly Country Music Countdown." Pictured during the interview session, Cash (c) is flanked by United Stations Exec. VP/Programming Ed Salamon (l) and Manager/Operations Lori Pinkerton.

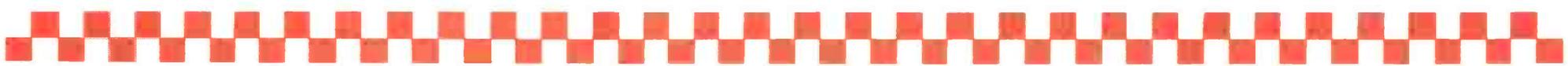


VOTE YES — Celebrating the recent Yes tour in high fashion at New York's Limelight Club are (l-r) Yes keyboardist Tony Kaye, RKO's Nan Heller, Lookout Management's Tony Dimiriadas, RKO President Bill Hogan, and PG Productions' Bob Emmer and Patrick Griffith.

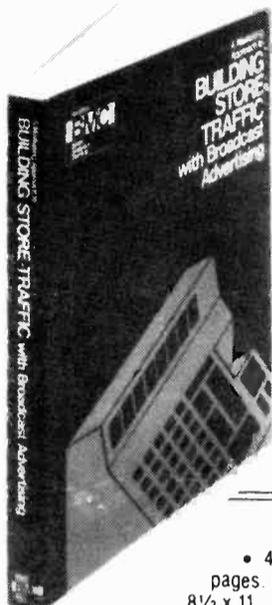
JULY 1984



| | | |
|---|---|---|
|  <p>7-8 LES BROWN</p> | <p>DICK CLARK'S</p>  <p>7-8 CAPTAIN & TENNILLE</p> | <p>Rick DEES'</p> <p>WEEKLY TOP 40</p> <p>7-8 LATOYA JACKSON</p> |
| <p>14-15 FOUR ACES</p> | <p>14-15 CREEDENCE CLEARWATER REVIVAL</p> | <p>14-15 HUEY LEWIS THE NEWS</p> |
| <p>21-22 HELEN O'CONNELL</p> | <p>21-22 TOM JONES</p> | <p>21-22 DONNA SUMMER & MICHAEL SEMBELLO</p> |
| <p>28-29 JOHNNY DESMOND</p> | <p>28-29 THREE DOG NIGHT</p> | <p>28-29 BILLY IDOL</p> |



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CITY/STATE/ZIP _____

Sales

What It Really Means To Be Professional

By Joe Vincent

Professionalism is a frequent claim from broadcasters. The word appears in advertising, slogans, mottos, station promotions, creeds, statements of purpose, and on calling cards. "We are the professionals" . . . "Professionals serving you" . . . "The professionals in radio" . . . "Professional experience" . . . "Professional service" . . . "The professional touch" . . . "Professional sound" . . . and on and on and on.

The word is important, in fact, essential to the success of our industry. Yet, it has become a word used all too freely and indiscriminately. We use it and promote it, but do we understand what it means? And do we practice it?

What is professionalism? It includes skill, experience, competence, and ethics. It has been defined as professional status, methods, appropriate behavior, character, and high standards. Peter Drucker reminds us that the first responsibility of a professional was spelled out clearly 2500 years ago in the hippocratic oath, "Above all, not knowingly to do harm."

Customer-Oriented?

With professionalism comes the obligation and responsibility to put the interest of the client ahead of self-interest, and to serve the

"With professionalism comes the obligation and responsibility to put the interest of the client ahead of self-interest . . ."

customer in "the best way possible." Accordingly, professionalism begins with a point of view. Not yours, but your customer's point of view. Sounds simple. We're customer-oriented, aren't we? Or are we?

A salesperson is customer-centered if the following questions can be answered affirmatively:

- Do you know your accounts, their problems, and opportunities?
- Are you thinking in terms of your client's needs rather than the service that you sell?
- Is your customer emphasis one of questioning and listening rather than "show and tell?"

- Are you concentrating on defining and solving your customer's problems?

Professionalism has been taught by Xerox, IBM, insurance companies, and others in professional selling-skill programs. These programs contrast features with benefits and selling with marketing. Customers are in-

"In truth, not too many salespeople address customer needs. Instead they spend valuable time preoccupied with their own product."

terested not in the features of what we want to sell as much as in how we can help them as clients, address their needs and, most of all, solve their marketing problems.

Professionals such as doctors, lawyers, engineers, or ministers are not touting all the features and services they perform. A doctor must be centered on the patient and doing his best to make the patient well. With professionalism comes trust.

We can look at the professional responsibility of a radio salesperson to his or her customer much as we might view the professional responsibility of a doctor to the patient. In professional selling, there is the morality of a sale which must focus upon — and benefit — the customer. Our industry must try to make — and keep — the client healthy. In truth, not too many salespeople address customers needs. They do not give full attention to the customer's business situation. Instead they spend valuable time preoccupied with their own product.

Creative Problem Solving

Being customer-centered is only one aspect of professionalism. A second is creative problem solv-

ing, finding solutions and a better way. Being a customer-centered says clearly you are a listener, a

"Radio professionals should be results-oriented — driven to improve conditions which can be measured in terms of success for the client and yourself."

consultant. This enables you to advise from a marketing position rather than a selling position.

I suggest that the professional marketing approach will enable a salesperson to get more of a client's overall business and will do the best job for the client. A salesperson who practices professionalism will develop trust, build relationships that will last, and will justify buying from him.

In addition to being client-centered and capable of problem solving, a third aspect of professionalism is working with the customer of carry out the solution.

A doctor's job is not over when the surgery has been performed or medicines prescribed. The doctor wants the patient well. (Radio professionals should be results-oriented — driven to improve conditions which can be measured in terms of success for the client and yourself.) Professionals not only have an obligation and responsibility, but should be evaluated and held accountable.

Professionalism requires a lot — client awareness, perception, sensitivity, knowledge, growing skills, keeping up, keeping ahead, and problem solving. The output should be one of improved performance.

The proof of our professionalism will not be in our perception or in slogans such as "We are the professionals." Professionalism will be determined by our customers' evaluation, when they say, "You are the professionals!"

Joe Vincent is National Sales Manager for **TM Communications** in Dallas. Prior to that he served ten years as Sr. VP of the **Radio Advertising Bureau**.

Fourth in a series

**Our
salespeople
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business.**

HNW&H salespeople know your business. Over 65% of us—including managers—have come from radio stations. This “hands-on” experience, this understanding of how radio really works, adds to our stations’ bottom line—and can add to yours.

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Good people from the broadcast side know how to sell the medium. They know how to get past the numbers and into the impact of radio in their local market. These are the people we’ve made it a point to recruit. They’ve helped make HNW&H the hottest new call letters in the industry. Call us today and find out what our salespeople know about your business.

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WCAU-FM add
WXKS-FM on
94Q add
Z93 deb 35
93FM add
B97 add 30
WXKS-FM on
KBEQ add 34
WHYT on
KIIS-FM add
KMJK add
FM102 add
KITS add
KPLUS add
WCZY on
WMAR add
WTIC-FM add 31

FM106 add
WBBQ 34-28
KXX106 deb 34
WBCY add
WJZR add 30
WANS-FM add
WHHY-FM add
KRGV 40-38
KTFM 39-36
Z104 36-31
KQKQ add
WRQN add
KELI add
WHOT-FM deb 40
KMGX deb 33
KSKD add
WISE add
Q104 35-33
WFOX add
WGLF 33-26
WHSL add
KGHO add
KBIM add



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



Street Talk

Rumbles from **RCA** are that National Promotion Director **EDDIE MASCOLO** has been offered the VP/Promotion slot recently vacated by John Betancourt. The big question is whether Eddie wants to make the move from Nashville to New York. If Eddie takes the job, look for someone else to be named to handle the marketing responsibilities which Betancourt also controlled.

As you already know, **WCXI-AM & FM/DETROIT** are in the process of being sold — or is that were in the process? **SHAMROCK** (owners of Detroit's **WWWW**) had agreed to buy the AM (**R&R 4-27**), while a limited partnership, headed by **ROBERT UNDERSTEIN** of Washington, DC, was going to buy the FM. However, Mr. Understein's group apparently reconsidered its agreement in the eleventh hour, so now both sales are off. Since the stations still have to be sold (under the terms of **INA** (Mrs. **GENE**) **AUTRY**'s will), Shamrock (that's right, Shamrock) is now looking for someone to purchase the FM so it can take possession of the AM. Anybody got a spare \$5 million on hand?



After more than 40 years in radio, **KABC/LOS ANGELES** evening host **HILLY ROSE** is retiring, effective immediately. Prior to KABC, Hilly worked in San Francisco at KGO and KCBS, and at Los Angeles outlets KFI and KMPC. His plans are to move to Santa Cruz, CA, where he recently bought the Farmer's Exchange, a building housing 11 shops specializing in gourmet foods, cookware, and wines.

INTERSTATE COMMUNICATIONS, which is buying **WGAY(AM)/WASHINGTON** with plans to make it an ABC Talkradio affiliate, has applied for the call letters **WNTR**.

DOUG KIEL, WMIL-FM/MILWAUKEE PD, was named "PD of the Year" by Milwaukee's American Women in Radio & TV.

KJY/DÉS MOINES Station Manager **JERRY GRANT** has resigned from the Fuller-Jeffrey Country outlet over those familiar "philosophical differences." Anyone seeking the position should contact Regional VP & KPOP/Sacramento VP/GM **BILL CLOUTIER**.

GARY DIAMOND has exited the Upper Midwest regional slot with Motown. He's available at (612) 922-5914.

A search is underway at **WBBM/CHICAGO** for a new Director/News & Programming. **JOSEPH DURSO JR.** is vacating the position July 27 to head up the Radio/Television Department at the University of Montana School of Journalism.



LYNDON ABELL, producer for **WNBC/NEW YORK** morning man **DON IMUS**, has been elevated to the position of "Administrator of Programming and Operations" (Assistant PD) at the station. VP/GM **RANDY BONGARTEN** told us, "We're coming right along on naming a PD." The station has been PD-less since Kevin Metheny joined MTV some months ago.



The Atlanta FM Country battle started in earnest Tuesday (6-25) at 4pm as **WWLT** dropped its mix of light hits and oldies for Country under new calls **WYAY (Y106)**.

From 6am to 4pm Tuesday, **WQXI(AM)** personalities did a "Farewell to Light" show, playing oldies from the WQXI library they had brought with them. Interspersed among the oldies, they previewed some of the country product the new Y106 would be playing, while the Quixie jocks invited people to tune in WQXI for the oldies **WWLT** used to play. The new Y106 jocks also made "guest appearances" with the WQXI jocks prior to the full switch to country music at 4pm.



Clive Davis

At last weekend's **BOBBY POE** Convention in Atlanta, **CLIVE DAVIS**, while picking up his award for Record Company President of the Year, announced that he would be staying at the helm of **ARISTA**. Translation: a new contract is about to be signed.

Still more Atlanta news this week . . . even the competition listens to **WSB-FM**. The **94Q/ATLANTA** "Quixie Quacker" mascot won a Jaguar XJ-S in a contest from the "soft hits station." **TOM SULLIVAN**, who performs as the mascot, was the recipient of one of the qualifying keys to take a shot at starting the car. When he later won the \$38,000 vehicle, it's hard to say who was more surprised, Tom or **WSB-FM**, when they found out where he worked. According to Tom, "They haven't mentioned my name a whole lot on the air."

Continued on Page 20

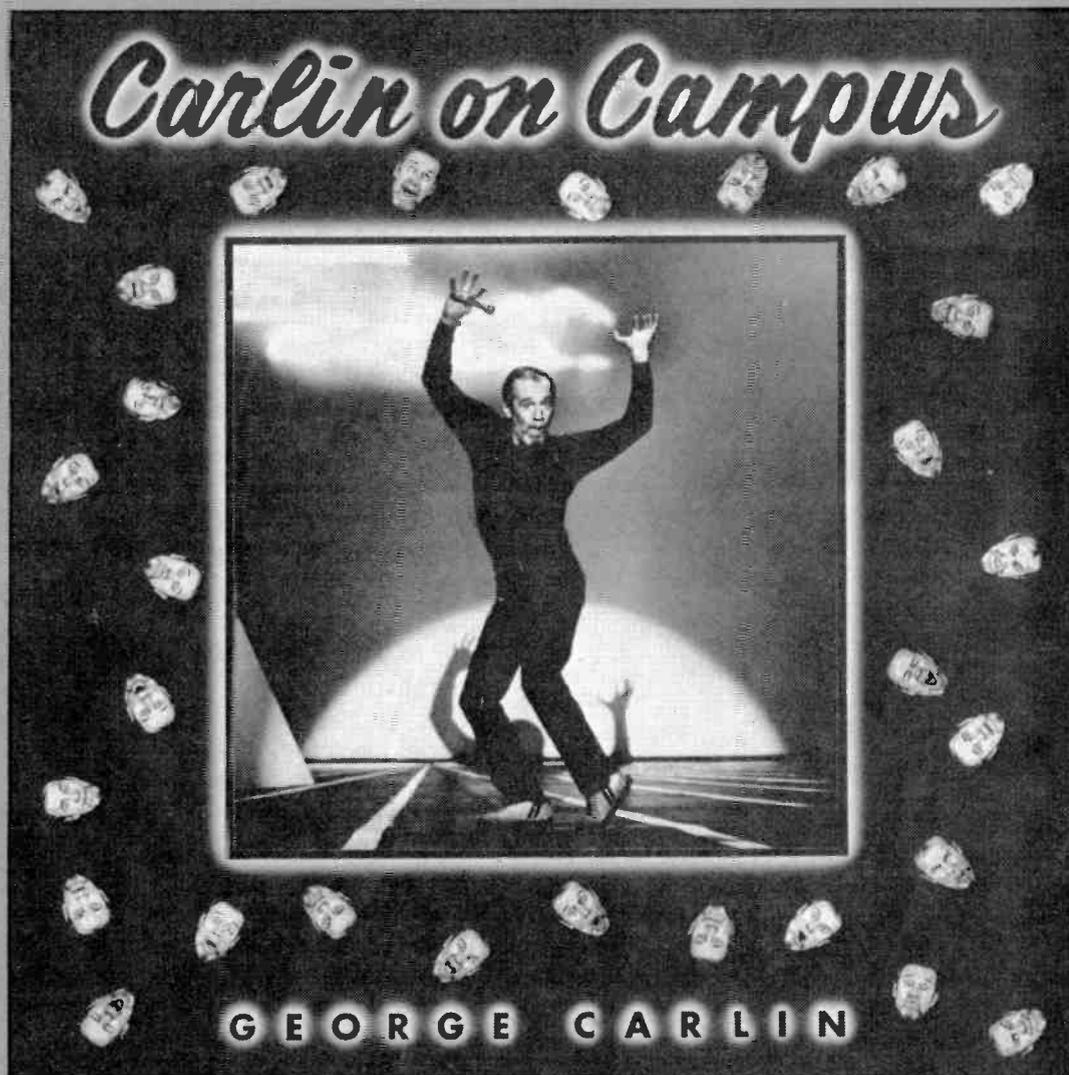
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THE TONIGHT SHOW
JULY 5

DAVID LETTERMAN SHOW

IN CONCERT:

JUNE 22, 23
PREMIERE CENTER—DETROIT, MICHIGAN
JULY 6

MID HUDSON CIVIC CENTER—POUGHKEEPSIE, NEW YORK
JULY 7

SOUTH SHORE MUSIC CIRCUS—COHASSET, MASSACHUSETTS
JULY 8

OAKDALE MUSIC THEATER—WALLINGFORD, CONNECTICUT
JULY 16-22

CAESAR'S TAHOE—STATELINE, NEVADA
AUGUST 8-14

SANDS HOTEL—ATLANTIC CITY, NEW JERSEY

CATCH CARLIN ON CAMPUS ON HOME BOX OFFICE

AIRING:

JUNE 22

JUNE 27

JUNE 30

JULY 3

JULY 4

JULY 9

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"You're The Best Thing"

7-29248

The new single from Geffen album:
My Ever Changing Moods GHS 4029

Produced by:
Peter Wilson & Paul Weller
(for Solid Bond Productions Ltd)

Management: **John Weller**—
Solid Bond Studios, London

23 ADDS OUT OF THE BOX!



BERLIN

"Now It's My Turn"

7-29203

The new single from
the Geffen album: **Love Life** GHS 4025

Produced by: **Mike Howlett**
Remixed by: **Mike Shipley**

Management:
Peregrine Watts-Russell
for MFC Management

CHR NEW & ACTIVE

NOW ON OVER 50 STATIONS!



Street Talk

Continued from Page 18

JIM SHEA has been named Executive VP/GM at **Q100 (WQQQ) & WEEX/ALLENTOWN** from sister station **WKRZ-AM & FM/Wilkes-Barre**. Other changes at the stations include **RICH LEWIS** tapped as Q100's GSM from the same position at **WHLM/Bloomsburg**, and Q100 Assistant Sales Manager **RAY PERKINS** upped to GSM at WEEX. Also, Q100 PD **DAVE DILLON** has been promoted to Director of Programming & Operations for Q100 & WEEX. All changes are in the wake of new owners **ALLENTOWN FM, INC.** taking over this week (6-25).

KHTZ/LOS ANGELES evening personality **STEVE SCOTT** has been named interim PD. Prior to joining KHTZ in 1980, Steve programmed **KLIF/Dallas**, and worked as Asst. PD/MD at **KOMA/Oklahoma City**.



Bobby Ocean At **KYUU/SAN FRANCISCO**, **T.R. BOON** is out and **BOBBY OCEAN** is in. Boon took the change in stride, which is easy to understand once you realize Boon and Ocean are the same person. Originally, Ocean agreed to handle some vacation relief work at KYUU, but decided to use a phony air name. He decided upon T.R. Boon, an acronym for "The Real Bobby Ocean's Other Name." Now, with new KYUU PD Ric Lippincott in place, Ocean's real name is back.

TIM MORANVILLE (aka Randy Hart) is joining **KMJJ/LAS VEGAS** as PD from the Assistant PD post at **KWSS/San Jose**. Tim previously worked as MD at **KUDO/Las Vegas**.

After five years on the air at **KMGG/LOS ANGELES**, **CHINA SMITH** is on the loose and ready for his next opportunity. Contact him at (818) 999-1366.

BILL ASHFORD, formerly of **WNAP/Indianapolis**, has joined A/C outlet **WXUS/LAFAYETTE, IN** in morning drive.

PAUL ORSINGER is the new Music Director at **KIX106(WPKX)/WASHINGTON, DC**.



STORK STOPS: WNDE/INDIANAPOLIS PD JOHN ROBERTS and wife Deniece have a baby girl, Heather Lynn, born June 22 . . . **POLYGRAM** Senior VP **LEN EPAND** and his wife Joan are the proud parents of Benjamin Gilbertson, born June 7 . . . **WYNU/JACKSON, TN** Operations Manager **MICHAEL STEWART** and his wife Zan have a new baby girl, Kristin Elizabeth, born June 1 . . . **WGSV/GUNTERSVILLE, AL** PD **KENNY JACKSON** and his wife Melanie welcomed Christopher Blake into their family recently . . . **F. PATRICK DUFFY** and **JANET DILLON DUFFY** are understandably quite excited following the June 2 birth of their identical twin daughters Julia and Breanne. Janet has held a variety of AE posts in the media, including **KATZ RADIO**. Patrick is Sales Manager at **KABC/LOS ANGELES**.



JOCKS BECOME PROMO GUYS — ABC Radio VP and author Rick Sklar attended an autograph party for his new book recently and was joined by four of his former WABC/New York air personalities. Dropping by the New York bookstore to help promote "Rocking America: How The All-Hit Radio Stations Took Over" were (l-r): **WCBS-FM/New York** personalities "Cousin" **Brucie Morrow** and **Ron Lundy**, **Sklar**, **WRKS/New York's Chuck Leonard**, and **Harry Harrison** of **WCBS-FM**.

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John Cougar Mellencamp August 25-26
Huey Lewis & The News September 22-23
Missing Persons September 29-30
Culture Club October 6-7
Kool & The Gang October 27-28
Thompson Twins November 10-11
Fleetwood Mac November 24-25
Thomas Dolby December 8-9

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On The Records



KEN BARNES

Jackson & Jagger: Duetting Appetites

With "State Of Shock," Michael Jackson continues his bid to become duetting champion of the Western world, a title thought to have been retired in perpetuity by Willie Nelson. Jackson now adds Mick Jagger to an illustrious list of partners including Paul McCartney, Rockwell, Kenny Loggins, Jermaine Jackson, and all the others reported here over the past year (soon to be collected in a quickie paperback bestseller and later, it's hoped, a major motion picture).

Jagger, on the other hand, has been a less active duetter. His most recent prominent guest appearance was on Peter Tosh's "Don't Look Back." He has been noticeably featured on background vocals for Carly Simon ("You're So Vain"), Dr. John, Chris Jagger (Mick's brother), and, less noticeably, on the Beatles' "All You Need Is Love." And Jagger did participate in one duet around 1964, a version of the Sonny James/Tab Hunter '50s hit "Young Love" under the

name Bo & Peep, along with Stones producer Andrew Loog Oldham.



Jackson & Jagger duet to it

"IT" CAME FROM OUTER SPACE

Smokey's Extraterrestrial Adventure



Smokey Robinson's early version of "ET"

Smokey Robinson's current Black/Urban charter "And I Don't Love You" is full of the clever lyrical twists ("Lorelei is Lora true") that he miraculously has been pulling off for over 25 years. Other highlights of lyric ingenuity have included "The Love I Saw In You (Was Just A Mirage)," "Tracks Of My Tears," and "Tears Of A Clown" (whose memorable couplet "Just like Pagliacci did/I try to keep my sadness hid" was actually salvaged from an earlier Robinson composition, "My Smile Is Just A Frown Upside Down" by Carolyn Crawford).

But one of Smokey's most intriguing concepts came early in his career, in 1959 (before the *Miracles* had even had a hit with "Shop Around"). Smokey and *Miracles* partner Ronald White, recording as *Ron & Bill*, released a song called "It," which anticipated "ET" in more than one theme. An extraterrestrial visitor appears at Smokey's door, and he's so entranced by it he wants it "for my pet." Several clumsy attempts to "nab it" fail, and it ends up running away into the path of an oncoming train. Smokey is devastated until, upon returning to his house, he hears the phone ring, and indeed it's it phoning home.

Assorted Sordid Info

It has been reported that Billy Joel, in his first session days before joining his early band the *Hassles*, played piano on two immortal 1964 hits by the *Shangri-Las*, "Remember (Walkin' In The Sand)" and "Leader Of The Pack." That's the kind of trivia that should be true even if it isn't.

Sheila E. turns out to be Sheila Escovedo, the well-known percussionist who toured with Lionel Richie last year.

Country star Sylvia's full name is Sylvia Allen.

And Barbra Streisand has been reported in the studio recently with none other than John Cougar Mellencamp, according to infirm sources.

American Music For The Fourth

A few weeks ago I happened to comment on the recent rash of records dealing with the topic of America, from *Lee Greenwood* to *John Cougar Mellencamp*. A reader who shall remain nameless (although closely connected by marriage) none too gently pointed out that I would have been a lot smarter saving up that feature for the immediate pre-4th of July period. I had to agree, but decided I could instead compile a full-fledged list of appropriate songs, covering the entire attitude spectrum from *Chuck Berry* to *Jefferson Airplane*, for your reference. I'm sure there are more, and as always welcome additions, but the following is a good sampling of Independence Day musical material.

"Abraham, Martin & John" — *Dion, Marvin Gaye, Miracles*
 "All American Boy" — *Bill Parsons*
 "All American Girls" — *Sister Sledge*
 "America" — *Neil Diamond*
 "America" — *Heart*
 "America" — *Nice*
 "America" — *Simon & Garfunkel*
 "America" — *Yes*
 "America, Communicate With Me" — *Ray Stevens*
 "America Is My Home" — *James Brown*
 "American Boys" — *Deborah Gall*
 "American City Suite" — *Cashman & West*
 "American Dream" — *Dirt Band*
 "American Girl" — *Tom Petty*
 "American Girls" — *Rick Springfield*
 "American Heartbeat" — *Survivor*
 "American Music" — *Pointer Sisters*
 "American Music" — *Blasters*
 "American Pie" — *Don McLean*
 "American Ruse" — *MC5*
 "American Trilogy" — *Mickey Newbury, Elvis Presley*
 "American Tune" — *Paul Simon*
 "American Woman" — *Guess Who*
 "Americans" — *Byron MacGregor, Gordon Sinclair*
 "American Music" — *Steve Alaimo*
 "Back In The USA" — *Chuck Berry, Linda Ronstadt*
 "Better In America" — *Glenn Frey*
 "Birthday" — *Beatles*
 "Born In The USA" — *Bruce Springsteen*
 "Celebration" — *Kool & The Gang*
 "Eve Of Destruction" — *Barry McGuire*
 "Firecracker" — *Mass Production*
 "Free" — *Chicago*
 "Free" — *Deniece Williams*
 "Free Spirit" — *Atlanta Rhythm Section*
 "Free The People" — *Delaney & Bonnie*
 "Freedom" — *Jimi Hendrix*
 "Freedom" — *Isley Brothers*
 "God Bless The USA" — *Lee Greenwood*
 "Home Of The Brave" — *Bonnie & Tressures, Jody Miller*



Don McLean gives America thumbs up

"I Am A Patriot" — *Little Steven*
 "I'm Proud To Be An American" — *Tubes*
 "Imagine" — *John Lennon*
 "In America" — *Charlie Daniels Band*
 "Independence Day" — *Bruce Springsteen*
 "Livin' In America" — *Donna Summer*
 "Mother Country" — *John Stewart*
 "My Town" — *Michael Stanley Band*
 "National Emotion" — *Tommy Tutone*
 "Okie From Muskogee" — *Merle Haggard*
 "Only In America" — *Jay & Americans*
 "People Got To Be Free" — *Rascals*
 "Philadelphia Freedom" — *Elton John*
 "Pink Houses" — *John Cougar Mellencamp*
 "Ragged Old Flag" — *Johnny Cash*
 "Sandy (4th Of July Asbury Park)" — *Bruce Springsteen, Hollies*
 "Saturday In The Park" — *Chicago*
 "Southern Man" — *Nell Young*
 "Star Spangled Banner" — *Jimi Hendrix*
 "The Kid's American" — *Matthew Wilder*
 "The Night They Drove Ol' Dixie Down" — *Joan Baez*
 "This Is My Country" — *Impressions*
 "U.S. Male" — *Elvis Presley*
 "Voice Of America" — *Little Steven*
 "Volunteers" — *Jefferson Airplane*
 "(You Can Still Rock) In America" — *Night Ranger*
 (Thanks to *Ron Rodrigues* and the *Green Book* for much of the groundwork.)



ONE YEAR AGO TODAY

- WCI, POLYGRAM REACH MERGER AGREEMENT
- MCA PACTS TO DISTRIBUTE MOTOWN
- SCOTT SHANNON NAMED PD AT WHTZ/NEW YORK
- RICK DEVLIN BECOMES VP/DIRECTOR FOR ABC TALKRADIO
- ED SCARBOROUGH NAMED PD AT KNX-FM/LOS ANGELES
- #1 CHR: "Every Breath You Take" — *Police* (A&M)
- #1 A/C: "All This Love" — *DeBarge* (Gordy/Motown)
- #1 COUNTRY: "Highway 40 Blues" — *Ricky Skaggs* (Epic)
- #1 BLACK: "Inside Love" — *George Benson* (WB) (4th week)
- #1 AOR TRACK: "Every Breath You Take" — *Police* (A&M) (5th week)
- #1 LP: "Synchronicity" — *Police* (A&M) (3rd week)

FIVE YEARS AGO TODAY

- LARRY DIVNEY NAMED VP/IGM AT WDAI/CHICAGO
- REEN NALLI BECOMES ATCO VP
- #1 CHR: "She Believes In Me" — *Kenny Rogers* (UA)
- #1 A/C: "She Believes In Me" — *Kenny Rogers* (UA) (5th week)
- #1 COUNTRY: "Amanda" — *Waylon Jennings* (RCA)
- #1 BLACK: "Ring My Bell" — *Anita Ward* (Juana/TK) (3rd week)
- #1 LP: "Breakfast In America" — *Supertramp* (A&M) (11th week)

TEN YEARS AGO TODAY

- ROB WALKER JOINS Y100/MIAMI
- #1 CHR: "Rock The Boat" — *Hues Corporation* (RCA)
- #1 A/C: "Annie's Song" — *John Denver* (RCA)
- #1 COUNTRY: "This Time" — *Waylon Jennings* (RCA)
- #1 LP: "Sundown" — *Gordon Lightfoot* (Reprise/WB) (2nd week)

TV News

Grace Jones appears on the "Tonight Show" June 29 . . . "Solid Gold" for the week of June 29 stars *Paul Anka, Peabo Bryson, Tony Carey, Culture Club, Exile, Joe Jackson, Menudo, and Juice Newton* . . . "The Cutting Edge" on MTV June 29 spotlights the *Fleshtones, Lone Justice, Love Tractor, and Steel Pulse* . . . *La Toya Jackson* is on "American Bandstand" June 30 . . . "Solid Gold Hits" features *Joe Jackson* and *Huey Lewis & the News* July 2, *America* and *Juice Newton* July 3, *Eddie Money* and *Patrice Rushen* July 4, and *Corey Hart* and *Paul Williams* July 5 . . . MTV is staging its "First Annual MTV Video Music Awards" ceremonies in September, with a live telecast hosted by *Dan Aykroyd* and *Bette Midler*, plus live performances . . . "Solid Gold" has a special in the works saluting summer hits, with concert footage from the *Beatles, Beach Boys, and Elton John* featured.

FUTURE HITS

THE NEW CHR RELEASES
TOMORROW'S HITS TODAY

VIA SATELLITE ON SATCOM 1-R

Now is the time for FUTURE HITS, a great new satellite radio program from WESTWOOD ONE. FUTURE HITS, hosted by RADIO & RECORDS' CHR Editor Joel Denver, gives you a one-hour weekly look at **tomorrow's** hits **today**, and it's brought to you in digital stereo via satellite on Satcom 1-R so that future hits won't be former hits by the time they reach your listeners. They'll hear all about the hottest upcoming singles and albums, the latest videos, who's in the studio, who's on the road and who's on the BBC Top 5. FUTURE HITS zeros in on the week's hottest new records, the latest New & Active singles as reported by RADIO & RECORDS, plus sneak previews of forthcoming superstar releases. FUTURE HITS sounds great by itself or adjacent to your favorite countdown show. Time waits for no one. Why should you? Contact your WESTWOOD ONE representative at (213) 204-5000.

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album and single "The
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Elsewhere"



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Datebook

MONDAY, JULY 2

Brian Wilson Returns

In the past few years, the **Beach Boys** have had an unusually strong association with the 4th of July weekend, based largely on *not* getting to sing on the mall. On this day in 1976, group leader **Brian Wilson**, whose emotional problems had made him a sporadic member of the group since the late sixties, rejoined the group onstage in Oakland. Wilson's return to the group (and their chart comeback with "Rock & Roll Music") was heralded by a lengthy **Los Angeles Times** interview in which Wilson admitted having started a fire to create ambiance in the studio during a recording session and Wilson's wife complained that Brian usually received children's toys for his birthday. Although a return to seclusion followed, the death of **Dennis Wilson** has prompted a much slimmer Brian to rejoin the group and announce that he was finally taking control of his life.

Birthdays: **Roy Blittan (E Street Band)** 1949, **Joe Puerta (Ambrosia)** 1951.

TUESDAY, JULY 3

The Case For Aquaphobia

Two of rock's most famous and mysterious deaths took place on the same day within two years of each other . . . and both involved water. On this day in 1969, less than a month after leaving the **Rolling Stones**, **Brian Jones** was found dead in the swimming pool at his Cotchford Farm home. The official verdict on Jones's death was "misadventure," thus eliminating the need to decide between murder, suicide, and overdose scenarios. Jones's death is usually cited as the first in a streak of misfortunes that include **Janis Joplin**, **Jimi Hendrix**, and **Jim Morrison**. Morrison died this day in 1971 of a heart attack in the bathtub of his home in Paris. Again, the official version of Morrison's death, not revealed until several days after his interment, was viewed skeptically, with many refusing to believe he'd died at all.

Birthdays: **Mississippi John Hurt** 1893, **Fontella Bass** 1949, **Damon Harris (Temptations)** 1950.

WEDNESDAY, JULY 4

Bill Withers Birthday

Bill Withers's career has been marked by two to three-year hiatuses (which make him due for another hit sometime within the next few months), but it's probably okay with Withers, since he waited until age 32 for his first pop hit. He was born in Slab Fork, WV on this day in 1938. He worked as a mechanic upon graduating high school, then moved to Los Angeles and worked in an aerospace factory for three years before "Ain't No Sunshine." Throughout the '70s, Withers served as a black counterpart to rock/MOR's singer songwriters. His biggest hit, "Lean On Me," hit within a year of **James Taylor's** version of "You've Got A Friend." "Lean On Me," because of its brotherhood theme, also works as a 4th of July song. (So does "Harlem," a less flattering Withers portrait of America.)

Birthdays: **Louis Armstrong** would have been 84. **Jeremy Spencer** 1948, **John Waite** 1952.



THURSDAY, JULY 5

Bonus Rolling Stones Bust

As we reach the year's halfway notch, there really *has* been an average of at least one **Rolling Stones** drug-arrest story per month . . . though we haven't had room for all of them. This one doesn't involve drugs, so think of it as an extra. On this day in 1975, **Keith Richards** and **Ron Wood** were pulled over by police in Fordyce, Arkansas. The pair and two friends were driving from a 4th of July show in Memphis to another tour date in Dallas when Keith was charged with reckless driving and carrying a concealed weapon, which reportedly turned out to be a sheathed hunting knife. The four were forced to finish their trip in a chartered plane and Keith managed to avoid getting arrested for another ten months.

Birthdays: Ex-Band leader **Robbie Robertson** 1944.

FRIDAY, JULY 6

Chandler Keeps Coming Back

Doo-wop music, of the type most recently rediscovered by **Billy Joel**, is thought of as a generic "late fifties, early sixties" phenomenon. Actually, by the early sixties, the first of the doo-wop revivals had already taken place. A year after the **Marcel's** "Blue Moon" came **Gene Chandler's** "Duke Of Earl" in early 1962. "Duke" wasn't just a #1 single; it was so popular that Chandler (who was already using a pseudonym in place of his real name, **Eugene Dixon**) was billed that way for at least three singles and is still identified with that one song despite countless other performing and production credits throughout the last two decades. Chandler was born this day in 1940. His biggest hit in recent years was "Get Down." Last fall, Chandler released an R&B cover of **Razzy Bailey's** country hit, "I Keep Coming Back."

Other birthdays: **Jan Bradley** 1944, **Bill Haley** 1925.

SATURDAY, JULY 7

Starr Tracks

Perhaps **Waylon Jennings**, **Sylvester Stone**, and the other disc jockeys-turned-rockers went in the wrong direction. Around this time last year, **Ringo Starr** made his radio host debut with the syndicated "Ringo's Yellow Submarine," which is now being repeated. Starr celebrates his 44th birthday today. He'd been allowed to sing, occasionally, as soon as the **Beatles** recorded so it shouldn't have been that much of a surprise that for a three-year period (1972-1975) Starr was *at least* tied with **Paul McCartney** as the most successful solo Beatle. In the last six years, Starr has recorded only three albums, 1978's "Bad Boy" on **Portrait**, 1981's "Stop And Smell The Roses" on **Boardwalk**, and a recent LP that wasn't even released in the States.

Birthdays: **Mary Ford** 1951.

SUNDAY, JULY 8

Exordium & Terminus

Rick Evans says that he had written "In The Year 2525" in 1964 while he and his eventual recording partner **Denny Zager** drifted through a variety of Nebraska garage bands . . . sometimes together and sometimes separately. On this day in 1969, Zager & Evans were awarded a gold record for the song. While it contained some pretty dire predictions for anybody who lived past age 556, "2525" was an "up" compared to some of the other message records of the time. A more obscure and depressing variant on the future-shock/apocalypse theme was "The Last Seven Days," by the Dutch group **Unit Gloria** that later became known for their **Slade** soundalike, "Stomp Your Hands & Clap Your Feet." "Seven Days" is the creation story in reverse, ending with God delivering the final fire on the sixth day and spending the seventh day crying. It was *not* awarded a gold record on this day.

Birthdays: **Graham Jones (Haircut 100)**, **Andy Fletcher (Depeche Mode)**.

— Sean Ross

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GET IT IN WRITING

Playin' By The Rules

It's so much easier to play the game if you know the rules before you begin. A simple enough statement, right? Well, if you think the application of that logic goes beyond the world of sports, then have I got a column for you.

First, a little background. One of broadcasting's major attractions is the general friendliness of its participants. I mean, we're all so mercilessly extroverted (or at least we act that way) we have a tendency to become "good friends" before the introductory handshake ends. And, kept in perspective, that kind of behavior is okay, but when it interferes with basic professionalism, then we've got a problem.

When two broadcasters agree on something (specifics in a minute), I suggest letting the palsy-walsy ambience wait in the lobby while the ground rules are agreed upon and (as cold as it may sound) put in writing. After all, that's the way business professionals do it, and beneath all those promotional dry goods, that's what we are.

Hey, Come Work For Us!

Okay, what specifics am I talking about? Let's begin with that radio staple: the job offer. In the words of Irene Cara, "... what a feeling!" There's nothing like the ego boost you get when someone you don't work for tells you how great you are and how much he'd like to have you come to work for him. The bigger the station, the bigger the self-gratification, which in the top five markets can actually alter your hat size. But, how many of us in the heat of how hot we're being told we are forget what should be the first commandment of better business — Get It In Writing!

Sure, some lucky folks actually get offered contracts written by (and for) lawyers. With any luck at all your contract will have the basic provisions of what the actual offer consisted of and what happens if either party fails to live up to the agreement. While a contract is no absolute guarantee of anything, contrary to popular belief, it is worth a great deal more than the

paper it's printed on.

But most folks don't get contracts. So, what can you do? (What can you do?) That's easy. Ask for it in writing. If someone offers you six figures, a car, ratings bonuses, and no weekends, bite your tongue (so you don't bleat out "YES!" too quickly) and ask for it in writing. If the offer is completely legitimate, your prospective employer should have no trouble at all jotting the points down in a letter of employment for you to have. That way, at least the rules are written down before the game begins, and both you, as the new employee, and he, as the employer, know where you stand.

Asking for a letter of employment is also a handy way of sorting out the legitimate offers from the pie-in-the-sky specialists. I know what you're thinking. If you ask for such a letter, your new employer will think you don't trust him. Guess what? You shouldn't trust him... at least not yet. And that's nothing for either party to take offense at, incidentally, since you really don't know one another very well. Trust, just like money, is something you earn — it'll come.

"If someone offers you six figures, a car, ratings bonuses, and no weekends, bite your tongue and ask for it in writing."

You Can Do It, You're The One!

What about when they want to make you the boss? That certainly makes it a whole new ballgame and you'd once again be well advised to check out the rules before suiting up.

WHEN CHANGING JOBS:

- Verify specifics of the offer

WHEN BEING PROMOTED:

- Clarify expectations and time frame

Say you're the selection to take over the programming post. If you've been in this position before, chances are you know the right questions to ask, but if you're becoming a rookie PD, don't just say "yes" because you want a shot at some gold records with your name on 'em. If you still want to be PD six months or a year from now, there are a few questions that you and your manager should answer together.

A good place to start is: what are the expectations for the station? We're last in the market... where do we want to go, and how quickly must we get there to be considered successful? Do we have to be number one overall? In certain demos? Can we take two books to get there? Three?

You get the picture. Find out what Mr. Manager is thinking, what kind of pressures he's feeling from Mr. Owner, and then you'll know a lot more about what you have to do in your new job. And by the way, that line of questioning might also help you to more realistically determine what the job should pay. Obviously, all the specifics of working budgets (promotional and operational) should be covered in advance, too. If they want you to go from way down to up-town in 90 days without spending a dime, you're entitled to tell them it can't be done.

It Works Both Ways

Now that you've accepted that major market gig and done so well they've begged you to take over the programming, don't forget those valuable lessons you've used so brilliantly along the way. However, now it's you who should lay down the rules for your troops.

People like to know how they're doing, and radio folks are no exception. That's where your training in getting it in writing comes in. When you critique an employee's performance, follow the conversation up with a brief memo outlining what you talked about. Keep one for yourself and send the original to the employee.

Now, you can chart someone's progress (or lack of same) by chronologically scan-

ning his or her evaluation reports. Then, should you ever have to fire someone, it won't come as an ego-crushing surprise to the person being released. He'll know well in advance that his job performance has not been satisfactory. And conversely, when it comes to "raise time," it should be easy to justify to Mr. Manager why your best people deserve a boost.

"Too few of us really draw up a game plan with our superiors and stick to it, and so when we are let go, we really don't know why it happened."

Easier Said Than Done

With a tip of the hat to the Essex (Roulette, 1963), I know how hard it is to put a lot of this stuff into practice, but that doesn't diminish its value as something to shoot for. So many times I've spoken with people who've lost their jobs and are hard put to tell me specifically why. Chalk up the confusion to the shock of being fired if you like, but I think too few of us really draw up a game plan with our superiors and stick to it, and so when we are let go, we really don't know why it happened.

And we've all heard the horror stories (some of them are all too true) of those who were promised one thing when being hired and took delivery of something quite different once the new job began. That's where a letter of employment can take care of business.

Radio is a great way to make a living. People in our field are generally gregarious and trusting, which are not bad industry traits as industry traits go (consider undertakers for example). Trust is great when little things are on the line, but when career decisions are being made, I think you're better off when you define the rules in writing. That way everybody knows where he stands.

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What Do These Records Have In Common?

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WKTJ
KWOD
KPLUS

Q100
WKEE
WKRZ-FM
WBBQ
KZZB
WNOK-FM
WZLD
WANS-FM
WHHY-FM
KMGK
Z104
KELI

I3K
KCPX
WIGY
WZYQ
WJBQ
Q104
WYKS
KILE
KCMQ
KFMW
KGHO



STEVE PERRY

"SHE'S MINE"

CHR BREAKERS

One Of The
MOST ADDED

Thank You Radio!

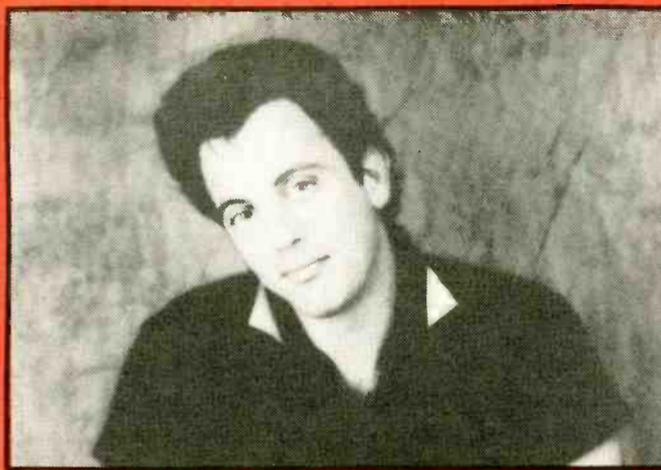


KARLA BONOFF

"SOMEBODY'S EYES"



In This Week's R&R



BILLY JOEL

"LEAVE A TENDER MOMENT ALONE"

BRAND-NEW

One Of The MOST ADDED

CHRISTOPHER CROSS

"A CHANCE FOR HEAVEN"



Swimming Theme

A/C **BREAKERS**

CHR
SIGNIFICANT ACTION

Produced by Michael Omartian
Christopher Cross appears courtesy
of Warner Bros. Records Inc.

GIORGIO MORODER

"REACH OUT"

Track Theme



Music To Be Heard By Millions During The Broadcast Coverage Of The Olympics!



The TOTAL COMMITMENT Of Columbia Records



Hibbitts

Continued from Page 3

Hibbitts, an eight-year WSUN veteran who previously served as GSM at crosstown WQYK, commented to R&R, "As everyone knows, Plough Broadcasting is selling this property. I think this move makes a lot of sense for me, since I don't want to leave the market. Blair is an excellent company in all respects, and WFLA represents a new challenge and a lot of growth potential in the market. I know we can duplicate our success at WSUN over at WFLA."

Meier

Continued from Page 3

President Joshua Feigenbaum told R&R, "I brought George aboard because of his vast experience in promotion and great knowledge of radio. I can't think of anybody else with his depth and insight, and he's going to add a great perspective to what MJI is all about. He will be in charge of servicing the stations which are currently carrying our programs, and will also be involved in our programming expansion. George will definitely help us build on the infrastructure we've already got on the air, and his expertise will certainly help us stay fine-tuned and on target for the needs of radio."

Meier was the founder/Editor of the AOR tipsheet *Walrus* for ten years before joining PolyGram. Drawing on his own varied industry background, Meier said his new position is "an opportunity to work in all formats of radio. I see myself as an overall media person, more than just a rock and roll, record, or radio person. MJI offers me the chance to broaden my working scope."

Meier begins his new position Monday (7-2).

Pessamato

Continued from Page 3

jects in the interim. She commented to R&R, "To work again with Chrysalis Records from their Los Angeles base is the realization of a dream for me. I'm really looking forward to working with Daniel Glass. Thanks to the efforts of Billy Bass, now is the best of all possible times, and this is the best of all possible worlds." Pessamato assumes her new responsibilities immediately.

Glass added that Chrysalis has also given Jerry Lembo, who has been supervising Urban Contemporary and club promotion, additional duties as Northeast Regional Promotion Manager, and has hired Charlie D'Atri as New England Regional Promotion Manager.

Transactions

Continued from Page 3

KPEN is the first acquisition for Dowe; Los Altos owns no other properties. Elliot Evers of Chapman & Associates served as broker for the transaction, and takeover is expected by early fall.

CALENDAR**BRAD MESSER****Leverage For A News Loner**

On the surface it seems logical to feel a little sorry for the lone newsperson who must compete against a big "full-service" news team, but if that one-man "staff" is clever enough to play by his own rules, he can tilt the odds and have at least a fighting chance of winning.

If the contest between Goliath and David had been sword-fighting or bear-hugging, the giant would have won, but the little guy wisely choose a form of combat that evened up the odds. Chin up, lone newsperson! Just as there are a whole lotta heavyweight news staffs nationwide who can't beat the one-person efforts of Paul Harvey, you can stack your own odds more favorably if faced with seemingly overwhelming competition.

Your individual interests and talents, and your market, are important variables, but in general there are two categories of action an individual can take in opposition to a big staff . . . one positive and the other negative.

On the negative side, don't try to do what they do best. Two quick examples. If they use mobile units to cover wrecks, avoid running street news. If they always have local actualities, be a no-tape shop. (Harvey ain't got no tape, right?)

On the positive side, be as fast or faster getting bulletins on the air, be more consistent with follow-up reports, and generate your own specialized features. One major advantage of radio is immediacy, and one person can out-immediate a dozen people in getting wire service Urgents and Bulletins on the air. One person can go through last week's and last month's news copy to determine what stories should be brought up to date with follow-up reports. Probably the most important positive action is generating your own specialized features based on audience interests: movies, personal health, music and musicians, cars, whatever. The idea is to capitalize on your own interests and knowledge to create at least one unique specialty, just as a DJ might specialize in phone bits or one-liners or local school tie-ins. Pick something, almost anything, and specialize.

Harvey has a one-of-a-kind delivery style combined with a propensity for unpredictability, insofar as he may reduce everyone else's lead story to a one-liner and then devote so many lines to a tasty bit of trivia.

Our business is full of sound-alike news departments. A one-person operation must find a way to be unique.

Declaration Of Independence

MONDAY, JULY 2 — The Continental Congress approved the Declaration of Independence in 1776. Many of our forefathers, including second President John Adams, believed today would forever be observed as Independence Day, rather than the 4th when the Declaration was formally signed. The National Archives reported the 208-year-old parchment is "faded and deteriorated, and the ink is flaking" from having been exhibited in sunlight in earlier years.

New York got elevated train 1867. President James Garfield mortally wounded by assassin 1881. Thurgood Marshall became Supreme Court's first black Justice 1967. Vietnam reunited and Saigon renamed Ho Chi Minh City 1976. Cheryl Ladd 33. Joe Puerta of Ambrosia 33. Richard Petty 47. Dan Rowan 62.

Father of Our Country

TUESDAY, JULY 3 — George Washington took command of the Continental Army in 1775. During the next 14 years he won the American Revolution, helped get the Constitution ratified, was elected first President and became known as the father of our country . . . "father" in a poetic sense, as George and Martha never had any kids.

Idaho 43rd state 1890. Railroad steam locomotive speed record 126mph set in England 1938. US ground troops entered Korean combat 1950. Israeli raiders rescued hostages from Entebbe airport in Uganda 1976. Today's the first of the Dog Days of Summer. Geraldo Rivera 41. Earl Butz 78.

Independence Day

WEDNESDAY, JULY 4 — The Declaration of Independence was formally signed in 1776. America now preserves that document, plus the Constitution and Bill of Rights, inside humidity-controlled glass cases filled with helium.

Former Presidents Jefferson and Adams both died on the 4th of July. 1826. Buffalo Bill's Wild West Show opened 1883. Statue of Liberty formally presented to the people of the United States by the people of France 1884.

George Steinbrenner 54. Gina Lollobrigida 56. Neil Simon 57. Eva Marie Saint 60. Advice columnists Ann Landers and Abigail "Dear Abby" Van Buren (twin sisters) are 66.

Largest Welfare Agency

THURSDAY, JULY 5 — The world's largest social welfare agency is 119: the Salvation Army was started in London by Methodist minister William Booth in 1865. All Salvation Army officers are ordained ministers who have joined for life.

P.T. Barnum was born in 1810. He made a ton of bucks exhibiting a stuffed "mermaid" which was actually the head and torso of a monkey carefully sewn to the body of a fish. First American combat death in Korea conflict 1950.

Rich Gossage 33. Julie Nixon Eisenhower 36.

Rabies Still Uncurable

FRIDAY, JULY 6 — French biochemist Dr. Louis Pasteur administered the first successful rabies vaccine 99 years ago (1885). Even today, anti-rabies shots only keep an exposed person from catching the disease. Once rabies develops, death is virtually certain, with only three known survivors in history.

"Lights of New York" first all-talking movie 1928. First baseball All-Star game 1933.

Sylvester Stallone 38. Della Reese 52. Janet Leigh 57. Merv Griffin 59. First Lady Nancy Reagan 61. *Tomorrow* (6-7) Ringo Starr 44, Vince Edwards 56. Doc Severinsen 57, Pierre Cardin 62. *Sunday* (6-8) Kim Darby 36, Steve Lawrence 49, Boone Arledge 53.

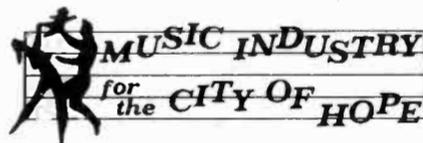
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evening*
July 18th,
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JOBETE MUSIC and LEE YOUNG, JR.,
V.P./GENERAL COUNSEL, MOTOWN RECORDS
EAST COAST CHAIRMAN:
BOB SUMMER, PRESIDENT, RCA RECORDS

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| <input type="checkbox"/> GOLD PAGE | \$2,500.00 | <input type="checkbox"/> ONE-HALF PAGE | \$800.00 |
| <input type="checkbox"/> SILVER PAGE | \$1,500.00 | <input type="checkbox"/> ONE-QUARTER PAGE | \$500.00 |

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Contemporary Hit Radio



JOEL DENVER

TROUBLED WATERS AHEAD?

Radio Dives Into The World Of Video, Part 2

It would seem from last week's article that radio and the record industries have a good thing going with video music programming. By providing a radio station's TV show with music videos, the record company gains artist exposure. At the same time, the TV program helps the station establish an image. Nice arrangement, right? Well, the winds are changing, and in this case, a once-beautiful pleasure cruise could soon find itself tested in a sea of uncertainty.

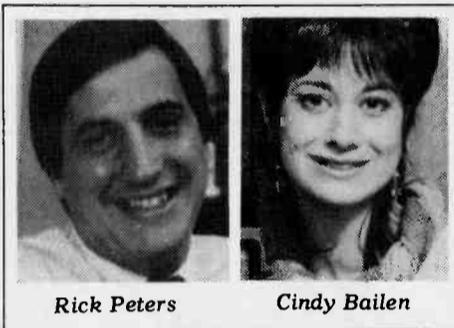
Exclusivity Is The Name Of The Game

Until now, everything has been going along just fine. Warner-Amex Executive VP/CEO Bob Pittman and MTV have been hailed as having started a revolution with their bold, visionary plans for a 24-hour video channel. The combination of MTV and radio have been credited as two of the primary reasons for the record industry's dramatic turnaround. And, as more and more homes have become wired for cable, MTV's formidable influence has grown.

