

I N S I D E:

WGN, KFMB HIT HOMERS IN SUMMER BOOK

Chicago: WGN Up To 11.4 As Cubs Win
Philadelphia: WEAZ New Leader As
KYW, Phils Slip
San Diego: Padres Pennant Propels
KFMB

Full details on Page 18

BROUHAHA BREWS OVER RADIO & TV BEER/WINE ADS

As citizens' groups mount a drive to outlaw beer and wine broadcast ads, the NAB and NRBA gear up for a full-scale battle.

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SELLING CREATIVELY

Selcom's Andy Rainey maintains it's OK to give a sale your best shot... but better to take two or three shots from different angles to find the "right" answer for the client.

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WHAT IS EXCLUSIVITY ANYWAY?

"Exclusivity," in network parlance, can have more than one definition. Reed Bunzel explores what exclusivity implies when applied to concerts and interviews.

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With this issue, we celebrate our 11th anniversary.

PEOPLE IN THE NEWS THIS WEEK

- Russ Reagan Shamrock VP
- Bill Kirkpatrick VP at Summit
- Jim Tillary GM for KXXY-AM & FM
- Bill Pugh PD at WKDA & WKDF
- Dale Weber WNCI's GM
- Andy Allen RCA AOR Manager
- Steve Godofsky VP/GM at WNUF
- Robert Scherner GSM for KSFO & KYA
- Earl Baker GSM at WPRO
- Kenn Brown KGW GSM

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RCPC WRAP-UPS

Joel Denver, Lon Helton, and Walt Love provide detailed looks at the RCPC's format discussions in CHR, Country, and Black/Urban radio.

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RICK DEES: A CHARACTER STUDY

Part II of Dan O'Day's Rick Dees interview probes some of the secrets of his morning success — the characters who populate his KIIS-FM show and how they're deployed.

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Newsstand Price \$3.50



CRAMER EXITS

Gamble Wins WMAQ Programming Post

Bill Gamble has been named Program Director for NBC's Country outlet, WMAQ/Chicago. Gamble replaces the exiting Ted Cramer.

very Country and continue to serve that core Country audience in the TSA, while making ourselves more attractive to the metro listener."

WMAQ VP/GM Tom Hoyt told R&R, "We're very excited to have a programmer of Bill's caliber here. WMAQ has been the nation's preeminent Country station for a long time, and we're looking for Bill to not only maintain but enhance that position. What we want to do is be

Gamble most recently programmed WSUN/Tampa for three years when it was under the ownership of Plough Broadcasting, leaving in June when the station was sold to Taft. Prior to WSUN, Gamble had been PD for WEFM/Chicago; National PD for WEFM's parent company, General Cinema; and Operations Director at WIFI/Philadelphia.

Doubleday Buys WHN From Mutual For \$13 Million

Mutual Affiliation Continues; Doubleday Expresses Support For Country Format

Doubleday Broadcasting has agreed to purchase 50kw Country-formatted WHN/New York for \$13 million from Mutual. The transaction, pending FCC approval, will give Doubleday an AM complement to recently-converted CHR outlet WAPP.

Doubleday President Gary Stevens told R&R, "We're delighted to have the station as part of the Doubleday organization. It's the New York Mets' flagship station, and since Doubleday owns the Mets, there is excellent synergy here.

"I've been quoted as not being high on AM radio, and this by no means signals a dramatic move by Doubleday back into AM; we're still an FM company. WHN is more of a consolidation of our interests in New York City than an acquisition. It was such a unique opportunity in the New York market that it was hard to pass up. I'm delighted with everything presently happening at the station, including the format and the staff."

Mutual Broadcasting Exec. VP/GM Jack Clements told R&R, "We have had many inquiries regarding the sale of WHN for some time, but all the terms, including the price, affiliation, and purchaser, had to be right. Doubleday has expressed its commitment to WHN to maintain its present staff, support its Country format, and continue as an affiliate of Mutual.

"WHN is and will continue to be a radio success story in New York," he continued. "We are selling WHN with the station clearly in the black, and poised for a long road of success ahead."

The sale takes Mutual out of the station ownership arena. Besides WAPP, Doubleday owns WMET/Chicago, WLJL/

Detroit, WAVA/Washington, KPKE/Denver, and KDWB-AM & FM/Minneapolis. WHN be-

comes Doubleday's first Country-formatted outlet.

Summer Ratings For New York Los Angeles

WPLJ Gains
On WHZ; Urbans
WRKS, WBLT improve;
WOR Climbs

KIIS Hits
10 Share; KTNG, KMPC,
KOST Up Notably;
KROQ-FM Rebounds
As KLOS, KMET Slip

Summer Quarterly Arbitron Advances

	Spr. '84	Sum. '84		Spr. '84	Sum. '84
WHTZ (CHR)	7.2	6.6	KIIS (CHR)	9.7	10.0
WRKS (Urban)	5.1	5.4	KABC (Talk)	7.6	7.9
WPLJ (CHR)	4.4	5.3	KJOI (Easy)	4.3	4.4
WOR (Talk)	4.2	4.7	KBIG (Easy)	4.3	4.1
WINS (News)	4.6	4.4	KLOS (AOR)	3.9	3.5
WRFM (BM)	3.7	3.7	KMPC (BBnd)	2.9	3.4
WBLT (Urban)	2.6	3.5	KOST (A/C)	2.7	3.4
WCBS (News)	3.6	3.3	KTNG (Span)	1.8	3.2
WCBS-FM (Gold)	3.3	3.3	KMET (AOR)	3.4	3.1
WKTU (CHR)	3.3	3.1	KKHR (CHR)	2.9	3.0
WNEW (BBnd)	3.1	3.1	KFWB (News)	2.9	2.9
WNEW-FM (AOR)	3.1	3.1	KNX (News)	3.0	2.9
WNBC (CHR)	3.0	3.0	KRTH (Gold)	2.6	2.9
WHN (Ctry)	2.9	2.9	KROQ-FM (AOR)	2.1	2.8
WPAT-FM (BM)	3.6	2.9	KIQQ (CHR)	2.6	2.4
WLTV (A/C)	2.4	2.8	KMGG (A/C)	1.8	2.4
WYNY (A/C)	2.6	2.8	KULH (Blk)	2.3	2.0
WZLW (Talk)	2.6	2.6	KZLA-FM (Ctry)	2.2	2.0
WAPP (AOR)	2.9	2.4	KLAC (Ctry)	2.0	1.9
WPX (A/C)	2.7	2.3	KFI (A/C)	1.4	1.8
WPAT (BM)	1.6	2.0	KALI (Span)	1.8	1.7
WMCA (Talk)	1.5	1.8	KHTZ (A/C)	2.0	1.7
WMSQ (Span)	2.1	1.8	KPRZ (BBnd)	2.4	1.7
WQXR-A&F (Cias)	1.1	1.6	KDAY (Blk)	1.6	1.6
WADO (Span)	2.3	1.4	KNOB (Easy)	1.5	1.6
WNCN (Cias)	1.0	1.1	KRLA (Gold)	2.0	1.6
WJIT (Span)	1.3	1.0	KWKW (Span)	1.8	1.5
WLJL (Misc)	.9	1.0	KACE (Blk)	1.3	1.3
			KUTE (Urban)	1.3	1.3
			KLVE (Span)	1.7	1.2
			KFAC-FM (Cias)	.9	1.0
			KKGO (Jazz)	1.3	1.0