Seeing a successful idea, others such as NBC, Turner Broadcasting, cable TV operators, and radio stations have done variations on MTV's original theme of showing videos in a cohesive format. At the same time, the record labels have been pressured by successful (and some not so successful) artists to shell out some non-recoverable dollars to produce these videos. The price tag for some of your regular MTV favorites? Anywhere from \$40,000 on up (and getting higher at an alarming rate). Combine this with the fact that the record labels have been providing literally hundreds of video dubs of hundreds of different titles for all of these new exposure sources for free, and you've got one hell of a major price tag to pay.

Who Pays The Freight?

Herein lies the problem. Until now, the record companies have been more than satisfied with the promotional airplay as compensation for the costs involved. They would sell more albums as a result, realiz-



Rick Peters

Cindy Bailen

ing a long-term return on their investments. But some months ago, Bob Pittman began analyzing the future and saw his franchise on exclusivity of format (playing video clips surrounded by concert information and on-camera personalities) being fragmented by these local shows. But even more frightening to Bob and MTV was the realization that the networks were cutting in as well with their own long-form (60 minutes and longer) video music programming.

In what has been hailed in some corporate circles as a piece of business genius, Bob has proposed to all the major labels a deal for a "window of exclusivity" on a certain percentage of their video releases. This arrangement, which has been agreed to by CBS, RCA, MCA, and Geffen Records, is attractive to those companies for a number of reasons. First, the plan will guarantee a certain amount of airplay on a fixed percentage of established artists, and guaranteed airplay for a smaller percentage of newer,

unestablished acts.

Secondly, MTV has reportedly offered multiyear contracts worth into the millions of dollars for such windows of exclusivity. These dollars would represent a sizable recoupment of the funds expended to produce the video clips, allowing record companies to see a faster return on their investments.

So what's the big deal? Simply this: MTV doesn't cover the entire country. In fact, MTV's own figures list its current potential coverage to be somewhere in the neighborhood of 19 million homes, which is between 20-25% of the population. Why such limited penetration? Because there are a number of major markets, including Detroit, Washington, DC, Philadelphia, Chicago, Boston, Los Angeles, and Minneapolis, which still have major sections of their metros unwired for cable service. So these exclusivity pacts between labels and MTV can virtually cut off or severely delay access to many forthcoming videos to large segments of America.

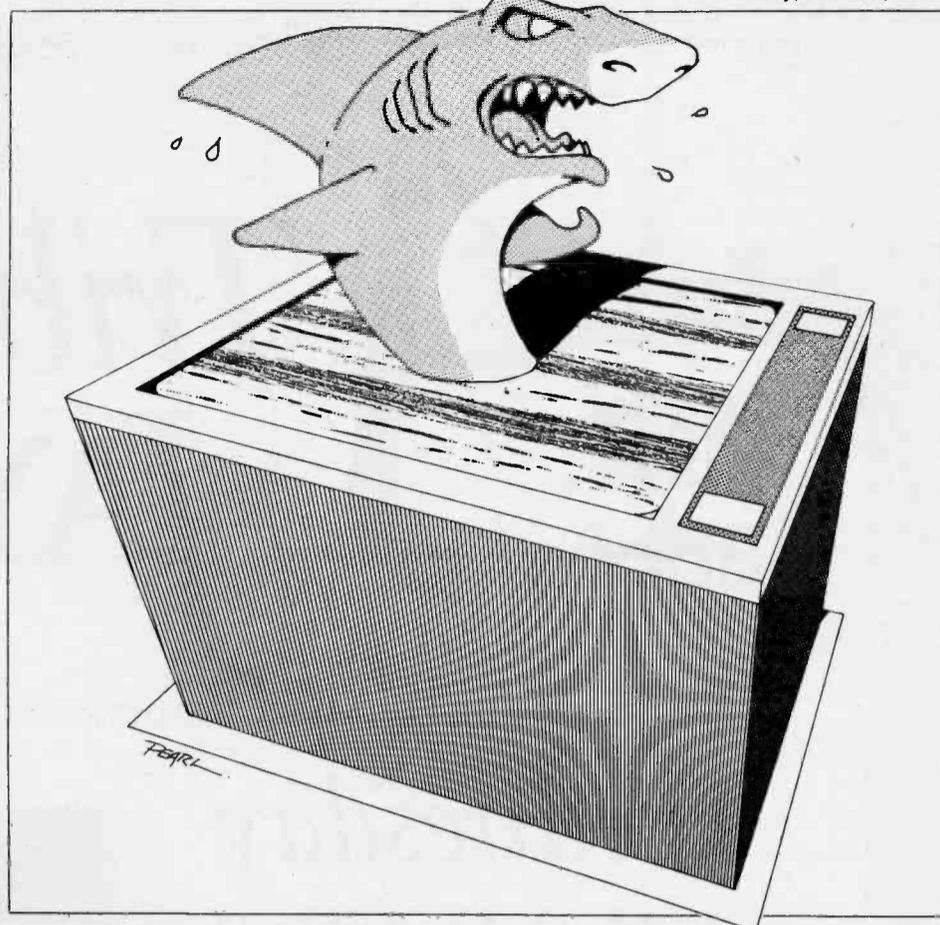
"With MTV only covering 30% of this market, there is another 70% which might never have the benefit of the video to influence their buying patterns. It would be like saying the only place we're ever going to release the new Bruce Springsteen record is to AOR; sorry, CHR can't play this record for 30 days."

— WHTT/Boston PD Rick Peters

Different Levels Of Exclusivity

The windows of exclusivity reportedly range from 30 days to a year. One record company executive who wished to remain anonymous said, "If enough videos were exclusive to MTV for that long (a year), it would prove to be fatal to these local video efforts and severely cripple the other national shows."

R&R has learned from some well-placed sources that the exclusivity is broken down into three categories: superstar, star, and regular. While the source wasn't able to advance much more detailed information on the categories, they were able to shed some light on the neighboring subject of rotations and how they affect the exclusivity window.



Our Lips Are Sealed

In an effort to give this story a full overview, I made a number of calls to MTV to speak with either VP/Programming Les Garland or Warner-Amex Executive VP/CEO Bob Pittman about the exclusivity negotiations between MTV and the record labels. Information Officer Doreen Lauer informed me that Les was not available to speak on this subject. And Bob Pittman, the only one authorized to comment on the negotiations, wasn't available either to clarify MTV's position.

Basically, MTV will have a 30-day window on 30% of the video titles released from labels who signed the pact. MTV gets to make two choices, and then the label decides every third title, which guarantees airplay for some up-and-coming acts. But we are told if MTV doesn't move one of its selected titles up to medium rotation within a specified length of time, then the 30-day exclusivity window for that title is open, and anyone can then play the video.

Now this may not seem like too bad a deal, and for some in the industry I spoke with, it isn't. However, word is that there are certain "grandfather clauses" which protect video shows already in existence but make it tougher for new shows to get started. In essence, MTV has bought up exclusivity to current, 24-hour-a-day video programming. It's our understanding that from the date the pacts are signed, new video shows will not only be subject to the same rules governing exclusivity, but their exclusivity window will be for six months, as opposed to 30 days. If this stipulation is in these contracts, as we've been told, it would all but wipe out the chances for any new video show to survive (see "Fulltime Video TV Stations").

Radio Reprisals?

I asked one record promotion executive, who also asked not to be identified, if he thought this exclusivity policy would hurt his efforts at the radio level. He told me, "I know exactly what you're getting at. This might hurt us at a radio level, not being able to service the same radio stations we're

Continued on Page 34

Fulltime Video TV Station



It was bound to happen, and it has: fulltime VHF and UHF video stations. The longest-running outlet is WLXI-TV/Greensboro, with WVUE-TV/Attagta also on-air with a similar format. Others planning to make the move to fulltime video are KRLR-TV/Las Vegas, WZTZ-TV/Marlboro, MA, and KMSG-TV/Fresno.

KMSG-TV (Stereovision-59) Station Manager Marv Harrison, who hopes to have his 1562 kw stereo TV station on air this fall, commented, "This MTV exclusivity pact could really limit our playlist, and by doing this the record companies are going to limit their audience. I think MTV has done a fabulous job, but I think there is a place for our type of programming, which is local. This TV station will be dayparted very much like a CHR station, complete with promotions localized for the community. Included will be a Latin-American program, oldies, and localized music features. We feel we can offer a wider range of music than what people are used to from MTV."

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Radio Winners:

1. **JERRY BLUM** — Jefferson Pilot
(Radio Executive Of The Year)
2. **BOB HAMILTON** — RKO
(National Programmer Of The Year)
3. **DONNA HALPER**
(Radio Consultant Of The Year)
4. **Z100** — New York City
(Major Market Radio Station Of The Year)
5. **SCOTT SHANNON** — Z100
(Major Market Program Director Of The Year)
6. **MICHAEL ELLIS** — Z100
(Major Market Music Director Of The Year)
7. **RICK DEES** — KIIS-FM
(Major Market Air Personality Of The Year)
8. **B-97** — New Orleans
(Large Market Radio Station Of The Year)
9. **NICK BAZOO** — B-97
(Large Market Program Director Of The Year)
10. **MARK SHANDS (I-95) and DIANA THOMAS (Q105) TIE**
(Large Market Music Director Of The Year)
11. **SONNY FOX** — Y100
(Large Market Air Personality Of The Year)
12. **KXX106** — Birmingham
(Medium Market Radio Station Of The Year)
13. **BOB KAGHAN** — WBCY
(Medium Market Program Director Of The Year)
14. **BRYAN SARGENT** — KX104
(Medium Market Music Director Of The Year)
15. **JOHN BOY AND BILLY** — WBCY
(Medium Market Air Personality Of The Year)
16. **WBBQ** — Augusta
(Small Market Radio Station Of The Year)
17. **J.D. NORTH** — WAEV
(Small Market Program Director Of The Year)
18. **BRUCE STEVENS** — WBBQ
(Small Market Music Director Of The Year)
19. **COYOTE CALHOUN** — WABB-FM
(Small Market Air Personality Of The Year)

Record Winners:

1. **EPIC**
(Record Company Of The Year — Corporate)
2. **A&M**
(Record Company Of The Year — Independent)
3. **IRVING AZOFF** — MCA
(President Of The Year — Corporate)
4. **CLIVE DAVIS** — Arista
(President Of The Year — Independent)
5. **RICHARD PALMESE** — MCA
(Record Executive Of The Year — Corporate)
6. **DANNY DAVIS** — Private I
(Record Executive Of The Year — Independent)
7. **FRANK DILEO** — Epic
(Vice President Of Promotion — Corporate)
8. **JOHN BARBIS** — Geffen
(Vice President Of Promotion — Independent)
9. **WALTER WINNICK** — Epic
(National Promotion Director — Corporate)
10. **DON WRIGHT** — Motown
(National Promotion Director — Independent)
11. **SUSAN WAX** — RCA
(National Promo Exec. Of The Year — Corporate)
12. **ROBIN HENKEN** — Geffen
(National Promo Exec Of The Year — Independent)
13. **JOHN SCHOENBERGER** — MCA
(National AOR Promo Exec Of The Year — Corporate)
14. **SHEILA CHLANDA** — Columbia
(National A/C Promo Exec Of The Year — Corporate)
15. **LARRY VAN DRUFF** — RCA and **FRANK SCIARRA** — Atlantic
(Northern Regional/Local Promo Exec Of The Year — Corporate)
16. **WAYNE FOGLE** — Motown
(Northern Regional/Local Promo Exec Of The Year — Independent)
17. **DON MILLER** — Epic and **BUTCH WAUGH** — RCA
(Southern Regional/Local Promo Exec Of The Year — Corporate)
18. **BILLY LEMMONS** — Arista
(Southern Regional/Local Promo Exec Of The Year — Independent)
19. **JIM DAVENPORT**
(Independent Promo Exec Of The Year)

WEEK
29

AIR Response Records

WEEK
29

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, Tuesday, July 3rd, 1984.

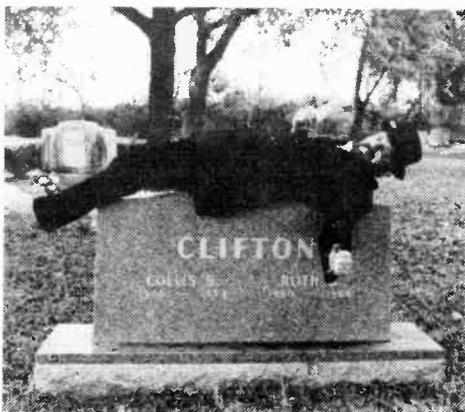
| # | TITLE | ARTIST | LABEL |
|------|-----------------------------------|---------------|------------|
| 2236 | YOU'RE THE BEST THING | STYLE COUNCIL | GEFFEN |
| 2237 | I WON'T LET THE SUN GO DOWN ON ME | NIK KERSHAW | MCA |
| 2238 | MAMA WEER ALL CRAZEE NOW | QUIET RIOT | PASHA |
| 2239 | DON'T TAKE THE CANDY | WOLF & WOLF | MOROCCO |
| 2240 | MY OH MY | SLADE | CBS ASSOC. |

Radio Dives Into The World Of Video, Part 2

Continued from Page 32

asking for airplay at with the videos. I'm not sure where the problem will lead."

And there are those in the record industry who publicly and privately admit that MTV gets the first shot at videos anyway, but feel this agreement with MTV only "formalizes" a practice which already exists. Some admit to infighting over the whole exclusivity issue, while others downplay the importance of the videos to the network shows such as Turner's "Night Tracks," and NBC's "Friday Night Videos." But you'd have to wonder: if these shows didn't mean that much to the nets, then why would they be aired in the first place?



"I still wonder if the record companies realize how important it is that they give as many videos to as many people as possible. Video is just another way to sell music and that's what they're in the business to do."

— KTFM/San Antonio MD Joe Nasty

While no one I talked to in radio vehemently spoke out against the exclusivity, there were those who aren't entirely thrilled with the idea. Y100/Miami PD Robert W. Walker told me, "As I see it now, I'm not overly worried about getting a video a week or two behind MTV." WHTT/Boston PD Rick Peters, who consults his station's simulcast video show "Hot Video Hits," stated, "With MTV only covering 30% of this market, there is another 70% which might never have the benefit of the video to influence their buying patterns."

Counterproductive Move

"It doesn't really piss me off," he continued, "but it does upset me because this thinking doesn't seem logical. Again, if you look at the wired households compared to the nonwired households, it would be like saying the only place we're going to release the new Bruce Springsteen record is to AOR; sorry, CHR can't play this record for 30 days. You'll never see a label do that with a record, so how can they do it with video? It doesn't make much sense. It would seem to be counterproductive since the reason the videos are produced is for promotion of the product."

"Let's face it, there's a definitive time frame in the life of a record where a video becomes very important to its success before it's in high rotation on CHR. When a record is in New & Active, a video can really help. By the time a record is Top 20, a video is secondary because they've seen it and heard it. To restrict a video through this critical period doesn't make a lot of sense from a promotional standpoint."

Rick understands the record companies' motivation for the pact — recoupment of video production costs. "There's another way to do this, and it's so obvious — impose a service fee. A small fee per play such as \$5 or \$10 would make more sense than it does to give MTV an exclusive. I just wonder where MTV is going to come up with all of the money for this?"

Contemporary Hit Radio

As the star of WHTT's successful video program, Cindy Baiten isn't too thrilled about the idea of exclusivity for certain superstar clips. "It puts us in a terrible position. It will really become very frustrating for a lot of our viewers who will become penalized by MTV."

"We are selling our credibility just as a radio station does. If we can't air the new Duran Duran video, it will put this show and others like it in an untenable position. When WHTT plays a song, the audience knows it's a hit, and I think it should be carried to its logical conclusion — the Hot Hit Video show. Having to wait will have a negative impact. MTV isn't the only game in town, and I think record labels will be cutting their own throats with this maneuver."

Negative Impact On Local Video?

KTFM/San Antonio MD and "KTFM-TV" video show host Joe Nasty said, "I still wonder if the record companies realize how important it is that they give as many videos to as many people as possible. Video is just another way to sell music and that's what they're in the business to do. I know it's expensive, and hope in the long run it's worth it to them. A&M has begun asking a nominal charge for videos, and while I wish they would continue coming to us free, I can't fault them for charging something."

"I think this exclusivity thing hurts some of the local shows," complained Y100/Miami's Tramontte Watts, who also hosts "Video Music Marathon." "I'd love to be able to play Michael Jackson's 'Thriller,' but I realize we can't do it. We get tons of calls and letters to play it, and that's only one video. If this gets into where there are a lot of important videos we can't play, it might hurt us and will eventually hurt the record companies as well. They'll lose exposure."



Tramontte Watts

Tighter Controls

Mitchell Rowan, publisher of a video trade paper, CVC (Creative Video Consultant), tracks over 50 outlets in his twice-monthly publication, including MTV. He's a big supporter of the local video efforts. "While there isn't any hard research to

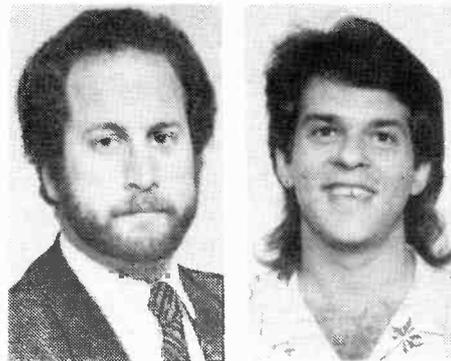
determine what impact these local shows have on local record sales, I know these local shows contribute, especially when they are the only game in non-wired communities.

"With this exclusivity deal, it's hard to say what will happen to those local and national shows. Certainly some local shows could go down the tubes, but on the other hand, more developing artists will be exposed to fill the gaps left by the superstar exclusivity."

"I understand a record company's need to recoup some of this money," sympathized Mitchell, "but what they really need are tighter controls over video production budgets. The costs involved are astronomical; many of them are out of line. I feel pretty strongly that a lot of money is basically being pissed away. Maybe too many videos have been made for the wrong projects. Millions are being spent by labels which still don't have full service video departments."

"The big difference between the locally produced video shows and MTV is that MTV is formatted a la radio. MTV is the only 24-hour video service and the only one which has rotations. I believe the rotations provide a sales base."

—MCA VP/Publicity & Artist Development Larry Solters



Larry Solters

Mitchell Rowan

Rotations Make The Difference

MCA Director of Publicity & Artist Development Larry Solters commented on why he feels MTV is important enough to sign an exclusivity pact with. "There will be a commitment from MTV to add videos, as well as an assurance of airplay for the money spent to produce them. Also, MTV is selling more records than a lot of the other outlets. Radio's familiarity with MTV lends a lot of credibility as well, and I believe the formal agreement of exclusivity helps both parties."

"The big difference between the locally produced video shows and MTV is that MTV is formatted a la radio. MTV is the only 24-hour video service and the only one with rotations. I believe the rotations provide a sales base. Now, the local shows are an important means of exposure, but the lack of repetition means few — if any — sales are generated."

Solters explained there is a dual philosophy when considering the importance of video clips. "If you're looking at videos as totally promotional, then there's no problem. But to a record label it's money out the door, and if MTV's willing to give us money back toward the project and guarantee airplay, it's a tough one to turn down. As a smart business person, you'd have to consider their offer."

Debbie Newman, Columbia's Director of Artist Development/Video, and her Epic counterpart Harvey Leeds were cautious in their comments on this subject. Both warned me of the sensitivity of the issue.



Michelle Peacock

Harvey Leeds

Debbie admitted, "It's true that MTV doesn't reach deeply into every market, and the local shows are in some major markets the only source for video exposure, with the exception of the network and syndicated shows. Those local video shows which simulcast with radio are of great importance to us, as they are helping to gain airplay on the radio station where we had none before. The success of the local video shows depends on how they can make themselves different from the national shows. For that reason, we are encouraging the local shows to play the hits, and be more adventurous with the newer product."

Harvey supports the local video programming efforts, as he talks with many producers and programmers on a first-hand basis. "There's no question that showing a visual to a programmer at radio is the best sales tool to get your record across to them. So when a radio PD is also programming a weekly or daily video show and is asked to play your records on the radio, you're giving them a double whammy."

"If you look at Detroit, the city isn't wired for cable, and neither is Chicago with the exception of the suburbs," he continued. "If it wasn't for the WLS-FM simulcast video show, 'Rock On Chicago,' or the other local show, 'MV-60,' there wouldn't be any video except for NBC's 'Friday Night Videos.' These local shows are one of the greatest promotional tools in a market that's not wired for cable, so there's no question of their impact."

"I understand a record company's need to recoup some of this money, but what they really need are tighter controls over video production budgets. The costs involved are astronomical; many of them are out of line."

— CVC Publisher Mitchell Rowan

Debbie was reluctant to quote how much CBS spends a year in videos, "because some of the money comes in from domestic, some from international, some we acquire, some we produce, so it's tough to say." She did confirm that the dollars stretched into the millions. "Videos are now more of an issue in contract negotiations with artists than ever before. Every artist wants a video, so it gets expensive to commit to a certain number of clips on each act we sign."

She stated, "The MTV exclusivity will not hurt the local shows; it will simply cause a shift in direction, toward playing more new product, which will be of benefit to all. We hope there will be no negative feedback from these exclusivity windows at the radio level. It's hoped we will all benefit from being compensated for a certain percentage of videos, which allows us to keep producing them. We're not here to put people out of business, but any label has the right to control the distribution of copyrighted material."

Continued on Page 36

WESTWOOD ONE PRESENTS

EDDIE MONEY

SUPERSTAR CONCERT SERIES

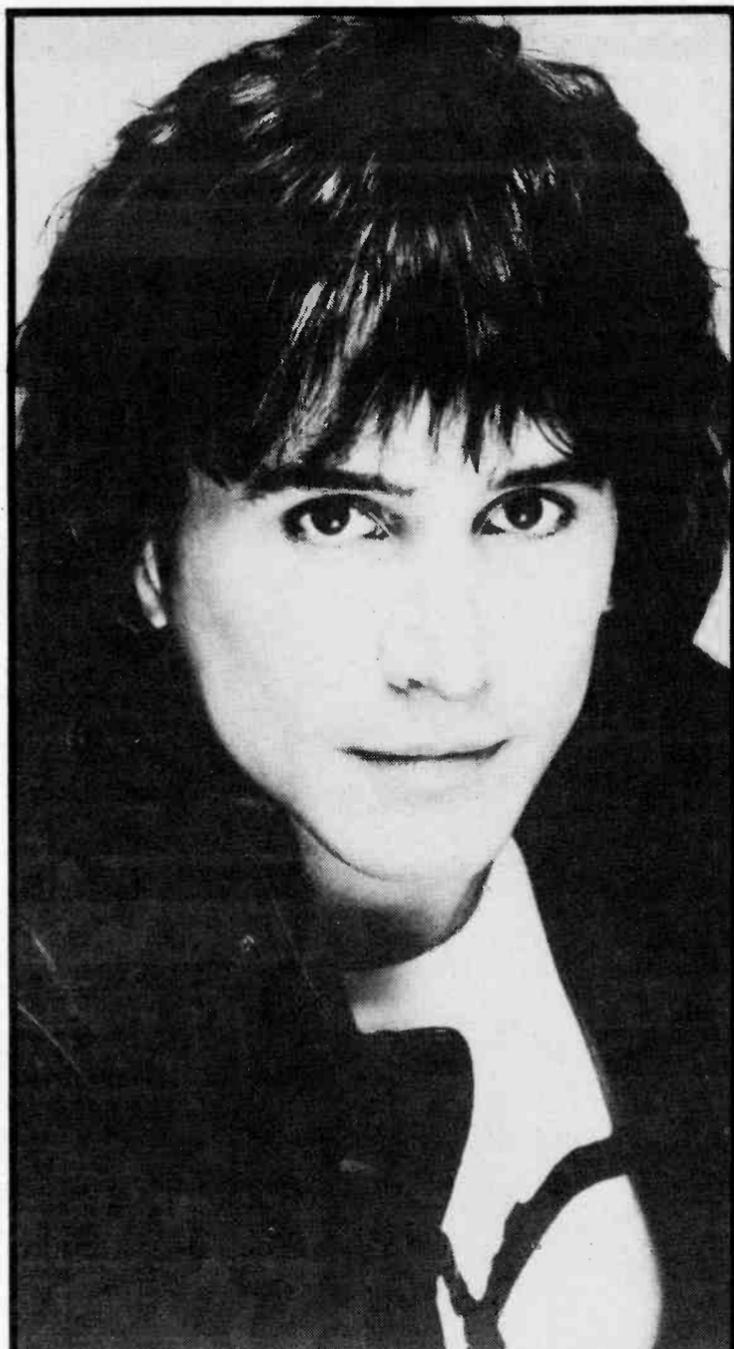
proudly presents an **exclusive** live performance by Eddie Money in his **only** national radio concert of 1984. The weekend of July 7th 450 great radio stations will broadcast this Superstar Concert on the Westwood One Radio Network. Recorded in front of a raucous hometown crowd at the Fox Warfield in San Francisco, Eddie and his five-piece band deliver 90 minutes of party-time rock 'n' roll featuring songs from his latest LP, **Where's The Party?** and classics like "Two Tickets To Paradise," "Think I'm In Love" and "Shakin'." Check your local listings for the station and time in your area — it's the station that'll bring you the Superstar Concert Series all summer long and throughout the year, featuring Duran Duran, Pretenders, Genesis, Stevie Nicks, Pat Benatar, John Cougar Mellencamp and many more. Don't miss Eddie Money the weekend of July 7th, from the leader in national radio concerts...Westwood One.

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FOR THE BIGGEST EVENTS ON RADIO, IT'S WESTWOOD ONE...AND ONLY!



STAN BUSH

"Time
Isn't
Changing
You"

A New Single
On Columbia Records



Radio Dives Into The World Of Video

Continued from Page 34

Fighting For Our Lives

Geffen President Ed Rosenblatt agreed with Debbie about the right of control for copyrighted product. He pointed out, "The costs involved are astronomical. Look at the mix of record company advertising in R&R with the syndicators and networks, and you'll see the difference over the last three years. We are literally fighting for our lives out there."

"MTV has pioneered this video concept, and while they may not reach everybody, they reach the active audience, and sell a lot of records for me. The problem is these local shows aren't willing to pay for these videos, and with the cost of business the way it is, these local video shows are going to have to wait those 30 days. I don't think MTV's deal will hurt the local guys at all. You have to look at this as two separate things: radio airplay and video airplay."

Contemporary Hit Radio

The More Exposure The Better

Not every record label is overjoyed with the MTV exclusivity idea. Elektra Executive VP Lou Maglia has already gone on public record with his company's negative posture toward the exclusivity windows. Michelle Peacock, Capitol's Director/National Video Promotions, is also outspoken on the subject. "I don't believe in giving anyone — video or radio — any exclusives or advances. When I was out in the field in record promotion, the headaches caused by exclusives were enormous. If this MTV exclusivity deal does come down, it will cause some problems," she predicted.

"I don't believe in giving anyone — video or radio — any exclusives or advances. When I was out in the field in record promotion, the headaches caused by exclusives were enormous. If this MTV exclusivity deal does come down, it will cause some problems."

— Capitol Director National Video Promotion Michelle Peacock

"If you spend \$4 million a year on videos, you need maximum exposure. MTV says they can reach 300,000 people in a quarter-hour, but they need the video in advance. But the weekend shows 'Night Tracks,' 'Friday Night Videos,' 'USA Cable,' and 'New York Hot Tracks,' reach in excess of 80 million people. So I don't think anyone should have a 30-day exclusive on any video. When you're trying to establish an artist, those 30 days make a tremendous amount of difference."

Motion

PD Mark Williams and MD Gary Clark are out at WJYL/Louisville and can be reached (502) 893-9367 . . . At WABB-FM/Mobile, overnigher Mary Booth moves to morning drive news, replacing David Page, who exits to FM100/Memphis; and Andre takes on overnights from WBLX/Mobile . . . KOPA/Phoenix night rocker Chaz Kelly segues to afternoons . . . KSLY/San Luis Obispo MD Tom Walsh takes on nights leaving overnights to Fred Levy . . . Q104/Gadsden ups morning man Chris Kelly to afternoon drive and night man Steve Casey becomes Production Director . . . Congratulations to KYUU/San Francisco afternoon man Jeff McNeal and wife Kimberly on the birth of their son Jeffrey Alexander.



"The MTV exclusivity will not hurt the local shows; it will simply cause a shift in direction toward playing more new product, which will be of benefit to all."

— Columbia Director of Artist Development/Video Debbie Newman

"The attention focused on MTV is deserved, as they've paved the way for all of this to happen. However, I think the cumulative effect of the other shows are often underrated. It would be like servicing one radio station in Los Angeles with a new piece of product and telling everyone else to hang out and wait for awhile. In effect, record labels will each be spending \$4 million or more a year just to program MTV. Some figures I've heard have been a total of \$3 million paid to record labels over a three-year period. That's a lot of exposure we're giving up for \$1 million a year. I think these exclusivity deals could be a big mistake."

MTV Still Important

While taking a firm stance in her beliefs, Michelle was quick to point out, "In no way am I suggesting that MTV is of lesser importance than all the other shows, but I'm simply stating that Capitol has expanded its video service to fully utilize all available outlets, including all the hundreds of local and syndicated shows in areas MTV doesn't penetrate. Those shows deserve and will get our service. I don't believe those programs are competition for MTV; they're riding on the trail that MTV has already blazed."

Bits

• **Going Berserk!** WRVQ/Richmond, VA sent air personalities Bob Lewis and Mike Rivers for a challenge race on the new Berserker ride at the local amusement park. Each jock gave away 25 pairs of tickets to form his own rooting section. They will ride and ride until one of them goes berserk!

• **Do You Know Your Alphabet?** WPLJ/New York gave away a \$22,000 Limited Edition Pontiac Trans-Am as featured in the movie "Alphabet City," which features music by Nile Rodgers. Listeners sent a postcard for the drawing to win.

• **A Romantic Evening With Wang Chung:** KSND/Eugene, OR made a couple very happy by giving them a "Romantic Evening" with dinner, limo ride and backstage passes to see the Romantics and Wang Chung. Listeners who won albums earlier in the week qualified for the drawing.

• **Trying To Beat The Band:** KLUC/Las Vegas recently sent its staff out to the softball field for a game with the Canadian band Rush. Admission was \$1, helping to raise thousands for a child abuse agency.

• **Coca-Cola For Seniors!** KIMN/Denver, in conjunction with Coca-Cola, found two area high school seniors to receive \$1000 scholarships. This is the seventh year KIMN has given away the scholarships.



KEEP A CHANGING MARKET FROM CATCHING YOU BY SURPRISE.

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

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

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MASTERCARD _____ EXP. DATE _____

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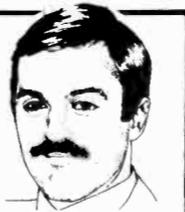
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News/Talk



BRAD WOODWARD

FEW TAKE PRECAUTIONS

Talk Radio Shocked But Unintimidated By Berg Death

The brutal slaying last week of outspoken KOA/Denver talk host Alan Berg raises troubling questions about the personal safety of controversial radio personalities.

No direct link has been established between Berg's program and his murder, but Denver police are operating on the theory that Berg's flamboyant air style may have contributed to the attack. KOA VP/GM Lee Larsen says Berg was "very strong on the air, but not abrasive."

Talking this week with Talk radio hosts, program directors, and managers, I found nearly unanimous agreement that there's virtually nothing a radio host can do to escape a truly determined, deranged listener intent on killing him. Few stations take any precautions beyond controlling access to studios, and guarding real names, addresses, and phone numbers of air personnel.

I also found that threats to life and career are relatively common, but actual violence is rare. Two notable exceptions both occurred in California:

- An account executive at KGO/San Francisco was shot and killed in 1973 by a man who believed the station was transmitting messages into his body. The man, who also killed himself, entered the sales offices after bulletproof glass thwarted his attempt to shoot announcer Jim Dunbar through a window onto the street.

- A gunman fired 58 rounds of ammunition into the studios of KWAV/Monterey, CA last October, claiming a female announcer was "poisoning his mind" with secret messages. No one was hurt but damage totalled \$200,000.

In a remark that typifies the view of many Talk radio figures, Larry King summed up the situation this way: "If there's a sick person who wants to harm someone they can do it, and that includes anyone. If you want to kill the President of the United States, you can if you're willing to give up your own life."

Larry King: "You Can't Think About It"

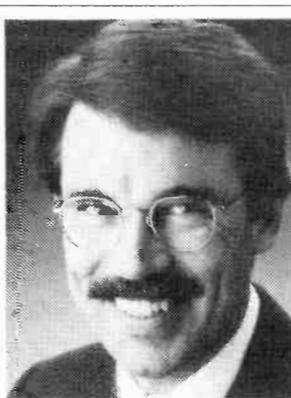
King said he had more death threats,

mostly of an anti-Semitic nature, when he worked in Miami than he does now. "You can't work and think about it," he reasons. "You just do the best you can. And I would never change anything I do on the air. If you start doing that then you'd have to quit. You're letting an unknown control you and that would be a terrible way to exist." Nevertheless, King said he may stop talking about his daughter on the air.

The Berg tragedy was an "isolated" incident, King believes. "I'm sure this will, sad-



Larry King



Bill Sherard



Harry Schultz

ly, be rather quickly forgotten — unless another incident occurs. If somebody else who's sick reads about this and does something similar then you probably have cause for grave concern."

King continued, "I think there are some hosts who invite invective. They humiliate their audience. I try never to do that. Sometimes I'm rude and I can be curt, but I would never call anyone an idiot. I just don't work that way."

King says insulting hosts have "shock value" but "the problem is it wears thin. How long can you listen to a guy screaming every night? After a while it gets predictable, and when a show gets predictable, then it's lost. It's like watching an X-rated

movie. After 20 minutes you're bored. It plays out. I don't think it has any long lasting value at all."

Producers Also Threatened

Tammy Hadad, King's producer, pointed out that producers are sometimes threatened, too. Usually the calls come from angry listeners or groups who are refused a booking. Just two weeks ago, Hadad reports, "Some organization for a Constitutional Convention" threatened that "we're going to get you" after she refused to put them on the show.

But Hadad shrugs off the danger: "You get used to it. You will always have calls

nority groups, including gays and blacks, with his unchecked attacks.

Reports GM Bill Sherard, "We never had any death or, as one reporter called them, life threats on Gary during his period here." However, irate callers and "the general mood of the show caused us to eventually put in a gate at the door to the lobby. But the electrical lock was never installed by the time Gary departed the station."

At public appearances, Sherard recalls, "I never saw anyone come up to him and act irate. Most of them treated him as though he were kind of a celebrity or side-show entertainer. I honestly believe in Gary Dee's case that either he led a charmed life, or most listeners defused themselves on his program."

Outrageous Talk Fades In Cleveland

Dee used to work at WERE/Cleveland, where PD George Oliva agrees with Larry King that firebreathing talk hosts just don't sell anymore. "Cleveland was the town that made Gary Dee famous and yet his ratings went down quite a bit before he left, and he didn't do any better in Washington. I believe that's indicative of the way that kind of talk is going."

Oliva adds, "We're an ABC Talkradio affiliate and we really think the way they're going is more the wave of the future than the old Gary Dee style. I would view that to be oldtime talk radio, frankly, and it's just a matter of time before that completely dies out. The novelty wears off. It wore off in Cleveland."

Bomb Threats Common At WNWS

One station that thrives on controversy is WNWS/Miami, where Al Rantel doubles as PD and morning talk host. Rantel says the station has had three bomb threats so far this year. And he once received police protection during a week of phoned threats on his life over some unspecified listener grievance. "I was quite paranoid at the time," Rantel admits. Still, he says WNWS takes no special safety measures other than limiting access to studios.

WIND's Graves Questions Value Of Invective

WIND/Chicago VP/GM Dave Graves believes radio talk shows are unique for the level of emotion that can be injected. "I have to question whether that's a good policy, no matter what happens. You're taking a risk any time you talk to hundreds of thousands of people in a highly emotional way. There are a lot of disturbed people."

WIND strives to maintain "an appropriate level of decorum," he notes. "You can have a disagreement with someone without being insulting."

KPRC/Houston Director News & Operations Harry Schultz notes the lack of evidence connecting Berg's career and his violent death. His station has taken no security precautions beyond strict controls, already in effect, on access to studios. "We have controversial hosts and controversial topics come up. But I don't think you can go around worrying about the few who are crazy enough to try something like this."

from unhappy people, especially on any controversial talk show. I really tend to ignore it."

KSDO Hires Armed Guard

One station which has taken precautions since the Berg shooting is KSDO/San Diego, where 9am-1pm host Dave Dawson often inflames his listeners. "The first thing we did the next morning was get an armed guard in here," explained VP/News & Programming John Mainelli.

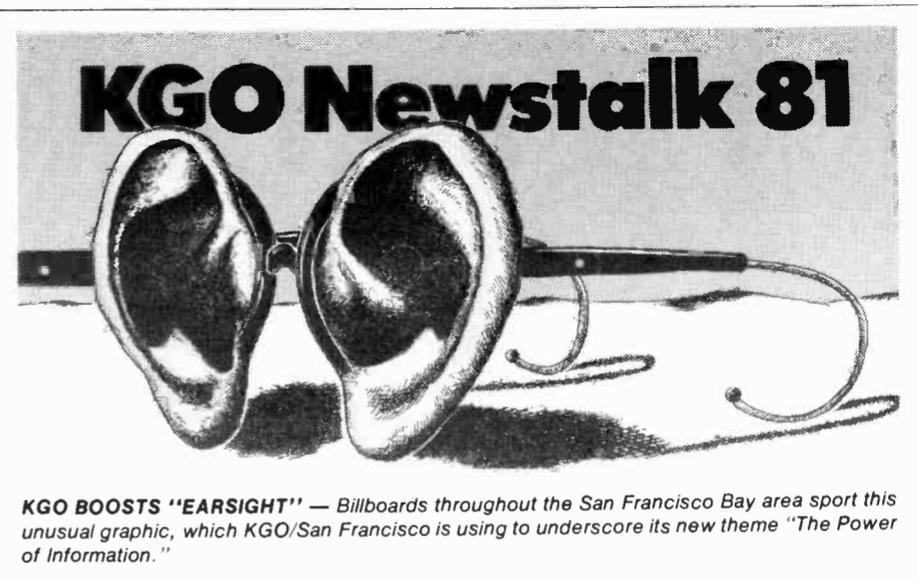
He planned to keep the guard at the station for a week, and have him accompany Dawson on personal appearances for the next month. KSDO also asked a local television station which interviewed Dawson to picture him from behind. Fearful of inviting attack, other stations discouraged television interviews for their hosts.

"Our position is we will not lighten up or ease up on the types of things we discuss, which is virtually everything, because it kowtows and defers to loonies with a gun," says Mainelli.

In fact, two days after Berg's death Dawson used his show to attack a local television psychologist who suggested that talk listeners are "fanatically oriented" and talk hosts are insecure people "looking for some kind of validation in their lives by having power at least on the radio where, if they don't like somebody, they can punch the button if they're gone."

No Threats For Gary Dee At KIX-106

One of America's most controversial radio personalities is Gary Dee, recently released from Country-formatted WPKX (KIX-106)/Washington. The conservative Dee antagonized many of Washington's mi-



KGO BOOSTS "EARSIGHT" — Billboards throughout the San Francisco Bay area sport this unusual graphic, which KGO/San Francisco is using to underscore its new theme "The Power of Information."



WKIS PURSUES TRIVIA — WKIS/Orlando just concluded a highly successful promotion based on the wildly successful board game "Trivial Pursuit." Callers who correctly answered questions from the game on the air won prizes and became eligible for a playoff game, whose winners received a free trip to London. Shown with two of the 12 "Trivial Pursuit" games furnished free by the manufacturer are (front row l-r) WKIS Account Execs Wes O'Reilly and Tracy Keesling, sports talk host Chris Russo, Account Exec Marilyn Faulk, and Sales Manager Don Griffin. At top (l-r) are producer Larry Kahn, talk host/Operations Manager Gene Burns, and PD Larry Freeman.

E/P/A CONTINUES TO HAVE HIT



JACKSONS "State Of Shock"

Lead Vocals by
MICHAEL JACKSON & MICK JAGGER

CHR Chart: **24** 230 Stations 98%

AOR Tracks: **39**

Black/Urban Chart: Debut **13**



**Black/Urban
BREAKERS**



FACE TO FACE "10-9-8"

On MTV

CHR NEW & ACTIVE

| | | | | | | |
|--------------|--------------|-------------|-------------|-------------|----------------|----------|
| WHTT 22 | WHTX deb 29 | Q105 on | Q103 on | KUBE 28-23 | WBCY add | WIKZ add |
| WXKS-FM 10-7 | PRO-FM 26-23 | WGCL on | KMJK 32-29 | KNBQ add | KQKQ add | KISE add |
| WPHD on | Z93 add | WHYT on | FM102 20-17 | WLAN-FM add | K107 add | WCGQ add |
| WCAU-FM on | Y100 add | KBEQ add 35 | KS103 on | FM106 add | KMGX add | Q104 add |
| | | | XTRA add 39 | WPST add | KYNO-FM add 29 | KCMQ add |
| | | | KPLUS 28-23 | WBBQ add | KRQ add | KYYA add |
| | | | | | | KOZE add |

BILLBOARD DANCE CHART: #8



'WEIRD AL' YANKOVIC "I Lost On Jeopardy"

Heavy MTV

CHR SIGNIFICANT ACTION

| | | | | | | |
|-------|---------|---------|---------|---------|------|------|
| WGCL | KSET-FM | WZPL | KHOP | WERZ | WGLF | KBIM |
| KS103 | WOKI | WHOT-FM | KSKD | WOMP-FM | KKQV | KSLY |
| KPLUS | KRGV | KQXR | KDON-FM | WJAD | KCDQ | KZOZ |
| WSSX | KITY | KKFM | KTKT | Q101 | KTRS | KIST |



SLADE "My Oh My"

CHR SIGNIFICANT ACTION

| | | | | | |
|-------|-------|--------|---------|--------|---------|
| WPHD | WFLY | WGFM | WFMI | WJXQ | 95XIL |
| B94 | WNYS | WRCK | WHHY-FM | KELI | WOMP-FM |
| WHTX | K104 | KXX106 | KBFM | KQXR | WGLF |
| WGCL | WSPK | WZYP | WRNO | WZON | WBNQ |
| KPLUS | 98PXY | WOKI | WKAU | WIGY | Y94 |
| | | | WKDQ | 103CIR | WSPT |
| | | | WGRD | WERZ | KCDQ |
| | | | WZPL | OK100 | KGHO |
| | | | | | KBIM |

CBS ASSOCIATED
RECORDS

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DISTRIBUTED BY CBS RECORDS

AFTER HIT AFTER HIT AFTER I

Heavy MTV

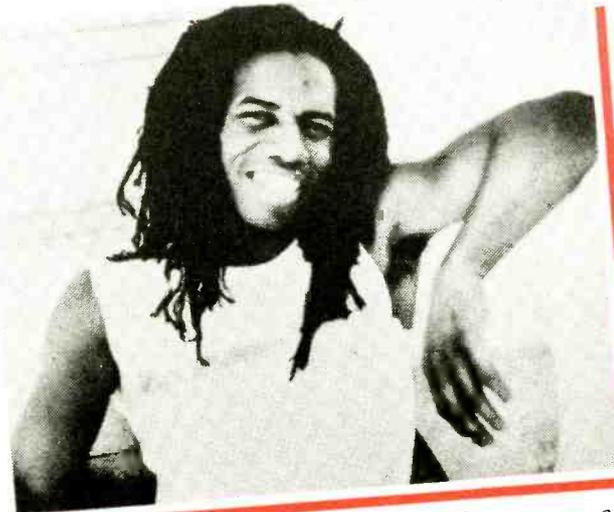
EDDY GRANT "Romancing The Stone"

WHTT deb 32
WXKS-FM 25-20
WBEN-FM deb 19
WPHD 27-24
CKOI deb 40
WCAU-FM 14
WHTX 29-26
PRO-FM 25-22

CFTR add 37
Z93 30-27
Y100 add
WGCL 20
WCZY 33-30
WHYT 10-4

CHR Chart: **35**

KBEQ 17
WLOL-FM 31-25
KIMN 38-34
KPKE add
Q103 34-30
KIIS-FM add 37
KZZP 35-32
KS103 add 36
XTRA 20-17
KITS 18
KUBE add
KNBQ 33-29



Portrait

RANDY BELL "Don't Do Me"

**CHR
SIGNIFICANT ACTION**

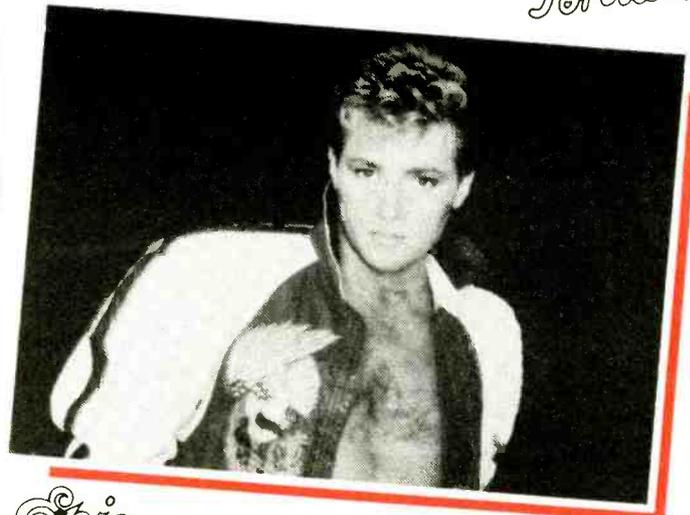
WPHD
WCAU-FM
WRCK
WHTF
WJZR

WNOK-FM
WANS-FM
WOKI
KRGV
KITY
KTFM

WJXQ
WRQN
WHOT-FM
KHOP
KDON-FM
WGUY

WIGY
WTSN
WERZ
13FEA
KILE
Q101

WAEV
WAZY-FM
KGOT
KTRS
KHTX
KSLY



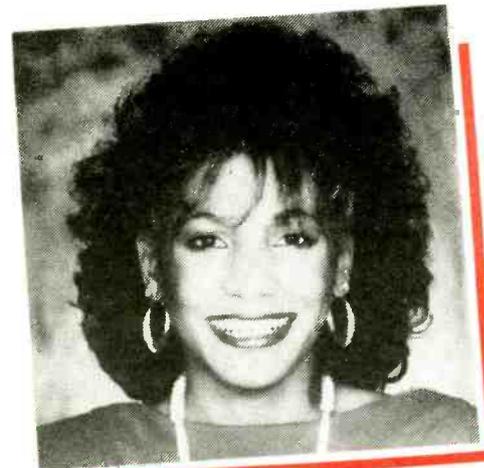
Spic

CHERRELLE "I Didn't Mean To Turn You On"

Black/Urban Chart: **#11**

WXKS-FM FM102 KQM Q WGLF
WHYT KTFM KHYT KGHO

Watch Your Local Listings For Cherrelle's New Video



Tabu

**CHR
SIGNIFICANT ACTION**

QUIET RIOT "Mama Weer All Crazees Now"

FIRST WEEK OUT:

B96
KPLUS
K104
WRCK
WHTF
KZZB

WOKI
WFMI
WRNO
WKDQ
WZPL

WJXQ
WRKR
WHOT-FM
KQXR
KSKD

WZON
WERZ
WZYQ
WQCM
OK100

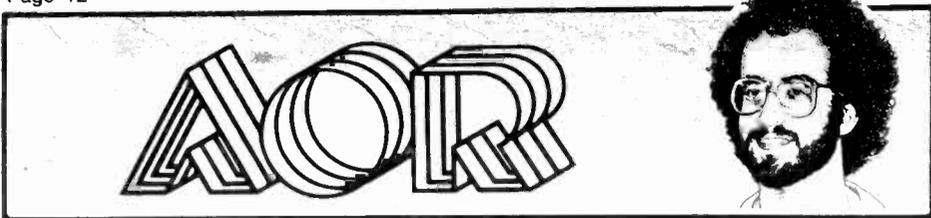
95XIL
WIXV
KKQV
KFYR
WBNQ

WCIL-FM
KFMW
KYA
KCDQ
KGHO



PASHA

AOR Tracks: **13**



STEVE FEINSTEIN

CLEANING OUT THE IDEAS FILE

Promotional Commotion

Stunts, opportunities, good deeds, neat prizes . . . here's a grab bag of notions and nostrums to mull over for your programming and promotional pleasure.

Guess Who's Coming To Breakfast

Here's a clever way to add razzle-dazzle to your morning show and get free cross-media coverage at the same time. KZAP/Sacramento's "Celebrity Season" promotion had visits on the morning show from luminaries such as Jerry "The Beaver" Mathers, Ted Nugent, members of Night Ranger, San Francisco 49er Randy Cross, and California used car dealer extraordinaire Cal Worthington. The guests ran the whole affair, announcing records and taking listeners' calls, while KZAP's regular morning duo, Bonnie Reese and Chris Davis, engineered. Bonnie and Chris also played host to media reps covering the events, which got play on seven newscasts on three TV stations and stories in two newspapers.



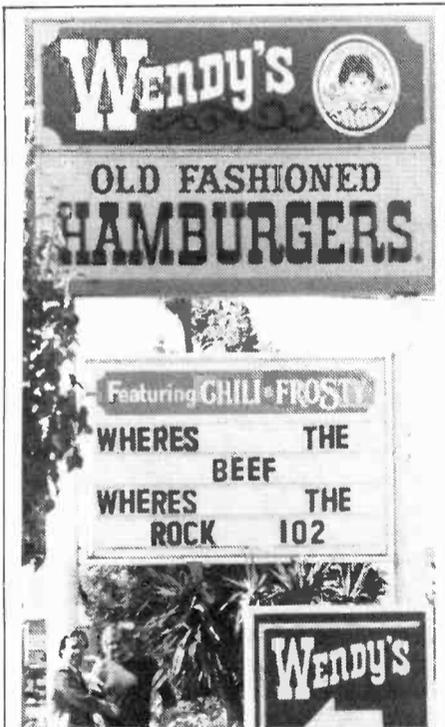
The Politics Of Deejaing

KMJX/Little Rock had all seven candidates for a local congressional seat be guest jocks for an hour apiece in morning drive. The twist was the politicians were allowed to talk about anything except politics. The effort to show voters "the other side" of the candidates bolstered the station's image and was covered by every newspaper and TV station in town.

Tiger Rag

John Denver's "Thank God I'm a Country Boy" is out at Tiger Stadium, and if WRIF/Detroit has its way, it'll be replaced by an updated version of "Dancing In The Streets." The station spearheaded a successful campaign to get the Tigers to stop playing the Denver song mid-game. Morning team Jim Johnson and George Baier brought "M-o-o-o-o!" banners to games, and led the bleachers in cheers and jeers when the Denver song was played during the fifth inning while the infield is manicured. When the Detroit Free Press ran a readers' poll, 65% of the respondents voted to dump the song.

Tigers GM Jim Campbell consented to drop the Denver ditty, but has reacted to all the hoopla over a replacement tune by refusing to pick one. WRIF is trying to convince Campbell to use its choice. "Dancing In The Seats" by Martha Reeves and the Bruisellas. That recording has the real



HELLO, IS CLARA PELLER HOME? — KFIV-FM/Modesto capitalized on the recent Wendy's "Where's The Beef" hoopla with a smart variation on the cash-call contest. Callers selected by random-digit dialing were asked two questions: "Where's the beef?" and "Where's the rock?" Those who supplied the correct answers to both questions ("Wendy's" and "1-0-2") won \$1000. Impressively, of approximately 80 calls made over four weeks, ten people copped the cash. Wendy's beefed up the promotion with signage, as illustrated by the marquee behind Wendy's Promotion/Marketing Manager Mike Hogan (left) and PD C.J. Stone.

Photo Opportunity

Interested in co-promoting a rock photo contest with the producers of a touring rock and roll photo exhibit? The PhotoShow International will be making stops this fall in markets such as Washington, D.C., Chicago, Seattle, Los Angeles, and Kansas City. Contact its publicist, Chuck Darrow, at (215) 735-3440.

Fly The Friendly Skies Of



KOMP/Las Vegas has been flying high as its promotions soar to new heights. When Rush was in town, the station gave a listener a plane ride, with the controls manned by licensed pilot and certified guitarist Alex Lifeson, who was heard to say, "I like to get high before a show." Air personality Joanie Weatherall was literally just that, as she broadcast her show from the plane with a view of Hoover Dam and the lower Grand Canyon. Standing next to the plane are PD Charlie Morriss, Lifeson, the winner, and Joanie.