Results from Chicago, Philadelphia, and San Diego: See Page 18

WASHINGTON INNER CITY VP

WLBS Names Buys GM

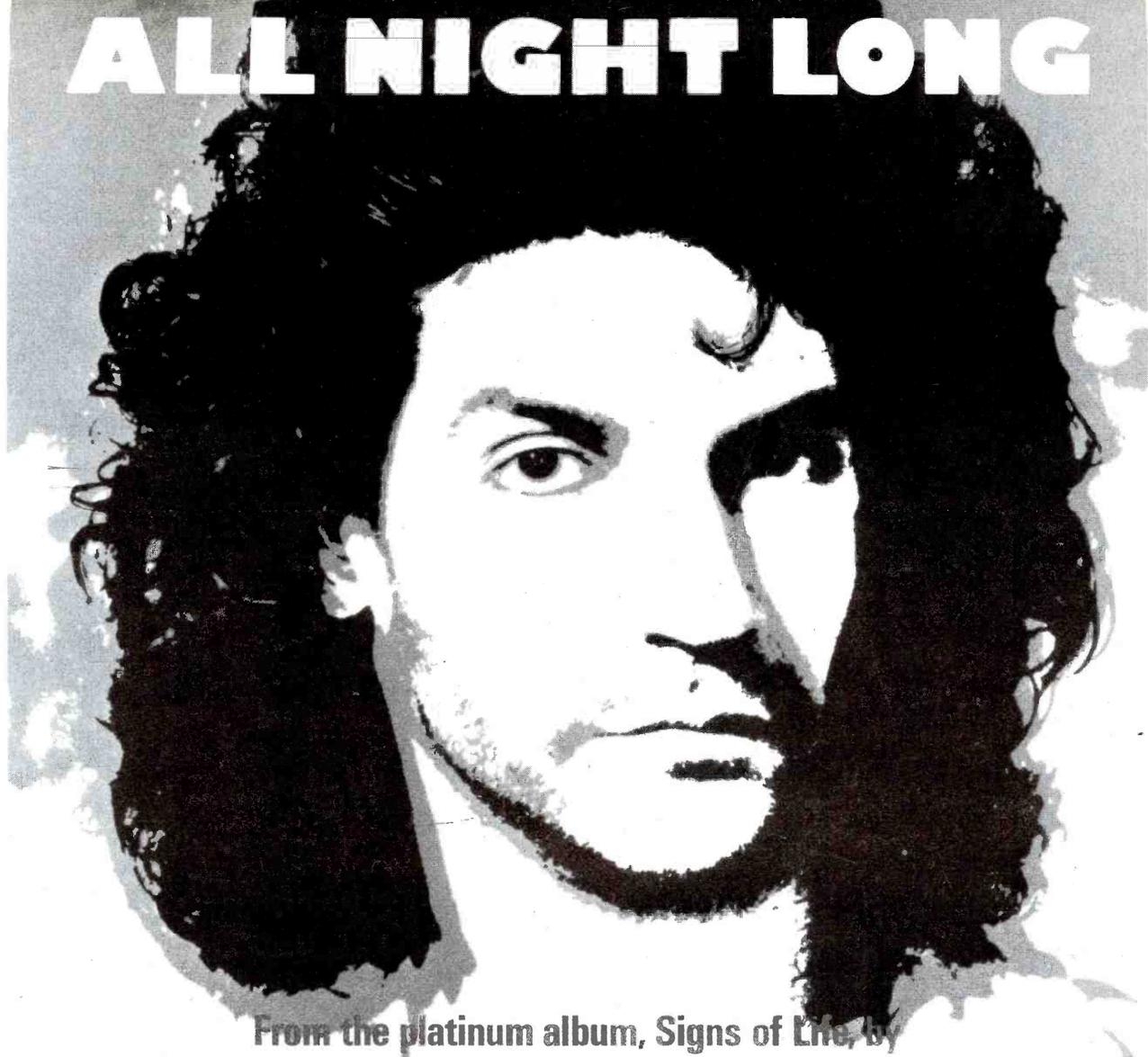
Joe Buys has been appointed General Manager of Inner City's Detroit outlet WLBS. Buys succeeds Janie Washington, who relocates to New York City as VP for the entire Inner City group. Buys's appointment is effective October 8.

Buys operated his own consulting firm for three years prior to joining Arbitron as Division Manager for Midwest Radio Station Sales last January. Commenting on his new post, the 18-year radio vet told R&R, "This opportunity has absolutely nothing to do with wanting to leave Arbitron, because I really enjoyed the work. It's just that the opportunity with Inner City presents itself as one I really couldn't refuse."

Regarding possible changes at WLBS, Buys added, "Like anything else, there's going to be an evaluation period. There are some areas that can be explored in the market, and we hope to do that. Detroit is a super market, extremely competitive. Whether we maintain what the station is doing now or do something different will depend upon evaluating everything."

Washington was unavailable for comment.

ALL NIGHT LONG



From the platinum album, *Signs of Life*, by

BILLY SQUIER

*“I think that this will hit them like a hurricane...
I think it redefines what rock and roll can be.”*

—Jim Steinman

Produced by Billy Squier
and by Jim Steinman for Obsidian Productions, Inc.

Capitol
1981 CAPITOL RECORDS, INC.

TEST YOUR QUIZZICAL FITNESS

A double bonus this week for readers eager to show off their accumulated expertise. Jhan Hiber presents his annual Research Quiz, while Ken Barnes unveils the first (and possibly last) On The Records Multiple Choice Quiz. Guaranteed national exposure for the winners! No entry fee! Turn to Pages 10 and 24 now!

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Calendar: Brad Messer	41	CHR Chart	80
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TILLARY KXXY-AM & FM GM

Kirkpatrick Summit VP

Bill Kirkpatrick has been promoted to the newly-created position of VP/Summit Communications of Oklahoma. Kirkpatrick had served as VP/GM for KXXY-AM & FM/Oklahoma City for the past three years. In his new role, Kirkpatrick will oversee operations of the two Country radio outlets as well as a new company, Thundercloud Printing.

At the same time, Kirkpatrick and Allen Shaw, VP/Radio for Summit, announced the promotion of KXXY General Sales Manager Jim Tillary to GM for the two stations.

Shaw commented, "Bill has done an outstanding job for the radio stations. Now that we're involved in the printing business as well as radio business we needed someone to oversee the whole thing — and Bill is the man."

Shaw continued, "Jim is being promoted not only because of the outstanding job he did at GSM; it's also indicative of our desire to groom our department heads to

assume GM positions when the opportunity arises."

KXXY TO KCNN, N/T Format

Kirkpatrick, who served four years as GM of WHLY/Orlando and earlier was GM of WFMS/Indianapolis, disclosed plans to change KXXY (AM)'s calls and format. "With the new treaty the US has signed with Mexico (on frequency protection), KXXY-AM expects to go full-power, fulltime around December 1. Jim was promoted to help with the increased responsibilities that come from running two aggressive stations on a day-to-day basis.

"Present plans for the AM call for it to change call letters and formats sometime after the first of the year. The new calls applied for are KCNN, and we'll be debuting a new, innovative format that borders on News/Talk with a few of our own wrinkles. We'll obviously be using the CNN Radio Network and we'll probably hook up with another major net as well."

Three-year GSM Tillary was previously GSM for WVLC-AM & FM/Lexington, KY and WKIS/Orlando. He told R&R, "We've come a long way in the three years we've been in Oklahoma City. We have a lot of things planned for the future and I'm very happy I'm going to be the one to head them up."

Allen Upped To RCA National AOR Post

Andy Allen has been promoted to Manager, National Album Promotion/East Coast for RCA Records. He had been RCA's Midwest promotion rep for the past four years, having joined the company in 1978 as a salesman following experience at retail and as an air personality at KSHE/St. Louis.

National Album Promotion Director Alan Wolmark commented, "Andy's track record in promotion, retail, and radio makes him a great addition to RCA's album department. His enthusiasm and vigor will greatly enhance the department's efforts."

Allen will report to Wolmark, working along with his West Coast counterpart Jeff Naumann.

Reagan To VP At Shamrock

KUDL/Kansas City GM and Shamrock National PD Ross Reagan has been awarded corporate VP stripes. Reagan maintains his current assignments, and he will continue to report to radio division President Bill Clark.

Commented Clark, "This title is in recognition of the tremendous contribution

Ross has made to Shamrock Broadcasting, not only as GM of KUDL, but in helping the PDs of our other stations successfully develop and execute their individual market strategies. He is a key member of the Shamrock executive team and we're proud to make him an officer of the company."



Ross Reagan

Reagan, who has been with KUDL since it was taken over by Shamrock five years ago, was promoted to GM in June 1982. He said, "I'm looking forward to making a greater contribution to Shamrock's future, and I'm grateful for the extraordinary opportunities I've had over the last five years to have shared Shamrock's values and successes."

Pugh New PD At WKDA & WKDF

Bill Pugh has been appointed PD at WKDA & WKDF/Nashville, moving from the PD position at WTUE/Dayton. He replaces Smokey Rivers, who left to program WAVA/Washington last month.

VP/GM Bill Byram told R&R, "I'm very impressed with Bill's demeanor and ability to handle people. He has a good grasp of what we do here, as WTUE and WKDF's reach are similar. His philosophy of what a modern-day AOR has to do to bridge the demographic gap fits right in with ours. Also, Bill's in it for the long haul; he's not looking to make this a stepping stone to another position."



Bill Pugh

Pugh, who starts at the Nashville stations October 15, commented, "It's the kind of situation I've thought about for years: a city with excellent growth potential, and a station with wonderful people. The longevity of people like Carl P. Mayfield (13-year WKDF morning man) says a lot for the organization. It's great to move from one market dominant station to another that also knows how to get things done." PUGH/See Page 18

MARKET'S THIRD CHR

WYHY Drops A/C For CHR

SunGroup's WYHY (Y107)/Nashville has switched formats from A/C to CHR under the direction of recently named PD Gabe Hobbs and group consultant Michael St. John. The station is now calling itself the "Hit Music FM."

GM Mike Stenski told R&R, "The change to CHR is the culmination of our progression of our format from a foreground A/C station. We're increasing our market visibility to make the deepest penetration, and feel that adults need a hit-oriented 18-34 station."

St. John, who programmed KX104/Nashville for six years and worked for years at crosstown WMAK, told R&R, "We're rebuilding this radio station, which has a great signal and dial position. With our adult-oriented CHR, I think we'll find a middle ground between the two CHRs, the AOR, and the remaining A/C."

Hobbs, who joined the station six weeks ago after programming WKDQ/Evansville, IN, explained the format change. "This market is in a state of flux with all the CHR's having new PDs and morning personalities, so this is the time to strike."

As a result of the format change, three staffers were let go and the remainder resigned.

TRANSACTIONS

Affiliated Acquires KHEP-FM For \$6 Million

Affiliated Broadcasting has reached agreement to purchase KHEP-FM/Phoenix for \$6 million cash from Grand Canyon Broadcasting, pending FCC approval.

The station airs a Classical format on 101.5 mHz with 100 kw and antenna height of 1740 ft. above average terrain. The station will retain the format but change call letters, since Grand Canyon retains KHEP (AM) in the market.

Affiliated is a subsidiary of Affiliated Publications. It also owns KRAK & KEWT/Sacramento; WOKV & WAIV/Jacksonville, FL; WHYN-AM & FM/Springfield, MA; WFAS-AM & FM/White Plains, NY; and KMPS-AM & FM/Seattle.

GILMORE BUYS WIVY FOR \$6.5 MILLION

Gilmore Broadcasting has purchased WIVY/Jacksonville from Infinity Broadcasting for \$6.5 million, subject to FCC approval. A/C-formatted WIVY has 60 kw at 102.9 mHz with an antenna height of 632 ft. above average terrain.

Gilmore recently bought WLVE/Miami to add to its radio roster of WSAV & WQPO/Harrisburg, VA and KODE/Joplin, MO. The company also

TRANSACTIONS/See Page 18

Weber Joins WNCI As GM

WDGY/Minneapolis GM Dale Weber has been appointed to the GM post at Nationwide's WNCI/Columbus. He succeeds Art Ortega, who resigned last week to pursue outside interests. Weber had been GM at WDGY for the past 15 years, and also managed Twin Cities outlet KRSI.