Another blue sky promotion had the station tying in with Miller Brewing, which owns a squadron of WWII fighter planes that do skytyping. When the plane skytyped "92 KOMP Rocks Las Vegas" in five locations one afternoon, listeners who spotted the phrase called in to win KOMP/Miller High Life Rock To Riches albums. Pictured in the cockpit are Charlie Morriss and the pilot, giving the thumbs up sign for yet another in-flight broadcast over the KOMP airwaves. (Note the difference between the skytyping effect and the more common skywriting.)

Martha Reeves doing a custom version of her hit, backed by station staffers in the guise of the Bruiser Band. The station encourages fans to bring boom boxes to home games and to crank them up during the fifth inning when WRIF interrupts its programming to play "Dancing In The Seats." Though the song has been endorsed by local politicians, Campbell hasn't budged yet. WRIF has vowed to continue its efforts.

Programming Notes

• WXRT/Chicago's "Rampant Beatlemania" broadcast was just that, with morning personality and consummate Beatle bug Terri Hemmert staying on the air for 18 hours to play just about everything connected with the Beatles. The musicologists at 'XRT went quite a bit further than just a "Beatles A-Z." They included goodies such as the Rutles' spoof of the Fab Four, all solo material, BBC archive recordings, cover versions by artists like Wes Montgomery and George Benson, interviews . . . even the Barking Beatles. In conjunction, the station

gave away a trip to England, including a stop in Liverpool.

• Speaking of marathons, WNEW-FM/New York went beyond a "Rock And Roll 500" countdown over the Memorial Day Weekend, playing its top 1027 (frequency tie-in) of all time.

Instead of a countdown that weekend, WQFM/Milwaukee spotlighted artists and bands no longer together, recording, or alive with a "Memorial Rock Weekend."

Everyone's Gone To The Movies

• KMJX/Little Rock's "Indiana Jones" survival kits included tickets to the flick and an Indy-style hat, though no snake bite remedy. 'MJX listeners called in when they heard the sound of a bullwhip cracking on the air.

• KZEW/Dallas had a "Zewkeenee Hunt," where listeners searched for two zucchinis hidden in the Dallas area. Each clue given by morning duo Labella And Rody was a movie title; e.g., "Lilies Of The Field." Both winners received not only tickets to a screening of "Indiana Jones And The Temple Of Doom" and a year's pass to a local movie chain, but also what were billed as "complete home movie-watcher kits:"

- a color TV and a VCR
- lifetime membership in a local video club
- a popcorn maker and a year's supply of popcorn

The 'ZEW also sent a pair of listeners to vacation in Cancun, Mexico in association with "Indiana Jones . . ."

• To tie in with "Ghostbusters," KZOK/Seattle is reading listeners' accounts of ghosts that reside in their homes. The best ghost story nets the winner a home visit from a parapsychologist, who will attempt to discover the ghost.

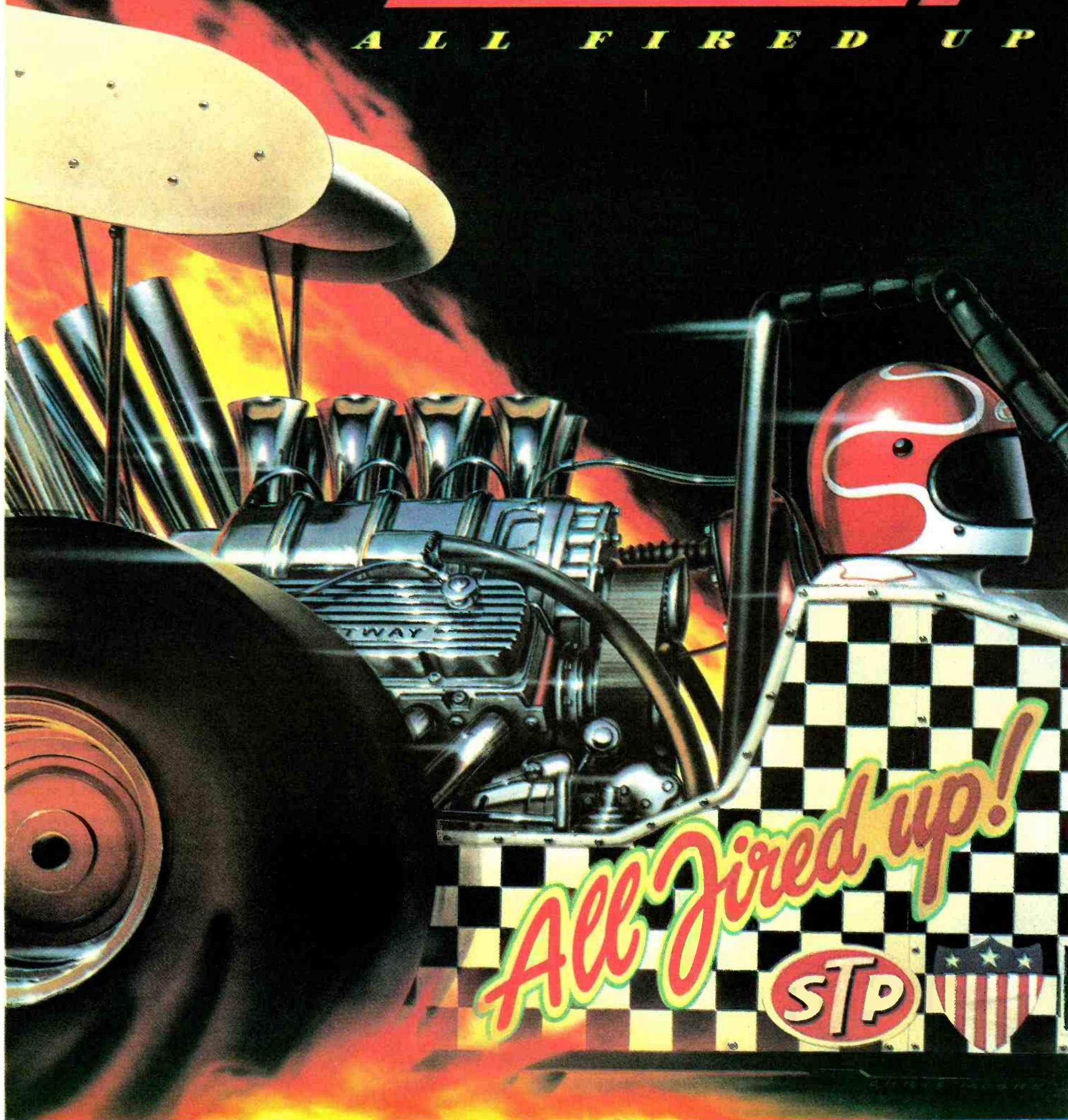
• WNOR/Norfolk awarded a whitewater rafting expedition to tie in with an "Up The Creek" screening.



KGB: SKINTIGHT WITH ITS LISTENERS — How much did KGB/San Diego love the Hagar/Schon/Aaronson/Shrieve video concert on MTV a while back? So much so that even though H/S/A/S isn't going on the road, the station threw an "Un-Tour" party for the band and distributed the "un-tour-wear" pictured above.

FASTWAY

A L L F I R E D U P



All Fired up!



Ladies And Gentlemen — Start Your Turntables!



KICK AXE

Is On The Road To Rock

AOR NEW & ACTIVE

Already On

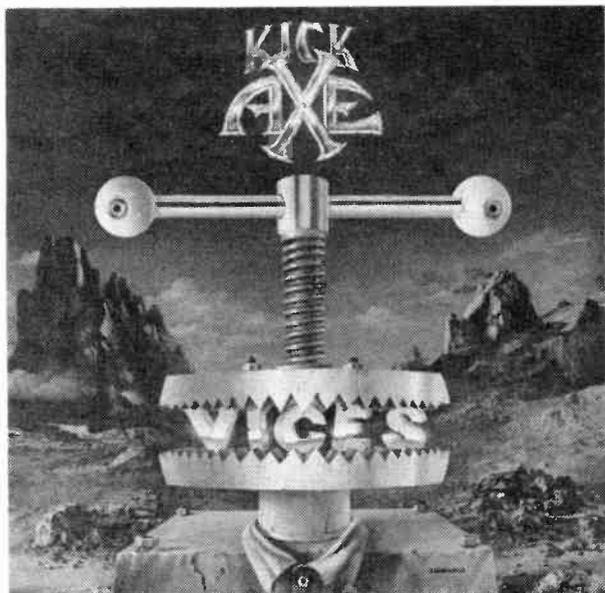
WDVE, KZEW, WYNE, WQFM, KRCK, KSJO, KZOK, Q107, CHOM-FM, CFOX, WKLC, WCCC, WAAF, KLAQ, WZXY, WKDF, KISS, CITI-FM, KFMO, KIDQ, KLPX, WMGM, KSMB, KTYD

New Adds Include

KMET, WLVO, WDIZ, WTUE, KILO, KAWY, CHUM-FM, KOME, WRUF, WTPA

Reaction Tracks:

"ON THE ROAD TO ROCK"
"HEAVY METAL SHUFFLE"
"DREAMIN' ABOUT YOU"
"ALIVE & KICKIN' "



Now On Tour With Judas Priest—

| | | | |
|------|--------------|------|-------------------------------|
| 6/27 | Charlotte | 7/18 | Oklahoma City |
| 6/28 | Atlanta | 7/20 | Denver |
| 6/30 | Jacksonville | 7/21 | Casper |
| 7/1 | Miami | 7/22 | Pueblo |
| 7/3 | Tampa | 7/24 | Las Vegas |
| 7/6 | Johnson City | 7/25 | Reno |
| 7/7 | Nashville | 7/27 | San Francisco |
| 7/9 | Dayton | 7/28 | Los Angeles |
| 7/10 | Indianapolis | 7/31 | Salt Lake City |
| 7/13 | Cedar Rapids | 8/5 | Milwaukee |
| 7/14 | St. Louis | 8/6 | Columbus |
| 7/15 | Kansas City | 8/7 | Flint |
| 7/17 | Wichita | | And Lots More To Be Announced |

Produced by Spencer Proffer



Distributed By CBS Records

ON THE LIGHTER SIDE

Words To Broadcast By

When I profiled Rich Hall's "Sniglets" book (6-1), I invited you to send in your own radio-oriented sniglets (words that don't appear in the dictionary, but should). Several folks have risen to the occasion and submitted broadcast neologisms.

Lonnie Dean, KYRS/Corpus Christi PD offers:

Caffecoronary: A condition common to morning drive announcers of an advanced age (20 years old and over.)

Discography: A map showing all of an announcer's residences over the last five years.

Overdragification: Culture Club burnout.

WQFM/Milwaukee PD Andy Bloom came up with:

Earo-eunuch: A music programmer with no ears and no, uh... courage.

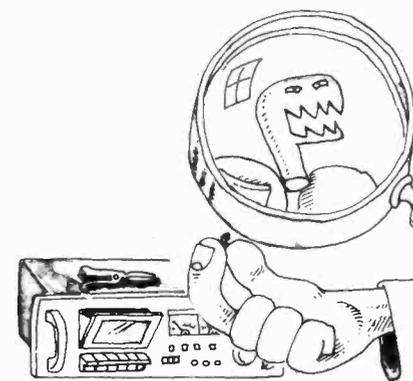
Neal Jones, KSMT/Breckenridge, CO morning man coined these terms:

Phlemocution: The attempt to speak clearly on mike while you've got a thick, mucous-like substance caught in your throat.

Deesarhea: An announcing style favored by jocks working under the mistaken notion that, when unrestrained, their personality is every bit as good as those big guys in the major markets.

Keep those sniglets comin', and I'll pass them on.

WARBLOID
(war' bloyd)



n. The tiny device in cassette players that eats tapes.

Promotional Commotion

Continued from Page 42

And What Do We Have For Our Contestants, Johnny Olsen?

AORs have found some nifty items in their prize closets recently:

- **WAPP/New York** has lined up a slew of impressive prizes for a current bumper sticker promotion, including:

- an appearance as an extra on "As The World Turns" . . .

- limo service to and from work or school for 103 days . . .

- a pair of airline tickets to anywhere in the world, plus hotel accommodations and \$1035 cash.

- **WLUP/Chicago** turned over the keys to a classic '57 Chevy in **John Landecker's** "Trivial Pursuits: The Radio Game." The Loop also awarded a vintage Rock-Ola jukebox stocked with oldies on **Bob Stroud's** "Rock & Roll Roots" show, which has expanded to both weekend days.

- **KGB/San Diego** and **KMET/Los Angeles** are among stations that gave away limited edition **John Lennon** lithographs.

- **WOUR/Utica's** "Bankin' With Rankin" gifted a listener with a \$500 savings bond in association with **Billy Rankin's** album.

- **KSRR/Houston** has ten black 1984 Pontiac Trans Ams up for grabs, while **KFMF/Chico** offered a 1985 Chevy Sprint before the car was unveiled to the public.

- **WGRQ/Buffalo** commemorated the tenth anniversary of **Pink Floyd's** "Dark Side Of The Moon" stay on the bestseller charts by giving away a guitar autographed by **David Gilmour**.

- **KAWY/Casper's** "Rags To Riches" promotion put a listener in sartorial splendor to the tune of a \$2094 wardrobe.

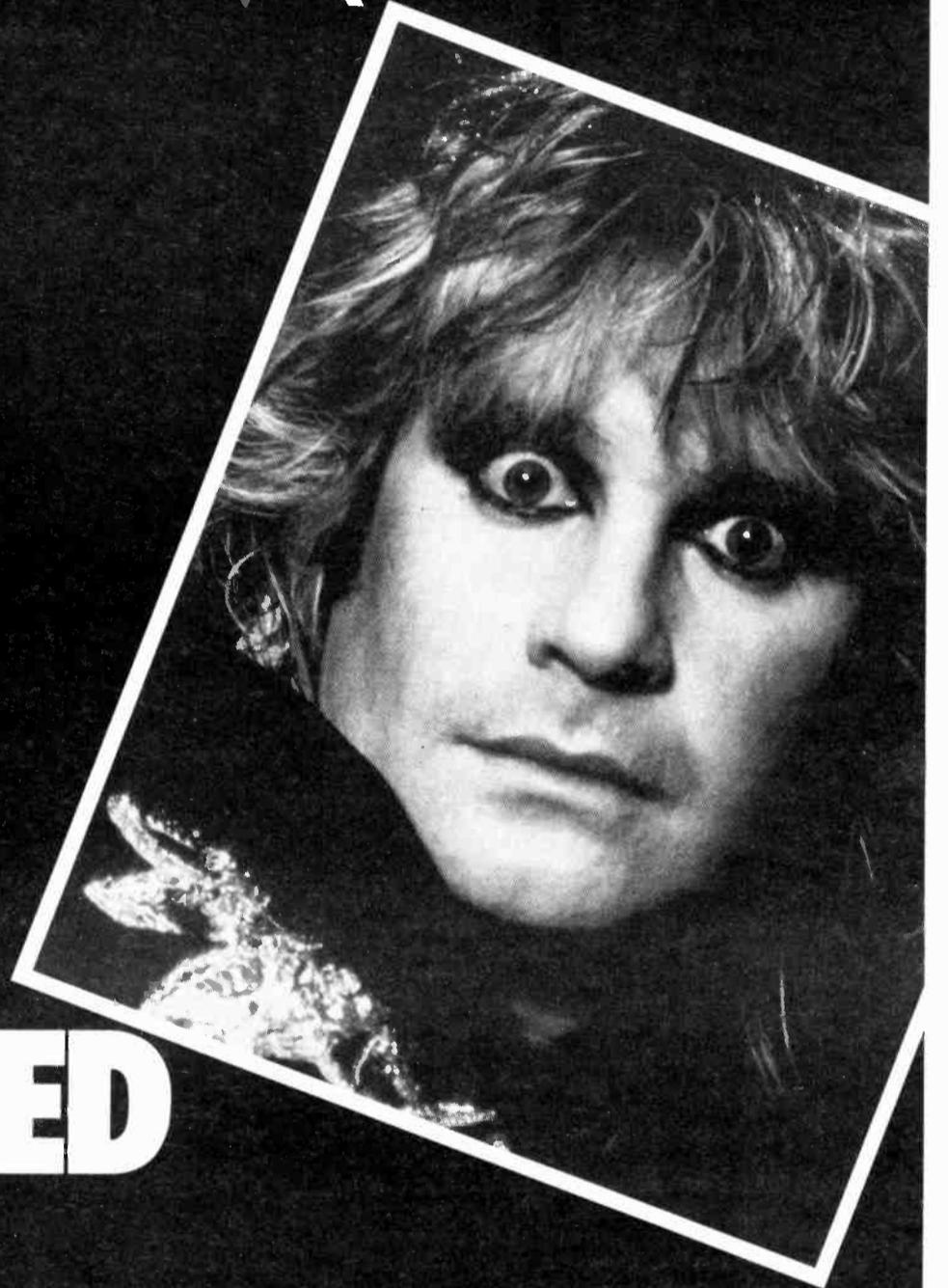
- You've heard of stations rolling back the price of gasoline to levels of days gone by. **WQFM** did that stunt one better when it sold entire tankfuls of gas for 93 cents. Over 200 listeners were able to pump it up courtesy of 'QFM, which received coverage on all the Milwaukee TV newscasts.

Continued on Page 46



GIVE 'EM SOME LIP — **WYSP/Philadelphia** co-sponsored "Lip It," a lip-synch contest, with the local edition of "Evening Magazine." 20 of the 500 who entered the contest were picked to do their bit at a local club, including **Cyndi Lauper**, **Boy George**, **Elvis Costello**, **Dolly Parton**, **Tom Jones**, and **Meatloaf** imitators, as well as a man who did **Tina Turner**. The winner's performance was taped for an Evening Magazine segment. Pictured are midday personality **Anita** and a contestant in the guise of our **Boy George**.

RKO  RADIOSHOWS



**CAPTURED
LIVE!**
PRESENTS
OZZY OSBOURNE

Captured Live! brings you the biggest acts recorded live at America's premier rock arenas in a weekly one-hour format.

The rock 'n' roll wizardry of Ozzy Osbourne...
Captured Live! in a 2-part concert the weekends of July 14th and 21st.
He'll blast sizzling hits from "Speak of the Devil" and his latest released LP "Bark at the Moon".

Presented by Chevrolet. Chevrolet and you, taking charge. 
Produced by Patrick Griffith Productions, Inc. for RKO.

Capture your market by calling (212) 764-6702.

PolyGram Records



SCORPIONS



“Still Loving You”

**AOR Hot Tracks
BREAKER**
32

From The
Double-Platinum LP,
“Love At First Sting”

Next



RUSH

“BODY ELECTRIC”

AOR Hot Tracks 52

From The Platinum-Plus
“Grace Under Pressure”



COWTOWING FOR VAN HALEN — When KZOK/Seattle morning team Rick Shannon (at microphone) and Suds Coleman asked “What would you do for a pair of Van Halen tickets?” two listeners were not cowed by the prospect of donning this outrageous costume. In all, 20 pairs of exhibitionists won tickets, including: a chap who ate a plate of live spiders; an “S/M Mother” who led her daughter around on a leash; and a Boy George imitator who supplied the audience with tomatoes to throw at him.

Promotional Commotion

Continued from Page 44

Just Causes

- **WDIZ/Orlando** cosponsored a March Of Dimes superwalk that netted over \$125,000.
- **WPYX/Albany** tied in with a local supermarket chain for a walkathon to raise \$115,000 for the March Of Dimes.
- **WWCT/Peoria's Rich Halberg** stayed on the air for 106 hours to raise over \$6000 for the Muscular Dystrophy Association.
- **WDEK/DeKalb** linked with its sister AM for an on-air auction that raised \$18,000 for the American Cancer Society.
- **KFMQ/Lincoln** collected an estimated four tons of food for a local food bank with a free concert. Admission to the “Canned Music Festival” was, you guessed it, one can of food.
- At a reduced price concert, **WKLC/West Virginia** gathered over 2000 pounds of food for area flood victims. Governor Jay Rockefeller lent his endorsement.
- **WKLS/Atlanta** raised \$3000 for the US Olympic Team with a series of Duran Duran Video Dance Parties.
- **WDVE/Pittsburgh** raised \$500 for leukemia research with a Hagar/Schon/Aaronson/Shrieve video night.

Odds 'n' Sods

WDHA/Dover's “Rush On The Rapids” took 50 listeners on a canoe down the Delaware River ... The Fourth Annual

KFMX/Lubbock Kite Fly & Frisbee Fling drew a crowd of 6000 ... **WHMD/Hammond's** tenth anniversary is in August, and it would love some artist congratulations. Contact PD Mark Seger ... **KMOD/Tulsa's** tenth anniversary bash drew 20,000 people to a Huey Lewis & The News concert ... **WXQR/Jacksonville, NC's** “Mr. Mike's Software Works” is an interactive computer bulletin board for listeners ... Going over and above the call of duty, **Mick Fleetwood** hauled his long limbs up 12 flights of stairs to do an interview at **WKLS/Atlanta** when the power in its building was out ... More power to ya: **WPDH/Poughkeepsie** is upped from 50kw to 65 kw.

SEGUES

Aris Hampers is **WLAV/Grand Rapids's** new MD ... **CHOM-FM/Montreal's** correct new address is 1310 Greene #300; Montreal, Quebec H3Z 2B5.

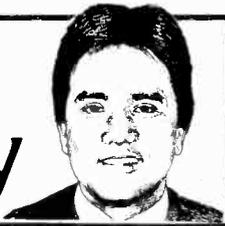
Congratulations to Assistant PD/MD **Dana Jang** on celebrating a decade of rockin' around at **KSJO/San Jose**.

Zak Phillips takes over pm drive at **KAZY/Denver**, as PD **Scott Jameson** moves to 10am-noon and **Roman Moore** is named Production Director ... Changes at **WKQQ/Lexington**, as **Bob Rosel** and **Rusty Sharp** exit afternoons and overnights, respectively.



WHO'S THE FERRIS ONE OF THEM ALL? — Why, it's **WGRQ/Buffalo's** Larry “Shortin” Norton, who's going up, down, all around in his attempt at the world's longest solo ferris wheel ride — 40 days. His wheels are spinning to raise money so Buffalo will be the site of the 1987 National Sports Festival, an Olympic off-year competition for which the local Chamber Of Commerce is bidding. He started 'round about May 25, so he's over the halfway mark and is now counting down the days until July 4. Larry, who holds the record for the world's longest continuous radio broadcast (484 hours), does his 4-8pm airshift from his upwardly mobile home every weekday. He's had a cellular telephone, radio, lamp, and television installed in the gondola and is allowed a five-minute break every hour. He's pictured here with two lasses, who escorted him to his new room with a view.

Adult / Contemporary



RON RODRIGUES

SAYING GOODBYE

Gunter Hauer Retires

Life is full of ironies. My first contact with Atlantic's Gunter Hauer came ten years ago: I was the MD at my college station, and Gunter was one of the quickest to respond to my requests for record service. He was also one of the few that would occasionally check in with us to learn how his product was performing.

At the time, I would never have believed that we would cross paths again, but we did. Gunter was head of Atlantic's A/C Promotion department when I became MD at KMPC/Los Angeles six years ago (when it was A/C-formatted). And now as A/C editor, I speak with him at least weekly. During the years that I've dealt with Gunter, I've come to realize that he is truly among the most forward-thinking people in this business. He has used his years in this industry to cultivate an open and uncalled-for attitude. He was a pioneer in A/C promotion.

Gunter reinforced his support of the format last year when he told R&R Managing Editor Jeff Green, "With few exceptions, it's really the hit format for today, and in my opinion, the most important. If you look at the biggest records out, you will find that they're hot not just on CHR, but on A/C too. A/C is a big factor in the overall success picture, particularly when crossing records to other formats."



Gunter Hauer

So, after 17 years with the same company and 37 years in the business, Gunter is retiring. While I know he'll enjoy the time off, I only wish there could be a hundred of him that would remain.

Progress

Bill Andres named to host mornings at KLZI/Phoenix . . . **Holly Lewis** jumps to WLTW/New York as swing personality from WALK/Long Island . . . **Dale Shaw** joins WRMF/West Palm Beach for evenings . . . **Byron Jefferies** is now doing mornings for WOSH/Oshkosh, WI, formerly of WRKR/Racine . . . **Tom Cooper** shifts from WLCC/Luray, VA to WKIK/Leonardtown, MD as ND. **Jay Crawford** is the new WLCC ND from WMRA/Harrisonburg . . . **Paul**



Dale Shaw

Dirscherl is promoted from evenings to afternoons and named Production Director at WGBB/Merrick, NY. **Joe Falcone** steps from Production to Program Assistant at WGBB . . . **KBNY/Nampa, ID** moves morning personality **Steve Robertson** to weekends; he's taken a fulltime position in advertising with the National Guard. Replacing Steve is **Bev O'Connor**, previously with KIZN-KTOX/Boise. Leaving KBNY is **Carl Chambers**, who goes to KBBK/Boise . . . **Ron Vereb** is promoted to the evening slot at WHBC/Canton from parttime . . . **KORQ/Abilene** GM **Terry Bettis** departs to go into business for himself. PD **Pat Whitehead** has checked out for **B94(KEZB)/El Paso** . . . **Michael Hughey** joins WAHR/Huntsville for evenings from WEKR/Fayetteville . . .

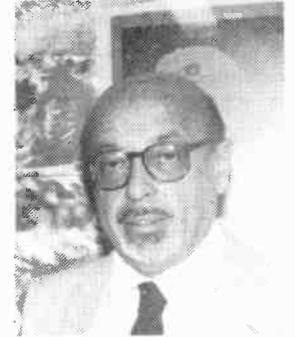
Friends Say "So Long" To Gunter



Denny Long



Vince Faraci



Ahmet Ertegun

There are many industry professionals who have a close relationship to Gunter Hauer, both within Atlantic Records and in radio. R&R asked a few of them to share their feelings about working with Gunter over the years.

"My association with Gunter Hauer has grown into more than just a business relationship. He's been with Atlantic Records for more than 17 years and his duties have covered a variety of positions within the promotion department. Gunter was responsible for starting our college promotion department and the job-hunting program to place graduates in commercial radio stations. He has also been involved in our Jazz promotion through the years. I have seen Gunter hire and develop some of the best promotion people in the country. I've also seen him pull off some truly surprising promotion feats, including our first-ever first week A/C Breaker, 'Wasted On The Way' by Crosby, Stills & Nash. Gunter personifies professionalism in our business in any format, and he will be dearly missed."

— Vince Faraci, Sr. VP/Promotion, Atlantic Records.

"When our industry loses to retirement a person with the sensitivity and humanity of a Gunter Hauer, it is a loss indeed. Very seldom can we in radio call our colleagues in the promotion sector 'true friends.' I'm proud to say that Gunter is a true friend, and he'll be sorely missed. But being a close friend, I am also aware of the *real* reason he is retiring . . . more time for Atlantic City! I want to thank Gunter for all his help, and best wishes for a new life."

— Denny Long, MD, WCCO/Minneapolis

"Since joining Atlantic 17 years ago, Gunter has had an instrumental role in the label's tremendous growth. He has been an industry pioneer in the development of three key promotional areas: College, Jazz, and A/C radio. An invaluable member of our executive team, Gunter will be greatly missed by the entire Atlantic family, as well as his numerous friends made through the music business. We wish him nothing but the best for a long and prosperous future."

— Ahmet M. Ertegun, Chairman, Atlantic Records.

Station Profile

KKPL Radio
P.O. Box 141146
Spokane, WA, 99214
(509)924-2400
Owner: Alpha Radio
GM: Scott Christanson
OM/MD: Ric Morgan
96.1 MHz
56 kw

"96/Apple-FM" is KKPL's only on-air identification, and we're programmed to reach 25-44 year-olds. We have a dominant signal in the Pacific Northwest with a tower height of 2360 feet. Our coverage goes hundreds of miles beyond Spokane and reaches into Northern Idaho.

"96/Apple-FM's promotions are always done in a very big manner. We've given away a Porsche, and invited everyone in town to our first birthday party, featuring live music,

refreshments, and hundreds of dollars in cash given away.

"Commercials are limited to five sets of no more than three spots each in an hour. This is done to insure appropriate attention spans for the advertiser's message and as a programming consideration for our listeners. We also have stringent quality controls for production.

"96/Apple-FM plays an approximate 50/50 mix of currents and past established hits. The music energy level is bright but never strident. Our topical, localized air personalities work to showcase the music rather than to overpower it. All programming is live. Although we are music-oriented, the station has a news department and a full staff of AMS-certified meteorologists."

— Ric Morgan



HOT STUFF — The dust is still settling from K108/Sacramento's recent Chili Cookoff. Some 40,000 residents of California's capital tasted hot dogs and chili prepared by 21 cooking teams, slugged down lots of beer, enjoyed music by America, and bathed in 95-degree sunshine. Winners of the cookoff will represent the area at the upcoming state fair.

Black/Urban Radio



WALT LOVE

General Market Radio — Don't Be Afraid Of It

I'm constantly being asked by young black broadcasters to spotlight some of the few blacks in general market radio and discuss reasons for the lack of blacks on the other side of the tracks. I spoke with four individuals, three of whom are employed at general market stations; the other is in Black/Urban radio. These individuals shared thoughts about how they managed to get their opportunities and what they feel is necessary for blacks to do in order to make themselves more attractive in general market radio.

Grant's View Of The Situation

WKWM/Grand Rapids PD/MD Frank Grant, a ten-year industry vet with a Broadcasting B.A. from Michigan State, commented on the number of general market radio opportunities for blacks today. "Based on the people I know within the industry and from what I've observed, there doesn't seem like there are as many these days as there have been in the past. When I look at major market stations, which in most cases do not have blacks on-air in any capacity, it's a bit disheartening. Obviously, Affirmative Action has taken some huge steps backwards, but I also feel that in some cases we limit ourselves by having a narrow scope of the industry. It's important that blacks look at the general market as a viable job opportunity, just as they look at Black/Urban radio."

Fewer Positions For Blacks In General Market Radio

Being in agreement with Frank about the fewer number of opportunities in general market radio for minorities, I asked him why he thinks it is that way. Frank replied, "It could be a combination of things, such as lack of skills, no one applying for some positions, and in some cases it could be racism. I don't think a lot of blacks even consider working in general market radio. Traditionally, Black radio has been a little less consistent in developing skills needed to compete in the general market arena."

Starting In A Small Town Is Part Of It All

During my years in New York City, a number of black college students would express to me their desire to work at WWRL and WBSL. However, they didn't want to leave New York to get their first job oppor-

tunity. I used to tell them that only a few lucky individuals had the opportunity to start out in America's largest city. Grant added some thoughts about that. "I've notice over the years that a number of younger people are unwilling to go to a smaller market to get a start. But they must understand that you can't always start at the top. When you are beginning a career, you must look at gaining job skills, and a position in a small-to-medium market can be a very valuable experience."



Frank Grant

Anita Harris

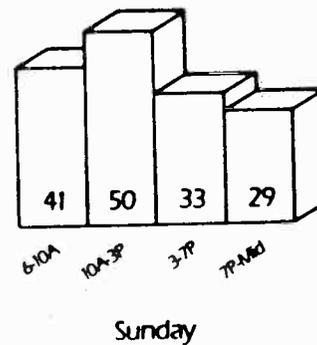
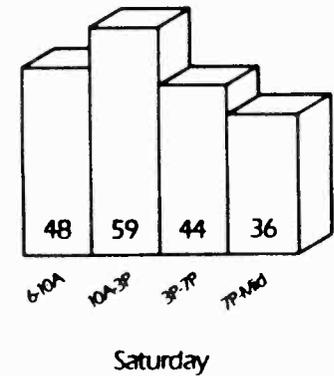
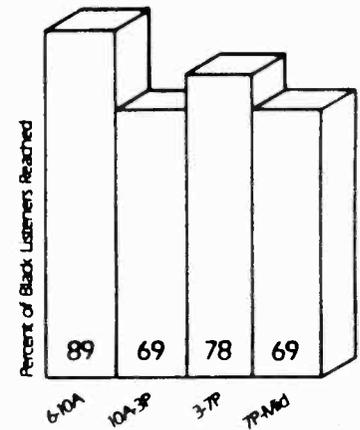
A Different Viewpoint

Anita Harris, the newly-appointed Sales Manager at KODA/Houston, has been with Group W Radio for approximately five of her ten years in the business. As a woman, a black, and a salesperson, Anita has climbed the general market ladder. I asked her to share with us how she did it, why she did it, and how others can gain from her experience. "My concerns have always been related to progress. When I

Did You Know?

Arbitron has a new feature called "Radio Today: The Black Listener" that I think you all should take a look at if you haven't seen it. Here are some highlights I found with a little help from R&R Ratings & Research Editor Jhan Hilber:

- 1) Blacks spend more time with radio — 30 hours a week — which is 20% more than all persons (25 hours a week).
- 2) Radio reaches more young blacks (12-34) than any other age group.
- 3) 91% of black male teenagers listen to the radio on weekends.
- 4) Among black men, 18-34 year-olds spend the most time with radio (31 hours).
- 5) The most black listening occurs at 7am weekdays, but after 8:30am, listening levels are higher on Saturday than during the week. Sunday and Saturday listening peaks at 10am.



Take a look at the accompanying graphic. For more information about black radio listening, contact your local Arbitron representative.

graduated from the University of Minnesota (with a B.S. degree), I went into teaching, but I found that the educational system was limiting my own personal development. I wanted to get into sales. After going to several radio stations and being turned down for positions in sales because I had no experience, I found an opportunity in real estate sales."

How Anita Did It

How did Anita go from that job to a general market position in radio? She explains, "I made sure that I learned everything I could about radio sales. One must prepare themselves to be competitive at every level. My name got around the Chicago area as a good salesperson, and one day Westinghouse (now Group W) called to offer me a position as a National Sales Consultant. I got out there and produced; the proper people noticed, and here I am."

Anita continued, "I'm very fortunate to be with a company that looks at your abilities, as opposed to the fact that they have a quota to fill or Affirmative Action to deal with. We all know that since the '70s, all that has been kind of cast aside. I look at it like this: I'm with a company where I can grow and develop; I can go as far as I wish, re-

gardless of any outside policies from Affirmative Action or whatever.

"One of the reasons I got into sales was because I hated the people who always said, 'Oh yeah, she's there because she's black.' If you're in sales and the dollars aren't green and you don't make your quotas, it's of very little significance what you are — black, female, purple, whatever. The name of the game is results — money! The other reason I got into sales is that I like nice things and money!"

Good Advice

Anita had some advice for those younger blacks interested in our industry. "Groom and put yourself in position where you can learn and develop to your fullest potential. This could be in an academic atmosphere or the professional workplace. You must have self-motivation if you are to accomplish your goals and you must know exactly what those goals are if you plan to make it. Effort is what it's all about."

Next week this discussion continues, featuring black broadcasters Harry Lyles and Greg Williams, who have found comfortable positions in A/C and CHR radio. I know you'll find their perspectives quite interesting.

A PERSONAL VIEW

Taking A Step Backward

Approximately two weeks ago, when I wrote about what I felt is the state of Black/Urban radio, little did I know that on June 12, the Supreme Court Justices, in a six to three decision, would really tell minorities and women, via the law of the land, just how vulnerable they really are in this society.

The recent Supreme Court decision effectively struck down Affirmative Action laws, declaring it unlawful for municipalities to dismiss personnel with more seniority on a job than minorities and women hired later. These laws were originally put in place by the federal government to right the wrongs of past years regarding job discrimination. The old "last hired, first fired" reality is upon us once again with all of the anguish which the real world can supply.



CLINTON'S QUICKIE KISS — WKYS/Washington's Jeff Leonard is already famous in the local press for his interviews with George Clinton. So it's fitting that this, the latest in a long series of George Clinton promo-tour pictures, should find (l-r) Leonard, Capitol's Jack Wellman, Clinton, and WKYS's Candy Shannon hanging out by WKYS's new studios.

BREAKING & ESTABLISHING ARTISTS

IS WHAT WE DO BEST!



SKOOL BOYZ

"SLIP AWAY"

Black/Urban **BREAKERS**

SKOOL BOYZ
Slip Away (Columbia)

60% of our reporting stations on it. Rotations: Heavy 3/0, Medium 16/0, Light 26/6, Extra Adds 2. Total Adds 8, WVEE, WBMX, WJLB, KACE, WNHC, Z93, WPDQ, WKWM. Heavy: WYLD-FM, KJLH, WGIV. Debuts at number 40 on the Black/Urban chart.

Billboard Black Chart: **61**

JOHNNY MATHIS

"SIMPLE"

Black/Urban Chart: **26**

Billboard Black Chart: **44**



DAMARIS

"YOU STOPPED LOVING ME"

Billboard Black Chart Debut **87**

| | | | |
|---------|------|------|------|
| WAOK | WENN | WJAX | WDAO |
| WDIA | WGIV | KJCB | KDKO |
| WYLD-FM | WPEG | KOKA | |
| WJMO | WOIC | WAAA | |
| KSOL | WKXI | | |
| WATV | | | |

**ON YOUR DESK
THIS WEEK!**

RAMSEY LEWIS

"THE TWO OF US"

with vocals featuring

NANCY WILSON & DARYL COLEY



On Columbia Records



LON HELTON

DID THEY SPELL YOUR NAME RIGHT?

A Press Publicity Primer

Most PR people will tell you there is no such thing as "bad press" — as long as they spell your name right, publicity is publicity is publicity. However, short of your morning man being indicted for embezzlement, the problem for most stations becomes getting any kind of press at all.



Susan Hackney

Maximizing publicity and press coverage for radio stations was the topic of a Country Radio Seminar panel discussion I moderated. Panel participants included Susan Storms, Director of Creative Services for WHN/New York, and Susan Hackney, who operates her own PR firm in Nashville, representing Permian Records, artists such as the Statler Brothers and Loretta Lynn, as well as handling publicity for the "Wrangler Country Showdown." It's hoped their comments will aid you in putting together a plan of attack, so you can spread the fame and glory of your station far and wide.

Why Publicize?

We all know we need to publicize station events — right? But do we all understand why?

"The reason you want to publicize is the same reason you want sponsors to advertise," began Susan Hackney. "You can have the best radio station, the best promotions, and the best music. But if you don't make noise about it no one is going to know. To coin a phrase, 'A terrible thing happens when you don't publicize: nothing.' In looking for publicity avenues, radio people are the best promoters in the world, plus they have a built-in vehicle for constant promotion."

Ms. Storms concurred, saying, "Programming is only as good as it is perceived to be. Through publicity, as an adjunct to advertising, you are able to control how people perceive your radio station. Reality itself doesn't matter — perception is reality. Through publicity venues I believe you can position your station better than through advertising. I say this because there is a credibility factor. No matter how wonderful the ad you run may be, everyone out there knows you paid for it, and they take it with a grain of salt. However, if someone else tells you something, you believe it; if you don't know them, you're sure it's right. When an editor or writer writes a story, you have a credibility factor you cannot gain through advertising. Another rather important point is the price you pay for publicity versus advertising."

Two Types of Press

"There are two different types of press you should try to get — the consumer press and the trade press," Ms. Storms pointed



Susan Storms

out. "Some people feel the consumer press is all they need to deal with because that is what reaches the station's listening audience. I feel the trade press is very important and not only just because it helps an individual's image within the industry. More importantly, record companies, artists, managers, PR people — everybody — reads the trades. Sooner or later an artist is going to be coming through your area, and it sure doesn't hurt to have these folks very aware of your station.

"Trade visibility is crucial if the industry as a whole is to respect your station and understand what you are doing. However, your emphasis should be on reaching your local consumer press to help bring listeners into the station — the name of the game. This sort of publicity is very much a building process. Once one person has written about your station it becomes easier to have another person write about it. In that sense it is important to have a press kit, which includes reprints of the finest stories written about your station.

"To get those initial articles written, start with the smaller weekly newspapers. Try to get features in them, then move to the dailies, then magazines, and then approach television. Once you have a portfolio of all these people writing about your station, TV can be convinced to become interested."

Susan Hackney adds to this, reminding, "Don't overlook the smaller suburban papers that reach a large portion of your audience. They are always looking for material and are usually very accessible."

Confucius Say

Recalling the old Chinese proverb, Susan Storms emphasizes, "Always use pictures — don't forget they're worth 1000 words. Next to the headline, the photo caption is the most-read piece in any publication, almost making the picture and caption worth more than a story.

"One thing I try to do with stories is write the article for the people I am sending it to. I only suggest this as an outline, but in the world of consumer press — especially with the smaller papers — these people are not paid a lot of money, and they work very hard, long hours. If you give them a piece that is well written and fairly complete they can just sit and edit, which is a lot easier than writing from scratch. It also increases

MANAGING YOUR PRESS

Trade Talkin'

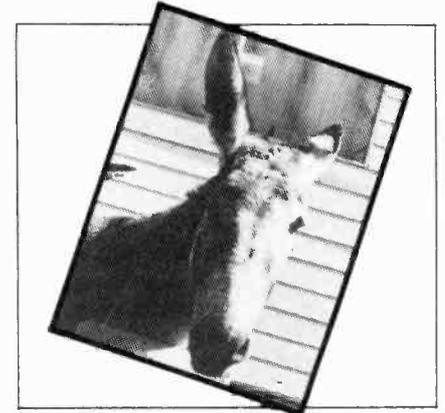
In the accompanying column, both Ms. Storms and Ms. Hackney touched upon the importance of trade publications with regard to the promotional well-being of your radio station. Besides the station publicity angle, there are a couple of other areas I feel need amplification in order to better utilize what R&R can do for you. More than one career has been built by keeping a high trade press profile, so never underestimate the importance of letting the industry know of your triumphs. The perception of your persona is often as important as the reality of what you accomplish, so utilize us to promote yourself.

First, there are two distinct types of information with which we are concerned. One is time-sensitive, the other is not.

Time-sensitive material consists primarily of hirings and promotions, format changes, and other stories with newsworthy content. Remember that the R&R deadline is 6pm Tuesday evenings, as we go to press Tuesday night. When the big news about your promotion or new gig is about to break, calling us prior to the deadline is to your advantage. There are far worse things for your career than to have the entire radio and record industry view your smiling face on the first or third page of R&R, so calling us is very important. A story written with your input and quotes puts you in a much better light than one written with information from third parties. You know R&R is likely to hear the news even if it doesn't come from you personally, so make the most of the situation and manage your own visibility whenever possible.

Quotes are probably not at the top of your priority list when you've just been named PD, GM, or GSM, but keep in the back of your mind that we are going to call to ask for your feelings about your new position. Your quote is your chance to tell the world what you think about the new position, company, boss, or whatever. Make the most of it by giving it some thought.

Next subject: Photos. Does R&R have a current photo of you? Many folks are less than excited when they see the existing "file photo" which accompanies a story or an interview. There is no truth to the rumor that we search for the worst possible shot of those who don't comply with photo requests! But consider yourself warned. The photos you send should be black-and-white portraits 5 X 7 or larger, although we can use color if the contrast is sharp.



Recent R&R photo of a PD without a current picture on file.

Material that's not time-sensitive, such as photos and press releases of station activities, is always welcome. Use these to elevate your station's stature within the industry; when you promote your station, you are once again promoting yourself.

When sending photos of promotions or shots with artists, remember that we get quite a few pictures every week and, of course, not all of them can get in. Format editors are responsible for selecting and captioning the photos which appear in their sections, and they always are looking for the most interesting and entertaining pictures. Keep that in mind when taking your pictures and in choosing the ones you send to us. You don't have to go to the extreme of standing next to the artist so you don't get cropped out; nor do you need to jockey for the (camera's) far-right position so your name appears first in the caption. Just make 'em fun whenever possible.

Finally, remember that all of us at R&R are extremely accessible. Call us with your news stories, tips, questions, and comments. We're here to serve you and need your input!

your chances of being included in the paper."

Susan Hackney offered some tips on supplying material to local media, saying, "When publicizing special promotions, send out press releases which can be placed in local papers, educating the consumer while cheerleading the particular event you are promoting. Flyers and posters prominently displayed, sub-promotions in clubs, where applicable, and well-timed advertising campaigns can be done in conjunction with the major on-air thrust. If the event is big enough, try to get the TV stations to have your jocks on to talk about their involvement in the event. If it's a talent type competition, try to get the winner a spot on TV. Work with the other mediums — try to get TV and newspapers to come out and cover the event."

Susan Storms added, "One thing you want to make sure of is that the story you are trying to get written has an 'angle.' You can't expect any publication to print your story unless it has a hook. Just as you try and present interesting things to listeners, they want to make sure they please their readers. If you approach them with this in mind you will find them to be infinitely more cooperative. The same thing applies when dealing with local TV."

And, as Susan Hackney notes, the job isn't over once you get the initial coverage. "Follow-up is critical to guarantee your ar-

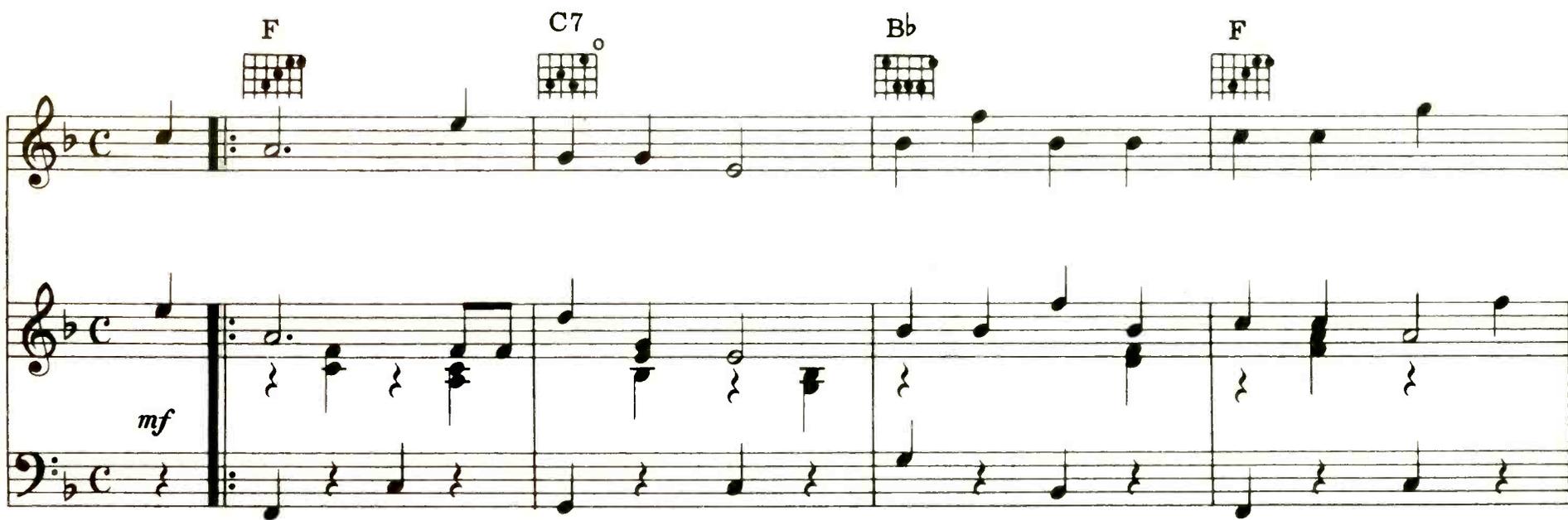
ticles are being placed and a photo is going to be used. Find out when they are supposed to run and if they don't, call and find out why. Once the promotion is over, be sure to tap the success of your event by sending out a wrap-up release."

As most of us know from experience, getting material into a local paper that views your station as an ad dollars rival is a lot easier said than done. But Susan Hackney offers this tip on getting the releases you want printed: "It sure doesn't hurt to have a good relationship with the local paper and/or its radio/TV critic or writer. In some events, you may even want to align yourself with the paper to assure its coverage. This might be a good way to at least begin a relationship. Another way to do this is share information with them. Sharing a juicy tidbit of news with a columnist is a nice way to consistently be in touch while developing that relationship."

Coordination

Just as the "A Team"'s Hannibal Smith loves it when a plan comes together, yours won't without coordination on a number of fronts. Ms. Hackney said, "Should you have the luxury of an agency placing ads, make sure you know when and where it will be running the ads so you can match its buys with article and picture placement. Of course, the same thing applies if you are placing ads yourself.

Continued on Page 52



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

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



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Nashville This Week



SHARON ALLEN

"Fandango" Scouts Contestants

If you've ever watched a television game show and said to yourself, "I could do that!," this may well be the opportunity you've been waiting for...

The producers of "Fandango," a country music game show for the Nashville Network, are looking for people who have a good general knowledge of country music and its personalities. They will interview potential contestants throughout the summer. You can call (615) 885-1545 to arrange an interview.

Grand Ole Opry star Bill Anderson is the host of the daily half-hour series. "Fandango" will resume production this fall in TNN's studios at Opryland.

Those who appear on the show will compete for prizes, including vacations, appliances, and home furnishings.

Potential contestants who have previously interviewed but not appeared on the show can reinterview.

Daniels Salutes The Lady

If you find time on July 8, tune in the television tribute to the Statue of Liberty. The show, "CBS Salutes Lady Liberty," will feature Charlie Daniels and his band performing a song at Opryland's Theater by the Lake. It will also give an overview of Opryland USA and feature a dance production from the park's "Country Music USA" show.

The show is based on two concerts aboard the U.S.S. Independence (an aircraft carrier anchored on the Hudson River near the Statue of Liberty). Daniels is one of several celebrities spotlighted at various locations across the country. Other performers featured on the show are Frank Sinatra, Anthony Quinn, John Denver, Diana Ross, and the Dallas Cowboy Cheerleaders.

Gatlin Hospitalized

This week Larry Gatlin was admitted to a Nashville area hospital. According to the attending physician he is in stable condition, but appears to have a viral condition. The physician also mentioned that Larry had been treated conservatively at home in Nashville for some days. When he failed to respond to that treatment he was admitted to the hospital for evaluation and treatment.

As a result, Larry, Steve, and Rudy were forced to cancel their first White House ap-

pearance, June 21, at the congressional Seafood Festival on the South Lawn. Larry commented, "It would have to be something really important for us to cancel a performance for the President of the United States."

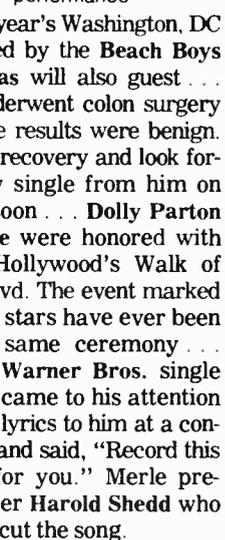
My sources say this is the first time in the group's 29-year performing history that they've had to cancel a concert.

Sylvia And Her Elephant

Sylvia and Nashville's Y107 DJs, Trey Matthews and Bill Morris from the "Matthews & Morris In The Morning Show," hosted the Ringling Bros. Barnum and Bailey Circus while it was in town. Sylvia also narrated the circus to the blind through a telephone system provided by Y107 radio. The blind students were from Tennessee Rehabilitation Center for the Blind... Hank Williams Jr. is scheduled to appear at this year's Washington, DC Beach Party '84, hosted by the Beach Boys on July 4. Julio Iglesias will also guest... Cal Smith recently underwent colon surgery at a local hospital. The results were benign. We wish him a speedy recovery and look forward to seeing a new single from him on Parliament Records soon... Dolly Parton and Sylvester Stallone were honored with their own stars on Hollywood's Walk of Fame on Hollywood Blvd. The event marked the first time that two stars have ever been awarded during the same ceremony... Merle Kilgore's new Warner Bros. single "Just Out Of Reach," came to his attention when a fan handed the lyrics to him at a concert a few months ago and said, "Record this and it will be a hit for you." Merle presented it to his producer Harold Shedd who agreed and decided to cut the song.

Dan Seals was doing some research at Liberty Records before making a decision about touring out of the country. He discovered that his "Rebel Heart" LP and the single "God Must Be A Cowboy" had been released in... India! Knowing that particular culture's reverence for animals,

Sylvia: Trunk-aided performance



Dan even considered changing the intonation of the song to "God Must Be A Cow...Boy..." (just teasing!)... Eddie Rabbitt will celebrate his 10th anniversary as a WEA recording artist the evening of July 17 when he headlines the Universal Amphitheatre in Los Angeles. On the same date in 1974 his first single, "You Get Me" was released on the Elektra label. Now into his 25th single (now on Warner Bros.), Eddie is also putting together his 11th career album for a late summer release... Look for a midsummer profile of Lee Greenwood

in US magazine. His current single, "God Bless The USA," has garnered the attention of several groups around the country: even the White House called to inquire about Lee's availability to perform the patriotic tune for 10th Country anniversary President and Mrs. Reagan... Just thought you'd like to know!



Eddie Rabbitt: patriotic tune for 10th Country anniversary President and Mrs. Reagan...

Publicity Primer

Continued from Page 50

"Teamwork is always very important in publicity campaigns, especially in concert promotion when artists come to town. Remember to get the whole team involved. Cross-pollinate with the promoter, the label, and the artists' PR team to secure interviews, giveaway/promotional materials, and backstage meetings with the artists. When artists are in town get photos with them - and don't just put 'em on your bulletin board - get 'em out to the local papers as well as the trades."



While working as part of a team is essential to some projects, others require forethought and planning on your part to assure they come off successfully. "Whether in the articles you write or in interviews with the person writing the story, go over the points you want to make again and again," explained Ms. Storms. "Use different words and phrases, but keep making the points you deem most important. If you don't, you are at the mercy of the writer's decision as to the most important aspect of your radio station - and it just might be the newly-

installed green carpet in the lobby. In advance of the interview, you might write down three or four main points you want to convey and work at presenting them to the reporter in various ways."

DJ Bites Dog

To maintain a steady stream of station-related information flowing to the local consumer press, there are a number of things besides promotions (and the above headline) you can get placed in your local papers.

"You can publicize company shifts in personnel - any additions of new personalities or executive shifts in the local press as well as the trades," suggests Susan Hackney. "Publicize the personalities; your jocks are your stars. It sounds real basic to have a current photo of your jocks on file. But most stations probably do not. Get one and send it to the paper when promoting an event the jock is participating in. If they are not involved in community events, they should be, and this should be documented with photos and written up in the paper when they are."

Ms. Hackney concluded by saying, "The best publicity strategy in the world doesn't mean anything on paper - it's only in the execution on a day-to-day basis. Consistency is the most important thing. Don't quit after one particular push. Make sure your frequency is heard from frequently and that all your publicity is timed, tasteful, well-executed, and well-placed."

Have You Heard

The official announcement will probably be next week, but **WPLO/Atlanta MD Johnny Gray** is leaving to join **Warner Bros.** in regional Country promotion, based in Atlanta. This follows WB's appointment of **Denny Mosesman** as Dallas-based Associate National Promotion Director in May. The label had not previously used regional promo reps, but look for them to add a couple more before the year is out... **WHN/New York** morning man **Del DeMontreux** acted as master of ceremonies for this year's International Radio Festival of New York, held a couple of weeks ago in the Big Apple... Congrats are in order for **KBRQ/Denver MD/personality Jim Stricklan**, as he was named "DJ Of The Year" and inducted into the Colorado Country Music Hall of Fame by the **Colorado Country Music Foundation** at their 22nd annual convention. **KBRQ-AM & FM** was also honored as the 1984 Country Western Radio Station of the Year... Speaking of **Great Empire** stations, at **WOW-FM/Omaha**, **Cathie Fife** moves from parttime to overnights. On sister AM **WOW**, **John David Dixon** shifts from evenings to afternoons, **Dale Allen** leaves overnights to handle evenings, and **Bill Young** steps up from p/t to overnights... After three years at **WAXV/Lexington**, **Will Mason** takes over the programming at **WPFB/Middleton, OH**... **Phil McKay**, PD of A/C-formatted **KHUN-FM/Huntsville, TX** for the past year and a half, is now programming Country sister station **KSAM** as well. Former PD **Larry**

Whitt will handle the music and promotion director duties for the AM... **KKYN/Plainview, TX** is celebrating its 10th anniversary and is looking for any promotional stuff anyone would like to send. It's planning a big blowout and promises to give suppliers of anything all the credit they're due. The station also has a few changes to report, as MD **John Hendry** has left for Amarillo. New **KKYN MD** is **John Brooks**, making the new lineup as follows: **Kim Kross** and **John** do 7-9am, **Kim** carries on 'til noon, **John** returns for 1-3pm, **Ron Wilson** recently came aboard for afternoons, **Kris Mitchell** handles evenings, **Gary Koop** holds down all nights, and **Mark Hays** is on the air from 6-7am and noon-1pm... **WUSY/Chattanooga** celebrated its first anniversary last week. Its lineup begins with **Gene Michaels** in the morning slot, followed by PD **Big Jon Anthony**, MD **John Hart**, and **Kelly O'Brien**... **Pete Lazarr** is now doing weekends for the **Transtar** Country net... **Mary McClain** is new to middays at **WITL/Lansing**... **Mike David** now works afternoons at **KKAL/Arroyo Grande**... **Bob Delano** is the new OM for **KNEM/Nevada, MO**, while **Debb Delano** takes over the Continuity and Production Director positions. Also joining the station for MD/afternoons is **Ray Prosser** from **WRPQ/Baraboo, WI**... **Ginny Welsh** is now interim MD at **WMZQ/Washington, DC**... And, it only takes a minute to call and tell me what you have heard!



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Special Issue #S-36 features HONOLULU, with CHR's KQMQ, KIKI & KISA, AOR KPOI, A/C's KSSK, KULA, KKAU, KMAI, KIOE & KRTR. Cassette, \$5.50.

Classic Issue #C-44 features KIMN/Todd Wallace-1968, KFWB/Gary Owens-1962, 99X/Dave Thompson-1974, KKDJ/Rick Carroll-1974, WRKO/J.J. Jeffrey-1969, KHJ/Bobby Ocean-Machinegun Kelly-1977, and KFI/Dave Hull-1975. Cassette \$10.50.

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Poor (announcer's name)'s Almanac

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Opportunities

Openings

NATIONAL

Free listings under this "National" heading are ONLY for recognized Group Owned Stations in more than one region. All others must run display.

FRANK MAGID ASSOCIATES

One of America's premier full-service A/C stations in major market needs warm, adult communicator for prestige shift. If you are an informed personality with the ability to be entertaining and active in community involvement, we want you! Send T&R to: Frank Magid Associates, One Research Center, Marion, Iowa 52302. EOE M/F

EAST

Experienced ND for southern New Hampshire station. Mornings with heavy local emphasis. T&R: Jim Olson, WMDK-FM, Box 418, Peterborough, NH 03458. EOE M/F (6-29)

WABK-FM, ME's top rated A/C seeks experienced drive personalities. Management and production skills a plus. Genuinely friendly a must. T&R: Ryan Cote, (207) 582-3303 (6-29)

TOP 5 MARKET CHR STATION

Looking for nighttime jock. Teen idol or urban sounding would fit the bill. No screamers or motor-mouths! T&R to: Radio & Records, 1930 Century Park West, #717, Los Angeles, CA 90067. EOE

Q-106/KIX seeks PD for this super staffed Washington, D.C. AM/FM Country winner. T&R: Bill Sherard, 510 King St., Alexandria, VA 22314. EOE M/F (6-29)

ND/talk host needed for top-rated station in beautiful college town. Now! T&R: Sheldon Levine, WRSC, State College, PA 16801. No calls. EOE (6-29)

Full or parttime DJ, good future, administrative possibilities. T&R: WGVA, Box 528, Lenox Rd., Geneva, NY 14456. (6-29)

Radio station expanding sales staff. Need Account Executive. Good future, experience necessary. (315) 781-1240. WGVA, Box 528, Lenox Rd., Geneva, NY 14456. (6-29)

Openings

WEZR Washington, D.C. important overnight opening. T&R: Chuck Tyler, 10380 Democracy Lane, Fairfax, VA 22030. EOE M/F (6-29)

Full service AM A/C has openings for parttimers & possible fulltime. T&R: WKBR, 155 Front St. Manchester NH 03102. EOE M/F (6-29)

Announcers, Newspeople Male & Female

Needed immediately. National Broadcast Talent Coordinators. See our MARKETPLACE ad.

Parttime & vacation announcing shifts available immediately. Future fulltime possibilities. T&R: WCGY, 33 Franklin St., Lawrence, MA 01840. EOE M/F. No calls. (6-29)

Up-state NY radio station looking for experienced and ambitious journalist. T&R: News Director, Box 6476, Ithaca, NY 14851. (6-29)

MOR!

We are staffing big-signal major market AM facility in an old-line MOR/nostalgia format for 35+ demo. DJs and news people must be experienced pros familiar with non-rock music and pop history dating from World War II to today, and be able to operate in a controlled atmosphere. Creative environment with outstanding company, excellent living area, excellent pay and working conditions. Forward one-page resume, cassette and photo to:

Bob Henabery Associates, Inc.

c/o Radio & Records, 1930 Century Park West, Box #719, Los Angeles, CA 90067
Phone calls will not be accepted.

Fulltime PM anchor/reporter. T&R and writing samples: John Stern ND, WNHV AM & FM, Box 910, White River Junction, VT 05001, or call (802) 295-3096, 9am-Noon edt (6-29)

Openings

RADIO 930 WBEN

Production Director/Assistant Program Director

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

One of America's highest rated CHR stations has midday opening. T&R: Tony Booth, WFBG, Box 2005, Altoona, PA 16603. EOE M/F (6-29)

ROCKER

7 to midnight shift at medium-sized regional rocker in the Northeast. Great team and facilities. Send T&R to: Radio & Records, 1930 Century Park West, #722, Los Angeles, CA 90067. Equal Opportunity Employer

FM & AM in Johnstown, PA looking for ND. Nice benefits. At least two years experience. No calls. T&R: Mike Farrow, WKYE, 109 Plaza Drive, Johnstown, PA 15905. EOE (6-29)

Y94 has all-night entertainer opening + 2 parttime positions. 2 years CHR, A/C experience preferred. T&R: Phil Locascio, 2 Clinton Square, Syracuse, NY 13202. (6-15)

Kiss fm 100

PHILADELPHIA

A unique, adult opportunity. Philadelphia's Love Song station is looking for a personable, mature morning man to help solidify station's market position. 5 years experience minimum. Great \$'s and people. Send tapes & resumes to: Kris Chandler, PD, KISS-100, 1001 Baltimore Pike, Media, PA 19063. EOE M/F

WQCM needs uptempo CHR personalities now. Call (301) 797-7300 or rush T&R: 1250 Downville Pike, Hagerstown, MD 21740. (6-22)

Immediate opening, morning drive, personality A/C format. Board shift & production. T&R: WSER, 192 Maloney Rd., Elkton, MD 21921. EOE M/F (6-22)

Looking for family oriented morning communicator to be part of our community. T&R: Lee Phillips, WROW, 341 Northern Blvd., Albany, NY 12204. EOE M/F (6-22)

Openings

SOUTH

News Director

100,000-watt Sunbelt FM seeks dedicated female journalist to anchor morning drive and interact with morning personality. Energy and personality a must! T&R to: Tom Collins, WKZL, P.O. Box 11967, Winston-Salem, NC 27106. No calls please.

KNOE-FM 102, CHR now accepting applications for future fulltime openings. T&R: Larry Rhymes, Box 4067, Monroe, LA 70211. EOE M/F (6-29)

SALES WNGS-FM/ WEST PALM BEACH

Looking for experienced Account Executive/local sales. Respond to: Bill Pearl, General Manager, P.O. Box 669, West Palm Beach, FL 33402. EOE

Dominant FM Country needs mature detail oriented PD. Brand new state of the art studio. T&R: 13747 Montfort, #220, Dallas, TX 75240. (6-29)

KILE Galveston, TX, PM drive slot open. Contact Dave Parks, PD: (409) 762-8434 (6-29)

MEDIUM MARKET CHR LEADER

Seeks morning pro. Top dollars for the right individual. If you desire creative control and work well with others, let's talk! Send T&R: Radio & Records, 1930 Century Park West, #716, Los Angeles, CA 90067. EOE M/F

Charleston's hottest FM, WKQB is looking for killer personality for all dayparts. T&R: Paul Neuhoff, 107 West Sixth North St., Summerville, SC 29483. (6-29)

Anchor/reporter needed for strong sunbelt AM/FM. T&R: Jim Beasley, ND, Box 11202, Chattanooga, TN 37401. EOE M/F (6-29)

Major Market Program Director

KTXQ (AOR) has an immediate opening for a versatile Program Director with a minimum of two years' management experience at AOR/CHR in major or medium market. Excellent track record, good marketing skills and creative promotional approach a must. Send resume to: Clint Culp, General Manager, 3626 N. Hall, Dallas, TX 75219. (214) 528-5500. EOE M/F

Opportunities

Openings

Bright, dedicated, responsible, ambitious air talent needed for Black/Urban format in America's secret paradise. T&R: WTAM, Thom Davis, Box 1570, Gulf Port, MS 39501. (6-22)

1440 KEYS looking for weekend air talent. First rate A/C format. Positive growth environment. T&R: Jay Stone, Box 9917, Corpus Christi, TX 78408. EOE M/F (6-29)

Top CHR AM in north Alabama has opening for night jock. Good equipment, sound, benefits, and money. T&R: Jim Smith, WLAY, Muscle Shoals, AL 35660. EOE M/F (6-29)

Top A/C on the beach in NC is accepting T&R's for future openings. T&R: Bobby Mercer, 211 N. Second St., Wilmington, NC 28401. (6-29)

Afternoon Drive

A leading, aggressive, stable FM Contemporary Country station in 200,000 market. 5-10 year air talent. Prefer larger market experience. Enthusiastic, conversational delivery. Creative production. Good staff. Fair management. T&R: KKIX, Box 1104, Fayetteville, AR 72702. EOE M/F

100kw CHR FM has immediate opening for parttime & future fulltime air talent. T&R: Q-99, 1855 Lakeland Dr. Bldg. E, Jackson, MS 39216. (6-22)

One of Virginia's fastest growing radio groups is looking for experienced on-air people to fill full & parttime slots. (804) 528-5950. EOE M/F (6-22)

WANTED:

A WINNING PD

One of our most aggressive Country FM clients is looking for a PD. The situation is extremely competitive, the top 50 Florida market extremely desirable. Ability to motivate staff and creatively lead station are musts. Excellent group owner, great tools, good growth possibilities. Resumes (no calls) to:



Jhan Hiber, President
Jhan Hiber & Associates,
P.O. Box 1220 Pebble Beach, CA. 93953

KCRI/KFFA seeks ND for Country-A/C combo. Fulltime air talent/production. T&R: George Hayes, Box 430, Helena, AK 72342. (501) 338-8331 (6-22)

MORNING CRAZY NEEDED!

Large market Sunbelt CHR seeking fun and entertaining morning personality. Must be able to communicate one-on-one with audience. Good bucks, good facilities, great and growing company. What are you waiting for? Send T&R to: Radio & Records, 1930 Century Park West, #713, Los Angeles, CA 90067. EOE M/F

WHY has possible future openings. Two years experience & production skills needed. T&R: Phil Horton, Box 2744, Montgomery, AL 36196. (205) 264-2288 EOE M/F (6-22)

East TX FM needs afternoon announcer. Experienced preferred, will consider seasoned beginner. T&R: GM, Box 1292, Greenville, TX 75401. (6-22)

Growing medium market, Sunbelt group looking for morning shows for possible openings. A/C, Oldies, Country and Easy Listening formats. Individuals and teams. Send unedited, one hour tape & resume to: Radio & Records, 1930 Century Park West, #715, Los Angeles, CA 90067. EOE

Central MO town near beautiful lake looking for future news & announcer talent! C&R: Keith Sampson, KDKD, Box 448, Clinton, MO 64735. (6-22)

100kw CHR-FM & A/C-AM needs ND. Strong on writing & delivery. Call Denny Ainsworth, (601) 545-1230 EOE M/F (6-22)

Magic 1390, A/C-Jazz has immediate openings. Minorities & females encouraged. T&R: Bill Harman, WMGI, 4908 NW 34th St., Gainesville, FL 32605. EOE M/F (6-22)

Openings

MIDWEST

ND needed. Several controversial issues ongoing. Must gather/write/report all types of news. T&R: Mike Williams, WKZC, Box 36, Scottville, MI 49454. (6-29)

Production Director needed for aggressive small market station. Good on-air sound also a must. T&R: Box 660, Scottsbluff, NB 69361. EOE (6-29)

Need ND at KLIK/KTX. T&R: Tom Thies, Box 414, Jefferson City, MO 65102. EOE M/F (6-29)

CHR AM in Indiana looking for professional to do any airshift. Must be strong in production and have good pipes. T&R: Gene Kuntz, PD, WITZ, Box 167, Jasper, IN 47546. (6-22)

WMEE needs news personality to co-host morning show. T&R: John Curry, WMEE, Box 6000, Ft. Wayne, IN 46896. (6-29)

Heavyweight afternoon drive personality for Saginaw. Top 100 market FM CHR, possible PD. T&R: FOXY 101, Box 357, Pin Conning, MI 48650. EOE (6-29)

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. (6-29)

14 WSAW

Seeks fun-lovin' morning personality. Phones, bits, voices, welcomed! Oldies-formatted in AM stereo! Great company with good bucks. T&R to: Dave Winston, Box 1776, Saginaw, MI 48605. No calls.

WKKD seeks weekend/swing personality; experienced west suburban talent only. T&R: Dan Farrelli, Box C, Aurora, IL 60507. (6-29)

Golden opportunity to work Country & 36th major market. Minimum three years experience. T&R: Steve Cantrell, KIX 106 FM, Box 6, London, OH 43140. No calls. EOE M/F (6-29)

WHBY looking for on-air PD. T&R: Don J. Weir, Box 1519, Appleton, WI 54913. (6-29)

WAZY is searching for fulltime Production Director. Creativity and good copywriting skills a must. T&R: Jim Stacy, Box 1410, Lafayette, IN 47902. EOE M/F (6-29)

KMGK, Magic 93 looking for jocks for future openings. No calls. T&R: Al Brock, PD, 215 Keo Way, Des Moines, IA 50309. EOE M/F (6-29)

Warm, motivated, morning pro needed for big AM Country/informational station. T&R: Kelly Caris, 56 KWTO, Box 4568 GS, Springfield, MO 65808. (6-29)

AM stereo, flagship of eight station group now accepting applications for jocks/sports. T&R: Hickenbottom, KOGA, Box 509, Ogallala, NE 69153. (6-22)

Country music station has fulltime opening for experienced air personality. T&R: Curtis King, WKKN, 1901 Reidfarm Rd., Rockford, IL 61111. EOE M/F (6-22)

WTRC needs reporter/anchor. Good voice, delivery & writing skills essential. T&R: Don Voltz, Box 699, Elkhart, IN 46515. (6-22)



Afternoons Top 25 Market

Your chance to move up with an excellent Josephson-owned A/C station. Magic 96.5 WMGF, Milwaukee's fastest growing and most aggressive radio station is looking for an experienced A/C afternoon jock. The money is competitive and benefits are outstanding. . . . ARE YOU? Send tape, resume and recent photo to Dave Luczak, WMGF, 735 W. Wisconsin Ave., Suite 700, Milwaukee, WI 53233. No calls please. EOE M/F

WHBC needs a creative, mature & conversational. Talk show and or sports interest a plus. Three years experience preferred. T&R: Box 9917, Canton, OH 44711. EOE M/F (6-22)

Successful A/C station between Milwaukee & Chicago seeks PM drive personality with strong production skills. T&R: Jim Schaefer, WLIP, Box 659, Kerosha, WI 53141. EOE M/F (6-22)

WKJF/93KJF taking C&R for future openings. All shifts, must be able to follow instruction. No beginners/calls. C&R: T. Murphy, Box 89, Cadillac, MI 49601. EOE M/F (6-22)

WCIL AM & FM looking for A/C, CHR personalities with production ability. Low pay, bad hours, great staff & fun place. T&R: Box 801, Carbondale, IL 62903. EOE M/F (6-22)

Openings

WEST

NE Colorado CHR, A/C seeking future announcers, production & news openings. T&R: KSTC, Box 830, Sterling, CO 80751. No calls. (6-29)

KO 93 has its first on-air opening in nearly 3 years. T&R: Novak/DeMaroney, 2121 Lancey Ste. #1, Modesto, CA 95355. EOE M/F (6-29)

Southern Oregon top-rated CHR looking for fulltime overnight personality. T&R: R. Charles Snyder, KYTC, Box 1745, Medford, OR 97501. EOE M/F (6-29)

LET'S HAVE FUN!

We're building a new staff for a top 50 West-ern market FM acquisition. We're switching to A/C August 1 and we need a PD, jocks, ND, and production people. T&R, philosophy, goals, and current salary to: Radio & Records, 1930 Century Park West, #724, Los Angeles, CA 90067. EOE

KMPS AM/FM is accepting applications for possible future employment. T&R: Ron Norwood, PD, Box 24888, Seattle, WA 98124. No calls. EOE M/F (6-29)

KZMK is now looking for newperson as part of morning team. Females encouraged. T&R: Bob James, 101 Bisbee Rd., Bisbee, AZ 85603. EOE M/F (6-29)

Needed yesterday, enthusiastic air personality wanted for most unique format. Females encouraged. T&R: Kevin Brooks, KMDY, 2701 1000 Oaks Blvd, Thousand Oaks, CA 91362. EOE M/F (6-29)

Seattle Urban/CHR looking for full & parttime jocks. T&R: Steve Mitchell, KKFX, 1305 3rd Ave., Seattle, WA 98101. EOE M/F (6-29)

Top-rated personality A/C in CA's wine country has a future opening for experienced ND. T&R: Box SS, Santa Rosa, CA 95402. EOE M/F (6-29)

WANTED: MORNING TALENT

Midwest major market A/C needs strong adult personality for morning drive. Good bucks for the right person! If you can deliver 25-44 adults, send T&R to: Radio & Records, 1930 Century Park West, #720, Los Angeles, CA 90067. EOE

KSMT seeking announcer/production person. Beautiful location in heart of ski country. Females encouraged. T&R: Jerry Kruger, Box 7069, Breckenridge, CO 80424. EOE M/F (6-29)

Creative morning entertainer needed. Paid health, dental & profit sharing. T&R: John Ramsey, KKAZ, Box 926, Cheyenne, WY 82003. (307) 632-0551 EOE M/F (6-22)

Mature individual for PM drive. Must be capable of handling fast-paced A/C format with news & information. Top AM. T&R: Paul Thorne, KUGN, 4222 Commerce, Eugene, OR 97402. EOE M/F (6-29)

AM personality for Lake Tahoe A/C. Must relate to adults, hot production/copy. Western, non-smoker with experience. T&R: Dana Michaels, KLKT, Box 6063, Incline, NV 89450. (6-29)



America's hottest CHR is seeking America's most talented personality. KIMN/Denver is accepting tapes for future openings and continuing our search for the best mid-day talent in the country. You should be warm, natural, relatable, creative and concise. This is a great opportunity to join an outstanding company and be part of the most talented airstaff in America. T&R to: Doug Erickson, 5350 W. 20th Ave., Denver, CO 80214. NO CALLS PLEASE. EOE M/F

Contemporary AM stereo station in eastern UT is seeking talent for future openings. T&R & salary requirements: Dave Roberts, Box 1076, Price, UT 84501. No calls. (6-22)

Openings

KUDO-FM Contemporary needs PM drive/Production Director ASAP. Rush T&R: Bill Bauman, 66 E. Topicana, Las Vegas, NV 89109. EOE M/F (6-22)

Colorado Springs AM/FM seeks creative copywriter/producer with multi-track background. Production copy & samples: Dave Brull, KIIQ, Box 431, Manitou Springs, CO 80829. (6-22)

A/C MORNING DJ and/or NEWS PERSON

Warm, maturely funny, concise. Experienced in AM drive. Right \$ for right professional. Send cassette/photo/resume to: Radio & Records, 1930 Century Park West, #721, Los Angeles, CA 90067. EOE

Looking for newsmen. Strong reporting skills a must. Adequate delivery. Salary negotiable. T&R: J. Marcantonio, KLIX, Box 1259, Twin Falls, ID 83303. EOE M/F (6-22)

The Quake/S.F., has possible future openings. Long hours, slow pay & big fun. T&R: KQAK-FM, 1311 Sutter, San Francisco, CA 94109. EOE M/F (6-22)

MORNING ENTERTAINER...S!

America's best broadcast group is looking for killer morning jock or team. Knock our socks off with a tape and resume. Convince us and deliver and you'll have a home for life. T&R to Radio & Records, 1930 Century Park West, #723, Los Angeles, CA 90067. EOE M/F

CO sales! If you're sales successful, want to enjoy Colorado Springs area & make money, send resume: KIIQ, Box 431, Manitou Springs, CO 80829. EOE M/F (6-22)

Radio producer/announcer wanted. Great voice, solid production, sense of humor & professional attitude. T&R: KSRF, 1425 5th St., Santa Monica, CA 90401. (6-22)

AM drive news at A/C. Experience/attitude/team player. C&R & photo: Chris Kampmaier, 5220 N. 7th St. Ste. 121, Phoenix, AZ 85014. EOE M/F (6-22)

CA coastal CHR with possible future openings looking for great talent with three years experience. T&R: Kirk Cliatt, KDON, Box 81460, Salinas, CA 93912. No calls. EOE M/F (6-22)

Positions Sought

DENNIS ERECTUS outrageous AOR jock, available. Six years experience, proven rating. (408) 371-2829 (6-22)

Excellent voice/production/PBP, nine months parttime experience. Available immediately. Broadcast school graduate, hard working & personable. RANDY: (319) 355-4212 (6-29)

Have headsets will travel. Seven year pro, experienced in CHR, A/C & Country. RUSS GARRETT: (203) 877-7953 (6-29)

Sports/news position sought. Solid PBP in all sports & creative writer who tells it with a flare. (201) 763-5587 (6-29)

Veteran newsmen looking for top 50 anchor/reporter slot. Nov-ND over six-person staff at award winner in top 70. (512) 346-8796, before 8am cdt (6-29)

Talented & experienced female radio broadcaster looking for the right company to work with, not for, in S/SW. Call JENNIE: (409) 838-1282, after 6pm cdt (6-29)

Small markets in California, experienced medium market jock/production. PAT: (409) 769-2475 (6-29)

Female MD/DJ with six years experience seeking position in NW. Team worker. (512) 532-6217 (6-29)

Major market personality/production. Track record, stable. Have worked national network, Denver & Phoenix. Available July. MARK MAUER: (602) 897-2800 (6-29)

12 year pro: Toledo, Atlanta & Daytona/Orlando. Great mornings. Currently PD & AM drive seeking top 50 market. DAVE: (216) 369-1159 (6-29)

Starting my career looking for 1st job as DJ/newscaster. Good pipes, recent graduate of Midwestern School of Broadcasting. Locate MW/SW. ROGER: (312) 821-7485 (6-29)

Radio personality searchin for fulltime position with good company in medium/small market. DANIEL RENTON: (517) 485-1671 (6-29)

PD/MD/air-talent presently employed. Hard worker, team player seeks similar position. GEORGE: (209) 784-1450 or 539-3527 (6-29)

Your female DJ, energetic, up with a smile delivery. A pro. Excellent voice/production, hard worker & team player. Top CHR station. KATHY BRAY: (213) 256-8211 (6-29)

Opportunities

Positions Sought

Addicted to creative radio, energetic, steady professional performer. Strong voice & production including copywriting & news. ERIC: (505) 881-0314. Ready to relocate. (6-29)

Attention Florida medium/large markets. Let's both make money. 4 1/2 years as DJ/production, now available for good station. MARK: (813) 997-4305 (6-29)

Sportscaster/DJ/news, three years experience. B.S. in Communication. Professional & dedicated. JEFF: (916) 481-1962 or 944-3271 (6-29)

Seven year pro, A/C, CHR, AOR or Oldies. MD/production. BILL BISHOP: (316) 838-3507 (6-29)

Former KDAY/Los Angeles traffic assistant. College PD seeking DJ position. Great voice/production skills. Willing to relocate. DARRELL: (213) 563-3190 (6-29)

I can generate ratings & revenue for you. K.C. & Detroit 10 year pro. Seeking PD/MD/airshift. Great references. MIKE BENSON: (913) 451-8815 (6-29)

WILLIE CURTIS, looking for DJ/announcer opening. (312) 450-1539 or 737-6489 (6-29)

Ambitious broadcast school graduate seeking entry level position as air personality/production. Will travel anywhere. TONY SORRENTINO: (312) 338-8155 (6-29)

Let's talk about drive time with funny & functional characters at your top 50 CHR. (804) 353-8181 (6-29)

JIM BAUER, most recently with CFNY/Toronto, previously with CHUM-FM, Q107 & WRIF looking for work. (416) 459-1257 (6-29)

Look out West coast! Insane Chicago area personality moving westward. Dependable, hard working, good pipes & stable. CHR or A/C. CRAZY TONY IMBURGIA: (312) 442-1198 (6-29)

TOM DANIELS, Z104, B94, WJDX & WPGC seeking major market CHR airshift or medium market PD slot. Good numbers/production whiz. (414) 664-1221 (6-29)

Experienced young broadcaster seeks first airshift with small market station. Also experienced in promotion/traffic/continuity. NORRIS: (602) 967-7021 (6-29)

Five foot eleven, 200 pound broadcast veteran looking for new chair. Last one too automated. Any shift. Will relocate. (206) 357-6935 (6-29)

Sex... here's a newsmen whose stories are catchier. One year medium market, great listener/editor. Ask for the NOSEY NOSE: (213) 672-8301 (6-29)

Major market sportscaster (currently employed) looking to make a move. Willing to relocate, will consider all offers. STEVE: (305) 431-0880 (6-29)

Nonoffensive female with brain & top 100 experience seeks A/C, CHR or Country gig in South or SW. Available immediately. SHASTA: (512) 837-6967 (6-29)

Major Market Talent

Versatile, multi-talented 11-year major market talent seeks a creative team of progressive professionals who believe in real radio as a communications art form within a stable, positive environment in the top 30. Please call DIANE CARTWRIGHT (209) 576-1069, anytime!

Newsmen network AOR & CHR. Now working in L.A., available for less crazy location. Prefer MW or S. (818) 509-9905 (6-29)

PHLASHI That's my name. Best beginner since Imus. Young, enthusiastic & will travel. Learned basics in Baltimore. PHLASH PHELPS: (301) 377-8349 (6-29)

Eats, sleeps & lives radio. Enthusiastic team player currently working in NY radio research. Looking to get back on-air. Any format. ASHLEY SCHARGE: (212) 229-2094 (6-29)

ND/sportscaster looking for small/medium market in MW or W. Five years experience, currently working. Looking for sports/sales or sports/news combo. BOB: (308) 635-1320 (6-29)

DOCTOR X, top jock of the MW is ready to make your station a winner. Are you? Give me a call & let's talk. (312) 272-2512 (6-29)

News anchor/reporter with network experience, looking to relocate. 12 years major/medium market experience. BOB: (504) 834-4212 (6-29)

Available now: news/sports pro with six years experience plus college degree. Seeking medium/major market position BRUCE: (813) 349-0546

Creative, successful, variety style morning team looking to entertain any medium/large market. College plus six years experience. TOM & DAN: (517) 366-5364 (6-29)

English eccentric workaholic with proven numbers looking for good station to enhance talents. Five year experience CHR & A/C. Will relocate. DON: (303) 574-4340 (6-29)

AVE ALLEN, experienced Black male with CHR, Country & AOR roots is searching for a spot in a Black format. Good production voice. (205) 859-5254 (6-29)

English DJ over 10 years experience looking for work in USA. Anything considered, anywhere. Prefer FL. ALEX: (305) 946-2320 (6-29)

Positions Sought

No B.S., just good hard work. Seven years experience AM/PM drive. AOR/CHR, PD & MD with solid production. Medium/major markets. BOB ROSEL: (806) 272-8438 (6-22)

Versatile Broadcaster
Has AM DJ experience. Just graduated from broadcasting school with training in all facets of radio. I could and would like to be an asset to your station!
Contact Jay Gale (216) 731-8974

Air personality needs to move up. Three years A/C, MOR experience seeks A/C, CHR. Creative production, college degree. LARRY SCOTT: (916) 671-4342 or 673-7677 (6-22)

Somewhere in the South is a small Country station that needs a friendly, experienced announcer. I want to do evenings for you. DAVE: (406) 452-5038 (6-22)

America's hottest morning team seeks new major market challenge! Call now for rush demo (714) 337-1501. Extremely confidential. (6-22)

Female talent with four years experience seeks on-air shift in Long Island/NYC area. (516) 598-0402 (6-22)

Need sales or traffic help? College graduate with experience, quick learner & hard worker. Prefer East. NANCY: (617) 934-0706 (6-22)

English new wave jock available to excite USA airwaves. TONY: 39-184-290934 or write Via Tacito 1-44, Ventimiglia, I.M. 18039, Italy (6-22)

Attention medium/better markets: AM drive, news & production. Experienced & stable. Prefer FL, all offers considered. LARRY KAY: (717) 653-2500 (6-22)

JOHN DIAL, WNAP, WFMS, WDAN seeks personality A/C, CHR or Country home. Major/medium markets. Dedicated pro with 10 years experience. (317) 849-5533 (6-22)

Sports fanatic/workaholic looking for small market position. Can write, anchor, PBP, jock, do traffic & production. College degree. DAN: (312) 335-0548 (6-22)

A mature, warm, friendly, unique Australian accent will stand out in your market. Green card, major market experience, PD & marketing. TERRY: (203) 322-0649 (6-22)

Seven year adult communicator with General Class license seeks stable position in top 100 SE market. Management & programming experience. TERRY: (502) 845-4392 (6-22)

Zap. Looking for on-air gig in the MW. Creative with two years experience. DAN: (701) 248-3440 or 248-3947 (6-22)

CT ND's: young newsmen seeks anchor/reporter position. Energetic, enthusiastic & devoted. Have degree, experience & native to Nutmeg State. MIKE: (203) 232-7300 (6-22)

Experienced sports/ND seeks relocation. NCAA and minor league PBP. Will consider sports/airshift combo. JOHN RICHARDS: (406) 761-1310 or 454-3736 (6-22)

One of America's most dynamic young sportscasters looking to join hot station. Solid PBP/anchor reporting. For interesting air-check. GARY ALLEN: (512) 443-4595 (6-22)

Major market CHR producer currently working, looking to expand. interested in programming, promotion or MD positions. Excellent references. GEORGE: (305) 989-3938 (6-22)

******* 16 YEAR VET *******

I'm a 16-year A/C, CHR veteran and family man. After taking some time off for the first time in several years I'd like to relocate and continue my career with cordial, positive people who strive for broadcast excellence, regardless of the market size. I own one of America's finest mint condition oldies collection available for your use. Call CHUCK at (619) 244-0436, and let's talk!

Creative communicator looking for small/medium market programming, prefer SW. Six years experience, currently PM drive/production. SHAWN: (505) 722-9025 (6-22)

A/C craftsman with warm one-to-one approach seeks position with East coast A/C or Oldies operation. BOB MORGAN: (717) 264-9692 (6-22)

Small market PD/MD seeks air position. Strong afternoons/evenings. All offers considered. JOHN: (904) 584-2373 (6-22)

Communicator looking to do more than spin records and give time & temperature. Work with all types of music. Will locate anywhere. DAVID: (402) 488-1295 (6-22)

Positions Sought

15 year pro including KEYN/KKRD. This act delivers numbers & knocked out the competition. Major/medium market, PD small market. SEAN: (316) 478-2431 (6-22)

Sportscaster/air talent seeks opportunity. B.S. Communications, professional, dedicated, enthusiastic. JEFF: (916) 481-1962 (6-22)

Friendly, personal sounding announcer. 7 1/2 years experience. Currently parttime in Akron. KEN: (216) 253-2679 (6-22)

L.A. newsmen wants to return to MW or southern territories. No B.S., just excellent CHR or AOR news. (818) 509-9905 (6-22)

Hot female jock, four years experience with fantastic production. Research, music & more. Top 100, any format. KARYN KASI: (309) 452-2254 (6-22)

Experienced 15 year personality jock seeks modern, progressive A/C station. Currently working overnights at 5kw station. JAY: (715) 845-7772 (6-22)

PD with great small market track record seeks bigger challenge and bigger bucks in medium market as PD or MD. RICK: (309) 925-3029 (6-22)

Talented young female performer seeks work as DJ. News broadcaster/commercial announcer. Chicago area preferred. Recent graduate. KATHY ROBINSON: (312) 440-4496 (6-22)

PAT MOORE, WNAP/WNDE looking for Great Lake states. PD/airshift. Great track record. (317) 875-8343 (6-22)

N.Y. MORNING SHOW
Morin & Krantz, WPIX-FM, available soon. Topical, humorous, phones our specialty. If you're not afraid of a team that will cause talk, talk to Mike Morin & Brad Krantz. (201) 784-9569 after noon EDT.

News pro, hard working team player with 11 years experience. PATRICK SCHMID: (402) 466-9088 (6-22)

RICK FRY with nine years experience including PD/MD/ND looking for AC/CHR. Will relocate anywhere. (619) 758-9037 (6-22)

ND currently employed in CA pursuing career advancement into medium/major market. Will relocate for right opportunity. RICK: (209) 781-6005 (6-22)

Available immediately, versatile 4 1/2 year CHR, A/C small market experienced jock looking to move up in sunbelt region. RICK: (915) 283-4279 (6-22)

Looking for first job as DJ/news announcer. Trained at midwestern broadcasting school. Great tape and bright personality. Mature and responsible. GARY: (312) 369-0548 (6-22)

Recent college graduate with four years air experience. Background in news, sports & editorial. Hard working and willing to relocate. MICHAEL: (818) 709-4074 (6-22)

Hard working team player looking to continue growth with stable goal oriented broadcast company. Over three years experience. (206) 357-6935 (6-22)

Help! Satellite has taken over. Don't let ten years experience go to waste. Need live gig in KY or surrounding states. RON SMITH: (606) 437-4051 (6-22)

I've done production, engineering, & fillins. Now I'd like my first regular airshift. MIKE: (805) 526-8869 (6-22)

Good attitude. Ten year CHR or A/C veteran looking to relocate. Prefer FL. Presently PD in SE medium market. (318) 443-8543 (6-22)

Production whiz ready to move up. Promos & commercials that sizzle. EEBB degree, nine year pro in CHR/AOR. GREG: (916) 283-3102, 9-6pm mdt (6-22)

Currently employed PD/MD/air talent seeks similar employment. Will relocate for right opportunity. Team player. GEORGE: (209) 784-1450 or 539-3527 (6-22)

Dependable CHR, A/C, Urban pro, DJ/PD/OM. Outstanding voice/delivery/production greater Cincinnati. Available now! SCOTT: (513) 528-5793 (6-22)

KIRK RUSSELL, 12 years experience in San Jose, Phoenix, Cleveland and more, seeks position at contemporary station West or NW. (408) 378-3483 (6-22)

Changes

RADIO

Fred Sanchez appointed Marketing Representative KKMI/Seattle from KOMO.

RECORDS

Paul Del Campo appointed Manager PolyGram Special Imports/New York.

Changes

Tom Faitos appointed Classical Product Coordinator PolyGram Special Imports/New York.

Kenny Levine appointed Sales, Marketing & International Product Coordinator PolyGram Special Imports/New York.

Craig Kamen promoted Special Projects Coordinator/Singles Specialist WEA Records/New York.

Paul McDermott promoted Field Merchandiser WEA Records/New York.

Mike Carden promoted Inventory Representative WEA Records/New York.

Amy Ellen Jenkins appointed Records Counsel Law Department CBS Records/New York.

Marc Diener appointed Records Counsel Law Department CBS Records/Los Angeles.

INDUSTRY

Todd Siegel promoted Account Executive Katz Sports/New York.

Debra S. Hand appointed Account Executive Katz Radio/Dallas.

Dan O'Shea appointed Account Executive Christal Radio/New York.

Linda Mirandi appointed Account Executive Weiss-Powell Radio/New York.

Michael Weiss appointed Account Executive Weiss-Powell Radio/New York.

Miscellaneous

AM station seeks Adult/Contemporary service from all labels. George Feola, 1660 N. Newcomb, Porterville, CA 93257. (6-29)

Help! Female broadcaster wants roommate to share three bedroom in Pasadena/Glendale, CA area. KATHY: (213) 256-8211 (6-29)

New Country station in resort area near Memphis, needs service from all labels. Laura Sullivan, WRDS, Box 322, Sardis, MS 38666. (601) 487-3031 (6-22)

KLKT/Incline Village, needs record service for A/C, Jazz, Country & Classical product. Mickey Lees, MD, box 6063, Incline Village, NV 89450. (6-22)

Dates appearing at the end of each listing signify first week listed.

R&R Opportunities Advertising

Radio & Records provides **free** (24 words or 3 lines) listings to **radio stations and record companies** in Openings. **Free** listings of the same length are also available to **individuals** seeking work in the industry under Positions Sought. All other advertising must run display. Changes must be mailed in on company letterhead.

Deadline

To appear in the following week's issue, we must receive your ad by **Thursday 12 noon (PST)** prior to issue date.

Display Advertising

Display: \$30 per inch per week (maximum 35 words per inch). Includes **border and logo.**

Blind Box: \$45 per inch per week (maximum 35 words per inch). Includes **border, box number and postage/handling.**

Payable In Advance

Display & Blind Box advertising orders must be **typewritten** or printed and accompanied by check mailed to our office in **advance.**

For Opportunities you may place your free listings by phone only on **Wednesday, Thursday & Friday 9am-5pm (PST)** (213) 553-4330 or mail to: R&R Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

The Music Section

National Music Formats Added This Week

Media General Broadcast Services

Bob Dumals (901) 320-4433

Action

KENNY ROGERS "Evening Star"

Your Country

JOHN CONLEE "Way Back"
SHELLY WEST "Somebody Buy This Cowgirl A Beer"
CHARLY McCLAIN & MICKEY GILLEY "The Right Stuff"
GLEN CAMPBELL "Faithless Love"
ATLANTA "Pictures"
RONNIE McDOWELL "I've Got A Million Of 'Em"
KENNY ROGERS "Evening Star"
REBA McENTIRE "He Broke Your Memory Last Night"

Hit Rock

JACKSONS "State Of Shock"
PEABO BRYSON "If Ever You're In My Arms Again"
VAN HALEN "Panama"
TONY CAREY "The First Day Of Summer"
ROBIN GIBB "Boys Do Fall In Love"
MICHAEL JACKSON "Farewell My Summer Love"

Radio Arts

John Benedict (818) 841-0225

Country's Best

KENNY ROGERS "Evening Star"
RONNIE McDOWELL "I Got A Million Of 'Em"
REBA McENTIRE "He Broke Your Memory Last Night"

Soft Contemporary

KENNY ROGERS "Midsummer Nights"
BILLY JOEL "Leave A Tender Moment Alone"
MECO "Anything Goes"

Sound 10

GLENN FREY "Sexy Girl"

Transtar

Chick Watkins (303) 578-0700

Adult Contemporary

MIKE RENO & ANN WILSON "Almost Paradise"
LIONEL RICHIE "Stuck On You"

Country

Tom Casey (213) 460-6383

WHITES "Forever You"
BARBARA MANDRELL "Only A Lonely Heart Knows"
HANK WILLIAMS JR. "Attitude Adjustment"
JIM GLASER "You're Gettin' To Me Again"

Satellite Music Network

George Williams (214) 343-9205

The Starstation

TEDDY PENDERGRASS "Hold Me"

Country Coast-To-Coast

KEITH STEGALL "I Want To Go Somewhere"
GENE WATSON "Little By Little"
CRYSTAL GAYLE "Turning Away"

Rock America

TONY CAREY "The First Day Of Summer"
LIONEL RICHIE "Stuck On You"
TINA TURNER "What's Love Got To Do With It"
GLENN FREY "Sexy Girl"

TM Programming

Col Casey (214) 634-8511

Stereo Rock

GLENN FREY "Sexy Girl"
LIONEL RICHIE "Stuck On You"
JUICE NEWTON "A Little Love"
JACKSONS "State Of Shock"
PEABO BRYSON "If Ever You're In My Arms Again"

TM Country

MOE BANDY & JOE STAMPLEY "Where's The Dress"

BPI

John Iles (800) 426-9082

Adult Contemporary

GENESIS "Taking It All Too Hard"
CHRISTOPHER CROSS "A Chance For Heaven"

Country Living

RONNIE McDOWELL "I Got A Million Of 'Em"
JIM GLASER "You're Gettin' To Me Again"
CRYSTAL GAYLE "Turning Away"
CHARLY McCLAIN & MICKEY GILLEY "The Right Stuff"

Concept Productions

Dick Wagner (916) 782-7754

CHR

GLENN FREY "Sexy Girl"
SERGIO MENDES "Alibis"
LIONEL RICHIE "Stuck On You"
PEABO BRYSON "If Ever You're In My Arms Again"
JACKSONS "State Of Shock"
RATT "Round And Round"
VAN HALEN "Panama"

Peters Productions, Inc.

Debbie Welsh (619) 565-8511

Country Lovin'

JOHNNY RODRIGUEZ "Let's Leave The Lights On Tonight"
ATLANTA "Pictures"
GENE WATSON "Little By Little"

The Great Ones

GENESIS "Taking It All Too Hard"
MECO "Anything Goes"
INDUSTRY "What Have I Got To Lose"

Drake-Chenault

Bob Laurence (818) 883-7400

XT-40

LIONEL RICHIE "Stuck On You"
STEVE PERRY "She's Mine"
GLENN FREY "Sexy Girl"
YES "It Can Happen"
RATT "Round And Round"

Contempo 300

THOMPSON TWINS "Doctor! Doctor!"

Great American Country

JOHN CONLEE "Way Back"
KENNY ROGERS "Evening Star"
REBA McENTIRE "He Broke Your Memory Last Night"

Century 21

Greg Stephens (214) 934-2121

The Z Format

JACKSONS "State Of Shock"
YES "It Can Happen"
SCANDAL /PATTY SMYTH "The Warrior"
RATT "Round And Round"
GLENN FREY "Sexy Girl"
JOHN WAITE "Missing You"
LIONEL RICHIE "Stuck On You"

The A/C Format

GLENN FREY "Sexy Girl"
MADONNA "Borderline"

Super-Country

GENE WATSON "Little By Little"
OAK RIDGE BOYS "Everyday"
BARBARA MANDRELL & LEE GREENWOOD "To Me"
EDDY RAVEN "I Could Use Another You"
LEON EVERETTE "Shot In The Dark"

THEIR FOUR-TIMES-PLATINUM

SOUND IS BACK

THE FIRST SINGLE,

"YOU KEEP ME COMING BACK"

ON 7-INCH (AM-2654)*

THE BROTHERS JOHNSON

OUT OF CONTROL



AND COMMERCIAL 12-INCH (SP-12102)*

FROM THE BROTHERS JOHNSON'S NEW ALBUM

OUT OF CONTROL (SP-4965)**

*THE NEW SINGLE PRODUCED BY LEON F. SYLVERS III AND KEG JOHNSON FOR SILVERSPoon PRODUCTIONS.

**THE FORTHCOMING ALBUM PRODUCED BY THE BROTHERS JOHNSON/LEON F. SYLVERS III AND KEG JOHNSON FOR SILVERSPoon PRODUCTIONS, GEORGE JOHNSON AND HAWK.



ON A&M RECORDS AND CHROME CASSETTES FROM BASF

THIS WEEK'S 2ND MOST ADDED!

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Black/Urban Regionalized Adds & Hots

Stations are listed by region. Hots are listed in order of their airplay activity.