Nationwide VP/Radio Steve Berger commented to R&R, "Dale has varied experiences in radio. He's been an executive for many years and is an excellent motivator."

Weber told R&R, "Nationwide checked out to be one of the finest companies I could go to. This is also a great facility and Columbus looks like a fine market to be in."

Empire Buys WNUF; Godofsky New VP/GM

Empire Media Corp. has purchased Big Band-formatted WNUF/New Kensington (Pittsburgh) from Milton Hammond for \$1.5 million, pending FCC approval. At the same time, it was announced that WYLF-FM/Rochester/VP/GM Steve Godofsky will become VP/GM at WNUF.

Empire Media's principal owner is Elton Spitzer, also a principal of Phoenix Media, interim operators of WLIR/Long Island. Spitzer is also a principal in Waly Enterprises, which owns WYUT & WMYL/Utica. Seller Hammond has no other broadcasting interests.

WNUF broadcasts at 100.7 FM with 20kw. Godofsky indicated a change of format and call letters is probable.

Broker for the transaction was Norman Fischer.

STAFF

Founder: BOB WILSON
 Publisher: DWIGHT CASE
 Vice Presidents: Marketing: CHUCK KIRKMAN
 Vice President & Editor: KEN BARNES
 Senior Editor: JOHN LEADER
 Art Director: RICHARD ADLITA
 Managing Editor: JEFF GREENE
 Executive Editor: GAIL MITCHELL
 Ratings & Research Editor: JHAN HIBER
 Interviews & Special Editor: REED BUNZEL
 A/C Editor: RON RODRIGUES
 AOR Editor: STEVE FEINSTEIN
 Black/Urban Editor: WALT LOVE
 CHR Editor: JOEL DENVER
 Country Editor: LON HELTON
 Music Licensing Editor: GINA MITCHELL
 Art Editor: BARBARA BARNES
 News/Art Editor: SHARON ALLEN
 Accounts Editor: SEAN ROSS
 General Assistant: BRADY BOBERTS, KEITH ATTARIAN, HURRICANE HERMAN, YVONNE OLSEN, JULIE ROSENBERG
 Computer Services: DAN COLE (Director), LEE CLARK, NEE LANE
 Radio Director: ADRIENNE RIDGLE
 Circulation Director: MARICELLA LOPER
 Production Director: RICHARD ADLITA
 Assistant Art Director: MARILYN PRINABOND
 Photography: ROGER DURHAM
 Typography: KENT THOMAS, LUCIE MORFEE, TERESA CHAVEZ
 Design: MALAREN GARVEY
 LT: HEALING, GARY MAN FOR STEER
 Creative Services Director: MICHAEL ATTORSON
 Assistant Executives: FRANK BELLAMY, JEFF GELB, KEN BOSS
 News/Marketing Coordinator: NINA ROSSMAN
 Office Manager: NANCY HOFF
 Administrative Assistant: EILEEN GALECKI
 Circulation: MARGARET BIDDERTON
 Washington Bureau: 918 Connecticut Ave., NW, Suite 200, Washington, DC 20006. QED 480-8800
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 National Editor: BRAD WOODWARD
 Assistant Executive: VIVIAN FURCH
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 Bureau Chief: SHARON ALLEN
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 Radio & Records is published every Friday by Radio & Records, Inc. 1930 Century Park West, Los Angeles, CA 90067 (213) 953-4200. Subscriptions: \$215 per year or \$50 per quarter. www.radioandrecords.com is available for \$400 per year. All responsible care taken but no responsibility assumed for unsolicited material. R&R reserves all rights in material submitted for publication. All letters addressed to R&R or the Editors will be returned unopened for publication and reproduction and may therefore be used for this purpose. Nothing may be reproduced in whole or in part without written permission from the Publisher. The terms AOR, Back Issues, Broadcast, Music Address, National Playlist-30, Playlist, Radio & Records, and Street Talk are registered trademarks of Radio & Records. Printed in U.S.A. Market first class in the United States, Canada, England, Australia, New Zealand, and Japan. © 1984 Radio & Records, Inc. A division of Harte-Hanks Communications.



Andy Allen



Republic Radio



Katz Radio



Christal Radio

Katz Radio Group. The best.

12% OF NATIONAL BUSINESS AT STAKE

\$170 Million Battle Brewing Over Alcohol Ads On Radio

A monumental battle is shaping up over a proposed ban on advertising of alcoholic beverages on radio and television. The financial stakes for the radio industry are enormous. Beer and wine interests bought \$160.3 million in national spot time in 1983 and spent \$10.3 million on radio networks. That's 12% of radio's national business. By contrast, cigarettes made up only 3.8% of radio's national business in 1970, the final year they were advertised on the air.

The ban campaign, which even in its infancy has galvanized NAB and NRBA, was launched in June by Project SMART, or Stop Marketing Alcohol on Radio and Television. It's coordinated by the Center for Science in the Public Interest, which calls

itself a "nonprofit health advocacy citizens' group." The initial goal is to collect one million petition signatures to be delivered to the President and Congress early in 1985. "We plan to stick to it," vows project director George Hacker. "We don't expect

results instantly, either. We expect this will be a multi-year debate. These are just the opening salvos."

Hacker has no firm count but says "hundreds of thousands" of names have already been gathered, and will be presented in Washington "sometime after the inauguration" in January. The issue is also drawing "a fair airing from the press," he notes, including recent coverage in the *New York Times* and on the "Today Show" and "McNeil-Lehrer Report."

Hacker is unwilling to outline SMART's Congressional strategy, or even say whether a sponsor for ban legislation has been lined up. But he says there is "some serious interest" in the issue on Capitol Hill. "The question of how it will be addressed we're still working out. But I wouldn't be surprised to see more than one piece of legislation."

SMART seeks an outright ban, or a requirement that alcohol ads be balanced with the airing of health information about alcohol. Endorsers include 25 national groups, such as the Southern Baptist Convention, the Mormon and United Methodist Churches, Consumer Federation of America, Action for Children's Television, and Americans for Democratic Action.

The group also expects a Federal Trade Commission ruling shortly on a wideranging petition it filed last November to curb alcohol ads and other marketing pitches aimed at young people and problem drinkers.