EAST

WWIN-FM/Baltimore
Keith Newman

LILLO THOMAS
JACKSONS
PATTI AUSTIN
LIONEL RICHIE
TIME
RAY PARKER JR.
BROTHERS JOHNSON
ONE WAY
CHUCK BROWN
Hottest:
PATRICE RUSHEN
JOCELYN BROWN
WOMACK & WOMACK
PRINCE
TINA TURNER

WXYY/Baltimore

Roy Sampson

JACKSONS
SHANNON
BILLY OCEAN
LUTHER VANDROSS
MTUME
CRUSADERS
LIONEL RICHIE
RICK JAMES
DEBBIE DEB
NONA HENDRYX
BRYAN LOREN
BROTHERS JOHNSON
SPINNERS
Hottest:
TEDDY PENDERGRASS
OLLIE & JERRY
WOMACK & WOMACK
TINA TURNER
CHERRELLE

WILD/Boston

Elroy R.C. Smith

JACKSONS
BROTHERS JOHNSON
MARGIE JOSEPH
LAKESIDE
BILLY OCEAN
BLOODSTONE
CAROL LYNN TOWNES
Hottest:
JOCELYN BROWN
CHERRELLE
PATRICE RUSHEN
KASHIF
ONE WAY

WKND/Hartford

Jordan/McLean

CAMEO
JACKSONS
STANLEY CLARKE
RAY PARKER JR.
L'AMOUR
KOKO POP
LILLO THOMAS
Hottest:
PRINCE
PATRICE RUSHEN
TINA TURNER
WOMACK & WOMACK
OLLIE & JERRY

WNHC/New Haven

James Jordan

JANICE MARIE JOHN
SKOOL BOYZ
LIONEL RICHIE
BROTHERS JOHNSON
DEBBIE DEB
VALENTINE BROS.
SHANNON
SPINNERS
GIRLS
LILLO THOMAS
Hottest:
JOCELYN BROWN
LATTISAW & GILL
LATOYA JACKSON
DAN HARTMAN
BRASS CONSTRUCTIO

WRKS/New York

Taylor/Quartarone

JACKSONS
KLEER
DENNIS EDWARDS
Hottest:
JOCELYN BROWN
DISCO 3
FORCE MD'S
WOMACK & WOMACK
PATRICE RUSHEN

WUSL/Philadelphia

Wyatt/Buggs

PEABO BRYSON
TEDDY PENDERGRASS
MTUME
LAKESIDE
PRETTY POISON
LUTHER VANDROSS
JACKSONS
CAROL LYNN TOWNES
Hottest:
JOCELYN BROWN
PRINCE
MADONNA
OLLIE & JERRY
GRANDMASTER MELLE

WDAS/Philadelphia

Joe Tamburro

TYZIK
CHUCK BROWN
C. LYNDA McCONNEL
DAVE GRUSIN
LOLEATTA HOLLOWAY
GEORGE HOWARD
EDDIE KENDRICKS
Hottest:
PRINCE
TEDDY PENDERGRASS
KASHIF
LAKESIDE
EMOTIONS

WAMO/Pittsburgh

Allen Harrison

none
Hottest:
PRINCE
WOMACK & WOMACK
PEABO BRYSON
JERMAINE JACKSON
PATRICE RUSHEN

WDJY/Washington, DC
Dan O'Neil

JACKSONS
SHEILA E
LAKESIDE
BOBBY WOMACK
ONE WAY
BRASS CONSTRUCTIO
TEDDY PENDERGRASS
ROBIN GIBB
Hottest:
JOCELYN BROWN
PRINCE
RAY PARKER JR.
CHUCK BROWN
GRANDMASTER MELLE

MIDWEST

WBMX/Chicago

Lee Michaels

CITY STREETS
LIONEL RICHIE
JACKSONS
MTUME
JANICE MARIE JOHN
TYZIK
SKOOL BOYZ
BROTHERS JOHNSON
DEBBIE DEB
RICK JAMES
Hottest:
O'BRYAN
CHERRELLE
PATRICE RUSHEN
DENIECE WILLIAMS
CHANGE

WGCI/Chicago

Graham Armstrong

RICK JAMES
JACKSONS
MTUME
VALENTINE BROS.
RAY PARKER JR.
Hottest:
JOCELYN BROWN
ONE WAY
JERMAINE JACKSON
TINA TURNER
PRINCE

WBLZ/Cincinnati

Brian Castle

JACKSONS
LIONEL RICHIE
ONE WAY
KENNY LOGGINS
RAY PARKER JR.
Hottest:
PRINCE
PATRICE RUSHEN
TINA TURNER
JERMAINE JACKSON
ROGER

WCIN/Cincinnati

Sid Kennedy

MICHAEL JACKSON
JACKSONS
SHANNON
SHEILA E
KEISA BROWN
GEORGE HOWARD
SPINNERS
LIONEL RICHIE
LILLO THOMAS
RAY PARKER JR.
RICK JAMES
VALENTINE BROS.
BROTHERS JOHNSON
Hottest:
JERMAINE JACKSON
SMOKEY ROBINSON
PATRICE RUSHEN
PEABO BRYSON
ROGER

WZAK/Cleveland

Lynn Tolliver

JACKSONS
TIME
SHANNON
STANLEY CLARKE
LIONEL RICHIE
CRUSADERS
MTUME
BRYAN LOREN
LATTISAW & GILL
DISCO 3
BLAST
INVISIBLES
Hottest:
PRINCE
TINA TURNER
RJ'S LATEST ARRIV
KLEER
ONE WAY

WDMT/Cleveland

Kelly/Dean

JOHNNY MATHIS
Hottest:
RJ'S LATEST ARRIV
O'BRYAN
WORLD FAMOUS SU
POINTER SISTERS
KLEER

WHUR/Washington, DC

Libby Lawson

RICK JAMES
OLLIE & JERRY
ELEANOR GRANT
BROTHERS JOHNSON
CHI-LITES
SPINNERS
LILLO THOMAS
LIONEL HAMPTON
ONE WAY
Hottest:
O'BRYAN
PRINCE
CHANGE
MICHAEL JACKSON
CHERRELLE

WJMO/Cleveland

Rod See

RICHARD D. FIELDS
TYZIK
MTUME
LAKESIDE
JENNY BURTON
Hottest:
JOCELYN BROWN
TINA TURNER
PRINCE
CAMEO

WVCO/Columbus

Lyles/Jones

JACKSONS
Hottest:
PEABO BRYSON
JOCELYN BROWN
PRINCE
RAY PARKER JR.
TINA TURNER

WDAO/Dayton

Lankford Stephens

JACKSONS
LIONEL RICHIE
BRYAN LOREN
SHANNON
CHUCK BROWN
LIPSTICK
D TRAIN
STANLEY CLARKE
SPINNERS
JIMMY CASTOR
BROTHERS JOHNSON
LATTISAW & GILL
Hottest:
ART OF NOISE
TINA TURNER
PATRICE RUSHEN
ROGER

WGPR/Detroit

Joe Spencer

JOE SIMON
BROTHERS JOHNSON
RAY PARKER JR.
JERMAINE STEWART
CYBOTRON
CAPTAIN ROCK
JACKSONS
Hottest:
PATRICE RUSHEN
JOCELYN BROWN
PRINCE
NUANCE
TINA TURNER

WJLB/Detroit

James Alexander

JACKSONS
MTUME
SKOOL BOYZ
Hottest:
DEBARGE
SHEILA E
NEWCLEUS
PRINCE
ROCKWELL

WDRQ/Detroit

Steve Harris

MADONNA
BROTHERS JOHNSON
EGYPTIAN LOVER
Hottest:
JERMAINE STEWART
JOCELYN BROWN
PRINCE
RJ'S LATEST ARRIV
SHEILA E

WLTH/Gary

Dana Huskisson

SPINNERS
NONA HENDRYX
MICHAEL JACKSON
BILLY OCEAN
SHANNON
LIONEL RICHIE
JACKSONS
Hottest:
DENIECE WILLIAMS
O'BRYAN
JOCELYN BROWN
PATRICE RUSHEN
PRINCE

SOUTH

WAOK/Atlanta

Larry Tinsley

ONE WAY
BROTHERS JOHNSON
KOOOL & THE GANG
PATTI AUSTIN
GEORGE MCCRAE
DAMARIS
EDDIE KENDRICKS
RAY PARKER JR.
VALENTINE BROS.
JUNIE MORRISON
Hottest:
PRINCE
TINA TURNER
WOMACK & WOMACK
PATRICE RUSHEN
DENIECE WILLIAMS

WVEE/Atlanta

Scotty Andrews

DEELE
RICK JAMES
SHANNON
BROTHERS JOHNSON
BRASS CONSTRUCTIO
VALENTINE BROS.
SKOOL BOYZ
Hottest:
PRINCE
GRANDMASTER MELLE
ROCKWELL
WOMACK & WOMACK
TINA TURNER

WKWM/Grand Rapids

Frank Grant

JACKSONS
BILLY OCEAN
LIONEL RICHIE
SKOOL BOYZ
KOOOL & THE GANG
Hottest:
PRINCE
ONE WAY
DENIECE WILLIAMS
PATRICE RUSHEN
WORLD FAMOUS SU

WTLC/Indianapolis

Jay Johnson

LIONEL RICHIE
FORMULA FIVE
VALENTINE BROS.
CHUCK BROWN
Hottest:
JERMAINE JACKSON
WORLD FAMOUS SU
PRINCE
JOCELYN BROWN
OLLIE & JERRY

WLUM/Milwaukee

Susie Austin

JACKSONS
RENO & WILSON
SHEILA E
DENNIS EDWARDS
KENNY LOGGINS
ROBIN GIBB
ELTON JOHN
LAKESIDE
TEDDY PENDERGRASS
Hottest:
JACKSONS
JERMAINE JACKSON
PRINCE
NEWCLEUS
OLLIE & JERRY

WWS/Saginaw

Kermit Crockett

BROTHERS JOHNSON
VALENTINE BROS.
LIONEL RICHIE
BEAU WILLIAMS
REGGIE GRIFFIN
SPINNERS
Hottest:
PRINCE
RAY PARKER JR.
CAROL COOPER
MARCUS MILLER
EDDIE KENDRICKS
CRUSADERS
WILLIE CLAYTON
BROTHERS JOHNSON
STANLEY CLARKE
Hottest:
ONE WAY
PRINCE
PATRICE RUSHEN
JOHNNY MATHIS
TINA TURNER

KMJM/St. Louis

Ron Atkins

none
Hottest:
PRINCE
WORLD FAMOUS SU
ROCKWELL
DIVINE SOUNDS
JOCELYN BROWN

WZEN-FM/St. Louis

Rod King

JACKSONS
LIONEL RICHIE
BEAT MASTER
TYZIK
RICHARD D. FIELDS
FORMULA FIVE
BROTHERS JOHNSON
PUMPKIN
Hottest:
CHERRELLE
JOCELYN BROWN
O'BRYAN
PRINCE
JACKSONS

WVOI/Toledo

Maxx Myrick

JACKSONS
JANICE MARIE JOHN
EDDIE KENDRICKS
Hottest:
JERMAINE JACKSON
CHERRELLE
PRINCE
ONE WAY
ROGER

WRDW/Augusta

Charlotte Logan

MTUME
KASHIF
JACKSONS
JOCELYN BROWN
ONE WAY
Hottest:
PRINCE
BAR-KAYS
DENIECE WILLIAMS
O'BRYAN
RJ'S LATEST ARRIV

KNOW/Austin

Ken Rush

MTUME
JACKSONS
RAY PARKER JR.
VALENTINE BROS
SHANNON
GRIFFIN
Hottest:
PRINCE
PATRICE RUSHEN
ROCKWELL
OLLIE & JERRY
DIVINE SOUNDS

WATV/Birmingham

Ron January

JACKSONS
LIONEL RICHIE
MTUME
BETTY WRIGHT
CITY STREETS
BROTHERS JOHNSON
Hottest:
PRINCE
PATRICE RUSHEN
JERMAINE JACKSON
JOCELYN BROWN
CHERRELLE

WENN/Birmingham

Michael Star

NONA HENDRYX
Hottest:
PRINCE
DENIECE WILLIAMS
ROCKWELL
PATRICE RUSHEN
JOCELYN BROWN

WWWZ/Charleston

Al Wilson

TYZIK
TIME
SERGIO MENDES
CENTRAL LINE
KOKO POP
VALENTINE BROS.
FATBACK
SMOKEY ROBINSON
SHANNON
RICHARD D. FIELDS
LILLO THOMAS
SKOOL BOYZ
MARCUS MILLER
EVELYN KING
Hottest:
JERMAINE JACKSON
PATRICE RUSHEN
DENIECE WILLIAMS
CHERRELLE
PRINCE
ONE WAY
TINA TURNER
JOCELYN BROWN
DENNIS EDWARDS

WQMG/Greensboro

Shelly Bynum

JACKSONS
NONA HENDRYX
TIME
LIONEL RICHIE
PEOPLE'S CHOICE
CAROL LYNN TOWNES
Hottest:
ROCKWELL
JOCELYN BROWN
WORLD FAMOUS SU
PRINCE
JACKSONS

KMJQ/Houston

Jim Snowden

RAY PARKER JR.
CAROL COOPER
MARCUS MILLER
EDDIE KENDRICKS
CRUSADERS
WILLIE CLAYTON
BROTHERS JOHNSON
STANLEY CLARKE
Hottest:
ONE WAY
PRINCE
PATRICE RUSHEN
JOHNNY MATHIS
TINA TURNER

WPEG/Charlotte

Mike Rossi

CHUCK BROWN
VALENTINE BROS.
BRYAN LOREN
RICHARD D. FIELDS
PEOPLE'S CHOICE
JACKSONS
SUN
BRASS CONSTRUCTIO
EDDIE KENDRICKS
LEON BRYANT
DIVINE SOUNDS
RAY PARKER JR.
BROTHERS JOHNSON
Hottest:
JOCELYN BROWN
PRINCE
ONE WAY
TERRI WELLS

WJMI/Jackson

Carl Haynes

SHANNON
JACKSONS
LIONEL RICHIE
BROTHERS JOHNSON
JANICE MARIE JOHN
SUTTONS
Hottest:
MICHAEL JACKSON
RJ'S LATEST ARRIV
JERMAINE JACKSON
CHERYL LYNN

WKXI/Jackson

Tommy Marshall

TERRI WELLS
RAY PARKER JR.
ART OF NOISE
WORLD FAMOUS SU
BROTHERS JOHNSON
JACKSONS
Hottest:
O'BRYAN
POINTER SISTERS
ROGER
LATOYA JACKSON
DENNIS EDWARDS

WNOO/Chattanooga

J. Reilly

JACKSONS
PRETTY TONY
MTUME
RAY PARKER JR.
KLEER
SUTTONS
ROYALCASH
LILLO THOMAS
Hottest:
PRINCE
O'BRYAN
JERMAINE JACKSON
ROGER
JOCELYN BROWN

WJTI/Chattanooga

Rich Phillips

JACKSONS
TIME
STANLEY CLARKE
DURAN DURAN
EURYTHMICS
MTUME
MARCUS MILLER
GIRLS
Hottest:
LAKESIDE
KASHIF
OLLIE & JERRY
SHEILA E
RAY PARKER JR.

WOIC/Columbia

Mickey Arnold

LIONEL RICHIE
MTUME
JACKSONS
TIME
NUANCE
PUMPKIN
LILLO THOMAS
BROTHERS JOHNSON
CITY STREETS
Hottest:
LATOYA JACKSON
PATRICE RUSHEN
JOCELYN BROWN
OLLIE & JERRY
PRINCE

KKDA-FM/Dallas

Terri Avery

REATHEL BEAN & DO
TEDDY PENDERGRASS
ART OF NOISE
BROTHERS JOHNSON
STANLEY CLARKE
DAN HARTMAN
UNCLE JAMS ARMY
WOMACK & WOMACK
Hottest:
CAMEO
DENNIS EDWARDS
OLLIE & JERRY
RUN D.M.C.

KNOK-FM/Ft. Worth

Kenny Byrd

ATTITUDE
LIONEL RICHIE
BROTHERS JOHNSON
SHEILA E
BILLY OCEAN
DEELE
CHERRELLE
KOKO POP
VALENTINE BROS.
PRINCE
ONE WAY
TINA TURNER
JOCELYN BROWN
DENNIS EDWARDS

WJJS/Lynchburg

Lad Goins

LILLO THOMAS
ONE WAY
RAY PARKER JR.
MTUME
SHANNON
BROTHERS JOHNSON
ELEANOR GRANT
Hottest:
NEWCLEUS
RJ'S LATEST ARRIV
CYNDI LAUPER
DENIECE WILLIAMS
CHANGE

KRNB-FM/Memphis

Melvin Jones

LAKESIDE
KASHIF
JACKSONS
Hottest:
ROCKWELL
PRINCE
POINTER SISTERS
HERBIE HANCOCK
CAMEO

WHRK/Memphis

Jim Maddox

LIONEL RICHIE
KASHIF
FACE TO FACE
RAY PARKER JR.
SMOKEY ROBINSON
JOHNNY MATHIS
BETTY WRIGHT
Hottest:
DEBARGE
TINA TURNER
JOCELYN BROWN
NEWCLEUS

WDIA/Memphis

Bobby O'Jay

BOBBY WOMACK
LIONEL RICHIE
BROTHERS JOHNSON
VALENTINE BROS.
KOKO POP
RICK JAMES
Hottest:
JOCELYN BROWN
TINA TURNER
DENNIS EDWARDS
SHEILA E
ERINCE

WJAX/Jacksonville

Chris Turner

JACKSONS
ONE WAY
BROTHERS JOHNSON
RAMSEY LEWIS
LIONEL RICHIE
Hottest:
PRINCE
OLLIE & JERRY
SHEILA E
TINA TURNER
JACKSONS

WPDO/Jacksonville

Marc Little

JACKSONS
CHUCK BROWN
SKOOL BOYZ
NIRVANA
BETTY WRIGHT
LIONEL RICHIE
BROTHERS JOHNSON
LATTISAW & GILL
LILLO THOMAS
PAUL KELLY
HUNT'S DETERMINAT
Hottest:
DIVINE SOUNDS
JERMAINE JACKSON
PRINCE
PEABO BRYSON
JACKSONS

KJCB/Lafayette

Beatrice Evans

SHANNON
LEON BRYANT
JACKSONS
RAY PARKER JR.
BROTHERS JOHNSON
Hottest:
PATRICE RUSHEN
ROGER
PRINCE
JOCELYN BROWN
DIVINE SOUNDS

WLOU/Louisville

Tony Fields

GEORGE HOWARD
CAMEO
TYZIK
KOKO POP
MTUME
LIPSTICK
STANLEY CLARKE
NUANCE
KWICK
JACKSONS
Hottest:
CHANGE
RJ'S LATEST ARRIV
PATRICE RUSHEN
PRINCE
TINA TURNER

WJMS/Lynchburg

Lad Goins

LILLO THOMAS
ONE WAY
RAY PARKER JR.
MTUME
SHANNON
BROTHERS JOHNSON
ELEANOR GRANT
Hottest:
NEWCLEUS
RJ'S LATEST ARRIV
CYNDI LAUPER
DENIECE WILLIAMS
CHANGE

KHYS/Port Arthur

Mark Petry

BROTHERS JOHNSON
JACKSONS
YVONNE GAGE
RAY PARKER JR.
FORMULA FIVE
BARBARA MITCHELL
BRONNER BROTHERS
Hottest:
O'BRYAN
DENIECE WILLIAMS
POINTER SISTERS
PRINCE
JOCELYN BROWN

WANT/Richmond

Kirby Carmichael

JACKSONS
TIME
STANLEY CLARKE
SHEILA E
MTUME
ONE WAY
BLOODSTONE
RAY PARKER JR.
BILLY OCEAN
Hottest:
JERMAINE JACKSON
TEDDY PENDERGRASS
CAMEO
PEABO BRYSON
OLLIE & JERRY

WTOY/Roanoke

Scott Morris

SHEILA E
ONE WAY
SMOKEY ROBINSON
STANLEY CLARKE
JACKSONS
LIONEL RICHIE
Hottest:
JOCELYN BROWN
PRINCE
JERMAINE JACKSON
PATRICE RUSHEN
TINA TURNER

WEDR/Miami

Jackson/Jones

JAY NOVELLE
BEAU WILLIAMS
LOLEATTA HOLLOWAY
SPINNERS
JACKSONS
TIME
LAKESIDE
RICHARD D. FIELDS
Hottest:
DENIECE WILLIAMS
O'BRYAN
WOMACK & WOMACK
POINTER SISTERS
PATRICE RUSHEN

WBLX/Mobile

Sonny Love

JACKSONS
FORCE MD'S
BROTHERS JOHNSON
LIONEL RICHIE
FORMULA FIVE
SHANNON
LATTISAW & GILL
PRINCE
LATOYA JACKSON
ROGER
JACKSONS
DENIECE WILLIAMS

WQQK/Nashville

Fred Harvey

GRIFFIN
BROTHERS JOHNSON
JACKSONS
RUN D.M.C.
PUMPKIN
EVELYN KING
LIONEL RICHIE
CAROL LYNN TOWNES
Hottest:
PRINCE
RJ'S LATEST ARRIV
TINA TURNER
LAKESIDE
JOCELYN BROWN

WYLD-FM/New Orleans

Brute Bailey

JACKSONS
SHEILA E
ONE WAY
SUGAR HILL GANG
BILLY OCEAN
PATTI AUSTIN
Hottest:
JOCELYN BROWN
SWITCH
DENIECE WILLIAMS
IRENE CARA
JERMAINE JACKSON

WPLZ/Petersburg

Hardy Jay

JACKSONS
LAKESIDE
CHI-LITES
PATTI AUSTIN
NUANCE
EVELYN KING
Hottest:
SHEILA E
CHERRELLE
PATRICE RUSHEN
PRINCE
JACKSONS

KHYS/Port Arthur

Mark Petry

BROTHERS JOHNSON
JACKSONS
YVONNE GAGE
RAY PARKER JR.
FORMULA FIVE
BARBARA MITCHELL
BRONNER BROTHERS
Hottest:
O'BRYAN
DENIECE WILLIAMS
POINTER SISTERS
PRINCE
JOCELYN BROWN

WANT/Richmond

Kirby Carmichael

JACKSONS
TIME
STANLEY CLARKE
SHEILA E
MTUME
ONE WAY
BLOODSTONE
RAY PARKER JR.
BILLY OCEAN
Hottest:
JERMAINE JACKSON
TEDDY PENDERGRASS
CAMEO
PEABO BRYSON
OLLIE & JERRY

WTOY/Roanoke

Scott Morris

SHEILA E
ONE WAY
SMOKEY ROBINSON
STANLEY CLARKE
JACKSONS
LIONEL RICHIE
Hottest:
JOCELYN BROWN
PRINCE
JERMAINE JACKSON
PATRICE RUSHEN
TINA TURNER

KOKA/Shreveport

B.B. Davis

JACKSONS
IGLESIAS & ROSS
RAMSEY LEWIS
BONNIE POINTER
Hottest:
CHERRELLE
RJ'S LATEST ARRIV
ROGER
PRINCE
PATRICE RUSHEN

WWDW/Sumpter

Kevin Flemming

JACKSONS
RAY PARKER JR.
DEBBIE DEB
WILLIE CLAYTON
LILLO THOMAS
KOOOL & THE GANG
MTUME
JUNIE MORRISON
CITY STREETS
PEOPLE'S CHOICE
Hottest:
PRINCE
PATRICE RUSHEN
ROCKWELL
OLLIE & JERRY
JACKSONS

WANM/Tallahassee



JAZZ RADIO

NATIONAL AIRPLAY/30

June 29, 1984

| Last Week | Rank | Artist/Track |
|-----------|------|--|
| | 1 | STEPS AHEAD/Modern Times (Musician/Elektra) |
| | 2 | DAVE GRUSIN/Night-Lines (GRP) |
| | 3 | MILES DAVIS/Decoy (Columbia) |
| | 4 | PLAYBOY JAZZ FESTIVAL/Playboy Jazz Festival (Musician/Elektra) |
| | 5 | PAT METHENY w/C.HADEN & B.HIGGINS/Rejoicing (ECM) |
| | 6 | DON SEBESKY/Full Cycle (GNP Crescendo) |
| | 7 | BRANFORD MARSALIS/Scenes In The City (Columbia) |
| | 8 | McCOY TYNER/Dimensions (Musician/Elektra) |
| | 9 | SONNY ROLLINS/Sunny Days & Starry Nights (Milestone/Fantasy) |
| | 10 | CARMEN McRAE/You're Looking At Me (Concord) |
| | 11 | WOODY HERMAN BIG BAND/World Class (Concord) |
| | 12 | KENNY PORE/Inner City Dreams (ITI/Allegiance) |
| | 13 | SPYRO GYRA/Access All Areas (MCA) |
| | 14 | PONCHO SANCHEZ/Bien Sabroso! (Concord) |
| | 15 | KENT JORDAN/No Question About It (Columbia) |
| | 16 | JOHN HICKS/John Hicks (Theresa) |
| | 17 | GEORGE HOWARD/Steppin' Out (TBA/Palo Alto) |
| | 18 | EARL KLUGH/Wishful Thinking (Capitol) |
| | 19 | CARLA BLEY/Heavy Heart (ECM) |
| | 20 | COUNT BASIE & HIS ORCHESTRA/88 Basie Street (Pablo) |
| | 21 | CAL COLLINS/Milestone (Pausa) |
| DEBUT | 22 | TYZIK/Jammin' In Manhattan (Polydor/PG) |
| DEBUT | 23 | AL COHN/Standards Of Excellence (Concord) |
| | 24 | CRUSADERS/Ghetto Blaster (MCA) |
| | 25 | JOHN ABERCROMBIE & JOHN SCOFIELD/Solar (Palo Alto) |
| | 26 | JOHN BLAKE/Maiden Dance (Gramavision) |
| DEBUT | 27 | MAKOTO/Makoto (Qwest/WB) |
| | 28 | MILT JACKSON QUARTET/Soul Route (Pablo) |
| DEBUT | 29 | DENNY ZEITLIN/Tidal Wave (Palo Alto) |
| | 30 | EMILY REMLER/Transitions (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

- EAST COAST OFFERING "East Coast Offering" (MCA) 12/7**
Rotations: Heavy 1/0, Medium 8/4, Light 0/0, Extra Adds 3, Total Adds 7, WBFO, WMOT, KMHD. Heavy: WEEA. Medium: KERA, WLOQ, KADX, KJZZ, KUOP, KPLU, WMGI, WVOI.
- JORGE STRUNTZ & ARDESHIR FARAH "Frontera" (Milestone/Fantasy) 12/5**
Rotations: Heavy 2/0, Medium 3/2, Light 6/2, Extra Adds 1, Total Adds 5, WNOP, KJZZ, WHRO. Heavy: WDET, KPLU. Medium: WBBY, KWMU, KLCC.
- BOB RAVENSCROFT JAZZ TRIO "Trio '83" (Pro Indie) 11/6**
Rotations: Heavy 0/0, Medium 3/2, Light 8/4, Extra Adds 0, Total Adds 6, WBEE, KJAZ, WUSF, KLCC. Medium: WKSU, KPLU, KKSX.
- DAVID BENOIT "Waves Of Raves" (AVI) 9/0**
Rotations: Heavy 4/0, Medium 3/0, Light 2/0, Extra Adds 0, Total Adds 0, Heavy: WEEA, WMOT, WBBY, KKGQ. Medium: WLOQ, KMHD, WMGI.
- BILLY MITCHELL "Blues City Jam" (Pausa) 8/4**
Rotations: Heavy 1/0, Medium 3/1, Light 3/2, Extra Adds 1, Total Adds 4, KSAX, KJZZ, KLCC. Heavy: WEEA. Medium: WBFO, WLOQ, WKSU.
- BILL KIRCHNER NONET "Infant Eyes" (Sea Breeze) 8/4**
Rotations: Heavy 1/1, Medium 5/2, Light 1/0, Extra Adds 1, Total Adds 4, KMHD. Heavy: WBFO. Medium: WKSU, KKGQ, KJAZ, KPLU, WUSF.
- STEVE SMITH/VITAL INFORMATION "Orion" (Columbia) 8/3**
Rotations: Heavy 2/0, Medium 3/1, Light 0/0, Extra Adds 1, Total Adds 3, WJZZ KMHD, KXPR. Heavy: KJZZ, KPLU. Medium: WNOP, WDET, WVOI.
- JILL McMANUS "Symbols Of Hopi" (Concord) 7/5**
Rotations: Heavy 0/0, Medium 3/2, Light 2/1, Extra Adds 2, Total Adds 5, WNOP, KJAZ, KPLU. Medium: WBFO, KUHF, WUSF.
- STEVE DOUGLAS "King Cobra" (Fantasy) 7/3**
Rotations: Heavy 2/1, Medium 1/0, Light 3/1, Extra Adds 1, Total Adds 3, KTCJ, KJZZ. Heavy: WLOQ, WIAN. Medium: WEEA.
- MICHEL PETRUCCIANI "100 Hearts" (George Wein/Concord) 7/2**
Rotations: Heavy 3/1, Medium 3/0, Light 1/1, Extra Adds 0, Total Adds 0, KUHF, WKSU, KXPR. Medium: WFAE, KUOP, WHRO.
- CLAUDIO RODITI w/KENIA "Red On Red" (Greene Street/2001) 7/2**
Rotations: Heavy 1/0, Medium 3/1, Light 2/0, Extra Adds 1, Total Adds 2, KMCR. Heavy: KPLU. Medium: WBGO, WKSU, KKGQ.
- MICHAEL URBANIAK & LARRY CORYELL "Facts Of Life" (Love) 7/2**
Rotations: Heavy 2/0, Medium 2/0, Light 2/1, Extra Adds 1, Total Adds 2, WEEA, KCRW. Heavy: WDET, KJZZ. Medium: WIAN, KMCR.



The debut album features the compositions of Makoto Horiuchi as performed by the artist and a stellar cast of musicians. Qwest Records is proud to present this album of truly contemporary musical works, already receiving airplay on stations such as KKGQ and KJAZ.

Produced by Makoto Horiuchi for Gaijin Productions. Manufactured and Distributed by Warner Bros. Records Inc. © 1984 Qwest Records.

MOST ADDED

- SPYRO GYRA (12)
Access All Areas (MCA)
- AL COHN (9)
Standards of Excellence (Concord)
- PONCHO SANCHEZ (9)
Bien Sabroso! (Concord)
- TYZIK (9)
Jammin' In Manhattan (Polydor/PolyGram)
- MAKOTO (8)
Makoto (Qwest/WB)
- EAST COAST OFFERING (7)
East Coast Offering (MCA)
- WOODY HERMAN BIG BAND (7)
World Class (Concord)
- KENNY PORE (7)
Inner City Dreams (ITI/Allegiance)

HOTTEST

- STEPS AHEAD (20)
Modern Times (Musician/Elektra)
- MILES DAVIS (15)
Decoy (Columbia)
- DAVE GRUSIN (13)
Night-Lines (GRP)
- PLAYBOY JAZZ FESTIVAL (12)
Playboy Jazz Festival (Musician/Elektra)
- BRANFORD MARSALIS (9)
Scenes In The City (Columbia)
- DON SEBESKY (9)
Full Cycle (GNP/Crescendo)
- GEORGE HOWARD (8)
Steppin' Out (TBA/Palo Alto)
- EARL KLUGH (8)
Wishful Thinking (Capitol)

- KAZU MATSUI PROJECT f/ROBBEN FORD "Standing On The Outside" (Lakeside) 7/1**
Rotations: Heavy 2/0, Medium 4/1, Light 1/0, Extra Adds 0, Total Adds 1, KUHF. Heavy: WJZZ, WMGI. Medium: KTCJ, KJZZ, XHRM.
- VARIOUS "That's The Way I Feel Now" (A&M) 6/6**
Rotations: Heavy 1/1, Medium 3/3, Light 0/0, Extra Adds 2, Total Adds 6, WMOT, KJAZ. Heavy: WUSF. Medium: WEEA, KERA, KWMU.
- GENERATION BAND "Call Of The Wild" (Palo Alto) 6/5**
Rotations: Heavy 1/0, Medium 0/0, Light 1/1, Extra Adds 4, Total Adds 5, KSAX, KTCJ, KJAZ, KPLU, WMGI. Heavy: KKGQ.
- ANITA GRAVINE "Dream Dancing" (Progressive) 6/1**
Rotations: Heavy 1/0, Medium 3/1, Light 2/0, Extra Adds 0, Total Adds 1, KXPR. Heavy: KMHD. Medium: WFAE, WBBY.
- JULIE KELLY "We're On Our Way" (Pausa) 5/2**
Rotations: Heavy 0/0, Medium 2/1, Light 3/1, Extra Adds 0, Total Adds 2, KKSX. Medium: KKGQ, KMHD.
- SANDY OWEN "Euphonia" (Ivory) 5/1**
Rotations: Heavy 1/0, Medium 1/0, Light 3/1, Extra Adds 0, Total Adds 1, KLON. Heavy: WLOQ. Medium: KMHD.
- LEE RITENOUR "Banded Together" (Elektra) 5/0**
Rotations: Heavy 1/0, Medium 3/0, Light 1/0, Extra Adds 0, Total Adds 0, Heavy: WEEA. Medium: WLOQ, WMGI, WGCI.
- ART PEPPER "Art Works" (Galaxy) 4/3**
Rotations: Heavy 3/2, Medium 0/0, Light 0/0, Extra Adds 1, Total Adds 3, KMHD. Heavy: WBFO, KJAZ, KXPR.
- MIKE CAMPBELL & TOM GARVIN "Blackberry Winter" (ITI/Allegiance) 4/1**
Rotations: Heavy 0/0, Medium 2/1, Light 2/0, Extra Adds 0, Total Adds 1, KWMU. Medium: WFAE.
- MARSHALL VENTE "No Net!" (Mopro) 4/1**
Rotations: Heavy 0/0, Medium 1/0, Light 2/0, Extra Adds 1, Total Adds 1, KADX. Medium: WMOT.
- JUNIOR MANCE AND MARTIN RIVERA "For Dancers Only" (Sackville) 4/0**
Rotations: Heavy 2/0, Medium 1/0, Light 1/0, Extra Adds 0, Total Adds 0, Heavy: WBGO, KLON. Medium: WDET.

Regionalized Adds & Hots

Printed Adds are first ten provided by station. Hots are printed in order given by reporter. * symbol denotes commercial station.

| EAST | WUWU/West Seneca (*) | SOUTH | WMOG/Gainesville (*) | WMOT/Nashville | WLOO/Orlando (*) |
|---|---|---|---|---|--|
| WEAA/Baltimore Renita Woods CORNELIUS BUMPUS VARIOUS DENNY ZEITLIN URBANIAK & CORYELL ABERCROMBIE & SCO Hottest: DON SEBESKY DAVID BENOIT MILES DAVIS EAST COAST OFFER JOHN HICKS | WFOU/Bufalo John Hunt BILL KIRCHNER NON ART PEPPER SPYRO GYRA AL COHN WOODY HERMAN JILL McMANUS PEPPER ADAMS JAY McSWANN BLANCHARD & HARRI MAKOTO Hottest: MILES DAVIS BRANFORD MARSALIS CARMEN McRAE STAN GETZ & CHET BILL KIRCHNER NON GERGE HOWARD | WFAE/Charlotte Paul Stribling JOHN HICKS Hottest: DAVE GRUSIN DON SEBESKY JOHN BLAKE CHICK COREA KERA/Dallas-Ft Worth Ed Budanauro SPYRO GYRA EAST COAST OFFER DAVE GRUSIN VARIOUS TONI TENNILLE DON SEBESKY Hottest: MILES DAVIS KENNY PORE GEORGE HOWARD, STEPS AHEAD PLAYBOY JAZZ FEST Hottest: MILT JACKSON QUAR KENNY PORE JOHN BLAKE GENERATION BAND BILLY MITCHELL CAL COLLINS PONCHO SANCHEZ Hottest: STEPS AHEAD PAT METHENY EARL KLUGH MILES DAVIS GEORGE HOWARD | WMOT/Nashville Rick Forest JOE WILLIAMS NEW DEAL RHYTHM B EAST COAST OFFER SPYRO GYRA VARIOUS Hottest: DAVE GRUSIN SPYRO GYRA TONI TENNILLE DON SEBESKY JOHN BLAKE MAKOTO KUH/Houston Dave Edwards MICHEL PETRUCCIAN EMILY REMLER MARK LEVINE QUINT MONTY ALEXANDER BRANFORD MARSALIS CARMEN McRAE ED BICKERT BLANCHARD & HARRI LAURINDO ALBERTO PETER SPIAGUO Hottest: MICHEL PETRUCCIAN EMILY REMLER MONTY ALEXANDER CARMEN McRAE | WMOT/Nashville John Lowrey ABERCROMBIE & SCO STRUNTZ & FARAH Hottest: BRANFORD MARSALIS JOHN HICKS EMILY REMLER MCCOY TYNER BLANCHARD & HARRI WUHF/Tampa Bob Seymour VARIOUS BILL KIRCHNER NON BOB RAVENSCROFT CAL COLLINS KENNY PORE TYZIK Hottest: MILES DAVIS SONNY ROLLINS DON SEBESKY PLAYBOY JAZZ FEST MCCOY TYNER | WLOO/Orlando (*) Paul Gerardi SPYRO GYRA EAST COAST OFFER DENNY ZEITLIN JOHN HICKS Hottest: DAVE GRUSIN SPYRO GYRA STEVE DOUGLAS JENNY PORE EARL KLUGH WUHF/Tampa Bob Seymour VARIOUS BILL KIRCHNER NON BOB RAVENSCROFT CAL COLLINS KENNY PORE TYZIK Hottest: MILES DAVIS SONNY ROLLINS DON SEBESKY PLAYBOY JAZZ FEST MCCOY TYNER |

46 Reporters
43 Current Reports
The following station called in a frozen playlist this week:
WDMT/Cleveland

| WEST | KSNP/Portland (*) | KJZZ/Seattle (*) | WNOPI/Cincinnati (*) | WJZZ/Detroit (*) | WKSU/Kent |
|--|--|---|---|---|-----------|
| KADX/Denver (*) Bill Willett SPYRO GYRA Kenny Burrell EDDIE CLEARHEAD V DON RANDI & QUEST EAST COAST OFFER L.A. JAZZ WORKSHOP BILL HARDMAN PONCHO SANCHEZ CURTIS FULLER JOE WILLIAMS Hottest: EARL KLUGH STEPS AHEAD WILLIS JACKSON SPYRO GYRA SONNY ROLLINS KLCC/Eugene Michael Canning STRUNTZ & FARAH ETTA JONES GEORGE HOWARD CAL COLLINS FRED LIPSIEUS JERRY TACHOIR QU BOB RAVENSCROFT JIMMY POWDER BILLY MITCHELL Hottest: JOHN HICKS DON SEBESKY MILES DAVIS STEPS AHEAD SONNY ROLLINS | KSNP/Portland (*) Linda Alexander BOB RAVENSCROFT CAL COLLINS STEPS AHEAD JULIE KELLY TYZIK DON SEBESKY MICHEL PETRUCCIAN Hottest: MILES DAVIS PLAYBOY JAZZ FEST COUNT BASIE WOODY TYNER EARL KLUGH KUOP/Stockton Gail Schramm KJZZ/Seattle (*) Carol Handley JAMES & SCHULMAN BILLY MITCHELL STEVE DOUGLAS STUNTZ & FARAH JERRY TACHOIR QU WINDOWS EARL KLUGH PLAYBOY JAZZ FEST DAVE GRUSIN Hottest: KUOP/Stockton Gail Schramm WOODY HERMAN MAKOTO AL COHN SPYRO GYRA KENNY PORE Hottest: PLAYBOY JAZZ FEST BRANFORD MARSALIS DAVE GRUSIN DON SEBESKY EMILY REMLER L.A. JAZZ WORKSHOP DAVE STORKS ERIC LELAN JILL McMANUS GENERATION BAND SPYRO GYRA KENNY PORE Hottest: PONCHO SANCHEZ STRUNTZ & FARAH ABERCROMBIE & SCO WOODY HERMAN SONNY ROLLINS | WNOPI/Cincinnati (*) Chris Wagner KENNY BURRELL CRUSADERS WOODY HERMAN Hottest: DAVE GRUSIN HUGH HASEKELA MAKOTO BOB RAVENSCROFT DOUG MACLEOD LARRY FLARIVE TRI ABERCROMBIE & SCO MAKOTO Hottest: DENNY ZEITLIN MILT JACKSON QUAR LINDA RONSTADT CARLA BLEY BLANCHARD & HARRI WBBY/Columbus (*) Zoot Strider KENNY BURRELL AL COHN Hottest: STEPS AHEAD PAT METHENY EARL KLUGH DON SEBESKY KENT JORDAN | WJZZ/Detroit (*) John Hill PONCHO SANCHEZ STEVE SMITH PANKRA FRANCIS & Hottest: MILES DAVIS HUGH HASEKELA ETTA JONES JIMMY POWDER WDET/Detroit Judy Adams none Hottest: PAT METHENY CORYELL & URBANIA ABERCROMBIE & SCO MILES DAVIS STRUNTZ & FARAH | WKSU/Kent Linda Tonn BILLIE HOLIDAY MCCOY TYNER PLAYBOY JAZZ FEST MIDTOWN JAZZ MONI BILLY MITCHELL SAL SALVADOR BOB RAVENSCROFT CAL COLLINS JOHN HICKS DAVE GRUSIN Hottest: MILES DAVIS ABERCROMBIE & SCO SONNY ROLLINS BILLY HOLIDAY JOHN BLAKE KTCJ/Minneapolis (*) Ed Garret TYZIK STEVE DOUGLAS GENERATION BAND ROGER NEUMANN Hottest: DAVE GRUSIN COUNT BASIE STEPS AHEAD GEORGE HOWARD CRUSADERS | |

The following stations failed to report this week and therefore their playlists were frozen:
WDET/Detroit
WJAX/Jacksonville

R&R Country's Most Current Music

NATIONAL AIRPLAY/50

June 29, 1984

| Three Weeks | Two Weeks | Last Week | | Total Reports/Adds | Heavy | Medium | Light |
|-------------|-----------|-----------|--|--------------------|-------|--------|-------|
| 6 | 4 | 1 | 1 ANNE MURRAY/Just Another Woman In Love (Capitol) | 157/0 | 137 | 14 | 6 |
| 12 | 8 | 2 | 2 EARL THOMAS CONLEY/Angel In Disguise (RCA) | 157/0 | 133 | 19 | 5 |
| 14 | 11 | 5 | 3 DON WILLIAMS/That's The Thing About Love (MCA) | 158/0 | 135 | 23 | 0 |
| 11 | 10 | 6 | 4 EDDIE RABBITT/B-B-B-Burning Up With Love (WB) | 154/0 | 125 | 25 | 4 |
| 16 | 13 | 8 | 5 RONNIE MILSAP/Still Losing You (RCA) | 158/0 | 102 | 52 | 4 |
| 8 | 5 | 4 | 6 THE STATLERS/Atlanta Blue (Mercury/PG) | 149/0 | 115 | 24 | 10 |
| 18 | 15 | 10 | 7 JUDDS/Mama He's Crazy (RCA/Curb) | 152/2 | 105 | 37 | 10 |
| 17 | 14 | 9 | 8 JANIE FRICKE/If The Fall Don't Get You (Columbia) | 151/0 | 100 | 40 | 11 |
| 20 | 16 | 13 | 9 LEE GREENWOOD/God Bless The U.S.A. (MCA) | 154/1 | 91 | 57 | 6 |
| 25 | 17 | 14 | 10 T.G. SHEPPARD/Somewhere Down The Line (WB/Curb) | 156/1 | 66 | 82 | 8 |
| 28 | 22 | 18 | 11 BELLAMY BROTHERS/Forget About Me (MCA/Curb) | 155/2 | 56 | 89 | 10 |
| 26 | 23 | 20 | 12 NITTY GRITTY DIRT BAND/Long Hard Road... (WB) | 152/3 | 51 | 89 | 12 |
| 30 | 26 | 21 | 13 DOLLY PARTON/Tennessee Homesick Blues (RCA) | 154/4 | 49 | 88 | 17 |
| 4 | 3 | 7 | 14 EXILE/I Don't Want To Be A Memory (Epic) | 127/1 | 81 | 31 | 15 |
| 24 | 20 | 17 | 15 MICHAEL MARTIN MURPHEY/Disenchanted (Liberty) | 141/1 | 50 | 78 | 13 |
| 2 | 1 | 3 | 16 CONWAY TWITTY/Somebody's Needin' Somebody (WB) | 128/0 | 85 | 23 | 20 |
| 23 | 21 | 19 | 17 MEL TILLIS/New Patches (MCA) | 135/4 | 66 | 50 | 19 |
| 39 | 32 | 27 | 18 BARBARA MANDRELL/Only A Lonely Heart Knows (MCA) | 149/6 | 33 | 95 | 21 |
| 37 | 28 | 25 | 19 GEORGE STRAIT/Let's Fall To Pieces Together (MCA) | 148/10 | 38 | 81 | 29 |
| 27 | 24 | 22 | 20 JOHN ANDERSON/I Wish I Could Write You A Song (WB) | 135/5 | 55 | 60 | 20 |
| 36 | 31 | 29 | 21 DEBORAH ALLEN/I Hurt For You (RCA) | 152/9 | 22 | 98 | 32 |
| 44 | 35 | 30 | 22 HANK WILLIAMS JR./Attitude Adjustment (WB/Curb) | 138/9 | 25 | 83 | 30 |
| 33 | 27 | 26 | 23 MOE BANDY & JOE STAMPLEY/Where's The Dress (Columbia) | 123/4 | 28 | 70 | 25 |
| 13 | 12 | 11 | 24 B.J. THOMAS/The Whole World's In Love When... (Clev. Int./Col.) | 104/0 | 64 | 28 | 12 |
| 42 | 37 | 32 | 25 JIM GLASER/You're Gettin' To Me Again (Noble Vision) | 142/9 | 13 | 84 | 45 |
| 32 | 30 | 28 | 26 WHITES/Forever You (MCA/Curb) | 125/1 | 29 | 72 | 24 |
| 45 | 36 | 31 | 27 CHARLEY PRIDE/The Power Of Love (RCA) | 136/3 | 10 | 89 | 37 |
| 1 | 2 | 12 | 28 ALABAMA/When We Make Love (RCA) | 95/0 | 40 | 39 | 16 |
| - | 40 | 35 | 29 WAYLON JENNINGS/Never Could Toe The Mark (RCA) | 137/14 | 7 | 89 | 41 |
| 41 | 38 | 33 | 30 KENDALLS/My Baby's Gone (Mercury/PG) | 119/6 | 18 | 72 | 29 |
| - | - | 39 | 31 JOHN CONLEE/Way Back (MCA) | 127/24 | 6 | 72 | 49 |
| 3 | 7 | 16 | 32 VERN GOSDIN/I Can Tell By The Way You Dance (Compleat/PG) | 91/0 | 30 | 34 | 27 |
| 47 | 43 | 37 | 33 MARK GRAY/If All The Magic Is Gone (Columbia) | 113/16 | 11 | 65 | 37 |
| 9 | 9 | 15 | 34 GARY MORRIS/Between Two Fires (WB) | 88/0 | 31 | 32 | 25 |
| - | - | 49 | 35 KENNY ROGERS/Evening Star (RCA) | 120/43 | 5 | 51 | 64 |
| - | 46 | 40 | 36 SHELLY WEST/Somebody Buy This Cowgirl A Beer (Viva) | 108/12 | 9 | 62 | 37 |
| - | 49 | 41 | 37 CHARLY McCLAIN & MICKEY GILLEY/The Right Stuff (Epic) | 121/14 | 6 | 54 | 61 |
| - | - | 45 | 38 GLEN CAMPBELL/Faithless Love (Atlantic America) | 120/21 | 3 | 53 | 64 |
| DEBUT | - | - | 39 CRYSTAL GAYLE/Turning Away (WB) | 121/74 | 2 | 40 | 79 |
| - | 45 | 43 | 40 KEITH STEGALL/I Want To Go Somewhere (Epic) | 102/16 | 6 | 59 | 37 |
| 5 | 6 | 24 | 41 GEORGE JONES/You've Still Got A Place In My Heart (Epic) | 76/0 | 23 | 28 | 25 |
| - | - | 48 | 42 RONNIE McDOWELL/I Got A Million Of 'Em (Epic) | 112/29 | 4 | 45 | 63 |
| - | - | 47 | 43 ATLANTA/Pictures (MCA) | 100/13 | 2 | 49 | 49 |
| 38 | 34 | 34 | 44 JOHNNY RODRIGUEZ/Let's Leave The Lights On Tonight (Epic) | 80/2 | 8 | 52 | 20 |
| DEBUT | - | - | 45 REBA McENTIRE/He Broke Your Memory Last Night (MCA) | 100/22 | 2 | 41 | 57 |
| 21 | 18 | 23 | 46 BILL MEDLEY/I Still Do (RCA) | 66/0 | 14 | 34 | 18 |
| DEBUT | - | - | 47 TAMMY WYNETTE/Lonely Heart (Epic) | 71/5 | 6 | 36 | 29 |
| 46 | 42 | 38 | 48 JOHNNY LEE/One More Shot (Full Moon/WB) | 64/1 | 7 | 37 | 20 |
| DEBUT | - | - | 49 KATHY MATTEA/You've Got A Soft Place To Fall (Mercury/PG) | 82/13 | 0 | 28 | 54 |
| DEBUT | - | - | 50 GENE WATSON/Little By Little (MCA) | 76/29 | 1 | 23 | 52 |

MOST ADDED

- CRYSTAL GAYLE (74)
Turning Away (WB)
- LEON EVERETTE (44)
Shot In The Dark (RCA)
- KENNY ROGERS (43)
Evening Star (RCA)
- SYLVIA (42)
Love Over Old Times (RCA)
- MERLE HAGGARD (31)
Let's Chase Each Other Around... (Epic)
- RONNIE McDOWELL (29)
I Got A Million Of 'Em (Epic)
- GENE WATSON (29)
Little By Little (MCA)
- REX ALLEN JR. (25)
Dream On Texas Ladies (Moon Shine)
- JOHN CONLEE (24)
Way Back (MCA)
- REBA McENTIRE (22)
He Broke Your Memory Last Night (MCA)

HOTTEST

- ANNE MURRAY (69)
Just Another Woman In Love (Capitol)
- EARL THOMAS CONLEY (63)
Angel In Disguise (RCA)
- DON WILLIAMS (59)
That's The Thing About Love (MCA)
- EDDIE RABBITT (55)
B-B-B-Burning Up With Love (WB)
- THE STATLERS (48)
Atlanta Blue (Mercury/PolyGram)
- JUDDS (46)
Mama He's Crazy (RCA/Curb)
- LEE GREENWOOD (44)
God Bless The U.S.A. (MCA)
- CONWAY TWITTY (33)
Somebody's Needin' Somebody (WB)
- EXILE (30)
I Don't Want To Be A Memory (Epic)
- MOE BANDY & JOE STAMPLEY (21)
Where's The Dress (Columbia)
- HANK WILLIAMS JR. (21)
Attitude Adjustment (WB/Curb)

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

CRYSTAL GAYLE Turning Away (WB)

On 77% of reporting stations. Rotations: Heavy 2, Medium 40, Light 79, Total Adds 74 including WCAO, WNYR, KASE, WYNK, WAMZ, WQYK, WDAF, WOW, WCXL, WIL, KIK-FM, KLZ, KVEG, KRSY, KSAN. A Most Added Record. Debuts at number 39 on the Country chart.

KENNY ROGERS Evening Star (RCA)

On 76% of reporting stations. Rotations: Heavy 5, Medium 51, Light 64, Total Adds 43 including WYRK, WRKZ, WPOR, KASE, WZZK, WCOS, KIKK, WQHK, WMIL, WXCL, K102, KVOO, KKCS, KRSY, KSOP. A Most Added Record. Moves 49-35 on the Country chart.

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, 6-25-84.

RONNIE McDOWELL I Got A Million Of 'Em (Epic)

On 71% of reporting stations. Rotations: Heavy 4, Medium 45, Light 63, Total Adds 29 including WYRK, WKYG, KIX106, WCOS, KPLX, WESC, KIKK, WAMZ, WUSQ, WUBE, WMNI, WONE, WHBF, KFRY, KSOP, KCBO. A Most Added Record. Moves 48-42 on the Country chart.

REBA McENTIRE

He Broke Your Memory Last Night (MCA)

On 63% of reporting stations. Rotations: Heavy 2, Medium 41, Light 57, Total Adds 22 including WAJR, KIX106, WILQ, WEZL, WESC, KLLL, WSIX, WKIX, WUSQ, WONE, WKQO, WDAF, WHBF, KVEG, KCBO. Debuts at number 45 on the Country chart.

ATLANTA Pictures (MCA)

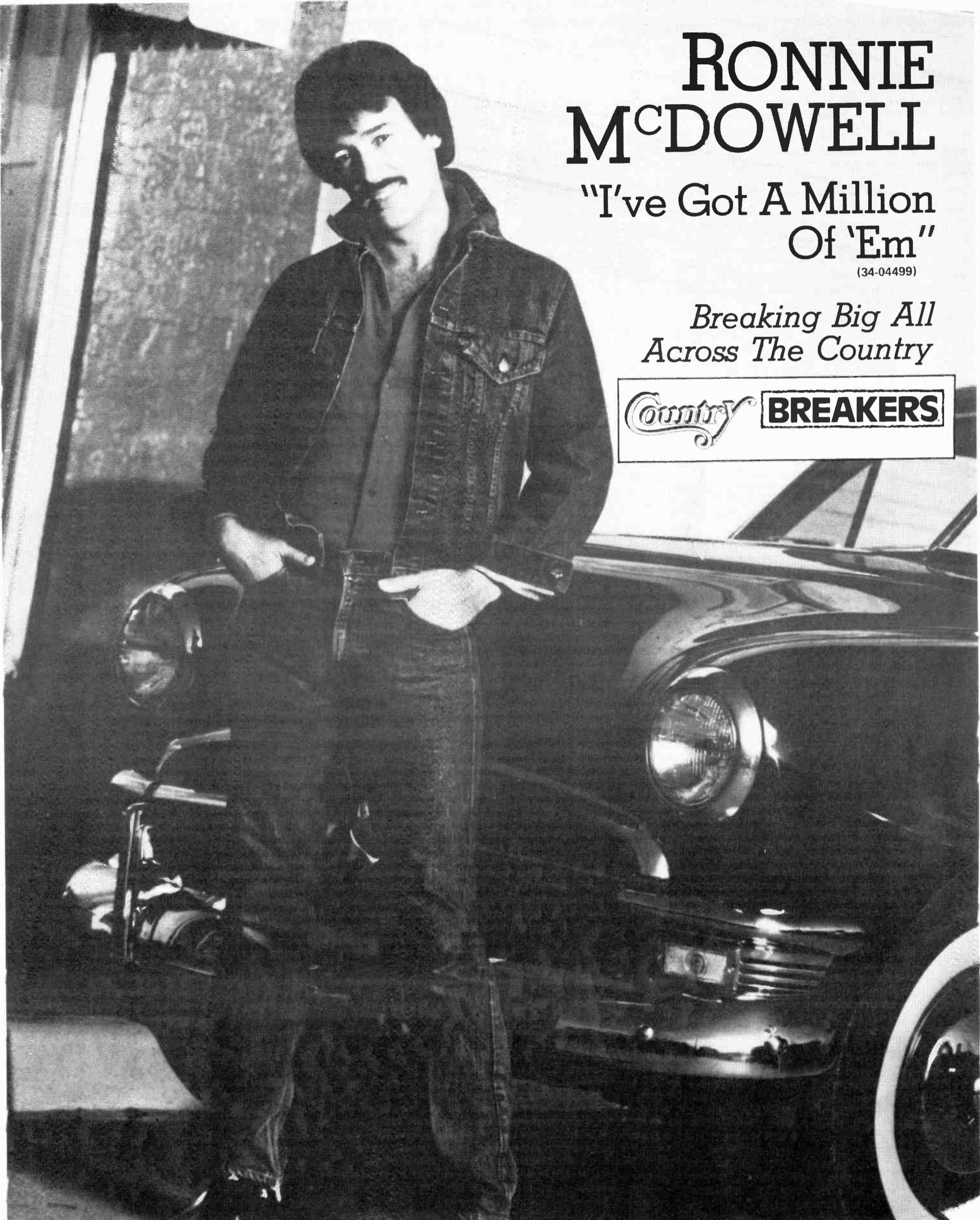
On 63% of reporting stations. Rotations: Heavy 2, Medium 49, Light 49, Total Adds 13, KEAN, KMML, WYNK, WZZK, KLRA, WAMZ, KJJY, WXCL, WIL, KYAK, KVOC, KKCS, KFTN. Moves 47-43 on the Country chart.

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RONNIE M^CDOWELL

"I've Got A Million
Of 'Em"

(34-04499)

*Breaking Big All
Across The Country*

Country **BREAKERS**

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Acceptance Of This Hit Record. From The Album "WILLING"

Produced by Buddy Killen on Epic Records and Cassettes

(FE -39329)

Epic



NEW & ACTIVE

- KATHY MATTEA "You've Got A Soft Place To Fall" (Mercury/PolyGram) 82/13**
Rotations: Heavy 0, Medium 28, Light 54, Total Adds 13, WXXW, WWVA, KRRV, KXYL, KLRA, KLLL, KYXX, WRNL, WITL, WXCL, KIK-FM, KQIL, KWJJ. Medium: WCXI, KTTS. Debuts at number 49 on the Country chart.
- GENE WATSON "Little By Little" (MCA) 76/29**
Rotations: Heavy 1, Medium 23, Light 52, Total Adds 29 including WGNA, WPOR, CHOW, WKLO, KHEY, WPAP, KRRK, WAXX, KOMA, KTPK, KIK-FM, KFRY, KVEG, KCKC, KCUB. Debuts at number 50 on the Country chart.
- GUS HARDIN "How Are You Spending My Nights" (RCA) 71/15**
Rotations: Heavy 2, Medium 16, Light 53, Total Adds 15, WGNA, WILQ, KMML, WESC, KLRA, WLWI, WKIX, WQYK, WIRK, KSO, WHBF, KIOV, WTOD, KIK-FM, KCUB.
- TAMMY WYNETTE "Lonely Heart" (Epic) 71/5**
Rotations: Heavy 6, Medium 36, Light 29, Total Adds 5, WEZL, KLRA, WONE, KRRK, WGEE. Heavy: KASE, WMC, WOKK, WIRK, KSO, KSOP. Medium: WSNO, WYII, WHBF, KUZZ.
- BECKY HOBBS "Oklahoma Heart" (Liberty) 69/8**
Rotations: Heavy 2, Medium 22, Light 45, Total Adds 8, WKYG, WEZL, WESC, KLRA, WPAP, KECK, KKAL, KFRY. Heavy: KKYX, KVOO. Medium: WBGW, KYXX, WCXI, KMPS, KCUB.
- KIMBERLY SPRINGS "Slow Dancin'" (Capitol) 66/15**
Rotations: Heavy 0, Medium 15, Light 51, Total Adds 15, WIXL, KMML, WSOC, WESC, KLRA, KLLL, WONE, WHBF, KTPK, KFDI, KYAK, KGHL, KUUY, KEIN, KCUB.
- LEON EVERETTE "Shot In The Dark" (RCA) 62/44**
Rotations: Heavy 0, Medium 12, Light 50, Total Adds 44 including WXXW, WAJR, WYNN, WSOC, KIKK, WLWI, KKYX, WXCL, WTOD, KFDI, KIK-FM, KUUY, KUGN, KSOP, KGA.
- SYLVIA "Love Over Old Times" (RCA) 57/42**
Rotations: Heavy 0, Medium 9, Light 48, Total Adds 42 including WGNA, WAJR, WKYG, KASE, WYNN, WESC, WNOX, WCMS, WRNL, WOW, KVOO, KFRY, KEIN, KCKC, KGA.
- JUICE NEWTON "A Little Love" (RCA) 57/6**
Rotations: Heavy 2, Medium 20, Light 35, Total Adds 6, WWVA, KMML, WESC, KLRA, KECK, KIOV. Heavy: WXXW. Medium: WKYG, KRMD, WUSQ, WONE, KFRY, KRSY, KSOP.
- RONNIE DUNN "She Put The Sad In All His Songs" (MCA/Churchill) 42/9**
Rotations: Heavy 0, Medium 10, Light 32, Total Adds 9, WCAO, KIKK, WOKK, KBMR, WKKK, KUGN, KQIL, KRSY, KSOP. Medium: WYII, KXYL, KKYX, WITL, KECK, KTTS.
- REX ALLEN JR. "Dream On Texas Ladies" (Moon Shine) 34/25**
Rotations: Heavy 0, Medium 4, Light 30, Total Adds 25 including WGNA, CHOW, KEAN, KMML, WAMZ, WWOD, WCMS, WIRK, KFGO, WXCL, KTPK, KUGN, KWJJ, KSOP, KIGO.
- TOM T. HALL "Famous In Missouri" (Mercury/PolyGram) 34/10**
Rotations: Heavy 0, Medium 6, Light 28, Total Adds 10, KRRV, KHEY, WIRK, KWMT, WOW, WWJO, KEIN, KRSY, KTOM, KSOP. Medium: WGNA, WYII, KUUY, KQIL.
- MERLE HAGGARD "Let's Chase Each Other Around The Room" (Epic) 32/31**
Rotations: Heavy 1, Medium 7, Light 24, Total Adds 31 including WBGW, WSNO, WSOC, WTVY, KSSN, WAMZ, WMC, WKSJ, KRMD, KSO, KFDI, KUZZ, KNIX, KTOM, KCKC.

SIGNIFICANT ACTION

- SIERRA "Love Is The Reason" (Awesome) 30/7**
Rotations: Heavy 0, Medium 3, Light 27, Total Adds 7, WOKQ, KMML, WESC, KFGO, WITL, WHBF, KCUB. Medium: WSNO, KISS-FM.
- GARY WOLF "You Bring The Heartache..." (Mercury/PolyGram) 30/5**
Rotations: Heavy 0, Medium 2, Light 28, Total Adds 4, KHEY, KFGO, WTOD, KGA. Medium: KIGO. Light: WVAM, WBGW, WTVY, KRMD, WHBF, KWJJ.
- JOHNNY CASH "The Chicken In Black" (Columbia) 27/21**
Rotations: Heavy 0, Medium 3, Light 24, Total Adds 21 including WOKQ, WTVY, WLWI, WCMS, WQYK, WUSN, WOW, WTOD, KNIX, KWJJ, KCKC.
- CRAIG DILLINGHAM "1984" (MCA/Curb) 26/20**
Rotations: Heavy 0, Medium 2, Light 24, Total Adds 20 including WVAM, WKYG, WYII, KKYX, WIRK, WOW, KVOO, KIK-FM, KFRY, KSOP.
- JOE SUN "Bad For Me" (AMI) 24/5**
Rotations: Heavy 0, Medium 2, Light 22, Total Adds 5, KHEY, KLRA, KBMR, WAXX, WTOD. Medium: WPTR, KQIL. Light: WKYG, WIRK, KGA.
- JACK GREENE "Dying To Believe" (EMH) 24/5**
Rotations: Heavy 0, Medium 6, Light 18, Extra Adds 5, WSNO, WIXY, WEZL, KBMR, KFGO. Medium: WMZQ, CHOW, WOKK, KSO, WCXI.

- MERLE KILGORE "Just Out Of Reach" (WB) 22/11**
Rotations: Heavy 0, Medium 2, Light 20, Total Adds 11, KRRV, WKLO, WAMZ, WLWI, KKYX, KFGO, WTOD, KFDI, KRSY, KSOP, KIGO.
- LARRY WILLOUGHBY "Angel Eyes" (Atlantic America) 22/2**
Rotations: Heavy 0, Medium 4, Light 18, Total Adds 2, WIXY, WHBF. Medium: CHOW, WOW, KIOV, KFDI. Light: KHEY, WOKK, KRRK, KRKT, KRSY.
- MIKE CAMPBELL "You're The Only Star..." (Columbia) 21/2**
Rotations: Heavy 0, Medium 2, Light 19, Total Adds 2, WAXX, KTOM. Medium: KRMD, KWJJ. Light: WGNA, WSOC, WIRK, KTTS, KVOO, KMAK.
- VICTORIA SHAW "Needing A Night Like This" (MPB) 20/3**
Rotations: Heavy 0, Medium 1, Light 19, Total Adds 3, WIXY, WTVY, KVEG. Medium: WWJO. Light: WILQ, KISS-FM, WXCL, KRWO, KQIL, KTOM.
- BOXCAR WILLIE "Luther" (Main Street) 18/11**
Rotations: Heavy 1, Medium 0, Light 17, Total Adds 11, WGNA, WOKK, WPAP, KRRK, WAXX, KFGO, WTOD, KRSY, KTOM, KSOP, KGA.
- BOBBY JENKINS "Black Jack Whiskey" (Zone 7) 18/1**
Rotations: Heavy 1, Medium 1, Light 16, Total Adds 1, KRRV. Heavy: KKYX. Medium: WCXI. Light: WPTR, KMML, WHBF, KTTS, KRKT, KUGN, KWJJ.
- NARVEL FELTS "Let's Live This Dream Together" (Evergreen) 17/9**
Rotations: Heavy 0, Medium 2, Light 15, Total Adds 9, WYII, KMML, WGTO, WKIX, KKYX, KFGO, WTOD, KRWO, Q92. Medium: KSOP.
- RONNY ROBBINS "Those You Lose" (Columbia) 17/8**
Rotations: Heavy 0, Medium 4, Light 13, Total Adds 8, WPAP, KKYX, WAXX, KWMT, KTOM, KSOP, KCKC, KGA. Medium: KMML, KQIL.
- KENNY ROGERS "Midsummer Nights" (RCA) 15/6**
Rotations: Heavy 1, Medium 5, Light 9, Total Adds 6, WVAM, WRKZ, WHOO, WKIX, WKQO, KWMT. Heavy: WAMZ. Medium: WCMS, KKYX, WOW.
- LARRY JENKINS "You're The Best I Never Had" (MCA) 14/5**
Rotations: Heavy 0, Medium 1, Light 13, Total Adds 5, KRRV, WLWI, WOW, Q92, KSOP. Light: WSNO, KRMD, KRKT, KMPS, KGA.
- DONNA FARGO "My Heart Will Always Belong To You" (Cleve. Int'l. One) 14/3**
Rotations: Heavy 0, Medium 4, Light 10, Total Adds 3, WWVA, KKYX, WCXI. Medium: WLWI, KFGO. Light: WGTO, WFNC, WAXX, WOW, KFDI.
- SAVANNAH "My Girl" (Mercury/PolyGram) 12/9**
Rotations: Heavy 0, Medium 2, Light 10, Total Adds 9, WVAM, KRRV, WMC, WLWI, WCMS, KRMD, WOW, KUUY, KRWO. Medium: WXXW.
- RAY CHARLES "Woman Sensuous Woman" (Columbia) 12/3**
Rotations: Heavy 0, Medium 3, Light 9, Total Adds 3, WRNL, KBMR, Q92. Medium: KFDI, KQIL, KCKC. Light: WBGW, WSOC, KSSN, KTPK.
- LIONEL RICHIE "Stuck On You" (Motown) 11/10**
Rotations: Heavy 0, Medium 1, Light 10, Total Adds 10, WCAO, WBGW, WKYG, KEAN, WMC, WOKK, WKSJ, WLWI, WKIX, KOMA.
- WAYNE KEMP "I've Always Wanted To" (Doorknob) 9/2**
Rotations: Heavy 0, Medium 0, Light 9, Total Adds 2, WESC, KFGO. Light: KHEY, WNOX, WLWI, KKYX, WTOD, KVOO, KFDI.

COUNTRY ALBUM TRACKS

Cuts are listed in order, with the first cut receiving the heaviest airplay.

| ARTIST/Song Title (Label) | Album Title |
|--|-----------------------------|
| HANK WILLIAMS JR./All My Rowdy... (WB/Curb) | Major Moves |
| CONWAY TWITTY/I Don't Know A Thing About Love (WB) | By Heart |
| GARY MORRIS/Baby Bye Bye (WB) | Faded Blue |
| CONWAY TWITTY/Bad Boy (WB) | By Heart |
| GARY MORRIS/Faded Blue (WB) | Faded Blue |
| HANK WILLIAMS JR./Country Relaxin' (WB/Curb) | Major Moves |
| ALABAMA/If You're Gonna Play In Texas (RCA) | Roll On |
| GARY MORRIS/Second Hand Heart (WB) | Faded Blue |
| W. NELSON & J. IGLESIAS/As Time Goes By (Columbia) | Without A Song |
| GEORGE JONES/Learning To Do Without Me (Epic) | You've Still Got A Place... |
| MEL TILLIS w/W. NELSON/Texas On A Saturday Night (MCA) | New Patches |
| HANK WILLIAMS JR./Mr. Lincoln (WB/Curb) | Major Moves |
| REBA McENTIRE/Poison Sugar (MCA) | Just A Little Love |

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Adult/Contemporary

Continued from Back Page

BREAKERS

POINTER SISTERS

Jump (For My Love) (Planet/RCA)

68% of our reporters on it. Rotations: Heavy 39/0, Medium 36/11, Light 13/7, Total Adds 18, GR55, WPIX, WPRO, WHB, WRIE, WAFB, WBT, WAHR, WRKA, WEZS, WHBC, 610TVN, WLTE, KKPL, WVBS, KKJO, KFQD, KRNO. Moves 21-17 on the A/C chart.

MICHAEL JACKSON

Farewell My Summer Love (Motown)

64% of our reporters on it. Rotations: Heavy 17/0, Medium 53/2, Light 13/6, Total Adds 8, WQUE-FM, WOMC, KEZR, WGOW, KRBE-FM, WKNE, WPPA, KCRG. Moves 22-20 on the A/C chart.

CHRISTOPHER CROSS

A Chance For Heaven (Columbia)

64% of our reporters on it. Rotations: Heavy 4/0, Medium 51/3, Light 27/7, Total Adds 10, 97AIA, KUDL, KMJI, WGY, WMJJ, WFMK, WMGN, 3WM, WHNN, KFQD. Debuts at number 24 on the A/C chart.

TEDDY PENDERGRASS

Hold Me (Asylum)

63% of our reporters on it. Rotations: Heavy 5/0, Medium 46/8, Light 30/7, Total Adds 15, WRMM, WSB, WCLR, WOMC, KHOW, KKL, KGW, WTIC, WBT, WBOW, KRBE-FM, WVLC, WAVE, KRNT, 3WM. Debuts at number 23 on the A/C chart.

DAVE GRUSIN

Theme From "St. Elsewhere" (GRP)

50% of our reporters on it. Rotations: Heavy 5/0, Medium 44/3, Light 29/4, Total Adds 7, WLTT, WARM98, WMJI, KGW, KFQD, K99, KRNO. Debuts at number 25 on the A/C chart.

NEW & ACTIVE

BILL MEDLEY "I Still Do" (Planet/RCA) 68/10

Rotations: Heavy 3/0, Medium 36/6, Light 29/4, Total Adds 10, WBEN, WRMM, WSB, WHB, WISN, WGY, WMJJ, 3WM, KKPL, KWEB. Heavy: WAHR, KSL, WAGE. Medium: KVIL-FM, WCCO, KGW, WBT, WMAZ, WRRV, WRVA, KRNT, WMGN, KIXI-FM, WNNR, WEIM, WTKO, WKNE, WSKI, WTN, WSKY, WCKQ, WGSV, WJBC, WCIL, KCRG, KFSB, WHNN, WJON, KKJO, K99, KRNO, KQSW, KALE.

ROTATION BREAKOUTS

| | Total Reports/Adds | Heavy | Medium | Light |
|---------------------------|--------------------|-------|--------|-------|
| 1 MIKE RENO & ANN WILSON | 123/0 | 107 | 12 | 4 |
| 2 PEABO BRYSON | 124/1 | 94 | 27 | 3 |
| 3 ELTON JOHN | 122/3 | 76 | 43 | 3 |
| 4 LAURA BRANIGAN | 115/2 | 87 | 24 | 4 |
| 5 LIONEL RICHIE | 124/11 | 60 | 52 | 12 |
| 6 CYNDI LAUPER | 107/0 | 60 | 42 | 5 |
| 7 DAN FOGELBERG | 107/0 | 58 | 42 | 7 |
| 8 ALABAMA | 100/0 | 65 | 29 | 6 |
| 9 ALAN PARSONS PROJECT | 113/3 | 43 | 60 | 10 |
| 10 JOE JACKSON | 100/0 | 52 | 40 | 8 |
| 11 SERGIO MENDES | 106/2 | 47 | 53 | 6 |
| 12 DENIECE WILLIAMS | 90/0 | 42 | 39 | 9 |
| 13 JOHNNY MATHIS | 105/0 | 29 | 61 | 15 |
| 14 ANNE MURRAY | 87/0 | 37 | 39 | 11 |
| 15 JUICE NEWTON | 104/1 | 21 | 72 | 11 |
| 16 CULTURE CLUB | 86/0 | 34 | 46 | 6 |
| 17 POINTER SISTERS | 88/18 | 39 | 36 | 13 |
| 18 DAN HARTMAN | 97/10 | 28 | 53 | 16 |
| 19 KIM CARNES | 80/0 | 26 | 43 | 11 |
| 20 MICHAEL JACKSON | 83/8 | 17 | 53 | 13 |
| 21 MICHAEL MARTIN MURPHEY | 68/0 | 18 | 35 | 15 |
| 22 MADONNA | 64/15 | 16 | 34 | 14 |
| 23 TEDDY PENDERGRASS | 81/15 | 5 | 46 | 30 |
| 24 CHRISTOPHER CROSS | 82/10 | 4 | 51 | 27 |
| 25 DAVE GRUSIN | 78/7 | 5 | 44 | 29 |

MOST ADDED

JULIO IGLESIAS & DIANA ROSS (36)
All Of You (Columbia)
BILLY JOEL (32)
Leave A Tender Moment Alone (Columbia)
B. MANDRELL & L. GREENWOOD (32)
To Me (MCA)
RITA COOLIDGE (24)
Something Said Love (A&M)
RAY PARKER JR. (24)
Ghostbusters (Arista)
GLENN FREY (19)
Sexy Girl (MCA)

HOTTEST

MIKE RENO & ANN WILSON (92)
Almost Paradise (Columbia)
PEABO BRYSON (71)
If Ever You're In My Arms Again (Elektra)
ELTON JOHN (55)
Sad Songs (Say So Much) (Geffen)
LAURA BRANIGAN (54)
Self Control (Atlantic)
LIONEL RICHIE (43)
Stuck On You (Motown)
CYNDI LAUPER (33)
Time After Time (Portrait/CBS)

PAUL ANKA "Second Chance" (Columbia) 67/13

Rotations: Heavy 1/0, Medium 39/5, Light 27/8, Total Adds 13, WRMM, WHB, WISN, KOST, WTIC, KEY103, WAFB, WRKA, WSNY, WING, KKPL, WTN, KOIL. Heavy: KALE. Medium: WSB, WSB-FM, WCCO, KGW, KFMB, WAEB, WBT, WMAZ, WRRV, WRVA, WHBY, WTRX, WMGN, WMHE, KWAV, KIXI-FM, WNNR, WEIM, WKNE, WSKI, WPPA, KORQ, WSKY, WCKQ, WCHV, WGSV, WAGE, WJBC, WCIL, KEEZ, KWEB, WJON, K99, KRNO.

GENESIS "Taking It All Too Hard" (Atlantic) 65/9

Rotations: Heavy 4/0, Medium 40/5, Light 21/4, Total Adds 9, WMYX, WGY, WAFB, WMAZ, WRVA, KFI, KKPL, KFSB, KFQD. Heavy: WAEB, WAHR, WAVE, KRBE-FM, 97AIA, KOST, KJR, KRBE-FM, WVLC, WHBC, WSNY, WFMK, WMGN, WLTE, WMHE, KBOI, KPPL, KWAV, KIXI-FM, WNNR, WEIM, WKNE, WSKI, WTN, WSKY, WCKQ, WCHV, WAGE, WKYX, WCIL, KEEZ, WJON, WBOW, K99, KRNO, KQSW, KALE, KWEB.

MADONNA "Borderline" (Sire/WB) 64/15

Rotations: Heavy 16/0, Medium 34/7, Light 14/8, Total Adds 15, WPIX, WLTT, W101, KFMB, KJR, WTRX, WENS, KOIL, KBOI, WNNR, KORQ, WVBS, KWEB, KISN, KALE. Heavy: WOMC, WMYX, WAEB, KRBE-FM, WLAC-FM, 2WD, KRAV, KPPL, KMJJ, KWAV, WTN, WCHV, WCIL, KEEZ, WJON, KRNO. Medium: WFBR, WLTF, KMJI, KOST, KKL, KGW, KEZR, WICC, WPJB, WAEB, WKJJ, WEZS, WHBC, KRNT, 3WM, WMHE, KFI, KIXI-FM, KKPL, WTKO, WSKI, WSKY, WKYX, WHNN, KRBE-FM, WMJI, WTAE. Due to heavy airplay, moves 25-22 on the A/C chart.

THOMPSON TWINS "Doctor! Doctor!" (Arista) 51/3

Rotations: Heavy 5/0, Medium 29/1, Light 17/2, Total Adds 3, WPJB, WENS, KPPL. Heavy: KEY103, WSKI, WPPA, WCKQ, WKYX. Medium: KVIL-FM, 97AIA, KRBE-FM, WIVY, WMAZ, WRRV, WNAM, WFMK, WMGN, 3WM, WMHE, KMJJ, KWAV, KIXI-FM, WNNR, WEIM, WTN, KORQ, WSKY, WAGE, WCIL, KEEZ, WJON, WBOW, KQSW, KRBE-FM, KISN.

TINA TURNER "What's Love Got To Do With It" (Capitol) 47/4

Rotations: Heavy 3/0, Medium 26/0, Light 18/4, Total Adds 4, WSB-FM, WMJJ, WKJJ, KISN. Heavy: 97AIA, WPPA, WCKQ. Medium: WFBR, W101, WMAZ, WHBC, KRNT, WMGN, WMHE, KQUA, KWAV, KIXI-FM, WNNR, WEIM, WSKI, KORQ, WSKY, WCHV, WKYX, WNGS, WCIL, KEEZ, WJON, WBOW, KRNO, KQSW, KRBE-FM, KALE.

INDUSTRY "What Have I Got To Lose" (Capitol) 38/4

Rotations: Heavy 0/0, Medium 14/0, Light 24/4, Total Adds 4, WCCO, WVLC, WPPA, K99. Medium: WSB-FM, WMAZ, WMGN, WMHE, KWAV, WNNR, WSKI, WCKQ, WCHV, WAGE, WCIL, WJON, KRNO, KALE.

JULIO IGLESIAS & DIANA ROSS "All Of You" (Columbia) 36/36

Rotations: Heavy 0/0, Medium 11/11, Light 25/25, Total Adds 36, GR55, WSB-FM, KVIL-FM, 97AIA, WQUE-FM, KKL, KFMB, WICC, WMJJ, WBT, KRBE-FM, WAHR, WMAZ, WHHY, WEZS, WHBY, WNAM, KRNT, WMGN, KBOI, KWAV, WTKO, WSKY, WCKQ, WCHV, WGSV, WAGE, WKYX, WJBC, KCRG, KEEZ, KWEB, WJON, WBOW, KRBE-FM, KALE.

GLENN FREY "Sexy Girl" (MCA) 35/19

Rotations: Heavy 0/0, Medium 10/4, Light 25/15, Total Adds 19, V100, WKGW, WVLC, WHHY, WRVA, WNAM, WSNY, WTRX, WENS, WLTE, WMHE, KBOI, WSKI, KORQ, WNGS, KFSB, WHNN, KRNO, KQSW. Medium: KWAV, KIXI-FM, WCKQ, K99, KRBE-FM, KALE.

RAY PARKER JR. "Ghostbusters" (Arista) 34/24

Rotations: Heavy 3/0, Medium 9/7, Light 22/17, Total Adds 24, WTAE, KVIL-FM, WICC, V100, WPJB, WKGW, KEY103, WAHR, WAVE, WNAM, WFMK, KBOI, KFI, WNNR, WSKI, WTN, KORQ, WCKQ, WCHV, WCIL, WJON, KTWO, K99, KRBE-FM. Heavy: WQUE-FM, WAEB, WKYX. Medium: WSKY, KEEZ.

BILLY JOEL "Leave A Tender Moment Alone" (Columbia) 32/32

Rotations: Heavy 3/3, Medium 13/13, Light 16/16, Total Adds 32, WPIX, WRMM, WSB-FM, WQUE-FM, WCLR, WARM98, WISN, KHOW, KGW, KFMB, KJR, WICC, WRIE, WBT, WAHR, WVLC, WAVE, WHBY, WNAM, WMHE, KWAV, WSKI, WPPA, WSKY, WCHV, WGSV, WAGE, KEEZ, K99, KQSW, KRBE-FM, KALE.

BARBARA MANDRELL & LEE GREENWOOD "To Me" (MCA) 32/32

Rotations: Heavy 0/0, Medium 9/9, Light 23/23, Total Adds 32, 97AIA, W101, WISN, WCCO, WRIE, WKGW, WAHR, WMAZ, WRVA, WING, KRNT, WTRX, KSL, WNNR, WEIM, WTKO, WKNE, WSKI, KORQ, WSKY, WCKQ, WGSV, WAGE, WKYX, WJBC, WCIL, KFSB, WJON, KKJO, WBOW, KTWO, KQSW.

STEVE PERRY "Oh Sherrie" (Columbia) 32/1

Rotations: Heavy 10/0, Medium 11/0, Light 11/1, Total Adds 1, KEY103. Heavy: WLTF, WMJI, KRBE-FM, WAVE, WNAM, WSNY, WENS, WFMK, 3WM, WTN. Medium: WFBR, 3WS, 55KRC, K108, 2WD, WTRX, WMGN, WMHE, KRAV, KBOI, WCHV.

SIGNIFICANT ACTION

RITA COOLIDGE "Something Said Love" (A&M) 29/24

Rotations: Heavy 0/0, Medium 7/5, Light 22/19, Total Adds 24, 97AIA, WCCO, KHOW, WAHR, WVLC, WMAZ, WRVA, WMHE, KWAV, KSL, WEIM, WTKO, WSKI, KORQ, WSKY, WCKQ, WCHV, WCIL, KFSB, KEEZ, WJON, WBOW, KTWO, KQSW. Medium: WHBY, WAGE.

MECO "Anything Goes (Theme From 'Indiana Jones')" (Arista) 26/6

Rotations: Heavy 0/0, Medium 5/3, Light 21/3, Total Adds 6, WICC, WKGW, WRVA, WTN, WCHV, KALE. Medium: WSKI, WAGE.

CHAD STUART & JEREMY CLYDE "Zanzibar Sunset" (Rocshire) 20/1

Rotations: Heavy 1/0, Medium 8/1, Light 11/0, Total Adds 1, WISN. Heavy: WHBY. Medium: WMAZ, WMHE, KIXI-FM, WKNE, WSKI, KRBE-FM, WCCO.

HUEY LEWIS & THE NEWS "Heart Of Rock & Roll" (Chrysalis) 19/3

Rotations: Heavy 5/1, Medium 6/0, Light 8/2, Total Adds 3, GR55, KRAV, WSKI. Heavy: WQUE-FM, WAEB, KRBE-FM, WAVE. Medium: KVIL-FM, 55KRC, KJR, WTN, WKYX, KFSB.

CRYSTAL GAYLE "Turning Away" (WB) 17/8

Rotations: Heavy 0/0, Medium 4/0, Light 13/8, Total Adds 8, WTRX, WNNR, WTKO, WKNE, WJBC, KFSB, WBOW, KQSW. Medium: WCCO, WMAZ, KRNT, KSL.

RANDY NEWMAN "The Natural" (WB) 17/2

Rotations: Heavy 0/0, Medium 6/0, Light 11/2, Total Adds 2, WTRX, WSKI. Medium: KOST, KUGN, KSL, KIXI-FM, WJON, KRBE-FM.

JENNY BURTON & PATRICK JUDE "Strangers In A Strange World" (Atlantic) 15/1

Rotations: Heavy 0/0, Medium 8/0, Light 7/1, Total Adds 1, WHNN. Medium: WMHE, KUGN, WEIM, WKNE, WSKI, WCKQ, WCHV, WAGE.

JOHN WILLIAMS "Anything Goes (Theme From 'Indiana Jones')" (Polydor/PolyGram) 15/0

Rotations: Heavy 0/0, Medium 2/0, Light 13/0, Total Adds 0. Medium: WMAZ, KSL.

BRUCE SPRINGSTEEN "Dancing In The Dark" (Columbia) 14/1

Rotations: Heavy 5/0, Medium 6/0, Light 3/1, Total Adds 1, WMJJ. Heavy: WAEB, KRBE-FM, WAVE, KPPL, WSKI. Medium: WQUE-FM, WMHE, KWAV, WSKY, WCHV, WNGS.

EURYTHMICS "Who's That Girl" (RCA) 13/1

Rotations: Heavy 1/0, Medium 8/0, Light 4/1, Total Adds 1, KTWO. Heavy: WEIM. Medium: WFBR, WPJB, KRBE-FM, WMHE, WPPA, WSKY, WCHV, WKYX.

JIM GLASER "You're Gettin' To Me Again" (Noble Vision) 12/10

Rotations: Heavy 0/0, Medium 0/0, Light 12/10, Total Adds 10, WHBY, WHBC, WEIM, WSKI, KORQ, WCKQ, WAGE, WCIL, KFSB, KEEZ.

LENNY WILLIAMS "Always" (Rocshire) 12/1

Rotations: Heavy 0/0, Medium 0/0, Light 12/1, Total Adds 1, WNNR.

PRETENDERS "Thin Line Between Love & Hate" (Sire/WB) 11/3

Rotations: Heavy 0/0, Medium 3/0, Light 8/3, Total Adds 3, WTRX, KWAV, KISN. Medium: KGW, WRRV, WAVE.

ROBIN GIBB "Boys Do Fall In Love" (Mirage/Atco) 10/3

Rotations: Heavy 0/0, Medium 5/0, Light 5/3, Total Adds 3, WTAE, WSNY, WENS. Medium: WFBR, WMGN, WSKI, KEEZ, WJON.

R&R AOR /HOT TRACKS

| Three Weeks | Two Weeks | Last Week | 173 REPORTERS | Total | Hot | Medium | Total Adds |
|--------------|-----------|-----------|--|-------|-----|--------|------------|
| 1 | 1 | 1 | 1 BRUCE SPRINGSTEEN/Dancing In The... (Col.) | 164 | 158 | 6 | 0 |
| 4 | 3 | 2 | 2 JEFFERSON STARSHIP/No Way Out (Grunt/RCA) | 150 | 134 | 15 | 1 |
| 3 | 2 | 3 | 3 FIXX/Deeper & Deeper (MCA) | 149 | 90 | 59 | 0 |
| 13 | 7 | 6 | 4 CHRIS DeBURGH/High On Emotion (A&M) | 153 | 73 | 79 | 1 |
| 11 | 6 | 7 | 5 ROD STEWART/Infatuation (WB) | 137 | 103 | 34 | 2 |
| 28 | 17 | 12 | 6 CARS/Drive (Elektra) | 139 | 92 | 45 | 17 |
| 2 | 4 | 4 | 7 CARS/Magic (Elektra) | 123 | 113 | 10 | 0 |
| 8 | 9 | 8 | 8 RATT/Round And Round (Atlantic) | 130 | 92 | 37 | 3 |
| 5 | 5 | 5 | 9 BILLY IDOL/Eyes Without A Face (Chrysalis) | 118 | 93 | 25 | 1 |
| - | 45 | 21 | 10 JOHN WAITE/Missing You (EMI America) | 146 | 39 | 99 | 19 |
| - | 39 | 19 | 11 SCANDAL featuring PATTY SMYTH/The Warrior (Col.) | 142 | 33 | 102 | 18 |
| 16 | 13 | 10 | 12 RUSS BALLARD/Voices (EMI America) | 127 | 54 | 73 | 0 |
| 30 | 16 | 15 | 13 QUIET RIOT/Mama Weer All Crazee (Pasha/CBS) | 128 | 40 | 85 | 4 |
| DEBUT | | | 14 BILLY SQUIER/Rock Me Tonite (Capitol) | 136 | 36 | 69 | 134 |
| 33 | 26 | 18 | 15 BRUCE SPRINGSTEEN/Cover Me (Columbia) | 110 | 66 | 43 | 8 |
| 23 | 18 | 16 | 16 THOMPSON TWINS/Doctor! Doctor! (Arista) | 109 | 68 | 41 | 2 |
| 15 | 12 | 11 | 17 CHICAGO/Stay The Night (WB) | 108 | 80 | 28 | 0 |
| 10 | 8 | 9 | 18 RED RIDER/Young Thing, Wild Dreams... (Capitol) | 119 | 41 | 77 | 2 |
| 35 | 27 | 20 | 19 JEFFERSON STARSHIP/Layin' It On... (Grunt/RCA) | 105 | 60 | 43 | 9 |
| 26 | 19 | 17 | 20 STEVE PERRY/She's Mine (Columbia) | 110 | 61 | 49 | 4 |
| 7 | 10 | 14 | 21 ZZ TOP/Legs (WB) | 86 | 60 | 26 | 0 |
| 27 | 23 | 22 | 22 WHITESNAKE/Slow 'n' Easy (Geffen) | 104 | 31 | 72 | 2 |
| 55 | 41 | 33 | 23 TONY CAREY/The First Day Of Summer (MCA) | 112 | 21 | 88 | 16 |
| 12 | 11 | 13 | 24 VAN STEPHENSON/Modern Day Delilah (MCA) | 98 | 52 | 46 | 0 |
| 50 | 36 | 27 | 25 TWISTED SISTER/We're Not Gonna... (Atlantic) | 107 | 17 | 87 | 5 |
| - | 47 | 38 | 26 COREY HART/Sunglasses At Night (EMI America) | 110 | 23 | 81 | 14 |
| 42 | 31 | 28 | 27 ELTON JOHN/Sad Songs (Say So Much) (Geffen) | 92 | 36 | 56 | 2 |
| 51 | 50 | 41 | 28 VAN HALEN/Panama (WB) | 85 | 42 | 41 | 18 |
| 38 | 32 | 30 | 29 LITTLE STEVEN/Los Desaparecidos (EMI America) | 97 | 15 | 82 | 1 |
| 47 | 34 | 31 | 30 PRINCE/When Doves Cry (WB) | 83 | 53 | 29 | 4 |
| 20 | 21 | 24 | 31 ROGER GLOVER/The Mask (21/PG) | 93 | 16 | 75 | 3 |
| 44 | 42 | 36 | 32 SCORPIONS/Still Loving You (Mercury/PG) | 88 | 32 | 53 | 13 |
| 31 | 30 | 29 | 33 R.E.M./So. Central Rain (I'm Sorry) (IRS/A&M) | 93 | 21 | 70 | 7 |
| 22 | 22 | 25 | 34 PSYCHEDELIC FURS/The Ghost In You (Columbia) | 76 | 24 | 52 | 1 |
| - | - | 51 | 35 BOX OF FROGS/Back Where I Started (Epic) | 92 | 10 | 69 | 27 |
| 37 | 35 | 34 | 36 STEVIE RAY VAUGHAN/Voodoo Chile (Epic) | 79 | 17 | 62 | 1 |
| 8 | 14 | 23 | 37 RUSH/Distant Early Warning (Mercury/PG) | 60 | 37 | 23 | 0 |
| 32 | 37 | 35 | 38 BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia) | 62 | 39 | 23 | 0 |
| 45 | 44 | 42 | 39 BRUCE SPRINGSTEEN/No Surrender (Columbia) | 56 | 36 | 20 | 1 |
| - | - | 40 | 40 JACKSONS/State Of Shock (Epic) | 72 | 31 | 38 | 5 |
| 24 | 25 | 37 | 41 RUSH/Red Sector A (Mercury/PG) | 58 | 30 | 28 | 4 |
| - | 51 | 44 | 42 BILLY SATELLITE/Satisfy Me (Capitol) | 72 | 11 | 57 | 7 |
| - | 49 | 45 | 43 ANDY FRASER/Fine, Fine Line (Island) | 73 | 7 | 63 | 7 |
| 19 | 24 | 32 | 44 MOTLEY CRUE/Too Young To Fall In Love (Elektra) | 60 | 17 | 43 | 1 |
| 9 | 15 | 26 | 45 GREG KIHN BAND/Reunited (Beserkley/E-A) | 59 | 20 | 39 | 1 |
| 34 | 40 | 43 | 46 EDDY GRANT/Romancing The Stone (Portrait/CBS) | 58 | 21 | 37 | 0 |
| - | - | 58 | 47 LOVERBOY/Nothing's Gonna... (Columbia) | 67 | 9 | 45 | 19 |
| 54 | 48 | 48 | 48 RICK SPRINGFIELD/Don't Walk Away (RCA) | 64 | 11 | 52 | 0 |
| DEBUT | | | 49 DIO/The Last In Line (WB) | 64 | 3 | 45 | 63 |
| 48 | 46 | 49 | 50 CARS/It's Not The Night (Elektra) | 42 | 25 | 17 | 3 |
| DEBUT | | | 51 FASTWAY/Tell Me (Columbia) | 57 | 3 | 44 | 19 |
| 58 | - | 54 | 52 RUSH/Body Electric (Mercury/PG) | 43 | 23 | 19 | 9 |
| DEBUT | | | 53 NIGHT RANGER/When You Close... (Camel/MCA) | 56 | 5 | 41 | 22 |
| - | - | 56 | 54 KENNY LOGGINS/I'm Free (Columbia) | 51 | 16 | 35 | 7 |
| 14 | 20 | 39 | 55 DUKE JUPITER/Little Lady (Morocco/Motown) | 44 | 10 | 33 | 1 |
| DEBUT | | | 56 HUEY LEWIS & THE NEWS/Walking On... (Chrysalis) | 42 | 13 | 28 | 10 |
| DEBUT | | | 57 ELVIS COSTELLO.../The Only Flame... (Columbia) | 49 | 10 | 34 | 12 |
| - | 55 | 55 | 58 BRUCE SPRINGSTEEN/Bobby Jean (Columbia) | 40 | 22 | 18 | 1 |
| - | - | 57 | 59 STEVIE RAY VAUGHAN/Cold Shot (Epic) | 43 | 12 | 31 | 5 |
| DEBUT | | | 60 MAMA'S BOYS/Mama We're All... (Jive/Arista) | 46 | 7 | 36 | 8 |

BREAKERS

BILLY SQUIER Rock Me Tonite (Capitol)

79% of our reporters on it. 136/134 including adds at WBCN, WAPP, WNEW-FM, WMMR, KTXQ, WMET, WMMS, KLOS, KMET, KGB. Debuts at #14 on the Hot Tracks chart.

BOX OF FROGS Back Where I Started (Epic)

53% of our reporters on it. 92/27 including adds at WBCN, WNEW-FM, WKLS, WCKO, WNOR, KSHE, KBPI, KDKB, KRCK, KGB. Moves 51-35 on the Hot Tracks chart.

SCORPIONS Still Loving You (Mercury/PolyGram)

51% of our reporters on it. 88/13 including adds at WBAB, WNEW-FM, WYSP, WRIF, KROY, KOLA, KGB, WTKX, KRSP. Moves 36-32 on the Hot Tracks chart.

NEW & ACTIVE

STEVIE RAY VAUGHAN "Couldn't Stand The Weather" (Epic) 44/4 (40/4)
Adds include KZAP, WTKX, WHMD, KOZZ. Hots 14 include KFOG, WDHA, WPDH, WAAF, KILQ. Mediums: 29 include WNEW-FM, WDVE, WSHE, WYFN, WXRT, WYX, WAQY, WYV, WLVO, KDQS, KATT, WIOT, KMOD.

HUEY LEWIS AND THE NEWS "If This Is It" (Chrysalis) 41/18 (27/15)
Adds include WBAB, WYSP, WZZO, WTPA, WKQQ, KEZO, KWFM. Hots: 7 include KCAL, KFOG, KMDD, WCPZ, KTYD. Mediums: 27 include WKLS, WMMS, WPLR, WAQY, WYV, WOOS, KGGO, KRSP.

GLEN FREY "Smuggler's Blues (MCA) 40/38 (0/0)
Adds: include WNEW-FM, DC101, WXRT, KBCO, WAQY, KLAQ, WAPL, KDQS. Hots: 3 KFOG, WAAF, WTKX. Mediums: 26 include WIYY, WDVE, WKLS, WYFN, WMMS, KYYS, KBPI, WTPA, WPDH, WYV, WDI, WLVO, WTUE, KILQ, KKDJ.

ADRENALIN "Far Away Eyes" (Rocshire) 37/25 (12/12)
Adds: include WDVE, WHJY, WNOR, WRIF, WQFM, KUPD, KRQR, WTPA, KDQS, KMDD, KILQ. Hots: 0. Mediums: 22 include WLLZ, WAPL, WOOS, WIOT, KFMG.

BRUCE SPRINGSTEEN "Pink Cadillac" (Columbia) 36/1 (35/1)
Adds: WMMS. Hots: 20 include WNEW-FM, WYFN, KYYS, KROQ, KRQR, WTPA, WPLR, WCMF, KATT, KFMG. Mediums: 16 include WKLS, 91X, WDHA, WZXR, WFBQ, KILQ.

DIFFORD & TILBROOK "Picking Up The Pieces" (A&M) 33/7 (22/7)
Adds: KBCO, KMEL, WEZX, KFIV-FM, WWWV, KDEK, WCPZ. Hots: 4 WBAB, WLIR, WXRT, WQBK. Mediums: 25 include WBCN, WAPP, WNEW-FM, WMMR, WMMS, KROQ, 91X, WPLR, WPDH, WAQY.

TINA TURNER "Better Be Good To Me" (Capitol) 33/4 (37/8)
Adds: WGRQ, KROQ, WCMF, KEZE. Hots: 3 WRXT, KAZY, WQBK. Mediums: 27 include WHJY, WMMS, WTPA, WPLR, WPDH, WZXR, WLVO, KIRO, KZEL, KKDJ.

LITA FORD "Gotta Let Go" (Mercury/PolyGram) 31/10 (22/11)
Adds: WBCN, WYFN, KUPD, KISW, KNCN, KMDD, KIDQ, KPOI, KLPX, WIQB. Hots: 0. Mediums: 27 include WDVE, KTXQ, KLOS, KGB, KRQR, KSJO, KZOK, WTPA, KLAQ, KFMG, KILQ.

RAY PARKER JR. "Ghostbusters" (Arista) 31/10 (22/18)
Adds: include WSKS, 91X, KFOG, KQAK, WAAL, WKLC, WWWV, WCPZ, KAWY. Hots: 8 include WMMR, WYDD, WMMS, KCAL, WZZO, KSMB, KLYV. Mediums: 18 include WIMZ, KMBQ, WAPL.

GLENN FREY "Sexy Girl" (MCA) 29/14 (18/18)
Adds: include KCAL, WZZO, WIMZ, KMBQ, WOOS. Hots: 4 WMMS, WTKX, WCPZ, KSPN. Mediums: 16 include WROQ, KDQS, KLYV, KFMG.

WANG CHUNG "Dance Hall Days" (Geffen) 28/4 (25/1)
Adds: include WMMR, WRKI, WHMD. Hots: 12 include WBCN, WKLS, WSKS, KDKB, KDQS. Mediums: 16 include WAPP, WXRT, KMET, KROQ.

TINA TURNER "I Might Have Been Queen" (Capitol) 28/2 (25/2)
Adds: KSMB, WYER. Hots: 3 KAZY, CHEZ-FM, KILQ. Mediums: 24 include WNEW-FM, WXRT, KBPI, KUPD, KQAK, WYV, WIOT, KWFM.

NICK LOWE "Half A Boy And Half A Man" (Columbia) 28/1 (30/3)
Adds: KMET. Hots: 4 KROQ, 91X, KQAK, KTCL. Mediums: 23 include WBCN, WMMR, WNOR, WXRT, KBCO, KMEL.

STEVE PERRY "Strung Out" (Columbia) 26/6 (20/3)
Adds: KKCI, KMET, KZOK, WRXL, WXKE, KWXL. Hots: 9 WHJY, WRIF, KSHE, KLOS, KRCK, KMEL, WHCN, KISS, KFMG. Mediums: 16 include WBAB, KLKL, KSRR, KZAP.

ROD STEWART "Bad For You" (WB) 26/3 (25/7)
Adds: KZOK, WAPL, KMDD. Hots: 17 include WBAB, WNEW-FM, WTPA, WPDH, WDI, KOZZ, KTYD. Mediums: 9 include KGON, KFOG, KIDQ.

GO GO'S "Turn To You" (IRS/A&M) 26/3 (24/7)
Adds: WNEW-FM, 91X, WBLM. Hots: 1 KMET. Mediums: 23 include WBCN, WBAB, KROQ, KQAK, KDQS.

BANGLES "Hero Takes A Fall" (Columbia) 25/13 (15/15)
Adds: include WBCN, WNEW-FM, WXRT, KROQ, WPDH, WAQY, KKDJ. Hots: 1 91X. Mediums: 15 include WRXT, KBCO, KCAL, KQAK, WXL.

PRETENDERS "Thin Line Between Love And Hate" (Sire/WB) 25/1 (26/5)
Adds: KEMQ. Hots: 5 include WLIR, WXRT, WMMS, WPDH. Mediums: 19 include WHJY, WSHE, KBCO, KMET, KUPD, WZZO.

GENESIS "Taking It All Too Hard" (Atlantic) 24/6 (19/6)
Adds: WXRT, WQBK, WAQX, WLVO, KRSP, KUFO. Hots: 7 include WSKS, KFOG, WAAF, WIMZ, WYFE, WHMD. Mediums: 16 include WNOR, WMMS, KMET.

INXS "I Send A Message" (Atco) 22/8 (14/3)
Adds: include WMMS, KCAL, WQBK, WKLC, WAQY, WYFE. Hots: 8 WLIR, WAPP, WXRT, KROQ, KQAK, WMGM, WDEK, KTYD. Mediums: 12 include WBAB, 91X, KFOG, KKDJ.

SURVIVOR "The Moment Of Truth" (Casablanca/PG) 22/2 (25/4)
Adds: WZZO, WOVE. Hots: 3 include KKCI, WDHA. Mediums: 16 include WSHE, WMET, WQFM, KRCK, KSJO, WOOS.

DURAN DURAN "The Reflex" (Capitol) 22/2 (20/1)
Adds: KOLA, WWCT. Hots: 10 include WBCN, WBAB, KMET, WZZO, WOOS, K97. Mediums: 11 include KROY, 91X, WAAF, KZEL, KRSP.

PRINCE "Let's Go Crazy" (WB) 21/21 (0/0)
Adds include WYSP, WXRT, KROQ, 91X, KMEL. Hots: 4 WLIR, KQAK, WAPL, KPOI. Mediums: 8 WGRQ, WMMS, KYYS, WPDH, WAQX, WZXR, KEZE, WDEK.

MOST ADDED

- BILLY SQUIER (134)
Rock Me Tonite (Capitol)
- DIO (63)
The Last In Line (WB)
- GLENN FREY (38)
Smuggler's Blues (MCA)
- BOX OF FROGS (27)
Back Where I Started (Epic)
- ADRENALIN (25)
Far Away Eyes (Rocshire)
- NIGHT RANGER (22)
When You Close Your Eyes (Camel/MCA)
- PRINCE (21)
Let's Go Crazy (WB)

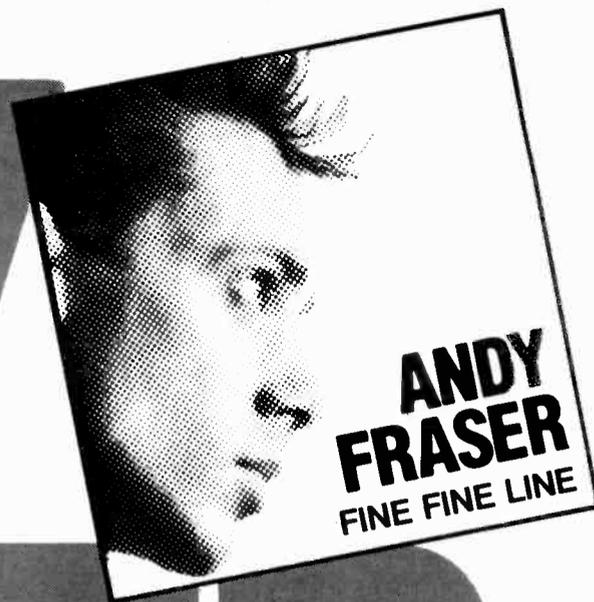
MOST HOTS

- BRUCE SPRINGSTEEN (158)
Dancing In The Dark (Columbia)
- JEFFERSON STARSHIP (134)
No Way Out (Grunt/RCA)
- CARS (113)
Magic (Elektra)
- ROD STEWART (103)
Infatuation (WB)
- BILLY IDOL (93)
Eyes Without A Face (Chrysalis)
- CARS (92)
Drive (Elektra)
- RATT (92)
Round And Round (Atlantic)

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.

ANDY FRASER



"FINE FINE LINE"

The Album Fast Approaching **BREAKERS**

LP 33 Hot Track 43

The Track Is An AOR Smash!

"FINE FINE LINE" - The Single - Now Happening At CHR Radio!

See ANDY FRASER This Summer On Selected **FIXX** Tour Dates And On



BRONZ



- The Story So Far...

Airplay: WRIF, WMMS WYSP, WTPA, WLLZ, KTXQ, KZEW, KRQR, KSJO, KOME, KZOK, KRCK, KEZE, WYFE, WQFM, WBAB, KNCN, KILO, KLPX, WKLC, WOUR and more!

Sales: Early reaction in Detroit, Philadelphia, Dallas, Seattle, Los Angeles and more!

The Single "**SEND DOWN AN ANGEL**" Ships To CHR July 9th.

BRONZ - The Debut Album "**TAKEN BY STORM**" featuring the 45, on Bronze Records and Tapes



[WHO'S AFRAID OF?]

THE ART OF NOISE!

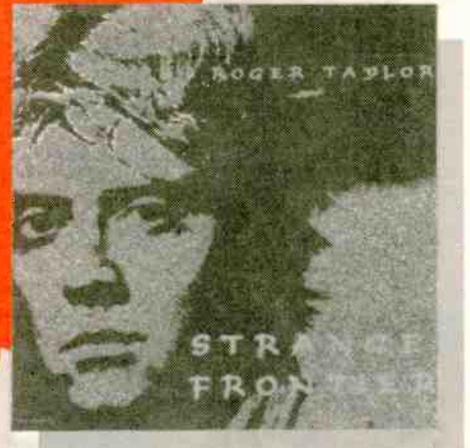
Check Out "**CLOSE (TO THE EDIT)**"

Produced by Trevor Horn

ROGER TAYLOR

SPECIAL 12" EP

Featuring the hot track
MAN ON FIRE
plus **IT'S AN ILLUSION**
and **I CRY FOR YOU.**



From the forthcoming album **STRANGE FRONTIER**

Capitol

Produced by Roger Taylor/David Richards/Mack
© 1984 Raincloud Productions Limited



AOR / ALBUMS

June 29, 1984

173 REPORTERS

Three Weeks Last
Weeks Weeks Week

Total Hot Medium Adds All
Reports Rotation Rotation Rotations

| Three Weeks Last | Two Weeks | Week | Rank | Artist/Album (Label) | Rotation | Hot Rotation | Medium Rotation | Adds | All Rotations |
|------------------|-----------|------|------|---|----------|--------------|-----------------|------|---------------|
| 1 | 2 | 1 | 1 | BRUCE SPRINGSTEEN/Born In The U.S.A. (Col.) | 173+ | 169= | 4+ | 1= | |
| 2 | 1 | 2 | 2 | CARS/Heartbeat City (Elektra) | 173+ | 166+ | 7- | 4+ | |
| 4 | 3 | 3 | 3 | JEFFERSON STARSHIP/Nuclear Furniture (Grunt/RCA) | 159- | 143- | 15= | 2+ | |
| 3 | 4 | 4 | 4 | STREETS OF FIRE/Soundtrack (MCA) | 154- | 94- | 60+ | 0- | |
| - | 8 | 6 | 5 | ROD STEWART/Camouflage (WB) | 144+ | 104+ | 40- | 4- | |
| 10 | 9 | 7 | 6 | RATT/Out Of The Cellar (Atlantic) | 138= | 97+ | 40- | 3- | |
| 15 | 11 | 8 | 7 | CHRIS DeBURGH/Man On The Line (A&M) | 153- | 73+ | 79- | 1= | |
| 7 | 7 | 9 | 8 | STEVE PERRY/Street Talk (Columbia) | 140- | 78- | 61+ | 9= | |
| 6 | 5 | 5 | 9 | BILLY IDOL/Rebel Yell (Chrysalis) | 121- | 94- | 27- | 2+ | |
| DEBUT | | | 10 | JOHN WAITE/No Brakes (EMI America) | 149 | 39 | 102 | 20 | |
| 16 | 14 | 13 | 11 | RUSS BALLARD/Russ Ballard (EMI America) | 134- | 54+ | 80- | 2- | |
| 5 | 6 | 10 | 12 | RUSH/Grace Under Pressure (Mercury/PG) | 113- | 67- | 45- | 8+ | |
| 14 | 16 | 12 | 13 | CHICAGO/Chicago 17 (WB) | 112- | 82- | 30+ | 0- | |
| 12 | 17 | 15 | 14 | SCORPIONS/Love At First Sting (Mercury/PG) | 117- | 51- | 63+ | 10- | |
| 23 | 18 | 16 | 15 | THOMPSON TWINS/Into The Gap (Arista) | 111- | 69= | 42+ | 2- | |
| 11 | 10 | 11 | 16 | RED RIDER/Breaking Curfew (Capitol) | 122- | 42+ | 79- | 4+ | |
| 13 | 13 | 14 | 17 | VAN STEPHENSON/Righteous Anger (MCA) | 108- | 54- | 51- | 4+ | |
| 29 | 21 | 19 | 18 | STEVIE RAY VAUGHAN/Couldn't Stand The Weather (Epic) | 126+ | 26- | 99+ | 5- | |
| 21 | 19 | 18 | 19 | WHITESNAKE/Slide It In (Geffen) | 111- | 33- | 77+ | 3- | |
| 24 | 26 | 24 | 20 | HUEY LEWIS & THE NEWS/Sports (Chrysalis) | 106+ | 39+ | 61+ | 27+ | |
| 8 | 12 | 17 | 21 | ZZ TOP/Eliminator (WB) | 86- | 60- | 26- | 0= | |
| 30 | 32 | 28 | 22 | VAN HALEN/1984 (WB) | 94+ | 49+ | 43+ | 17- | |
| - | 34 | 27 | 23 | TONY CAREY/Some Tough City (MCA) | 113+ | 21+ | 89+ | 16- | |
| 26 | 23 | 21 | 24 | LITTLE STEVEN/Voice Of America (EMI America) | 112- | 19= | 93- | 1- | |
| - | 33 | 26 | 25 | TWISTED SISTER/Stay Hungry (Atlantic) | 109+ | 17+ | 89+ | 5- | |
| - | 39 | 30 | 26 | COREY HART/First Offense (EMI America) | 111+ | 23+ | 82+ | 14- | |
| DEBUT | | | 27 | PRINCE/Purple Rain (WB) | 90 | 54 | 33 | 11 | |
| 31 | 29 | 25 | 28 | R.E.M./Reckoning (IRS/A&M) | 99- | 24+ | 73- | 7+ | |
| - | - | 38 | 29 | BOX OF FROGS/Box Of Frogs (Epic) | 105+ | 10+ | 81+ | 30- | |
| 27 | 24 | 23 | 30 | ROGER GLOVER/Mask (21/PG) | 93- | 16- | 75- | 3- | |
| 25 | 22 | 22 | 31 | PSYCHEDELIC FURS/Mirror Moves (Columbia) | 84- | 28- | 56- | 3+ | |
| 9 | 15 | 20 | 32 | GREG KIHN BAND/Kihntagious (Beserkley/E-A) | 79- | 26- | 52- | 3- | |
| - | 37 | 33 | 33 | ANDY FRASER/Fine Fine Line (Island) | 82+ | 8+ | 71+ | 9- | |
| 37 | - | - | 34 | NIGHT RANGER/Midnight Madness (Camel/MCA) | 72+ | 17+ | 45+ | 21+ | |
| - | - | 36 | 35 | BILLY SATELLITE/Billy Satellite (Capitol) | 75= | 12+ | 59+ | 7- | |
| 28 | 25 | 29 | 36 | MOTLEY CRUE/Shout At The Devil (Elektra) | 63- | 17- | 45- | 2+ | |
| 33 | 35 | 32 | 37 | EDDY GRANT/Going For Broke (Portrait/CBS) | 67- | 22+ | 44- | 1- | |
| 38 | 38 | 39 | 38 | FOOTLOOSE/Soundtrack (Columbia) | 63+ | 26+ | 37+ | 7+ | |
| DEBUT | | | 39 | GLENN FREY/The Allnighter (MCA) | 79+ | 6+ | 48+ | 63+ | |
| DEBUT | | | 40 | TINA TURNER/Private Dancer (Capitol) | 71+ | 10+ | 57+ | 8- | |

BREAKERS

JOHN WAITE No Brakes (EMI America)

86% of our reporters on it. 149/20 including adds at WBCN, KLOL, WCKO, WSHE, KBCO, KMET, KROY, KFOG. Debuts at #10 on the Albums chart.