Ban Is Top Priority For NAB, NRBA

Project SMART has already prompted an extraordinary response from NAB and NRBA, who have made defeat of the ban a top priority. They seem to have a two-pronged strategy: prove that a ban wouldn't work, while at the same time redoubling and showcasing broadcaster efforts in the campaign against drunk driving.

NRBA formed a Freedom of Advertising Task Force, headed by Duffy Broadcasting principal Bob Duffy, of broadcasters and officials from the advertising, beer, and wine industries. After its first meeting last week, Duffy promised an emphasis on "education and treatment, not prohibition."

He told R&R, "We intend to attack this pending prohibition movement head-on." The panel agrees there's an alcohol abuse problem, but doesn't believe silencing



broadcast ads is the solution. Should cars, which are dangerous weapons in the hands of drunks, also be banned, he wondered: "Where do you stop?" And he noted a rise in alcohol consumption in Russia and Sweden despite ad bans there.

NAB's efforts are headed up by its Alcohol and Drug Abuse Task Force, chaired by WMAL/Washington VP/GM Andy Ockershausen. The panel spearheads a campaign to enlist broadcasters in the fight to curb drunk driving.

NAB will fight an ad ban "tooth and nail," according to Sr. VP/Public Affairs Shaun Sheehan. "It's our top priority." By gearing up so heavily, however, he says NAB must be careful not to "exacerbate the issue."

NAB sees "no movement on the Hill on this," says Sheehan, but he adds, "We think a lot of the punitive legislation will happen at the state level," where NAB is mobilizing state broadcast associations.

The SMART forces have unfairly singled out broadcast ads in support of their general belief that "alcohol causes problems," Sheehan argues. And he observes, "There's a very high percentage of young people who smoke who have never heard or seen a radio or television ad for cigarettes." Research shows that beer and wine ads "create brand-switching, not new drinkers," he claims.

Industry PSAs Called "Smokescreen"

But SMART's Hacker is unimpressed with industry anti-drunk driving activities, which he calls "a smokescreen" and "a very limited response to the problems related to alcohol in our society."

Some PSAs carry "very ambiguous" and "perhaps very dangerous messages," he complains. For example, Hacker says a spot that urges listeners to "know your limit" actually encourages drinking as it seeks to discourage drinking and driving.

Washington Report**Court Orders WNYC Nighttime Shutdown**

WNYC/New York's attempt to escape an FCC order that it cease evening broadcasting has been shot down by the U.S. Court of Appeals. The court deferred to the expertise of the Commission, which says WNYC must leave the air to protect sky-wave service of WCCO/Minneapolis in eight states.

During World War II, WNYC got special permission to operate until 10pm. The two stations have been fighting over that status since 1954, when city-owned WNYC began trying to have its 10 o'clock signoff made permanent. Although the court agreed that the station's programming is highly meritorious, it sided with the Commission in the view that New York residents have adequate access to similar programming at night on a variety of other stations.

Fowler, Rivera Outline Contrasting Minority Views

In speeches to two separate groups, FCC Chairman Mark Fowler and Commissioner Henry Rivera offered vastly different outlooks on the status of minority broadcasters. Appearing before the Congressional Black Caucus Communications Braintrust, Fowler ticked off a series of steps his administration has taken to boost minority ownership, saying, "We have come a long way together." He cited tax certificates, distress sales, relaxed financial showings, rule waivers, and comparative merits for minorities.

Rivera, on the other hand, told the National Association of Black-Owned Broadcasters (NABOB) that "the Commission could do much more to further the cause of minority ownership." He continued, "The absence of this institutional desire is a reflection of the prevailing attitude of a majority of my colleagues who are opposed to special efforts to help minorities... Theirs is simply a philosophical aversion to corrective measures that single out minorities for special preferential treatment."

KISA/Honolulu Fined \$2000

The FCC Mass Media Bureau has fined KISA/Honolulu \$2000 for repeated violation of the rules requiring stations to respond within ten days to an official notice of violation from the Commission.

A similar fine of \$2000 was assessed against KIRV/Fresno. The FCC charges the station operated with full power after sunset although it isn't authorized to do so. And WXPQ/Eatonton, GA has been tagged for \$300 for failing to make equipment performance measurement tests once each calendar year.

46 Groups Seek KIFM's License

The FCC this week released the cutoff list of those who've applied for the FM license being taken away from West Coast Media's KIFM/San Diego. It shows that a staggering total of 46 groups are in the running to become the permanent licensee. An interim licensee will be chosen in a separate proceeding.

The Commission set November 15 as the cutoff date for petitions to deny any of the 46 applications, or for the parties to file minor changes to their proposals.

NRBA Declares War On "Hot" Call Letters

Rebuffed by the FCC in its attempt to reimpose some aspects of the Commission's former call letter regulations, NRBA is taking a new approach. It's asking the Electronic Media Rating Council (EMRC) to endorse a six-month moratorium on stations picking up "hot" call letters just dropped by another station in the same market.

The FCC now lets dropped calls get picked up immediately and has refused to back off from that stance. So, ultimately, NRBA hopes to get Arbitron to agree not to list such call signs in rating books for six months.

AM Seminars Set By NAB

NAB has scheduled four seminars on "The Revitalization of AM Radio" later this month and next winter. Sessions are planned for St. Louis (October 23-24); Portland, OR (October 25-26); Orlando (February 26-27); and Charlotte, NC (February 28-March 1).

Highlights include a study entitled "The Remarketing of AM Radio" by Ted Bolton, presentation of a 70-page paper by the NAB Science & Technology Department on the state of AM broadcasting and reception, a leadership presentation by consultant Jim Hooker, and panels featuring various broadcasters from different regions.

For more information call the NAB Radio Department at (202) 293-4955.

Brewers Among Top 1983 Spot Advertisers

Rank	Brewery	Spot Sales
#1	Anheuser-Busch	\$40.7 million
#4	Coors	21.6 million
#5	Miller	19.2 million
#9	Van Munching (Heineken)	14.6 million
#14	Molson	10.9 million
#16	Stroh	10.5 million

* Radio Expenditure Reports



Radio: America's First Daily News Source

When it comes to news, radio is still where most Americans hear it first. Those were the findings of a recent national telephone survey conducted by R. M. Bruskin Associates. Polling 1000 adults (18+), the Radio Advertising Bureau-sponsored survey found that the majority (52%) of those sampled claimed radio as their first morning news source. Television finished second with 31%, while newspapers ranked first with only 13% of the respondents.

Along with leading in every demographic category (18-49), radio rated strongest among poll par-

ticipants earning \$30,000 per year or more. These upper-income group members chose radio as a first morning news source over television by a three-to-one ratio. Morning was defined as 6-10am.