BOX OF FROGS Box Of Frogs (Epic)

61% of our reporters on it. 105/30 including adds at WBCN, WNEW-FM, WKLS, WSKS, KBPI, KDKB, KRCK, KGB, KZOK. Moves 38-29 this week on the Album chart.

PRINCE Purple Rain (WB)

52% of our reporters on it. 90/11 including adds at WGRQ, WYSP, WDVE, KEGL, KYYS, KMEL, K97. Debuts at # 27 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.

featuring "HERO TAKES A FALL"



BREAKER

LP 29

BOX OF FROGS

Where Every Cut
JUMPS
On The Radio!

"Back Where I Started"

BREAKERS
35

"Two Steps Ahead"

"Poor Boy"

"Harder"



Distributed by CBS Records



AOR / ALBUMS

MOST ADDED

- GLENN FREY (63)
The Allnighter (MCA)
- BOX OF FROGS (30)
Box Of Frogs (Epic)
- HUEY LEWIS & THE NEWS (27)
Sports (Chrysalis)
- ADRENALIN (26)
American Heart (Rocshire)
- NIGHT RANGER (21)
Midnight Madness (Camel/MCA)
- JOHN WAITE (20)
No Brakes (EMI America)

MOST HOTS

- BRUCE SPRINGSTEEN (169)
Born In The U.S.A. (Columbia)
- CARS (166)
Heartbeat City (Elektra)
- JEFFERSON STARSHIP (143)
Nuclear Furniture (Grunt/RCA)
- ROD STEWART (104)
Camouflage (WB)
- RATT (97)
Out Of The Cellar (Atlantic)
- STREETS OF FIRE (94)
Soundtrack (MCA)
- BILLY IDOL (94)
Rebel Yell (Chrysalis)

NEW & ACTIVE

- XXIIIrd OLYMPIAD/Official Music (Columbia) 67/19 (51/51)**
Adds: include WBCN, KXZL, KILQ, KRSP, WBLM, WGIR, KFMF. Hots: 9 Q107, KTXQ, KISW, WDHA, WPDH, WTKX, KQDS, KFMG, KPOI. Mediums: 45 include WBAB, WMMR, DC101, WMET, WEBN, WMMS, KUPD.
- ELVIS COSTELLO AND THE ATTRACTIONS/Goodbye Cruel World (Columbia) 51/12 (44/43)**
Adds: include WKLS, WCKO, KCAL, WHCN, WOUR, KLB, WKTM, KOMP. Hots: 10 include WBCN, WLIR, WXRT, KBCO, KQAK, WQBK, WPDH, WCPZ, KTCL. Mediums: 36 include WBAB, WMMR, WSHE, KROQ, KFOG.
- MAMA'S BOYS/Mama's Boys (Jive/Arista) 48/8 (42/17)**
Adds: KLOL, WRIF, WAQX, KMJX, KEZO, KPOI, KWFM, WWWV. Hots: 7 WQFM, KZAP, KZOK, KISS, KFMG, KZEL, KLPX. Mediums: 38 include WBAB, WDVE, WHJY, KUPD, KRCK, KGB, KSJO.
- ADRENALIN/American Heart (Rocshire) 38/26 (13/13)**
Adds: include WYSP, WDVE, WHJY, WNOR, WRIF, WQFM, KUPD, KRQR, WTPA, KQDS, KMOD, KILQ. Hots: 0. Mediums: 23 include WLLZ, KMEL, WAPL, WOOS, WIOT, KFMG, KUFO.
- INXS/The Swing (Atco) 38/6 (42/2)**
Adds: WMMS, KCAL, WQBK, WKLC, WYFE, WGIR. Hots: 14 include WAPP, WXRT, KBCO, KROQ, KQAK. Mediums: 22 include WBAB, WYSP, 91X, KFOG, KRQR, WTUE.
- WANG CHUNG/Points On The Curve (Geffen) 37/5 (32/1)**
Adds: WBAB, WMMR, 91X, WRKI, WHMD. Hots: 15 include WBCN, WSKS, KDKB, KQDS. Mediums: 22 include WAPP, WXRT, WMMS, KMET, KROQ, KFOG.
- DIFFORD & TILBROOK/Difford & Tilbrook (A&M) 35/7 (26/11)**
Adds: KBCO, KMEL, WEZX, KFIV-FM, WWWV, WDEK, WCPZ. Hots: 4 WBAB, WLIR, WXRT, WQBK. Mediums: 27 include WBCN, WAPP, WNEW-FM, WMMR, WMMS, KROQ, 91X, KQAK.
- GHOSTBUSTERS/Soundtrack (Arista) 34/13 (0/0)**
Adds: include WAPP, WSKS, KBCO, 91X, KQAK. Hots: 8 include WMMR, WYDD, WMMS, KCAL, WZZO, KSMB, KLYV. Mediums: 19 include KFOG, WIMZ, KMBQ, WAPL.
- KICK AXE/Vices (Pasha/CBS) 34/10 (29/6)**
Adds: include CHUM-FM, KOME, WTPA, WDIZ, WLVO, WTUE, KILQ. Hots: 6 WQFM, KMET, KRCK, KZOK, CFOX, CITI-FM. Mediums: 23 include WDVE, WYNF, KSJO, KFMG.
- LITA FORD/Dancin' On The Edge (Mercury/PolyGram) 31/10 (24/12)**
Adds: WBCN, WYNF, KUPD, KISW, KNCN, KMOD, KIDQ, KPOI, KLPX, WIQB. Hots: 0. Mediums: 27 include WDVE, KTXQ, KLOS, KGB, KRQR, KSJO.
- GO GO'S/Talk Show (IRS/A&M) 31/3 (31/8)**
Adds: WNEW-FM, 91X, WBLM. Hots: 2 include KMET. Mediums: 27 include WBCN, WBAB, WAPP, KROQ, KQAK.
- NICK LOWE/Nick Lowe And His Cowboy Outfit (Columbia) 30/1 (33/3)**
Adds: KMET. Hots: 5 KROQ, 91X, KQAK, WQBK, KTCL. Mediums: 24 include WBCN, WMMR, WXRT, KBCO, KFOG.
- BANGLES/All Over The Place (Columbia) 27/14 (16/16)**
Adds: include WBCN, WNEW-FM, WXRT, KROQ, WPDH, KKDJ. Hots: 2 91X, KSPN. Mediums: 16 include KBCO, KQAK, WXLP.
- BRONZ/Taken By Storm (Bronze/Island) 26/8 (22/5)**
Adds: WLLZ, KOME, KSJO, WAAL, WOUR, KEZE, KWFM, KTYD. Hots: 2 WRIF, KZOK. Mediums: 21 include WMMS, WQFM, KRCK, KRQR, KNCN.
- GENESIS/Genesis (Atlantic) 24/6 (20/7)**
Adds: WXRT, WQBK, WAQX, KRSP, KUFO, WYER. Hots: 7 include WSKS, KFOG, WAAF, WIMZ, WYFE. Mediums: 16 include WYDD, WNOR, WMMS, KMET, WLVO.
- THE KARATE KID/Soundtrack (Casablanca/PG) 22/2 (25/4)**
Adds: WZZO, WOVE. Hots: 3 include KKCI, WDHA. Mediums: 16 include WSHE, WMET, WQFM, KRCK, KSJO, WTPA, WOOS.
- DURAN DURAN/Seven And The Ragged Tiger (Capitol) 22/2 (20/1)**
Adds: KOLA, WWCT. Hots: 10 WBCN, WBAB, WLIR, KMET, WZZO, WOOS, K97, KLYV, KKRO, KAWY. Mediums: 11 include WNOR, 91X, WAAF.
- 38 SPECIAL/Tour De Force (A&M) 21/9 (21/18)**
Adds: KISW, WAQX, KLPX, KWFM, WBLM, KSMB, KUFO, WIQB, KSPN. Hots: 1 WMMS. Mediums: 15 include KZOK, KMBQ, KGGO.
- CHEQUERED PAST/Chequered Past (EMI America) 19/19 (0/0)**
Adds: include WRXT, KROQ, KRQR, KZOK, KQDS, KPOI, KFIV-FM. Hots: 0. Mediums: 11 include WIYY, WMMR, KTXQ, KNCN, WYV, KWFM.
- LOU REED/New Sensations (RCA) 18/6 (14/2)**
Adds: WNEW-FM, KMET, WMGM, WIQB, KSPN, KAWY. Hots: 4 WLIR, KBCO, 91X, WDEK. Mediums: 8 include KROQ, KQAK.
- YES/90125 (Atco) 17/5 (16/5)**
Adds: include WLLZ, KUPD, WZZO, WHMD. Hots: 5 WAPP, WRIF, KFOG, WAQX, WTKX. Mediums: 9 include WMMS, KSHE, KMET, KZOK.
- DAVID KNOPFLER/Release (Passport) 16/3 (13/3)**
Adds: WDHA, KQDS, KEZE. Hots: 1 KINK. Mediums: 13 include WRXT, WBAB, WXRT, KBCO, WQBK, KATT.

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 PARALLEL PULSE

EAST

CFR 680

Toronto

PD: Sandy Sanderson
MD: Bob Saint

- 1 STEVE PERRY/Oh Sherrie
- 2 CINDY LAUPER/Time After Time
- 3 DENISE WILLIAMS/Let's Hear It For The
- 4 BRUCE SPRINGSTEEN/Dancing In The Dark
- 5 OLIVIA N. RENO/To All The Girls I've
- 6 DURAN DURAN/The Reflex
- 7 NIGHT RANGERS/Sister Christian
- 8 LIONEL RICHIE/Hello
- 9 FRANKIE GOES TO HOLLYWOOD
- 10 POINTER SISTERS/Jump For My Love
- 11 JANE FARRAR/You Can't Get What You
- 12 INXS/Original Sin/Dream On
- 13 BILLY IDOL/Eyes Without A Face
- 14 PHIL COLLINS/Against All Odds
- 15 ELTON JOHN/Sad Songs (Say So Much)
- 16 THOMPSON TWINS/Doctor! Doctor!
- 17 MICHAEL JACKSON/Thriller
- 18 JAMES BROWN/Don't Stop Believin'
- 19 HUEY LEWIS & NEWS/Heart of Rock & Roll
- 20 MIKE PERDUE/Who's Your Favorite
- 21 JIMMY CLIFF/Red Red Lovers
- 22 TRACY ULLMAN/They Don't Know
- 23 CULTURE CLUB/It's A Miracle
- 24 GUNES/If I Want To Break Free
- 25 BONO & WILSON/Almost Paradise
- 26 CHRIS DEBONO/High On Emotion
- 27 PRINCE/When Doves Cry
- 28 BRUCE COCKBURN/Lovers In A Dangerous
- 29 CONY HART/It Ain't Enough
- 30 THOMPSON TWINS/Doctor! Doctor!
- 31 WANG CHONG/Dance Hall Days
- 32 LAID BACK/White Horse
- 33 TINA TURNER/What's Love Got To Do
- 34 KENNY LOGGINS/I'm Free/Heaven Help
- 35 EDDY GRANT/Romancing The Stone
- 36 POINTER SISTERS/Automatic
- 37 HANNAH/Music From The Streets
- 38 MORIA ORNSTEIN/Listen To The Radio

B104 WBSB

Baltimore

PD: Steve Kingston
MD: Amy Kronthal

- 1 BRUCE SPRINGSTEEN/Dancing In The Dark
- 2 RENO & WILSON/Almost Paradise
- 3 PRINCE/When Doves Cry
- 4 JERMAINE JACKSON/Tell Me It's Not Dream
- 5 HUEY LEWIS & NEWS/Heart of Rock & Roll
- 6 DURAN DURAN/The Reflex
- 7 POINTER SISTERS/Jump For My Love
- 8 DENISE WILLIAMS/Let's Hear It For The
- 9 LAURA BRANIGAN/Self Control
- 10 BILLY IDOL/Eyes Without A Face
- 11 RICK SPRINGFIELD/Don't Walk Away
- 12 CINDY LAUPER/Time After Time
- 13 LORNE CARA/Breakdance
- 14 CULTURE CLUB/It's A Miracle
- 15 RAY PARKER JR./Ghostbusters
- 16 CHICAGO/Stay The Night
- 17 ZZ TOP/Lags
- 18 LIONEL RICHIE/Hello
- 19 THOMPSON TWINS/Doctor! Doctor!
- 20 DAN HARTMAN/I Can Dream About You
- 21 PHIL COLLINS/Against All Odds
- 22 JACQUES/State of Shock
- 23 MICHAEL JACKSON/Thriller
- 24 ELTON JOHN/Sad Songs (Say So Much)
- 25 HANNAH/Music From The Streets
- 26 TINA TURNER/What's Love Got To Do
- 27 CAROL/Magic
- 28 MORIA ORNSTEIN/Listen To The Radio
- 29 KENNY LOGGINS/I'm Free/Heaven Help
- 30 DENISE WILLIAMS/Let's Hear It For The
- 31 BILLY JOEL/Leaves A Tender Moment
- 32 BRUCE COCKBURN/Lovers In A Dangerous
- 33 CONY HART/It Ain't Enough
- 34 THOMPSON TWINS/Doctor! Doctor!
- 35 WANG CHONG/Dance Hall Days
- 36 LIONEL RICHIE/Hello
- 37 VAN HALEN/Panama
- 38 SHERRY DAVIS/Who'd You Miss Me
- 39 TINA TURNER/What's Love Got To Do
- 40 KENNY LOGGINS/I'm Free/Heaven Help
- 41 EDDY GRANT/Romancing The Stone
- 42 POINTER SISTERS/Automatic
- 43 HANNAH/Music From The Streets
- 44 MORIA ORNSTEIN/Listen To The Radio

WBUR 106.7 FM

Long Island

PD: Bill Terry
Music Coord: Ruth Tolson

- 1 DURAN DURAN/The Reflex
- 2 CINDY LAUPER/Time After Time
- 3 LAURA BRANIGAN/Self Control
- 4 BRUCE SPRINGSTEEN/Dancing In The Dark
- 5 STEVE PERRY/Oh Sherrie
- 6 PRINCE/When Doves Cry
- 7 POINTER SISTERS/Jump For My Love
- 8 DENISE WILLIAMS/Let's Hear It For The
- 9 JERMAINE JACKSON/Tell Me It's Not Dream
- 10 RENO & WILSON/Almost Paradise
- 11 HUEY LEWIS & NEWS/Heart of Rock & Roll
- 12 BILLY IDOL/Eyes Without A Face
- 13 NIGHT RANGERS/Sister Christian
- 14 MORIA ORNSTEIN/Listen To The Radio
- 15 CULTURE CLUB/It's A Miracle
- 16 CHICAGO/Stay The Night
- 17 JERMAINE JACKSON/Tell Me It's Not Dream
- 18 JOE JACKSON/You Can't Get What You
- 19 THOMPSON TWINS/Doctor! Doctor!
- 20 DAN HARTMAN/I Can Dream About You
- 21 MICHAEL JACKSON/Thriller
- 22 ELTON JOHN/Sad Songs (Say So Much)
- 23 HANNAH/Music From The Streets
- 24 TINA TURNER/What's Love Got To Do
- 25 CAROL/Magic
- 26 MORIA ORNSTEIN/Listen To The Radio
- 27 KENNY LOGGINS/I'm Free/Heaven Help
- 28 DENISE WILLIAMS/Let's Hear It For The
- 29 BILLY JOEL/Leaves A Tender Moment
- 30 BRUCE COCKBURN/Lovers In A Dangerous
- 31 CONY HART/It Ain't Enough
- 32 THOMPSON TWINS/Doctor! Doctor!
- 33 WANG CHONG/Dance Hall Days
- 34 LIONEL RICHIE/Hello
- 35 VAN HALEN/Panama
- 36 SHERRY DAVIS/Who'd You Miss Me
- 37 TINA TURNER/What's Love Got To Do
- 38 KENNY LOGGINS/I'm Free/Heaven Help
- 39 EDDY GRANT/Romancing The Stone
- 40 POINTER SISTERS/Automatic
- 41 HANNAH/Music From The Streets
- 42 MORIA ORNSTEIN/Listen To The Radio

101.9 FM

Montreal

PD: Bob Beauchamp
MD: Guy Brouillard

- 1 DURAN DURAN/The Reflex
- 2 CINDY LAUPER/Time After Time
- 3 LAURA BRANIGAN/Self Control
- 4 BRUCE SPRINGSTEEN/Dancing In The Dark
- 5 STEVE PERRY/Oh Sherrie
- 6 PRINCE/When Doves Cry
- 7 POINTER SISTERS/Jump For My Love
- 8 DENISE WILLIAMS/Let's Hear It For The
- 9 JERMAINE JACKSON/Tell Me It's Not Dream
- 10 RENO & WILSON/Almost Paradise
- 11 HUEY LEWIS & NEWS/Heart of Rock & Roll
- 12 BILLY IDOL/Eyes Without A Face
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- 15 CULTURE CLUB/It's A Miracle
- 16 CHICAGO/Stay The Night
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- 18 JOE JACKSON/You Can't Get What You
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- 38 KENNY LOGGINS/I'm Free/Heaven Help
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- 40 POINTER SISTERS/Automatic
- 41 HANNAH/Music From The Streets
- 42 MORIA ORNSTEIN/Listen To The Radio

1050 chum

Toronto

PD: Jim Waters
MD: Brad "Knobby" Jones

- 1 BRUCE SPRINGSTEEN/Dancing In The Dark
- 2 DENISE WILLIAMS/Let's Hear It For The
- 3 CINDY LAUPER/Time After Time
- 4 LAURA BRANIGAN/Self Control
- 5 HUEY LEWIS & NEWS/Heart of Rock & Roll
- 6 WANG CHONG/Dance Hall Days
- 7 STEVE PERRY/Oh Sherrie
- 8 ZZ TOP/Lags
- 9 BILLY IDOL/Eyes Without A Face
- 10 CINDY LAUPER/Time After Time
- 11 CINDY LAUPER/Time After Time
- 12 NIGHT RANGERS/Sister Christian
- 13 CHRIS DEBONO/High On Emotion
- 14 JACQUES/State of Shock
- 15 FRANKIE GOES TO HOLLYWOOD
- 16 INXS/Original Sin/Dream On
- 17 LAURA BRANIGAN/Self Control
- 18 POINTER SISTERS/Jump For My Love
- 19 BILLY IDOL/Eyes Without A Face
- 20 STEVE PERRY/Oh Sherrie
- 21 ZZ TOP/Lags
- 22 VAN HALEN/111
- 23 STEVE PERRY/Oh Sherrie
- 24 STEVE PERRY/Oh Sherrie
- 25 JERRY SEINFELD/Don't Walk Away
- 26 PHIL COLLINS/Against All Odds
- 27 LIONEL RICHIE/Hello
- 28 THOMPSON TWINS/Doctor! Doctor!
- 29 DAN HARTMAN/I Can Dream About You
- 30 MICHAEL JACKSON/Thriller
- 31 ELTON JOHN/Sad Songs (Say So Much)
- 32 HANNAH/Music From The Streets
- 33 TINA TURNER/What's Love Got To Do
- 34 RAY PARKER JR./Ghostbusters
- 35 HOLLY WOODS & TOR/Now Romance
- 36 CAROL/Magic
- 37 CHICAGO/Stay The Night
- 38 VAN HALEN/Panama
- 39 JEFFERSON STARSHIP/No May Out
- 40 JERMAINE JACKSON/Tell Me It's Not Dream
- 41 TRACY ULLMAN/They Don't Know
- 42 HUMAN LEAGUE/The Lebanon
- 43 DAN HARTMAN/I Can Dream About You
- 44 ELTON JOHN/Sad Songs (Say So Much)
- 45 RED RIVER/Young Thing, Wild Dre

WAAA 105

Washington

PD: Randy Kabrich

- 1 NIGHT RANGERS/Sister Christian
- 2 HUEY LEWIS & NEWS/Heart of Rock & Roll
- 3 CINDY LAUPER/Time After Time
- 4 MORIA ORNSTEIN/Listen To The Radio
- 5 PRINCE/When Doves Cry
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- 436 BILLY IDOL/Eyes Without A Face
- 437 LIONEL RICHIE/Hello
- 438 THOMPSON TWINS/Doctor! Doctor!
- 439 DAN HARTMAN/I Can Dream About You
- 440 MICHAEL JACKSON/Thriller
- 441 ELTON JOHN/Sad Songs (Say So Much)
- 442 HANNAH/Music From The Streets
- 443 TINA TURNER/What's Love Got To Do
- 444 RAY PARKER JR./Ghostbusters
- 445 HOLLY WOODS & TOR/Now Romance
- 446 CAROL/Magic
- 447 CHICAGO/Stay The Night
- 448 VAN HALEN/Panama
- 44

WEST

Continued from Page 78

Seattle's Hit Radio



PD: Jeff King MD: Damien Seattle

- 1 HUEY LEWIS & NEWS/Heart Of Rock & Roll
2 BRUCE SPRINGSTEEN/Dancing In The Dark
3 BILLY IDOL/Eyes Without A Face
4 LAURA BRANIGAN/Self Control
5 POINTER SISTERS/Jump (For My Love)
6 RENO & WILSON/Almost Paradise
7 THOMPSON TWINS/Doctor! Doctor!
8 ZZ TOP/Lega
9 WANG CHUNG/Dance Hall Days
10 EURYTHMICS/Who's That Girl
11 DURAN DURAN/The Reflex
12 PRINCE/When Doves Cry
13 CULTURE CLUB/It's A Miracle
14 CHICAGO/Stay The Night
15 CYNDI LAUPER/Time After Time
16 CARB/Magic
17 VAN STEPHENSON/Modern Day Delilah
18 ROD STEWART/Infatuation
19 JERMAINE JACKSON/Tell Me I'm Not Dream
20 RATT/Round And Round
21 JEFFERSON STARSHIP/No Way Out
22 OLLIE & JERRY/Breakin' (There's No
23 FACE TO FACE/10-9-8
24 VAN HALEN/Panama
25 HOWARD JONES/What Is Love?
26 RICK SPRINGFIELD/Don't Walk Away
27 DAN HARTMAN/I Can Dream About You
28 KENNY LOGGINS/I'm Free(Heaven Help
29 ELTON JOHN/Sad Songs (Say So Much
30 COREY HART/Sunglasses At Night
31 PAUL YOUNG/Love Of The Common...
32 RAY PARKER JR./Ghostbusters
33 YES/It Can Happen
34 JACKSONS/State Of Shock
35 TONY CAREY/First Day Of Summer
36 QUIET RIO/Hava Nava All Crazy
37 HUMAN LEAGUE/The Lebanon
38 MIAMI U.K./Make Me Up Before You
39 STEVE PERRY/She's Mine
40 BOW JOVI/She Don't Know Me
ADDS SHEILA E./The Glamorous Life
SLADE/My Oh My
BERLIN/Now It's My Turn
JOHN WAITE/Kissing You
BILLY SQUIER/Rock Me Tonight
ON SCORPIONS/Still Loving You
SCANDAL/The Warrior
WEIRD AL YANOVIC/I Lost On Jeopardy
TINA TURNER/What's Love Got To Do
ORION THE HUNTER/So You Ran
BANGLES/Hero Takes A Fall
GO GO'S/Turn To You



Sacramento

PD: Tom Chase MD: Mr. Ed

- 1 HUEY LEWIS & NEWS/Heart Of Rock & Roll
2 RENO & WILSON/Almost Paradise
3 BRUCE SPRINGSTEEN/Dancing In The Dark
4 LAURA BRANIGAN/Self Control
5 DURAN DURAN/The Reflex
6 POINTER SISTERS/Jump (For My Love)
7 BILLY IDOL/Eyes Without A Face
8 MADONNA/Borderline
9 CARB/Magic
10 PRINCE/When Doves Cry
11 CYNDI LAUPER/Time After Time
12 EURYTHMICS/Who's That Girl
13 NIGHT RANGER/Sister Christian
14 JEFFERSON STARSHIP/No Way Out
15 JERMAINE JACKSON/Tell Me I'm Not Dream
16 JOE JACKSON/You Can't Get What Yo
17 SLADE/Rin Rinaway
18 RAY PARKER JR./Ghostbusters
19 ROD STEWART/Infatuation
20 ELTON JOHN/Sad Songs (Say So Much
21 THOMPSON TWINS/Doctor! Doctor!
22 VAN STEPHENSON/Modern Day Delilah
23 DAN HARTMAN/I Can Dream About You
24 RICK SPRINGFIELD/Don't Walk Away
25 WANG CHUNG/Dance Hall Days
26 COREY HART/Sunglasses At Night
27 CHICAGO/Stay The Night
28 ZZ TOP/Lega
29 JACKSONS/State Of Shock
30 KENNY LOGGINS/I'm Free(Heaven Help
ADDS STEVE PERRY/She's Mine
SCANDAL/The Warrior
ON LIONEL RICHIE/Stuck On You
TONY CAREY/First Day Of Summer
DEB LEPPARD/Bringin' On The Heart
OLLIE & JERRY/Breakin' (There's No
VAN HALEN/Panama
ALAN PARSONS/Prime Time



San Francisco

PD: Bob Garrett

- 1 PRINCE/When Doves Cry
2 DURAN DURAN/The Reflex
3 CYNDI LAUPER/Time After Time
4 DENICE WILLIAMS/Let's Hear It For The
5 POINTER SISTERS/Jump (For My Love)
6 BRUCE SPRINGSTEEN/Dancing In The Dark
7 HUEY LEWIS & NEWS/Heart Of Rock & Roll
8 MADONNA/Borderline
9 STEVE PERRY/Oh Sherrie
10 LIONEL RICHIE/Hello
11 BILLY IDOL/Eyes Without A Face
12 NIGHT RANGER/Sister Christian
13 LAURA BRANIGAN/Self Control
14 THOMPSON TWINS/Doctor! Doctor!
15 PHIL COLLINS/Against All Odds
16 RENO & WILSON/Almost Paradise
17 ROCKWELL/Obscene Phone Caller
18 EDDY GRANT/Romancing The Stone
19 CARB/Magic
20 OLLIE & JERRY/Breakin' (There's No
21 JOE JACKSON/You Can't Get What Yo
22 WANG CHUNG/Dance Hall Days
23 ROD STEWART/Infatuation
24 ZZ TOP/Lega
25 RAY PARKER JR./Ghostbusters
26 EURYTHMICS/Who's That Girl
27 BAR-KAYS/Break Show On The Dan
28 PSYCHEDELIC PURS/The Ghost In You
29 GO GO'S/Turn To You
30 RICK SPRINGFIELD/Don't Walk Away
31 SURVIVOR/Moment Of Truth
ADDS 29 SHEILA E./The Glamorous Life
GENESIS/Taking It All Too Har
NECLEUS/Jaw On It
PEABO BRYSON/If Ever You're In My
ON VAN STEPHENSON/Modern Day Delilah
CHICAGO/Stay The Night
JEFFERSON STARSHIP/No Way Out
HOWARD JONES/What Is Love?
DAN HARTMAN/I Can Dream About You
ALAN PARSONS/Prime Time
SERGIO MENDES/Alibie
MICHAEL JACKSON/Farewell My Summer Lo
PAUL YOUNG/Love Of The Common...
ELTON JOHN/Sad Songs (Say So Much
KENNY LOGGINS/I'm Free(Heaven Help
ROBIN GIBB/Boys Do Fall In Love
COREY HART/Sunglasses At Night
TINA TURNER/What's Love Got To Do
JACKSONS/State Of Shock



PD: Dave Parks San Diego MD: Mike Preston

- 1 HUEY LEWIS & NEWS/Heart Of Rock & Roll
2 BRUCE SPRINGSTEEN/Dancing In The Dark
3 POINTER SISTERS/Jump (For My Love)
4 BILLY IDOL/Eyes Without A Face
5 CYNDI LAUPER/Time After Time
6 JERMAINE JACKSON/Tell Me I'm Not Dream
7 ZZ TOP/Lega
8 LAURA BRANIGAN/Self Control
9 THOMPSON TWINS/Doctor! Doctor!
10 DURAN DURAN/The Reflex
11 CULTURE CLUB/It's A Miracle
12 RENO & WILSON/Almost Paradise
13 ROCKWELL/Obscene Phone Caller
14 OLLIE & JERRY/Breakin' (There's No
15 STEVE PERRY/Oh Sherrie
16 EURYTHMICS/Who's That Girl
17 NIGHT RANGER/Sister Christian
18 MICHAEL JACKSON/Farewell My Summer Lo
19 CARB/Magic
20 HOWARD JONES/What Is Love?
21 ELTON JOHN/Sad Songs (Say So Much
22 DENICE WILLIAMS/Let's Hear It For The
23 RAY PARKER JR./Ghostbusters
24 ROD STEWART/Infatuation
25 CHICAGO/Stay The Night Walk Away
26 RATT/Round And Round
27 VAN STEPHENSON/Modern Day Delilah
28 MADONNA/Borderline
29 CHICAGO/Stay The Night
30 DAN HARTMAN/I Can Dream About You
31 TINA TURNER/What's Love Got To Do
32 JOE JACKSON/You Can't Get What Yo
33 ROBIN GIBB/Boys Do Fall In Love
34 KENNY LOGGINS/I'm Free(Heaven Help
35 EDDY GRANT/Romancing The Stone
36 D 37 JACKSONS/State Of Shock
38 LIONEL RICHIE/Stuck On You
39 JUICE NEWTON/A Little Love
40 GO GO'S/Turn To You
ADDS 36 VAN HALEN/Panama
TONY CAREY/First Day Of Summer
STEVE PERRY/She's Mine
GLENN FREY/Sexy Girl
ON COREY HART/Sunglasses At Night
FACE TO FACE/10-9-8
SERGIO MENDES/Alibie
WEIRD AL YANOVIC/I Lost On Jeopardy



San Jose PD: Dave Van Stone MD: Robin Kipps

- 1 CYNDI LAUPER/Time After Time
2 DURAN DURAN/The Reflex
3 HUEY LEWIS & NEWS/Heart Of Rock & Roll
4 LAURA BRANIGAN/Self Control
5 POINTER SISTERS/Jump (For My Love)
6 BRUCE SPRINGSTEEN/Dancing In The Dark
7 BILLY IDOL/Eyes Without A Face
8 RENO & WILSON/Almost Paradise
9 DENICE WILLIAMS/Let's Hear It For The
10 CULTURE CLUB/It's A Miracle
11 JOE JACKSON/You Can't Get What Yo
12 PRINCE/When Doves Cry
13 CARB/Magic
14 EURYTHMICS/Who's That Girl
15 THOMPSON TWINS/Doctor! Doctor!
16 VAN HALEN/11 Nite
17 MADONNA/Borderline
18 WANG CHUNG/Dance Hall Days
19 ROD STEWART/Infatuation
20 ELTON JOHN/Sad Songs (Say So Much
21 CHICAGO/Stay The Night
22 JEFFERSON STARSHIP/No Way Out
23 VAN STEPHENSON/Modern Day Delilah
24 JACKSONS/State Of Shock
25 RICK SPRINGFIELD/Don't Walk Away
26 OLLIE & JERRY/Breakin' (There's No
27 NIGHT RANGER/Sister Christian
28 RAY PARKER JR./Ghostbusters
29 ZZ TOP/Lega
30 KENNY LOGGINS/I'm Free(Heaven Help
ADDS VAN HALEN/Panama
JOHN WAITE/Kissing You
LIONEL RICHIE/Stuck On You
ON DAN HARTMAN/I Can Dream About You
ALAN PARSONS/Prime Time
BOW JOVI/She Don't Know Me
COREY HART/Sunglasses At Night
DEB LEPPARD/Bringin' On The Heart
GENESIS/Taking It All Too Har
TONY CAREY/First Day Of Summer
STEVE PERRY/She's Mine
SERGIO MENDES/Alibie
EDDY GRANT/Romancing The Stone
TINA TURNER/What's Love Got To Do



Denver PD: Doug Erickson MD: Gloria Avila

- 1 BRUCE SPRINGSTEEN/Dancing In The Dark
2 RENO & WILSON/Almost Paradise
3 DURAN DURAN/The Reflex
4 CYNDI LAUPER/Time After Time
5 HUEY LEWIS & NEWS/Heart Of Rock & Roll
6 POINTER SISTERS/Jump (For My Love)
7 PRINCE/When Doves Cry
8 LAURA BRANIGAN/Self Control
9 CARB/Magic
10 BILLY IDOL/Eyes Without A Face
11 WANG CHUNG/Dance Hall Days
12 KENNY LOGGINS/I'm Free(Heaven Help
13 ZZ TOP/Lega
14 NIGHT RANGER/Sister Christian
15 DENICE WILLIAMS/Let's Hear It For The
16 STEVE PERRY/Oh Sherrie
17 THOMPSON TWINS/Doctor! Doctor!
18 JERMAINE JACKSON/Tell Me I'm Not Dream
19 JEFFERSON STARSHIP/No Way Out
20 MADONNA/Borderline
21 ROD STEWART/Infatuation
22 RAY PARKER JR./Ghostbusters
23 JACKSONS/State Of Shock
24 DAN HARTMAN/I Can Dream About You
25 ALAN PARSONS/Prime Time
26 VAN STEPHENSON/Modern Day Delilah
27 ELTON JOHN/Sad Songs (Say So Much
28 CULTURE CLUB/It's A Miracle
29 VAN HALEN/11 Nite
30 LIONEL RICHIE/Stuck On You
31 COREY HART/Sunglasses At Night
32 IRVING BERLIN/White Christmas
33 OLLIE & JERRY/Breakin' (There's No
34 EDDY GRANT/Romancing The Stone
35 SERGIO MENDES/Alibie
36 RICK SPRINGFIELD/Don't Walk Away
37 TINA TURNER/What's Love Got To Do
38 PAUL YOUNG/Love Of The Common...
39 PEABO BRYSON/If Ever You're In My
40 STEVE PERRY/She's Mine
ADDS 40 RATT/Round And Round
BILLY SQUIER/Rock Me Tonight
ON ROBIN GIBB/Boys Do Fall In Love
JUICE NEWTON/A Little Love
TONY CAREY/First Day Of Summer



Phoenix PD: Reggie Blackwell MD: Art Morales

- 1 DURAN DURAN/The Reflex
2 CYNDI LAUPER/Time After Time
3 HUEY LEWIS & NEWS/Heart Of Rock & Roll
4 BILLY IDOL/Eyes Without A Face
5 DENICE WILLIAMS/Let's Hear It For The
6 MADONNA/Borderline
7 LIONEL RICHIE/Hello
8 LAURA BRANIGAN/Self Control
9 JERMAINE JACKSON/Tell Me I'm Not Dream
10 BRUCE SPRINGSTEEN/Dancing In The Dark
11 CULTURE CLUB/It's A Miracle
12 JOE JACKSON/You Can't Get What Yo
13 IRVING BERLIN/Breakdance
14 RENO & WILSON/Almost Paradise
15 POINTER SISTERS/Jump (For My Love)
16 PRINCE/When Doves Cry
17 WANG CHUNG/Dance Hall Days
18 EURYTHMICS/Who's That Girl
19 ZZ TOP/Lega
20 ELTON JOHN/Sad Songs (Say So Much
21 STEVE PERRY/Oh Sherrie
22 CHICAGO/Stay The Night
23 CARB/Magic
24 VAN STEPHENSON/Modern Day Delilah
25 KENNY LOGGINS/I'm Free(Heaven Help
26 RAY PARKER JR./Ghostbusters
27 ALAN PARSONS/Prime Time
28 JEFFERSON STARSHIP/No Way Out
29 THOMPSON TWINS/Doctor! Doctor!
30 OLLIE & JERRY/Breakin' (There's No
ADDS NONE
ON RICK SPRINGFIELD/Don't Walk Away
DAN HARTMAN/I Can Dream About You
STEVE PERRY/She's Mine
ROCKWELL/Obscene Phone Caller
EDDY GRANT/Romancing The Stone
GENESIS/Taking It All Too Har
BURTON & JUDE/Strangers In A Strang



Denver PD: Tim Fox Asst. PD: Mark Bolke

- 1 HUEY LEWIS & NEWS/Heart Of Rock & Roll
2 DURAN DURAN/The Reflex
3 BRUCE SPRINGSTEEN/Dancing In The Dark
4 LAURA BRANIGAN/Self Control
5 CYNDI LAUPER/Time After Time
6 JEFFERSON STARSHIP/No Way Out
7 RENO & WILSON/Almost Paradise
8 NIGHT RANGER/Sister Christian
9 POINTER SISTERS/Jump (For My Love)
10 ELTON JOHN/Sad Songs (Say So Much
11 VAN STEPHENSON/Modern Day Delilah
12 CHICAGO/Stay The Night
13 WANG CHUNG/Dance Hall Days
14 BILLY IDOL/Eyes Without A Face
15 KENNY LOGGINS/I'm Free(Heaven Help
16 PRINCE/When Doves Cry
17 IRVING BERLIN/Breakdance
18 STEVE PERRY/Oh Sherrie
19 MADONNA/Borderline
20 ZZ TOP/Lega
21 RAY PARKER JR./Ghostbusters
22 BERLIN/No More Words
23 THOMPSON TWINS/Doctor! Doctor!
24 JACKSONS/State Of Shock
25 EURYTHMICS/Who's That Girl
26 OLLIE & JERRY/Breakin' (There's No
27 STEVE PERRY/She's Mine
28 ALAN PARSONS/Prime Time
29 CARB/Magic
30 VAN HALEN/Panama
ADDS DAN HARTMAN/I Can Dream About You
EDDY GRANT/Romancing The Stone
GLENN FREY/Sexy Girl
BILLY SQUIER/Rock Me Tonight
LIONEL RICHIE/Stuck On You
ON ROD STEWART/Infatuation
RATT/Round And Round



Seattle PD: Bob Case MD: Tom Huttyler

- 1 DURAN DURAN/The Reflex
2 LAURA BRANIGAN/Self Control
3 CYNDI LAUPER/Time After Time
4 POINTER SISTERS/Jump (For My Love)
5 BILLY IDOL/Eyes Without A Face
6 BRUCE SPRINGSTEEN/Dancing In The Dark
7 PRINCE/When Doves Cry
8 EURYTHMICS/Who's That Girl
9 ZZ TOP/Lega
10 RENO & WILSON/Almost Paradise
11 WANG CHUNG/Dance Hall Days
12 CHICAGO/Stay The Night
13 THOMPSON TWINS/Doctor! Doctor!
14 CULTURE CLUB/It's A Miracle
15 VAN STEPHENSON/Modern Day Delilah
16 CARB/Magic
17 ROD STEWART/Infatuation
18 RAY PARKER JR./Ghostbusters
19 DAN HARTMAN/I Can Dream About You
20 RAY PARKER JR./Ghostbusters
21 DAN HARTMAN/I Can Dream About You
22 JEFFERSON STARSHIP/No Way Out
23 RICK SPRINGFIELD/Don't Walk Away
24 ELTON JOHN/Sad Songs (Say So Much
25 FACE TO FACE/10-9-8
26 OLLIE & JERRY/Breakin' (There's No
27 VAN HALEN/Panama
28 ALAN PARSONS/Prime Time
29 COREY HART/Sunglasses At Night
30 KENNY LOGGINS/I'm Free(Heaven Help
31 JACKSONS/State Of Shock
ADDS GLENN FREY/Sexy Girl
EDDY GRANT/Romancing The Stone
PEABO BRYSON/If Ever You're In My
TONY CAREY/First Day Of Summer
LIONEL RICHIE/Stuck On You
STEVE PERRY/She's Mine
GO GO'S/Turn To You
RATT/Round And Round

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.

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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.

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EAST
Most Added Hottest

Billy Squier
Billy Joel
Steve Perry
Prince
Bruce Springsteen
Billy Idol

CHR ADS & HOTS

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night (RA) indicates the song was dropped from the playlist then re-added.

SOUTH
Most Added Hottest

Billy Squier
Glenn Frey
J. Iglesias & D. Ross
Prince
Bruce Springsteen
Ray Parker Jr.

EAST

PARALLEL TWO

WFLY/Albany, NY
Clark/Lawrence

STEVE PERRY
SLADE
BILLY SQUIER
BERLIN
PATRICE RUSHEN
R.E.M.
Hottest:
DURAN DURAN 2-1
LAURA BRANIGAN 3-2
RUEY LEWIS & NEWS 5-3
BILLY IDOL 6-5
THOMPSON TWINS 16-13

Q100/Albany, PA
Dillon/Freeman

BILLY JOEL
CAROL LYNN TOWNES
SCANDAL
GLYNN FREY
BURTON & JUDE
BILLY SQUIER
Hottest:
BRUCE SPRINGSTEEN 3-1
PRINCE 7-2
MICHAEL JACKSON 14-8
CHICAGO 23-11
VAN HALEN 30-20

WMAR/Baltimore, MD
Wimmer/Payne

STEVE PERRY
GLENN FREY
BILLY JOEL
SHEILA E.
Hottest:
BRUCE SPRINGSTEEN 1-1
POINTERS SISTERS 6-5
PRINCE 13-7
THOMPSON TWINS 21-14
RAY PARKER JR. 40-30

WNYL/Buffalo, NY
Bill Tod

LIONEL RICHIE
JOHN WAITE
BILLY SQUIER
SLADE
Hottest:
PRINCE 2-1
BRUCE SPRINGSTEEN 4-2
DURAN DURAN 1-3
ZZ TOP 10-8
JACKSONS D-21

WVSR/Charleston, WV
Bailey/Larson

GLENN FREY
BILLY SQUIER (dp)
BILLY JOEL
JOHN WAITE
Hottest:
DURAN DURAN 2-1
PRINCE 11-8
ROD STEWART 19-11
ZZ TOP 21-14
RAY PARKER JR. 29-19

K104/Erie, PA
Bill Shannon

BILLY SQUIER
RATT
IGLESIAS & ROSS
JOHN WAITE
QUIET RIOT (dp)
BILLY JOEL
Hottest:
LAURA BRANIGAN 2-1
BRUCE SPRINGSTEEN 3-2
ROD STEWART 5-4
FIRE, INC. 9-6
GENESIS 19-7

WYCR/Hanover, York, PA
Mark Richards

TINA TURNER
LIONEL RICHIE
TEDDY PENDERGRASS
RATT (dp)
SCORPIONS
GLENN FREY
Hottest:
BILLY IDOL 1-1
BRUCE SPRINGSTEEN 5-2
ZZ TOP 9-4
PRINCE 13-6
JACKSONS D-23

WTCF/Hartford, CT
Mike West

STEVE PERRY
YES
SHEILA E.
Hottest:
BRUCE SPRINGSTEEN 1-1
PRINCE 10-2
CARL 7-4
OLLIE & JERRY 21-13
RAY PARKER JR. 23-19

WKEE/Huntington, WV
Gary Miller

KENNY LOGGINS
JACKSONS
VAN HALEN
GENESIS
CHRIS DEBURGH
YES
LIONEL RICHIE
BILLY SQUIER
SCORPIONS
STEVE PERRY
PRETENDERS
SCANDAL
RATT
Hottest:
LAURA BRANIGAN 3-1
POINTERS SISTERS 4-2
RENO & WILSON 7-3
BILLY IDOL 5-4
PRINCE 14-5

WLAN-FM/Lancaster, PA
Todd Halliday

STEVE PERRY
SCORPIONS
LIONEL RICHIE
BILLY SQUIER (dp)
GLENN FREY
BERLIN
FACE TO FACE
Hottest:
BRUCE SPRINGSTEEN 5-1
RENO & WILSON 6-5
PRINCE 18-9
BILLY IDOL 10-9
ZZ TOP 13-11

KC101/New Haven, CT
Stef Rybak

STEVE PERRY
Hottest:
BRUCE SPRINGSTEEN 3-1
PRINCE 12-3
BILLY IDOL 11-8
CARL 15-11
THOMPSON TWINS 22-16

FM106/Philadelphia, PA
Steve Davis

BILLY SQUIER
FACE TO FACE
SHEILA E.
GO GO'S (dp)
Hottest:
DURAN DURAN 3-1
BRUCE SPRINGSTEEN 7-5
PRINCE 17-11
THOMPSON TWINS 16-14
JACKSONS D-37

WBNK/Poughkeepsie, NY
Chris Laido

PATRICE RUSHEN
BERLIN
CHRIS DEBURGH
JOHN WAITE
BILLY SQUIER (dp)
SLADE (dp)
Hottest:
RENO & WILSON 1-1
LAURA BRANIGAN 3-2
BRUCE SPRINGSTEEN 4-3
CARL 8-6
DAN HARTMAN 14-8
PRINCE 23-14
EDDY GRANT 22-16

Q82/Rochester, NY
Jay Stevens

BILLY SQUIER
JACKSONS
DAN HARTMAN
GO GO'S
POINTERS SISTERS
Hottest:
DURAN DURAN 1-1
RENO & WILSON 2-2
CHICAGO 8-3
ZZ TOP 13-5
BRUCE SPRINGSTEEN 12-5

89PX/Rochester, NY
Tom Mitchell

LIONEL RICHIE
BON JOVI
JOHN WAITE
SLADE
BILLY SQUIER
Hottest:
BRUCE SPRINGSTEEN 1-1
PRINCE 8-2
BILLY IDOL 4-3
ZZ TOP 13-5
RAY PARKER JR. 27-18

WGFN/Schenectady, NY
Tom Parker

SLADE
JOHN WAITE
GLENN FREY
BILLY SQUIER
LIONEL RICHIE
Hottest:
BRUCE SPRINGSTEEN 1-1
BILLY IDOL 7-4
PRINCE 14-7
WANG CHUNG 13-11
JEFFERSON STARSHIP 19-12

WKFM/Syracuse, NY
Wayne Summers

STEVE PERRY
LIONEL RICHIE
GLENN FREY
TINA TURNER
GO GO'S
PAMALA STANLEY
SLADE
Hottest:
BRUCE SPRINGSTEEN 3-1
PRINCE 17-8
ZZ TOP 21-12
THOMPSON TWINS 26-16
JACKSONS D-25

WPBT/Trenton, NJ
Tom Taylor

TONY CAREY
FACE TO FACE
BILLY JOEL
RATT
R.E.M.
BILLY SQUIER
JOHN WAITE
Hottest:
BRUCE SPRINGSTEEN 2-1
RENO & WILSON 9-5
ELTON JOHN 13-8
PRINCE 20-12
RAY PARKER JR. 26-20

WRCK/Utica, NY
Jim Reitz

RAY PARKER JR.
BILLY SQUIER
SLADE
QUIET RIOT
ANDY FRASER
RUSH
DIFFORD & TILBROO
Hottest:
BRUCE SPRINGSTEEN 3-1
CARL 4-3
ROD STEWART 7-5
PRINCE 10-8
ELTON JOHN 22-14

WKRZ-FM/Wilkes-Barre,
Jim Rising

TEDDY PENDERGRASS
GO GO'S
PAUL YOUNG
RED RIDER
HUMAN LEAGUE
R.E.M.
IGLESIAS & ROSS
STEVE PERRY
BILLY SQUIER
SCANDAL
JOHNNY MATSIS
SCANDAL
GIORGIO MORODER
Hottest:
PRINCE 4-1
POINTERS SISTERS 13-8
CARL 15-10
THOMPSON TWINS 21-17
OLLIE & JERRY 25-20
PRINCE 14-5

WHTF/York, PA
Montone/Berrymak

VAN HALEN
LIONEL RICHIE
BILLY SQUIER
CHRIS DEBURGH
BILLY JOEL
GENESIS
QUIET RIOT
FACE TO FACE
Hottest:
DURAN DURAN 3-1
PRINCE 6-3
RAY PARKER JR. 19-6
RATT 16-11
ROD STEWART 24-18

WQCM/Hagerstown, MD
Wm Kaufman

QUIET RIOT (dp)
NEWCLUES (dp)
BILLY JOEL
BILLY SQUIER
Hottest:
BRUCE SPRINGSTEEN 1-1
PRINCE 3-2
ZZ TOP 9-5
THOMPSON TWINS 20-13
RATT 36-27

Q108/York, PA
Mark McKenzie

LIONEL RICHIE (dp)
GO GO'S
VAN HALEN
PEABO BRYSON (dp)
Hottest:
POINTERS SISTERS 3-2
BILLY JOEL
Hottest:
BRUCE SPRINGSTEEN 2-1
IGLESIAS & ROSS
ELTON JOHN 13-5
ROD STEWART 12-6
FIRE, INC. 15-7

PARALLEL THREE

WFBG/Altoona, PA
Chris Booth

IGLESIAS & ROSS (dp)
TODDY PENDERGRASS
CAROL LYNN TOWNES
GO GO'S
BILLY JOEL
BILLY SQUIER
IGLESIAS & ROSS
THOMPSON TWINS
Hottest:
DURAN DURAN 1-1
RENO & WILSON 7-4
PRINCE 21-5
CARL 10-6
BRUCE SPRINGSTEEN 22-9

WGUY/Bangor, ME
Jim Randall

none
Hottest:
DURAN DURAN 1-1
BRUCE SPRINGSTEEN 6-6
PRINCE 8-8
CARL 21-21
OLLIE & JERRY 24-24

WZON/Bangor, ME
Michael O'Hara

IGLESIAS & ROSS
BILLY JOEL
BILLY SQUIER
SLADE
GO GO'S
STEVE PERRY
Hottest:
BRUCE SPRINGSTEEN 9-6
RAY PARKER JR. 26-11
COREY HART 25-19
TINA TURNER 33-26

WIGY/Beth, ME
Scott Robbins

BILLY SQUIER
STEVE PERRY
GLENN FREY
JOHN WAITE
SLADE
SCANDAL
NEWCLUES
SCORPIONS
Hottest:
BRUCE SPRINGSTEEN 1-1
BILLY IDOL 7-5
PRINCE 9-6
ROD STEWART 16-11
JACKSONS 28-18

103CIR/Beckley, WV
Bob Spencer

YES
JOHN WAITE
IGLESIAS & ROSS (dp)
PAMALA STANLEY
SLADE
Hottest:
DURAN DURAN 1-1
HUEY LEWIS & NEWS 2-2
BRUCE SPRINGSTEEN 5-4
PRINCE 8-5
VAN STEPHENSON 10-8

WKJZ/Chambersburg, PA
Matthew/Alexander

STEVE PERRY
GLENN FREY
TINA TURNER
GO GO'S
FACE TO FACE
Hottest:
RENO & WILSON 2-2
ZZ TOP 11-7
ROD STEWART 15-11
JACKSONS D-18

WTSN/Dover, NH
Jim Sebastian

none
Hottest:
CYNDI LAUPER 1-1
LAURA BRANIGAN 2-2
PRINCE 14-14
THOMPSON TWINS 16-16
ROD STEWART 27-27

WERZ/Exeter, NH
Scott MacKey

BILLY SQUIER
SLADE
PRETENDERS
QUIET RIOT
BILLY JOEL
RUSH BALLARD
PATRICE RUSHEN
RICK JAMES (dp)
ULTRAVOX
ANDY FRASER (dp)
Hottest:
DURAN DURAN 2-1
PRINCE 14-7
ROD STEWART 13-11
WANG CHUNG 17-13
THOMPSON TWINS 19-14

WZYQ/Frederick, MD
Kamosabi Joe

BILLY SQUIER
J. SOUTH
RUSH
SCANDAL
Hottest:
PRINCE 4-1
RENO & WILSON 7-5
MADONNA 12-9
CARL 16-11
RAY PARKER JR. 24-12

WQCM/Hagerstown, MD
Wm Kaufman

QUIET RIOT (dp)
NEWCLUES (dp)
BILLY JOEL
BILLY SQUIER
Hottest:
BRUCE SPRINGSTEEN 1-1
PRINCE 3-2
ZZ TOP 9-5
THOMPSON TWINS 20-13
RATT 36-27

OK100/Idaho, NY
Bill Weston

BANDY & STAMPLEY
QUIET RIOT (dp)
RATT (dp)
BILLY SQUIER
SURVIVOR
BILLY JOEL
Hottest:
BRUCE SPRINGSTEEN 2-1
IGLESIAS & ROSS
ELTON JOHN 13-5
ROD STEWART 12-6
FIRE, INC. 15-7

13FA/Manchester, NH
Rick Ryder

BILLY IDOL
JACKSONS
TODDY PENDERGRASS
CAROL LYNN TOWNES
GO GO'S
BILLY JOEL
BILLY SQUIER
IGLESIAS & ROSS
THOMPSON TWINS
Hottest:
DURAN DURAN 1-1
RENO & WILSON 7-4
PRINCE 21-5
CARL 10-6
BRUCE SPRINGSTEEN 22-9

WKHU/Ocean City, MD
Jack Gillen

none
Hottest:
DURAN DURAN 1-1
BRUCE SPRINGSTEEN 6-6
PRINCE 8-8
CARL 21-21
OLLIE & JERRY 24-24

89XIU/Parkeburg, WV
Paul DeMille

RATT
BILLY SQUIER
QUIET RIOT (dp)
GLENN FREY
PRETENDERS
ORION THE HUNTER
BILLY JOEL
JOHN WAITE
ROGER GLOVER
LOVERBOY
Hottest:
VAN HALEN 2-1
DURAN DURAN 3-2
RENO & WILSON 5-3
PRINCE 20-15
RAY PARKER JR. 34-26

WJBO/Portland, ME
Phoenix/O'Neil

ELVIS COSTELLO
STYLE COUNCIL
BILLY JOEL
BILLY SQUIER
SCANDAL
CHRIS DEBURGH
NEWCLUES
Hottest:
BRUCE SPRINGSTEEN 1-1
POINTERS SISTERS 3-2
BILLY IDOL 5-3
PRINCE 11-6
OLLIE & JERRY 12-8

WOMP-FM/Wheeling, WV
Dweyna Bonds

STEVE PERRY
SLADE
KENNY LOGGINS
BILLY JOEL
BILLY SQUIER
JOHN WAITE
M+M
Hottest:
ZZ TOP 3-1
BRUCE SPRINGSTEEN 4-2
RENO & WILSON 7-3
PRINCE 19-7
CARL 14-9

WSQV/Williamsport, PA
Mark Williams

STEVE PERRY
RATT (dp)
JOHN WAITE
BILLY SQUIER
Hottest:
BRUCE SPRINGSTEEN 1-1
CARL 4-2
BILLY IDOL 6-4
ZZ TOP 11-7
JACKSONS 21-11

SOUTH

PARALLEL TWO

WBSQ/Augusta, GA
Bruce Stevens

BILLY SQUIER (dp)
SCANDAL (dp)
FACE TO FACE
Hottest:
PRINCE 3-1
BRUCE SPRINGSTEEN 5-3
OLLIE & JERRY 12-7
TINA TURNER 14-9
RAY PARKER JR. 24-14

KHFI/Austin, TX
Volkman/Garrett

TINA TURNER
LIONEL RICHIE
Hottest:
PRINCE 3-1
BRUCE SPRINGSTEEN 4-2
JACKSONS 17-3
CARL 19-11
RAY PARKER JR. 31-16

WFMJ/Baton Rouge, LA
Rica/Alysen

TINA TURNER
Hottest:
DURAN DURAN 2-1
CYNDI LAUPER 1-2
RENO & WILSON 7-4
LAURA BRANIGAN 12-8
PRINCE 15-12

KZZB/Bassett, TX
Murphy/Harrison

CHRIS DEBURGH
PEABO BRYSON
SCANDAL
QUIET RIOT
JOHN WAITE
BILLY SQUIER
Hottest:
PRINCE 8-1
CARL 13-5
CHICAGO 15-10
RAY PARKER JR. 27-12
RATT 30-18

WQID/Idaho, MS
Mickey Coulter

GLENN FREY
PEABO BRYSON
ROBIN GIBB
Hottest:
PRINCE 10-1
ELTON JOHN 19-10
OLLIE & JERRY 27-20
RAY PARKER JR. 29-10
LIONEL RICHIE 35-27

KXX108/Birmingham, AL
Kevin McCarthy

GLENN FREY
RATT
BILLY SQUIER
SLADE
IGLESIAS & ROSS
Hottest:
DURAN DURAN 1-1
PRINCE 10-3
ROCKWELL 6-4
BRUCE SPRINGSTEEN 12-9
ZZ TOP 13-10

WSSX/Charleston, SC
Phillips/Allen

LIONEL RICHIE
BON JOVI
JOHN WAITE
GO GO'S
BILLY SQUIER
YES
Hottest:
RENO & WILSON 1-1
HUEY LEWIS & NEWS 2-2
PRINCE 14-5
BRUCE SPRINGSTEEN 6-6
WANG CHUNG 10-7

WBCY/Charlotte, NC
Bob Kephau

BILLY SQUIER
GO GO'S
FACE TO FACE
SHEILA E.
GLENN FREY
Hottest:
PRINCE 1-1
BRUCE SPRINGSTEEN 3-2
JOHN WAITE
ROGER GLOVER
LOVERBOY
Hottest:
VAN HALEN 2-1
DURAN DURAN 3-2
RENO & WILSON 5-3
PRINCE 20-15
RAY PARKER JR. 34-26

WJZZ/Charlotte, NC
Chrysler/Radford

SHEILA E.
SERGIO MENDES
RATT
Hottest:
PRINCE 12-1
BRUCE SPRINGSTEEN 5-2
RENO & WILSON 7-5
ROCKWELL 10-9
RAY PARKER JR. 27-23

WKBZ/Chattanooga
Jeff Blake

STEVE PERRY
GLENN FREY
SERGIO MENDES
Hottest:
BRUCE SPRINGSTEEN 2-1
PRINCE 9-2
CHICAGO 6-5
BILLY IDOL 7-6
ZZ TOP 8-7

WNOK-FM/Columbia, SC
Peter Wolfe

STEVE PERRY
BILLY SQUIER
JOHN WAITE
JOHN WAITE
Hottest:
BRUCE SPRINGSTEEN 4-2
RENO & WILSON 1-1
JACKSONS 5-3
PRINCE 6-5
DAN HARTMAN 25-18
RAY PARKER JR. 30-26

WZL/Columbia, SC
Chuck Finley

JACKSONS
LIONEL RICHIE
GO GO'S
STEVE PERRY
JOHN WAITE
BILLY SQUIER
SCANDAL
BILLY JOEL
Hottest:
BRUCE SPRINGSTEEN 6-1
PRINCE 10-2
CARL 20-13
RAY PARKER JR. 33-29
JACKSONS D-31

KITE/Corpus Christi, TX
Ted Griffin

VAN HALEN (dp)
LIONEL RICHIE (dp)
STEVE PERRY
Hottest:
PRINCE 4-2
BRUCE SPRINGSTEEN 13-8
DAN HARTMAN D-28
RAY PARKER JR. D-29
JACKSONS D-30

WDCG/Durham-Raleigh, NC
Freeman/Wright

JACKSONS
TONY CAREY
BILLY SQUIER
STYLE COUNCIL
Hottest:
HUEY LEWIS & NEWS 2-1
BRUCE SPRINGSTEEN 4-2
RENO & WILSON 3-3
PRINCE 9-4
ROD STEWART 13-9

KAMZ/El Paso, TX
Bob West

ROD STEWART
Hottest:
DURAN DURAN 2-1
BRUCE SPRINGSTEEN 9-2
LAURA BRANIGAN 3-3
RENO & WILSON 11-5
PRINCE D-10

KSET-FM/El Paso, TX
Cat Simon

JACKSONS
BILLY JOEL
TEDDY PENDERGRASS (dp)
GLENN FREY
CHRIS DEBURGH
VAN HALEN (dp)
Hottest:
DURAN DURAN 4-1
PRINCE 17-13
DAN HARTMAN 18-14

WRQK/Greensboro, NC
Wes Jones

SLADE
GLENN FREY
DEF LEPPARD (dp)
RATT (dp)
Hottest:
DURAN DURAN 1-1
LAURA BRANIGAN 2-2
RENO & WILSON 9-6
PRINCE 13-7
RAY PARKER JR. 35-25

WANS-FM/Greenville, SC
Rod Metts

GENESIS
SHEILA E.
BILLY SQUIER
STYLE COUNCIL
SCANDAL
RANDY BELL
Hottest:
DURAN DURAN 2-1
BRUCE SPRINGSTEEN 5-2
GLYNNE 10-6
CHICAGO 11-9
CARL 13-10

WZYP/Huntsville, AL
Scott Mitchell

IGLESIAS & ROSS
SLADE
BILLY SQUIER
STYLE COUNCIL
SCORPIONS
Hottest:
PRINCE 7-1
CHICAGO 3-2
BRUCE SPRINGSTEEN 9-4
ZZ TOP 10-7
RAY PARKER JR. 33-25

BTYU/Jackson, MS
Jim Chok

IGLESIAS & ROSS (dp)
STEVE PERRY
OLLIE & JERRY
LIONEL RICHIE
BILLY JOEL
BON JOVI (dp)
Hottest:
PRINCE 10-1
POINTERS SISTERS 6-3
ZZ TOP 8-5
MADONNA 9-6
RENO & WILSON 11-7

WQUT/Johnson City, TN
Rod Hampton

TONY CAREY
STEVE PERRY
GLENN FREY
Hottest:
LAURA BRANIGAN 4-2
RENO & WILSON 15-9
BILLY IDOL 22-15
ROD STEWART 28-18
PRINCE D-31

WOKU/Knoxville, TN
Gary Adkins

QUIET RIOT
BILLY SQUIER
RUSH
M+M
TALK TALK
SLADE
Hottest:
DURAN DURAN 1-1
ZZ TOP 10-3
BRUCE SPRINGSTEEN 12-4
CARL 11-6
PRINCE 25-8

WFM/Lexington, KY
Fou/Mosley

LIONEL RICHIE
JACKSONS
QUIET RIOT
SLADE
COYOTE SISTERS
RICK JAMES
KAREN KAMON
BILLY JOEL (dp)
BILLY SQUIER
Hottest:
PRINCE 1-1
BRUCE SPRINGSTEEN 5-2
ZZ TOP 9-5
RENO & WILSON 10-6
BILLY IDOL 11-7

KKYK/Little Rock, AR
Mark McCain

CHICAGO
RAY PARKER JR.
Hottest:
DURAN DURAN 1-1
PRINCE 3-2
BRUCE SPRINGSTEEN 10-9
BILLY IDOL 13-10
MADONNA 18-11

FM100/Memphis, TX
John/Prestigiacomo

JACKSONS (dp)
ZZ TOP (dp)
STEVE PERRY
Hottest:
BILLY IDOL 17-9
ELTON JOHN 14-10
DURAN DURAN 26-13
PRINCE 24-14
LIONEL RICHIE D-28

WABB-FM/Mobile, AL
Fram/Fuller

ROD STEWART
STEVE PERRY
Hottest:
PRINCE 8-1
RAY PARKER JR. 24-14
ZZ TOP 20-15
VAN HALEN 29-20
ROCKWELL D-25

Q100/Mobile, AL
Scott Griffith

STEVE PERRY
GLENN FREY
YES
Hottest:
PRINCE 11-1

LIONEL RICHIÉ
Stuck On You (Motown)
LP: Can't Slow Down

189/60 80% National Summary

Regional: R 544, S 848, M 788, W 864

DEBITS: 62
SAME: 29
DOWN: 0
ADDS: 60

BREAKER

BRIGHT
Regional: R 1008, S 878, M 988, W 981

DEBITS: 185
SAME: 38
DOWN: 7
ADDS: 1

BRUCE SPRINGSTEEN
Dancing In The Dark (Columbia)
LP: Born In The U.S.A.

231/1 88% National Summary

Regional: R 1008, S 878, M 988, W 981

DEBITS: 185
SAME: 38
DOWN: 7
ADDS: 1

THE MOMENT... (Casablanca/PG)
LP: Soundtrack The Karate Kid

58/4 24% National Summary

Regional: R 544, S 848, M 788, W 864

DEBITS: 5
SAME: 43
DOWN: 0
ADDS: 4

SCANDAL / PATTY SMYTH
The Warrior (Columbia)
LP: Warrior

84/30 36% National Summary

Regional: R 508, S 558, M 508, W 364

DEBITS: 3
SAME: 42
DOWN: 0
ADDS: 30

BILLY SQUIER
Rock Me Tonight (Capitol)
LP: Signs Of Life

108/108 48% National Summary

Regional: R 558, S 418, M 378, W 524

DEBITS: 0
SAME: 0
DOWN: 0
ADDS: 108

RICK SPRINGFIELD
Don't Walk Away (RCA)
LP: Soundtrack Hard To Hold

187/2 84% National Summary

Regional: R 764, S 878, M 814, W 924

DEBITS: 163
SAME: 25
DOWN: 1
ADDS: 2

ROD STEWART
Intuition (WB)
LP: Camouflage

213/4 91% National Summary

Regional: R 938, S 918, M 964, W 964

DEBITS: 184
SAME: 10
DOWN: 1
ADDS: 1

TINA TURNER
What's Love Got... (Capitol)
LP: Private Dancer

173/14 74% National Summary

Regional: R 844, S 824, M 498, W 784

DEBITS: 31
SAME: 53
DOWN: 2
ADDS: 14

JOHN WAITE
Missing You (EMI America)
LP: No Brakes

108/56 48% National Summary

Regional: R 438, S 448, M 448, W 448

DEBITS: 5
SAME: 42
DOWN: 0
ADDS: 56

PAUL YOUNG
Love Of The... (Columbia)
LP: No Parlez

92/2 38% National Summary

Regional: R 384, S 384, M 378, W 524

DEBITS: 5
SAME: 41
DOWN: 2
ADDS: 2

WANG CHUNG
Dance Hall Days (Geffen)
LP: Points On The Curve

189/5 85% National Summary

Regional: R 844, S 848, M 788, W 924

DEBITS: 144
SAME: 31
DOWN: 14
ADDS: 5

ZZ TOP
Legs (WB)
LP: Eliminator

217/5 82% National Summary

Regional: R 918, S 918, M 918, W 946

DEBITS: 179
SAME: 28
DOWN: 3
ADDS: 5

YES
It Can Happen (Atco)
LP: 90125

108/21 45% National Summary

Regional: R 478, S 478, M 478, W 504

DEBITS: 51
SAME: 51
DOWN: 0
ADDS: 21

YES
It Can Happen (Atco)
LP: 90125

108/21 45% National Summary

Regional: R 478, S 478, M 478, W 504

DEBITS: 51
SAME: 51
DOWN: 0
ADDS: 21

YES
It Can Happen (Atco)
LP: 90125

108/21 45% National Summary

Regional: R 478, S 478, M 478, W 504

DEBITS: 51
SAME: 51
DOWN: 0
ADDS: 21

YES
It Can Happen (Atco)
LP: 90125

108/21 45% National Summary

Regional: R 478, S 478, M 478, W 504

DEBITS: 51
SAME: 51
DOWN: 0
ADDS: 21

THE MOMENT... (Casablanca/PG)
LP: Soundtrack The Karate Kid

58/4 24% National Summary

Regional: R 544, S 848, M 788, W 864

DEBITS: 5
SAME: 43
DOWN: 0
ADDS: 4

THE MOMENT... (Casablanca/PG)
LP: Soundtrack The Karate Kid

58/4 24% National Summary

Regional: R 544, S 848, M 788, W 864

DEBITS: 5
SAME: 43
DOWN: 0
ADDS: 4

THE MOMENT... (Casablanca/PG)
LP: Soundtrack The Karate Kid

58/4 24% National Summary

Regional: R 544, S 848, M 788, W 864

DEBITS: 5
SAME: 43
DOWN: 0
ADDS: 4

THE MOMENT... (Casablanca/PG)
LP: Soundtrack The Karate Kid

58/4 24% National Summary

Regional: R 544, S 848, M 788, W 864

DEBITS: 5
SAME: 43
DOWN: 0
ADDS: 4

THE MOMENT... (Casablanca/PG)
LP: Soundtrack The Karate Kid

58/4 24% National Summary

Regional: R 544, S 848, M 788, W 864

DEBITS: 5
SAME: 43
DOWN: 0
ADDS: 4

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LP: Soundtrack The Karate Kid

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Regional: R 544, S 848, M 788, W 864

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SAME: 43
DOWN: 0
ADDS: 4

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LP: Soundtrack The Karate Kid

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SAME: 43
DOWN: 0
ADDS: 4

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LP: Soundtrack The Karate Kid

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SAME: 43
DOWN: 0
ADDS: 4

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LP: Soundtrack The Karate Kid

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Regional: R 544, S 848, M 788, W 864

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SAME: 43
DOWN: 0
ADDS: 4

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LP: Soundtrack The Karate Kid

58/4 24% National Summary

Regional: R 544, S 848, M 788, W 864

DEBITS: 5
SAME: 43
DOWN: 0
ADDS: 4

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LP: Soundtrack The Karate Kid

58/4 24% National Summary

Regional: R 544, S 848, M 788, W 864

DEBITS: 5
SAME: 43
DOWN: 0
ADDS: 4

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LP: Soundtrack The Karate Kid

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Regional: R 544, S 848, M 788, W 864

DEBITS: 5
SAME: 43
DOWN: 0
ADDS: 4

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LP: Soundtrack The Karate Kid

58/4 24% National Summary

Regional: R 544, S 848, M 788, W 864

DEBITS: 5
SAME: 43
DOWN: 0
ADDS: 4

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LP: Soundtrack The Karate Kid

58/4 24% National Summary

Regional: R 544, S 848, M 788, W 864

DEBITS: 5
SAME: 43
DOWN: 0
ADDS: 4

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LP: Soundtrack The Karate Kid

58/4 24% National Summary

Regional: R 544, S 848, M 788, W 864

DEBITS: 5
SAME: 43
DOWN: 0
ADDS: 4

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LP: Soundtrack The Karate Kid

58/4 24% National Summary

Regional: R 544, S 848, M 788, W 864

DEBITS: 5
SAME: 43
DOWN: 0
ADDS: 4

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LP: Soundtrack The Karate Kid

58/4 24% National Summary

Regional: R 544, S 848, M 788, W 864

DEBITS: 5
SAME: 43
DOWN: 0
ADDS: 4

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LP: Soundtrack The Karate Kid

58/4 24% National Summary

Regional: R 544, S 848, M 788, W 864

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SAME: 43
DOWN: 0
ADDS: 4

THE MOMENT... (Casablanca/PG)
LP: Soundtrack The Karate Kid

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Regional: R 544, S 848, M 788, W 864

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SAME: 43
DOWN: 0
ADDS: 4

THE MOMENT... (Casablanca/PG)
LP: Soundtrack The Karate Kid

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SAME: 43
DOWN: 0
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LP: Soundtrack The Karate Kid

58/4 24% National Summary

Regional: R 544, S 848, M 788, W 864

DEBITS: 5
SAME: 43
DOWN: 0
ADDS: 4

THE MOMENT... (Casablanca/PG)
LP: Soundtrack The Karate Kid

58/4 24% National Summary

Regional: R 544, S 848, M 788, W 864

DEBITS: 5
SAME: 43
DOWN: 0
ADDS: 4

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Contemporary Hit Radio

Continued from Back Page

CHART EXTRAS

Chart Extras are records above the 60% airplay level without sufficient chart activity to debut on the National Airplay/40 this week.

TONY CAREY

The First Day Of Summer (MCA)

69% of our reporters on it. Moves: Up 55, Debuts 36, Same 61, Down 0, Adds 11 including B94, WNVZ, KS103, KUBE, WPST, WQUT, ZZ99. Complete airplay in Parallels.

BREAKERS

LIONEL RICHIE

Stuck On You (Motown)

80% of our reporters on it. Moves: Up 38, Debuts 62, Same 29, Down 0, Adds 60 including WHTT, Q107, Q105, WLOL-FM, KPKE, KZZP, KWSS. See Parallels, debuts at number 39 on the CHR chart.

STEVE PERRY

She's Mine (Columbia)

77% of our reporters on it. Moves: Up 8, Debuts 56, Same 40, Down 1, Adds 75 including B104, CKOI, KAFM, Q102, KHTR, KIMN, KS103. Complete airplay in Parallels.

GLENN FREY

Sexy Girl (MCA)

64% of our reporters on it. Moves: Up 3, Debuts 25, Same 43, Down 0, Adds 79 including PRO-FM, 94Q, Q105, WHYT, KBEQ, KPKE, KIIS-FM. Complete airplay in Parallels.

SERGIO MENDES

Alibis (A&M)

62% of our reporters on it. Moves: Up 71, Debuts 5, Same 58, Down 1, Adds 11 including CKGM, 94Q, Z93, KAFM, WSKZ, 13K, Z102. Complete airplay in Parallels.

PEABO BRYSON

If Ever You're In My Arms Again (Elektra)

60% of our reporters on it. Moves: Up 75, Debuts 24, Same 21, Down 1, Adds 19 including Q102, KMJK, KITS, KUBE, KNBQ, KZZB, WQID. See Parallels, moves 39-37 on the CHR chart.

NEW & ACTIVE

GO GO'S "Turn To You" (IRS/A&M) 138/26

Moves: Up 29, Debuts 19, Same 64, Down 0, Adds 26 including PRO-FM, KAFM, WCZY, FM102, KITS, KUBE, KNBQ, FM106, WZLD, KRGV, WRQN, KMGN, KRSP, 13FEA, 99KG.

ROBIN GIBB "Boys Do Fall In Love" (Mirage/Atco) 138/6

Moves: Up 74, Debuts 7, Same 49, Down 2, Adds 6, WHTT, 94Q, WQID, WRQK, Z98, KIKI, WXKS-FM 36-31, WBEN-FM 39-35, PRO-FM 30-25, WLOL-FM 27-22, KIIS-FM 37-28, WYCR 21-17, WRNO 32-28, WKDD 40-36, KQXR 19-16.

BON JOVI "She Don't Know Me" (Mercury/PolyGram) 133/8

Moves: Up 51, Debuts 15, Same 59, Down 0, Adds 8, KHTR, WNYS, 98PXY, WSSX, 94TYX, WKAU, KYNO-FM, KGHO, WWSR 39-29, WLAN-FM 36-32, KZZB 29-25, WOKI 24-19, KSKD 31-27, KCPX 27-22, WZON 28-24.

RATT "Round And Round" (Atlantic) 131/48

Moves: Up 36, Debuts 21, Same 26, Down 0, Adds 48 including B104, WHTT, WXKS-FM, Z100, B94, PRO-FM, WAVA, WGCL, WHYT, KHTR, KIMN, Q103, KMJK, KUBE, KXX106.

FACE TO FACE "10-9-8" (Epic) 127/22

Moves: Up 35, Debuts 11, Same 59, Down 0, Adds 22 including Z93, Y100, KBEQ, XTRA, KNBQ, WLAN-FM, WPST, WBCY, KQKQ, KMGX, KYNO-FM, WIKZ, WCGQ, KCMQ, KYA.

JUICE NEWTON "A Little Love" (RCA) 127/6

Moves: Up 38, Debuts 10, Same 73, Down 0, Adds 6, WBEN-FM, KHTR, KFRX, KXSS, WSPT, KKAZ, Z93 33-29, XTRA 34-29, K104 25-18, WKEE 40-37, 94TYX 40-37, 13FEA 30-26, 95XIL 36-32, WISE 33-20, KTDY 37-32.

BILLY SQUIER "Rock Me Tonite" (Capitol) 108/108

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 108 including WXKS-FM, WPHD, WCAU-FM, PRO-FM, 94Q, Z93, B96, WGCL, KBEQ, KIMN, KPKE, KIIS-FM, XTRA, KPLUS, KNBQ, WNOK-FM, KHOP.

JOHN WAITE "Missing You" (EMI America) 108/56

Moves: Up 5, Debuts 5, Same 42, Down 0, Adds 56 including CKOI, B97, WGCL, KIIS-FM, KWSS, KPLUS, WNYS, WSPK, WNOK-FM, WRNO, KRO, 95XIL, KKQV, Y94, KGOT.

YES "It Can Happen" (Atco) 106/21

Moves: Up 17, Debuts 17, Same 51, Down 0, Adds 21 including WGCL, WTIC-FM, WKEE, WSSX, 92X, KJ103, KEYN-FM, KKF, KTKT, 103CIR, Q104, KTDY, WCIL-FM, KTRS, KOZE.

PAUL YOUNG "Love Of The Common People" (Columbia) 92/2

Moves: Up 39, Debuts 5, Same 41, Down 5, Adds 2, WKRZ-FM, KELI, WXKS-FM 20-17, WPHD 29-26, KZZP 36-34, XTRA 36-31, KPLUS 35-31, WKEE 33-30, WSSX 33-29, WNOK-FM 39-36, WANS-FM 35-33, WZYP 40-38, KRGV 19-16, KROK 37-34, WOMP-FM 33-30.

MOST ADDED

BILLY SQUIER (108)
Rock Me Tonite (Capitol)
GLENN FREY (79)
Sexy Girl (MCA)
STEVE PERRY (75)
She's Mine (Columbia)
LIONEL RICHIE (60)
Stuck On You (Motown)
JOHN WAITE (56)
Missing You (EMI America)
BILLY JOEL (48)
Leave A Tender Moment Alone (Columbia)
RATT (48)
Round And Round (Atlantic)

HOTTEST

PRINCE (201)
When Doves Cry (WB)
BRUCE SPRINGSTEEN (147)
Dancing In The Dark (Columbia)
RAY PARKER JR. (86)
Ghostbusters (Arista)
BILLY IDOL (72)
Eyes Without A Face (Chrysalis)
MIKE RENO & ANN WILSON (69)
Almost Paradise (Columbia)
DURAN DURAN (68)
The Reflex (Capitol)

JENNY BURTON & PATRICK JUDE "Strangers In A Strange World" (Atlantic) 85/2

Moves: Up 24, Debuts 6, Same 53, Down 0, Adds 2, Q100, KTRS, WXKS-FM 32-30, K104 37-33, WYCR 39-37, WFMI 38-32, WHOT-FM 34-29, KQMQ 33-29, K093 32-24, WZON 39-33, OK100 34-25, KTDY 36-33, WIXV 40-37, KKQV 40-38, KCBN 35-29.

SCANDAL featuring PATTY SMYTH "The Warrior" (Columbia) 84/30

Moves: Up 9, Debuts 3, Same 42, Down 0, Adds 30 including WBLI, WHTX, PRO-FM, Z93, KAFM, WGCL, KWOD, Q100, WANS-FM, KMGK, KCPX, WIGY, KILE, KCMQ, KGHO.

GENESIS "Taking It All Too Hard" (Atlantic) 61/15

Moves: Up 19, Debuts 5, Same 22, Down 0, Adds 15 including KITS, WKEE, WHTF, WANS-FM, WOKI, KTFM, KZ93, WHOT-FM, KHOP, KRO, KNOE-FM, WGLF, KWTO-FM, KCDQ, KBIM.

CHRIS DeBURGH "High On Emotion" (A&M) 57/18

Moves: Up 10, Debuts 4, Same 25, Down 0, Adds 18 including WKEE, WSPK, WHTF, KZZB, KSET-FM, KROK, KMGK, WRQN, KEYN-FM, K093, KCPX, WJBO, WCGQ, KDZA.

SHEILA E. "The Glamorous Life" (WB) 56/26

Moves: Up 6, Debuts 4, Same 20, Down 0, Adds 26 including WCAU-FM, 94Q, 93FM, B97, KBEQ, KIIS-FM, KMJK, FM102, KITS, KPLUS, WTIC-FM, KQKQ, KSKD, WFOX, KBIM.

SURVIVOR "Moment Of Truth" (Casablanca/PG) 56/4

Moves: Up 5, Debuts 4, Same 43, Down 0, Adds 4, OK100, 99KG, KBIM, KIST, WCAU-FM on, Y100 on, WHYT on, KITS d-31, WKFM on, KQXR 38-36, K093 34-32, KCPX 36-30, WERZ d-39, KKQV 38-37, KZ02 38-36.

BERLIN "Now It's My Turn" (Geffen) 54/11

Moves: Up 3, Debuts 4, Same 36, Down 0, Adds 11, KPLUS, WFLY, WLAN-FM, WSPK, WRQN, KYNO-FM, Q101, KNOE-FM, KWTO-FM, KOZE, KDZA, WJZR 39-37, KTFM d-39, KCPX 33-27, KCBN 40-36.

RED RIDER "Young Thing, Wild Dreams (Rock Me)" (Capitol) 52/5

Moves: Up 8, Debuts 3, Same 36, Down 0, Adds 5, WKRZ-FM, WKDD, WRQN, KQMQ, K093, WPHD 32-30, CKGM 35-32, 93FM on, WGCL on, K104 26-22, KZZB d-39, WJXQ 28-25, OK100 37-29, KILE 36-34, KIST d-39.

DEF LEPPARD "Bringin' On The Heartbreak" (Mercury/PolyGram) 50/2

Moves: Up 19, Debuts 3, Same 26, Down 0, Adds 2, XTRA, KBFM, WHTT d-38, K104 6-5, WKRZ-FM 26-23, WOKI 32-27, WAHC 14-10, WJXQ 23-20, WVIC 23-17, OK100 18-12, 95XIL 24-19, WIXV 31-24, KKQV 21-18, WSPT 32-30, KGHO 37-34.

SIGNIFICANT ACTION

BILLY JOEL "Leave A Tender Moment Alone" (Columbia) 48/48

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 48 including B104, WBLI, WHTX, 94Q, Q103, XTRA, Q100, WWSR, WHTF, WZLD, 94TYX, WHOT-FM, KQXR, KHOP, KDON-FM.

TEDDY PENDERGRASS "Hold Me" (Asylum) 46/13

Moves: Up 10, Debuts 5, Same 18, Down 0, Adds 13, PRO-FM, Y100, WCZY, Q103, WYCR, WKRZ-FM, KSET-FM, WRQN, KQMQ, 13FEA, KHTX, KSLY, KIST, WXKS-FM 26-19, 195 15-12.

SLADE "My Oh My" (CBS Associated) 40/37

Moves: Up 0, Debuts 3, Same 0, Down 0, Adds 37 including WPHD, B94, WHTX, WGCL, KPLUS, WFLY, K104, 98PXY, KXX106, WFMI, WRNO, WKAU, WBRD, WJXQ, KQXR.

SCORPIONS "Still Loving You" (Mercury/PolyGram) 36/16

Moves: Up 2, Debuts 3, Same 15, Down 0, Adds 16 including WYCR, WKEE, WLAN-FM, WHTF, WZYP, WKDD, KQMQ, WIGY, KILE, KTDY, WCIL-FM, WAZY-FM, KGOT, KDZA, KSLY.

JULIO IGLESIAS & DIANA ROSS "All Of You" (Columbia) 35/35

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 35 including WHTX, 93FM, 195, B97, K104, WKRZ-FM, KXX106, WZYP, KRGV, KITY, KROK, KIKI, K093, KHYT, KTKT.

M + M "Black Stations/White Stations" (RCA) 34/10

Moves: Up 1, Debuts 3, Same 19, Down 1, Adds 10, WHTT, WCZY, WZLD, WOKI, WZPL, WOMP-FM, Q101, WHSL, KBIM, KZ02, WXKS-FM d-38, PRO-FM on, WHYT d-33, WJBO 39-37, KIST d-40.

QUIET RIOT "Mama Weer All Craze Now" (Pasha/CBS) 32/29

Moves: Up 2, Debuts 0, Same 1, Down 0, Adds 29 including B96, B104, WRCK, WHTF, KZZB, WOKI, WFMI, WRNO, WKDD, WZPL, WJXQ, WRKR, WHOT-FM, KQSR, KSKD.

RANDY BELL "Don't Do Me" (Epic) 29/8

Moves: Up 0, Debuts 0, Same 21, Down 0, Adds 8, WNOK-FM, WANS-FM, KITY, KTFM, KHOP, KILE, KHOT, KTRS, WPHD on, WCAU-FM on, WRCK on, WJZR on, WHOT-FM on, KDON-FM on-dp.

"WEIRD AL" YANKOVIC "I Lost On Jeopardy" (Rock N Roll/CBS) 28/4

Moves: Up 1, Debuts 1, Same 22, Down 0, Adds 4, WZPL, KKFM, KSKD, KIST, WGCL 30-28, KS103 on-dp, KPLUS on, WSSX on, WERZ on, KTRS d-40.

NEWCLEUS "Jam On It" (Sunnyview) 27/8

Moves: Up 7, Debuts 5, Same 6, Down 1, Adds 8, WCAU-FM, WASH, WAVA, WHYT, KITS, WIGY, WQCM, WJBO, WXKS-FM 13-9, WPLJ 16-12, Z100 23-15, Q107 d-22, WRVQ 15-11, WRKR 10-4.

PRETENDERS "Thin Line Between Love & Hate" (Sire/WB) 25/4

Moves: Up 3, Debuts 1, Same 17, Down 0, Adds 4, WKEE, KTFM, WERZ, 95XIL, 93FM on, WYCR d-40, WSPK on, KAMZ on, KDON-FM 36-34, WZON 38-34, WOMP-FM 36-33, WSPT on.

STYLE COUNCIL "You're The Best Thing" (Geffen) 23/23

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 23 including WXKS-FM, WPHD, WDCG, WANS-FM, WZYP, KTFM, KROK, KMGK, WHOT-FM, KMGX, KHOP, WFBG, WJBO, 99KG, KCDQ.

TALK TALK "Such A Shame" (EMI America) 22/1

Moves: Up 2, Debuts 0, Same 19, Down 0, Adds 1, WOKI, WPHD 35-34, CKOI on, WRCK on, WNOK-FM on, WFMI on, WHOT-FM on-dp, KLUC on, K093 33-31.

R.E.M. "So, Central Rain (I'm Sorry)" (IRS/A&M) 21/6

Moves: Up 1, Debuts 1, Same 13, Down 0, Adds 6, WFLY, WPST, WKRZ-FM, WHOT-FM, WJAD, KTDY, WXKS-FM on, XTRA on, WRCK d-39, WZLD on, WJXQ on-dp, WJBO 36-33.

CHRISTOPHER CROSS "A Chance For Heaven" (Columbia) 20/0

Moves: Up 0, Debuts 0, Same 20, Down 0, Adds 0, WCAU-FM on, WMAR on, FM106 on, WFMF on, WKFR on, WHOT-FM on.

CAROL LYNN TOWNES "99 1/2" (Polydor/PolyGram) 19/5

Moves: Up 0, Debuts 1, Same 13, Down 0, Adds 5, WXKS-FM, Q100, KHYT, 13FEA, KCAQ, WYCR on, WHTF on, WOKI on, KTFM on, KQMQ on, WGUY on, Z102 d-39.

ROGER GLOVER "The Mask" (21/PolyGram) 17/2

Moves: Up 1, Debuts 2, Same 12, Down 0, Adds 2, WPHD on, K104 on, WRCK 39-37, WRNO on-dp, WHOT-FM on-dp, OK100 d-40, WIXV d-34.

PAMALA STANLEY "Coming Out Of Hiding" (TSR) 15/2

Moves: Up 4, Debuts 2, Same 6, Down 1, Adds 2, 103CIR, KTDY, WXKS-FM 37-33, WFLY on, WFMI 34-28, KQXR 35-28, WISE on, KKQV d-34, KXSS d-40, KBIM 40-38.

MIDNIGHT STAR "Freak-A-Zoid" (Solar/Elektra) 11/0

Moves: Up 4, Debuts 2, Same 5, Down 0, Adds 0, B97 14-11, WABB-FM on, KRGV 18-17, Z104 d-39, WRKR 27-17, KQMQ d-40, KHYT on, WFBG 39-35.

PATRICE RUSHEN "Feels So Real (Won't Let Go)" (Elektra) 10/6

Moves: Up 0, Debuts 1, Same 3, Down 0, Adds 6, WXKS-FM, 195, KIIS-FM, WFLY, WSPK, WERZ, WHYT d-32, WRQK on, KTFM on, WHOT-FM on.

JOHNNY MATHIS "Simple" (Columbia) 10/2

Moves: Up 2, Debuts 0, Same 6, Down 0, Adds 2, WKRZ-FM, WRQK, WXKS-FM 40-32, WCAU-FM on, KSET-FM on-dp, WZON on, 13FEA 23-21, KTRS on.

AND THEN CAME THE RAIN...

Purple Rain 1/4-25110
Prince and the Revolution



Management: Cavallo, Ruffalo & Fagnoli

THE ALBUM  THE MOVIE

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Contemporary Hit Radio

Three Two Last
Weeks Weeks Week

| | | | | | |
|----------------|----|----|----|--|--|
| 11 | 7 | 3 | 1 | BRUCE SPRINGSTEEN/Dancing In The Dark (Col.) | |
| 25 | 16 | 9 | 2 | PRINCE/When Doves Cry (WB) | |
| 14 | 10 | 8 | 3 | BILLY IDOL/Eyes Without A Face (Chrysalis) | |
| 12 | 8 | 7 | 4 | MIKE RENO & ANN WILSON/Almost Paradise (Columbia) | |
| 5 | 4 | 4 | 5 | LAURA BRANIGAN/Self Control (Atlantic) | |
| 2 | 2 | 1 | 6 | DURAN DURAN/The Reflex (Capitol) | |
| 3 | 3 | 2 | 7 | HUEY LEWIS & THE NEWS/Heart Of Rock & Roll (Chrysalis) | |
| 9 | 5 | 5 | 8 | POINTER SISTERS/Jump (For My Love) (Planet/RCA) | |
| 22 | 18 | 13 | 9 | CARS/Magic (Elektra) | |
| 23 | 20 | 14 | 10 | ZZ TOP/Legs (WB) | |
| 1 | 1 | 6 | 11 | CYNDI LAUPER/Time After Time (Portrait/CBS) | |
| 29 | 23 | 15 | 12 | THOMPSON TWINS/Doctor! Doctor! (Arista) | |
| 17 | 15 | 11 | 13 | CHICAGO/Stay The Night (WB) | |
| 26 | 24 | 18 | 14 | ROD STEWART/Infatuation (WB) | |
| 38 | 26 | 22 | 15 | ELTON JOHN/Sad Songs (Say So Much) (Geffen) | |
| - | - | 30 | 16 | RAY PARKER JR./Ghostbusters (Arista) | |
| 24 | 22 | 19 | 17 | WANG CHUNG/Dance Hall Days (Geffen) | |
| 21 | 19 | 17 | 18 | VAN STEPHENSON/Modern Day Delilah (MCA) | |
| 20 | 17 | 16 | 19 | EURHYTHMICS/Who's That Girl (RCA) | |
| 39 | 33 | 29 | 20 | OLLIE & JERRY/Breakin' (There's No Stoppin'...) (Polydor/PG) | |
| 37 | 29 | 26 | 21 | RICK SPRINGFIELD/Don't Walk Away (RCA) | |
| 34 | 27 | 24 | 22 | JEFFERSON STARSHIP/No Way Out (Grunt/RCA) | |
| 10 | 9 | 10 | 23 | CULTURE CLUB/It's A Miracle (Virgin/Epic) | |
| - | - | 35 | 24 | JACKSONS/State Of Shock (Epic) | |
| 35 | 30 | 27 | 25 | DAN HARTMAN/I Can Dream About You (MCA) | |
| - | 39 | 31 | 26 | KENNY LOGGINS/I'm Free (Heaven Helps...) (Columbia) | |
| 6 | 6 | 12 | 27 | JERMAINE JACKSON/Tell Me I'm Not Dreamin'... (Arista) | |
| 8 | 14 | 21 | 28 | NIGHT RANGER/Sister Christian (Camel/MCA) | |
| - | 37 | 32 | 29 | COREY HART/Sunglasses At Night (EMI America) | |
| 15 | 21 | 28 | 30 | MADONNA/Borderline (Sire/WB) | |
| 4 | 11 | 20 | 31 | STEVE PERRY/Oh Sherrie (Columbia) | |
| - | - | 40 | 32 | VAN HALEN/Panama (WB) | |
| - | - | 38 | 33 | TINA TURNER/What's Love Got To Do With It (Capitol) | |
| 40 | 35 | 33 | 34 | ALAN PARSONS PROJECT/Prime Time (Arista) | |
| - | - | 37 | 35 | EDDY GRANT/Romancing The Stone (Portrait/CBS) | |
| 7 | 12 | 25 | 36 | DENIECE WILLIAMS/Let's Hear It For The Boy (Columbia) | |
| BREAKER | 13 | 13 | 37 | PEABO BRYSON/If Ever You're In My Arms Again (Elektra) | |
| BREAKER | 13 | 13 | 38 | JOE JACKSON/You Can't Get What You Want... (A&M) | |
| BREAKER | - | 36 | 34 | 40 | ROCKWELL/Obscene Phone Caller (Motown) |

N&A Begins on Page 86

Adult/Contemporary

| | | | | | |
|----------------|----|----|----|--|---|
| 6 | 3 | 1 | 1 | MIKE RENO & ANN WILSON/Almost Paradise (Col.) | |
| 9 | 6 | 2 | 2 | PEABO BRYSON/If Ever You're In My Arms Again (Elektra) | |
| 22 | 12 | 6 | 3 | ELTON JOHN/Sad Songs (Say So Much) (Geffen) | |
| 13 | 9 | 5 | 4 | LAURA BRANIGAN/Self Control (Atlantic) | |
| - | 23 | 12 | 5 | LIONEL RICHIE/Stuck On You (Motown) | |
| 1 | 1 | 3 | 6 | CYNDI LAUPER/Time After Time (Portrait/CBS) | |
| 2 | 2 | 4 | 7 | DAN FOGELBERG/Believe In Me (Full Moon/Epic) | |
| 12 | 10 | 8 | 8 | ALABAMA/When We Make Love (RCA) | |
| 20 | 15 | 14 | 9 | ALAN PARSONS PROJECT/Prime Time (Arista) | |
| 17 | 14 | 13 | 10 | JOE JACKSON/You Can't Get What You Want... (A&M) | |
| 19 | 16 | 15 | 11 | SERGIO MENDES/Alibis (A&M) | |
| 3 | 4 | 7 | 12 | DENIECE WILLIAMS/Let's Hear It For The Boy (Columbia) | |
| 21 | 17 | 16 | 13 | JOHNNY MATHIS/Simple (Columbia) | |
| 7 | 7 | 9 | 14 | ANNE MURRAY/Just Another Woman In Love (Capitol) | |
| 24 | 20 | 18 | 15 | JUICE NEWTON/A Little Love (RCA) | |
| 5 | 5 | 11 | 16 | CULTURE CLUB/It's A Miracle (Virgin/Epic) | |
| BREAKER | 17 | 17 | 17 | POINTER SISTERS/Jump (For My Love) (Planet/RCA) | |
| - | 24 | 20 | 18 | 18 | DAN HARTMAN/I Can Dream About You (MCA) |
| 8 | 8 | 10 | 19 | KIM CARNES/I Pretend (EMI America) | |
| BREAKER | 20 | 20 | 20 | MICHAEL JACKSON/Farewell My Summer Love (Motown) | |
| 14 | 13 | 17 | 21 | MICHAEL MARTIN MURPHEY/Disenchanted (Liberty) | |
| - | - | 25 | 22 | MADONNA/Borderline (Sire/WB) | |
| BREAKER | 23 | 23 | 23 | TEDDY PENDERGRASS/Hold Me (Asylum) | |
| BREAKER | 24 | 24 | 24 | CHRISTOPHER CROSS/A Chance For Heaven (Columbia) | |
| BREAKER | 25 | 25 | 25 | DAVE GRUSIN/Theme From "St. Elsewhere" (GRP) | |

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AOR/HOT TRACKS

Three Two Last
Weeks Weeks Week

| | | | | |
|----------------|----|----|----|--|
| 1 | 1 | 1 | 1 | BRUCE SPRINGSTEEN/Dancing In The... (Col.) |
| 4 | 3 | 2 | 2 | JEFFERSON STARSHIP/No Way Out (Grunt/RCA) |
| 3 | 2 | 3 | 3 | FIXX/Deeper & Deeper (MCA) |
| 13 | 7 | 6 | 4 | CHRIS DeBURGH/High On Emotion (A&M) |
| 11 | 6 | 7 | 5 | ROD STEWART/Infatuation (WB) |
| 28 | 17 | 12 | 6 | CARS/Drive (Elektra) |
| 2 | 4 | 4 | 7 | CARS/Magic (Elektra) |
| 8 | 9 | 8 | 8 | RATT/Round And Round (Atlantic) |
| 5 | 5 | 5 | 9 | BILLY IDOL/Eyes Without A Face (Chrysalis) |
| - | 45 | 21 | 10 | JOHN WAITE/Missing You (EMI America) |
| - | 39 | 19 | 11 | SCANDAL featuring PATTY SMYTH/The Warrior (Col.) |
| 16 | 13 | 10 | 12 | RUSS BALLARD/Voices (EMI America) |
| 30 | 16 | 15 | 13 | QUIET RIOT/Mama Weer All Crazee (Pasha/CBS) |
| BREAKER | 14 | 14 | 14 | BILLY SQUIER/Rock Me Tonite (Capitol) |
| 33 | 26 | 18 | 15 | BRUCE SPRINGSTEEN/Cover Me (Columbia) |
| 23 | 18 | 16 | 16 | THOMPSON TWINS/Doctor! Doctor! (Arista) |
| 15 | 12 | 11 | 17 | CHICAGO/Stay The Night (WB) |
| 10 | 8 | 9 | 18 | RED RIDER/Young Thing, Wild Dreams... (Capitol) |
| 35 | 27 | 20 | 19 | JEFFERSON STARSHIP/Layin' It On... (Grunt/RCA) |
| 26 | 19 | 17 | 20 | STEVE PERRY/She's Mine (Columbia) |
| 7 | 10 | 14 | 21 | ZZ TOP/Legs (WB) |
| 27 | 23 | 22 | 22 | WHITESNAKE/Slow 'n' Easy (Geffen) |
| 55 | 41 | 33 | 23 | TONY CAREY/The First Day Of Summer (MCA) |
| 12 | 11 | 13 | 24 | VAN STEPHENSON/Modern Day Delilah (MCA) |
| 50 | 36 | 27 | 25 | TWISTED SISTER/We're Not Gonna... (Atlantic) |
| - | 47 | 38 | 26 | COREY HART/Sunglasses At Night (EMI America) |
| 42 | 31 | 28 | 27 | ELTON JOHN/Sad Songs (Say So Much) (Geffen) |
| 51 | 50 | 41 | 28 | VAN HALEN/Panama (WB) |
| 38 | 32 | 30 | 29 | LITTLE STEVEN/Los Desaparecidos (EMI America) |
| 47 | 34 | 31 | 30 | PRINCE/When Doves Cry (WB) |

Complete Tracks Chart on Page 68

Black/Urban

| | | | | |
|----------------|--------------|----|----|---|
| 5 | 3 | 1 | 1 | PRINCE/When Doves Cry (WB) |
| 18 | 15 | 5 | 2 | TINA TURNER/What's Love Got To Do With It (Capitol) |
| 3 | 2 | 2 | 3 | PATRICE RUSHEN/Feels So Real (Won't Let Go) (Elektra) |
| 8 | 4 | 4 | 4 | JOCELYN BROWN/Somebody Else's Guy (Vinyl Dreams) |
| 29 | 16 | 10 | 5 | OLLIE & JERRY/Breakin' (There's No...) (Polydor/PG) |
| 11 | 8 | 6 | 6 | ROGER/In The Mix (WB) |
| 13 | 12 | 8 | 7 | PEABO BRYSON/If Ever You're In My Arms... (Elektra) |
| 26 | 17 | 11 | 8 | TEDDY PENDERGRASS/Hold Me (Asylum) |
| 1 | 1 | 3 | 9 | JERMAINE JACKSON/Tell Me I'm Not Dreaming (Arista) |
| 10 | 7 | 7 | 10 | ROCKWELL/Obscene Phone Caller (Motown) |
| 9 | 9 | 9 | 11 | CHERRELLE/I Didn't Mean To Turn You On (Tabu/CBS) |
| 15 | 13 | 12 | 12 | DENNIS EDWARDS/...Aphrodisiac (Gordy/Motown) |
| BREAKER | 13 | 13 | 13 | JACKSONS/State Of Shock (Epic) |
| - | 32 | 24 | 14 | LAKESIDE/Outrageous (Solar/Elektra) |
| - | 30 | 20 | 15 | KASHIF/Baby Don't Break Your Baby's Heart (Arista) |
| 34 | 26 | 19 | 16 | SHEILA E/The Glamorous Life (WB) |
| 27 | 21 | 18 | 17 | CAMEO/Talkin' Out The Side Of Your... (Atl. Art./PG) |
| 7 | 10 | 16 | 18 | R.J.'S LATEST ARRIVAL/Shackles (Golden Boy/Quality) |
| - | 31 | 21 | 19 | GRANDMASTER M. MEL/Beat... (Atlantic/Sugarhill) |
| 16 | 14 | 13 | 20 | WORLD'S FAMOUS SUPREME TEAM/Hey D.J. (Island) |
| - | - | 28 | 21 | ONE WAY/Mr. Groove (MCA) |
| - | - | 30 | 22 | STANLEY CLARKE/Heaven Sent You (Epic) |
| 32 | 24 | 23 | 23 | WOMACK & WOMACK/Baby I'm Scared Of You (Elektra) |
| 4 | 11 | 17 | 24 | O'BRYAN/Lovelite (Capitol) |
| - | 39 | 27 | 25 | ART OF NOISE/Close (To The Edit) (Island) |
| 36 | 29 | 26 | 26 | JOHNNY MATHIS/Simple (Columbia) |
| 6 | 6 | 15 | 27 | POINTER SISTERS/Jump (For My Love) (Planet/RCA) |
| 2 | 5 | 14 | 28 | DENIECE WILLIAMS/Let's Hear It For The Boy (Columbia) |
| 37 | 33 | 29 | 29 | SMOKEY ROBINSON/And I Don't... (Tamil/Motown) |
| BREAKER | 30 | 30 | 30 | RAY PARKER JR./Ghostbusters (Arista) |
| 20 | 19 | 22 | 31 | DIVINE SOUNDS/What People Do For Money (Specific) |
| BREAKER | 32 | 32 | 32 | BRASS CONSTRUCTION/Never Had A Girl (Capitol) |
| BREAKER | 33 | 33 | 33 | TIME/Ice Cream Castles (WB) |
| - | 38 | 36 | 34 | BLOODSTONE/Instant Love (T-Neck/CBS) |
| - | - | 35 | 35 | MICHAEL JACKSON/Farewell My Summer... (Motown) |
| - | DEBUT | 36 | 36 | EVELYN "CHAMPAGNE" KING/Teenager (RCA) |
| BREAKER | 37 | 37 | 37 | MTUME/You Me And He (Epic) |
| - | 40 | 38 | 38 | J. LEWIS & L.A. STREET BAND/Street Freeks (MCA) |
| - | - | 40 | 39 | BOBBY WOMACK/Tell Me Why (Beverly Glen) |
| BREAKER | 40 | 40 | 40 | SKOOL BOYZ/Slip Away (Columbia) |

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