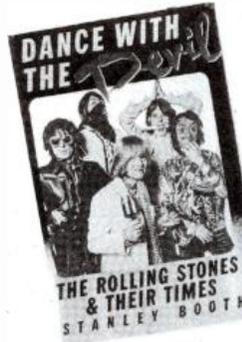
Radio is also the emergency medium, as 56% of those sampled said they would turn to radio first for up-to-the-minute news in an emergency situation. Only 43% chose television. Radio again posted its strongest victory margin among respondents under 50 years of age and those earning more than \$30,000 per year.

Rolling Stones Gather Two Bios

Odd how some images never die. In a time when the Rolling Stones seem about as threatening as the Thompson Twins, two new biographies of the legendary rock band perpetuate the Stones' identification with the devil in their titles. Aside from their titular similarity, Stanley Booth's "Dance With The Devil" (Random House) and Philip Norman's "Symphony For The Devil" (Simon & Schuster) are contrasting treatments of the Stones saga — all they have in common is their excellence.

Booth's book, delayed for 14 years by various factors, concentrates on (and ends with) the group's 1969 American tour, culminating with the disastrous free concert at Altamont. Booth was a member of the tour party, and his eloquent account recreates the claustrophobic atmosphere of the event. His secondary focus is the death of Brian Jones, with the Stones' history rechanneled to lead up to that tragedy.

Norman's history covers the entire lifespan of the group and its members, but, tellingly, only 66 of its 384 pages chronicle the post-Altamont period. Apparently, while the Stones have become an institution, their story has become,



despite romantic upheavals, heroin busts, and a great deal of successful music, much less interesting.

In any case, the reigning rock & roll group has attracted two wor-

thy biographies. Read Booth for style and drama, Norman for exhaustive detail, detached perspective, and a constantly delightful dry wit. But if you're interested in the Stones' or good writing about rock & roll, read both.

JVC Intros Super-Sensitive Video Mike



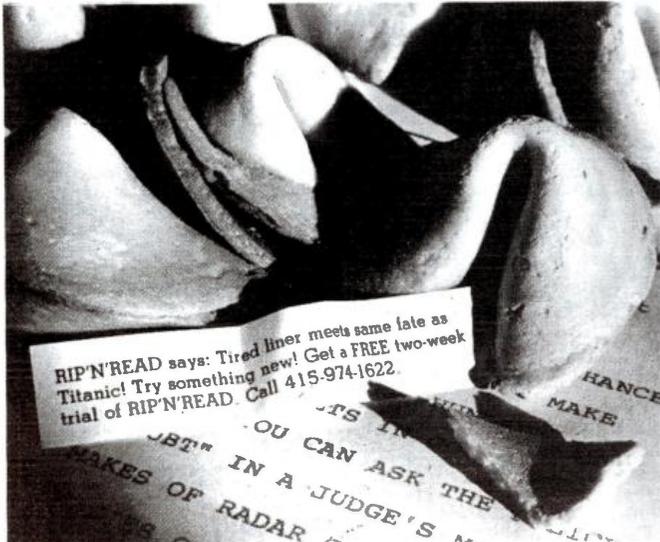
JVC's MU-6200E

Claiming a performance that's "seven times greater than conventional shotgun microphones," the JVC Company of America recently unveiled an all-purpose, super-sensitive microphone, the "MU-6200E."

More specifically, the MU-6200E's sensitivity measures 50 mV/Pa at 1kHz with a frequency response from 50 to 15,000kHz. Sound signals can be sent at line level by the unit's built-in amplifier with 15dB gain.

At 45" wide and a weight of 4.1 pounds, the MU-6200E can be used in either studio or remote locations. The microphone features continuous variable directivity as well as remote control of tone and directivity. The remote control unit and an AC power supply are optional.

Your Good Fortune:



RIP'N'READ says: Tired liner meets same fate as Titanic! Try something new! Get a FREE two-week trial of RIP'N'READ. Call 415-974-1622.

Fifteen fresh, funny stories.
Every day.

Rip'N'Read
Call 415-974-1622.

There is hardly anything in the world that some man can not make a little worse and sell a little cheaper and the people who consider price only are this man's lawful prey.

John Ruskin



For the Best in a TRAVELING BILLBOARD® (Bumper Strip or Window Label) call Byron Crecelius, person to person, COLLECT 314-423-4411.

Our Figures Are In Good Shape.



PAUL McCARTNEY

"No More Lonely Nights"

CHRBREAKERS #1 Most Added: 172 Stations
First Week Out!

Produced by George Martin
Written by Paul McCartney 



BARBRA STREISAND

"Left In The Dark"

91 Stations Total
Including:

A/C Chart: **8**

WXKS-FM 195	FM102		
WBLI Q105	XTRA		
WCAU-FM WHYT	WBEN-FM 40-30	Z98 16-11	WIXV 31-22
PRO-FM KIMN	K104 34-27	KO93 28-22	KBIM 34-29
Z93 Q103	KZZB 37-32	WJBQ 35-30	KIST 35-30

**"This Is The Best Record
Of 1984!"**

Sonny Joe White, PD
KISS-FM 108/Boston

"I want you to listen to the lyric and
the way in which she interprets it
... You will immediately realize
the full power of this record."



REBBIE JACKSON

"Centipede"

WXKS-FM on Z93 add	WKRZ-FM add
WCAU-FM add WHYT on	WBBQ add
PRO-FM on Q100 add	WJZR add
94Q add 30	WRQN add
WKEE add	KMQM add

**Rebbie Jackson Is
Starting To Explode!!**

David Coleman, Singles Buyer
for 42 Turtles stores in Georgia
and Alabama, states:

"Without any CHR/Top 40 Air-
play, we are already getting
crossover sales and in many
stores we are SOLD OUT! The

single 'CENTIPEDE' is the #2
selling single in Atlanta and Bir-
mingham. It looks like a #1 record
and we have doubled our initial
album order."

Also, Bill Shannon, Programmer and
Consultant of WCCO(K104)Erie; WXIL/
Parkersburg; OK100/Thaca; WIXV/Sa-
vannah, says: "In callout research, the
Rebbie is outperforming several of my
heaviest rotation records. It's a hit!"

WZYQ add	WHSI add
Z102 add	KHTX add



FREDDIE MERCURY

"Love Kills"

Now On Over 55 CHR Stations
Including:

WXKS-FM
WPHD
WCAU-FM
XTRA
KPLUS

Added This Week:

K104 add	KF95 add	WQCM add
WKFM add	KKFM add	95XIL add
KHFI add	KBOS add	WCGQ add
WZYP add	KMGX add	KNOE-FM add
KTFM add	KO93 add	WGLF add
KKRD add	KHOP add	KQCR add
WHOT add	KHYT add	

On Columbia Records 

Pro:Motions

PolyGram Promotes Gasper

Jerome Gasper is the new VP/A&R, Urban Contemporary/Black Music Division of **PolyGram Records**. Prior to this, he had served as Director of the division since 1982. Before that he was Director of A&R at **A&M**. Gasper also held similar positions with **RCA** and **CBS**.



Jerome Gasper

Rand New KGHL/KIDX GSM

Jon Rand has been named General Sales Manager of **KGHL & KIDX/Billings, MT**. He previously served as **RAB's** Western Regional Director, GSM at **KPLZ/Seattle**, and GM at **KCDQ/Bozeman, MT**.



Johnny Gray

Gray Joins WB/Nashville

Johnny Gray shifts from radio to records as Regional Marketing Coordinator for **Warner Bros. Records'** Nashville Division, based out of Atlanta. For the past five years, he was Program Manager of **WPLO/Atlanta**.

Harmony Established

Harmony Records is a Los Angeles-based independent label. Its first single, **Russ Coletti's** "Look At My Face," is set for an October release.

Continental Appoints Harrison

J. Eugene Harrison has been named President/CEO for Dallas-based **Continental Electronics Mfg. Co.** He hails from the Southcom Division of **Loral Corporation**, where he served as President for nine years. Prior to that he was VP/GM of **RF Communications'** Government Products Division.

Heckman Joins

Mike's Artist Management

Eric Heckman, administrator of the Hall & Cates/Pontiac Fiero tour, has announced his new association with **Michael J. Lembo** to expand the opportunities and publishing interests of **Mike's Artist Management, Ltd.** The company is in the process of developing various corporate sponsorship collaborations, as well as continuing its association with **MCA Records** as artist development consultants.

Burbach Reorganizes

Burbach Broadcasting has realigned its executive staff, naming **Jack Laubach** Chairman of the Board, **Larry Garrett**, Division President; **Robert Burstein**, Treasurer; and former company controller **Connie Eades**, VP/Finance. Among Burbach's station holdings are **WEYZ & K104/Erie**.

Phoenix Label Takes Off

Phoenix Records has been launched under the direction of President **John Apostol**, Executive VP **Andrew Frances**, and General Manager **Barbara Warren**. Previously, Apostol operated the artist management firm **Apostol Enterprises**, while Frances served as **Millennium Records'** VP/Marketing. Phoenix kicked off its debut with a **Gary U.S. Bonds** single and LP, both titled "Standing In The Line Of Fire." The label will be distributed nationally by **Alpha Distributing Corporation**.



(Standing, l-r): Alpha GM Mel Fuhrman, Phoenix's GM Barbara Warren and Exec. VP Andrew Frances, and Alpha President John Cassetta; (seated, l-r): Phoenix President John Apostol, Gary U.S. Bonds, and Alpha Chairman Nicholas Apostoleris.

RAB Adds Four

The **Radio Advertising Bureau** welcomes **Raymond Holbrook** and **L. Fred Standridge** as Regional Directors for the Northeast and Southwest Regions, respectively. Before accepting this job, 35-year broadcaster Holbrook was GM of **WTCK/Lexington, KY**. Standridge spent four years as a Sales Manager for **Blair/RAR** in Dallas; he succeeds **David Brandeburg**, who moved to **WIRE/Indianapolis** as GSM. In other related activity, **Alissa Fried** and **Frederick Hannaham Jr.** join RAB's Communications Division as production coordinator and staff writer, respectively.

Mohr-Engledow Launch Firm

Former **WIBC/Indianapolis** Sales Manager **Mark Engledow** and AE **K. Stephen Mohr** have resigned to form **Mohr-Engledow Broadcasting, Inc.** The company's first acquisition is **WCTW & WMDH/New Castle-Muncie, IN**. Mohr serves as the firm's Chairman of the Board; prior to WIBC he spent eight years with **United Way** of Greater Indianapolis. Seven-year radio vet Engledow doubles as company President and Station Manager of **WCTW & WMDH**.

Douglas Directs Fiction Promotion

John Douglas has been appointed Director of Promotion for the North Hollywood, CA-based indie label **Fiction**. His responsibilities will include promoting Fiction's two bands, **Midnight Fiction** and **Hunter**.



John Douglas

Smith Named WKLT GSM

Dave Smith has been appointed General Sales Manager of **WKLT/Kalkaska, MI**. He succeeds **Dave Dudt**, who took on Account Executive duties with **WLAV/Grand Rapids**.

WBLM Ups Rubins, Sambrook

WBLM/Portland has appointed **Eve Rubins** to the newly-created position of Station Manager. Rubins has been with WBLM since early 1976; she moved up to GSM in 1977. In other related activity, **Mike Sambrook** has assumed the duties of Local Sales Manager. He joined the station as an Account Executive in 1981.

Miscellaneous & Assoc. Formed

Randy Lavigne has established a new creative services company, **Miscellaneous & Associates**. Located in Nashville, the firm may be reached at (615) 383-7077. Lavigne formerly served as Product Manager for **RCA Records**.

Emergency Adds Tufel, LePew

Peter Tufel and **Spanky LePew** join **Emergency Records** as Director/National Radio Promotion and Director of Publicity, respectively. Tufel was formerly Director of National Retail at **Aria Records**. LePew moves over from Emergency's Filmworks division.



A MONTH OF WIT FROM THE FABULOUS ERMA BOMBECK FOR FREE?

WE MUST BE KIDDING!!!

She will... but we're not!

How would you like Erma Bombeck on your station every day in October, in delightful 60-second features about **MOTHERHOOD: THE SECOND OLDEST PROFESSION?** Completely free — no commercials, no barter, no contracts! Great for drivetime and midday, or any time you choose.

Here's all you do: just record our digital feed from Satcom 1-R, Transponder 3, Channel 01 in 15 kHz format, and broadcast a month of marvelous entertainment. Thursdays at 3:15PM ET, Fridays at 12:15PM and 5:15PM ET, and Sundays at 11:15AM ET, we'll prefeed the following week's 7 60-second features starting the wonderful Erma Bombeck.

Questions? Call Leslie Corn at **Arielle Productions**, 212-535-3581, and while you're at it, ask for free copies of Erma's bestselling book for giveaways. Need a crystal for Transponder 3? Call **IDB Communications** at 213-870-9000.

Erma Bombeck will delight your audience without your spending a cent or giving up a second of commercial time. And that's no joke!

Satellite distribution provided by the **IDB Communications Group**.

Produced by **Arielle Productions International**. 212-535-3581



JHAN HIBBER

Annual Research Quiz Revisited

Yes, boys and girls, it's time for that annual favorite — R&R's Annual Research Quiz. Hundreds of entries cross my desk each year, so this has apparently become quite a popular feature, with everyone from group heads to air personalities getting in the act. If you've entered before but haven't won, give it a try again — and if you're seeing this for the first time, why not test your research mettle?

The ground rules this year are as follows:

1. Since there were four entrants last year who scored 100% on the quiz, it occurred to me that you folks are definitely becoming more research-wise. Therefore, this year's test is designed to be tougher than the '83 version.

2. The sources for the questions/answers are my columns over the last year, as well as the semi-annual R&R Ratings Reports.

3. Entrants should send in to me either the quiz column or a duplicate thereof, with business card or name/address/station noted prominently on the entry blank/column.

4. Be sure to fill in as many of the questions as you can, includ-

ing the tiebreaker.

5. No fair calling the ratings services or other outside sources to help fill in the blanks — just give me your best feedback. The average score over the last few years has been approximately 80% correct.

6. Entries must reach my desk at R&R in L.A. by October 24. Entries arriving after that date will not be examined or considered.

7. The winner will be announced, and the correct answers revealed, in my November 2 column.

Good luck to all!

1984 Annual Research Quiz

1. Arbitrends is currently available to broadcasters in how many markets?

- A. 10
- B. 14
- C. 18
- D. 23
- E. Other

2. Individual Focus Sessions is a research technique that involves (fill in) _____

3. Birch Radio generally surveys a market how many weeks per month?

- A. 4
- B. 3
- C. 2

4. A "share" is a percentage of (fill in) _____

A "rating" is a percentage of (fill in) _____

5. Which one of the following formats did not rise in overall 12+ share in the spring '84 Arbitron results compared to the Ratings Report tally for the spring '83 Arbitron sweep?

- A. Adult Contemporary
- B. Album Oriented Rock

- C. Contemporary Hit Radio
- D. Country

6. Birch Radio measures how many markets monthly?

- A. 45
- B. 79
- C. 94
- D. Other

7. Which of the following items should always be part of the focus group process? (check those that apply)

- A. Recruiting heavy listeners to your station
- B. Having the station GM/PD moderate the discussion groups
- C. Making format change decisions
- D. Following up with a large-sample perceptual study

8. Which one of the following demos is not currently available from Arbitrends?

- A. M18+
- B. A18-49
- C. W18+
- D. Teens

9. Which of the formats below generally garner higher 12+ shares in Birch than Arbitron? (check those that apply)

- A. AOR
- B. Classical
- C. Talk
- D. Country

10. How can you determine, in the spring '84 Arbitron books, what the usable sample size was for each demographic? (fill in) _____

Tiebreaker: Which of the following phonetic spellings equates to the correct pronunciation of my name?

- A. Jan Hibber
- B. Juan Heeber
- C. John Higher

There you have it, my friends. Get those entries in by October 24, then tune in to the November 2 column for the answers and the announcement of the lucky winner. Have fun!

AMEK BROADCAST

The MX Commercial Production Mixer

Features include:

- Fully Modular Construction
- 12/32 Inputs
- 4 Band EQ, Swept Mids
- 4 and 8 Tape Monitors/Effects Returns
- 4 and 8 Buss Outputs/ Subgroups
- 4 EFX, Cue Sends
- 4 EFX Send Masters with AFL
- Transformerless Mic Preamps
- 48 Volt Phantom Power each channel
- PFL/SOLO on all inputs and outputs
- Switchable PFM, VU Light Meters
- EFX Inserts on all inputs and outputs
- All IC's are socketed 5532 and TL0-72
- Complete Slate and Talkback
- Fader Reverse
- Hard Buss Mother Board
- 2 EFX Returns with Buss outputs
- 3 Position Setup Oscillator
- 2 Two track Playback inputs
- PFL Solo Master Volume
- 1 Aux Monitor Output
- Direct Outs on all inputs
- Rigid Welded Steel Construction
- 100 mm Faders
- +24 Headroom
- +22 Output Level

Options:

Transformers available on all inputs and outputs
VU Meters available
Floor Stand



Model as shown \$6990.

With transformer balanced in and out
and VU meters: 16 x 4 \$8990.
16 x 8 \$9900.

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NETWORKS PROGRAM SUPPLIERS



REED BUNZEL

IN SEARCH OF A DEFINITION

You Say Exclusive, They Say Elusive

Exclusive (eks-klu-siv) *adj* 1. Excluding or having the power to exclude; 2. Limiting or limited to possession, control, or use by a single individual or group; 3. Excluding others from participation; 4. Snobbishly aloof; 5. Accepting or soliciting restricted patronage. —Webster's Seventh Edition.

Depending on how it's used in conversation, "exclusive" has several varied definitions. In radio — or any other form of entertainment programming — exclusive shares similarly nebulous definitions, which can lead to puzzling frustration and/or unsettling despair. An exclusive deal, an exclusive interview, an exclusive program . . . and an elusive meaning for all three. Just what does the term "exclusive" really mean, and how does it affect the world of radio and networks? This week's column takes an exclusive look at network exclusives.

What Value Exclusive?

In the radio network business (and for the purposes of this column), exclusivity is usually applied to either concert programs or interview features and covers a specified period of time over which a company retains exclusive coverage of an artist or act. If Network "A" obtains the rights to all "Chrome Kittens" concert broadcasts for one year, no other network can broadcast an authorized Chrome Kitten concert until that agreement expires. Exclusivity for interview material doesn't necessarily work along the same lines; if Network A obtains an exclusive interview with Billy Keenan and the Metric Geese, this could mean the network either paid for that particular interview, or simply had the only tape recorder in the room at the time.

"Exclusivity means different things to different people," explains Frank Cody, Director/Programming at NBC's Source. "If you have an act exclusively, it means you have negotiated an act that will appear only on your network for a specified length of time. But if you have an exclusive interview, it may mean that you are the only network with that particular interview, or that you got it first, or that the artist will talk only to you. The word 'exclusive' really doesn't mean anything any more; it's like 'new and improved.' Everything these days is new and improved, and everything is exclusive."

In acquiring the rights to an exclusive feature, the negotiating terms typically involve monetary compensation in exchange for a window of exclusivity. This insures the network or syndicator that no other company can broadcast similar programming from the same artist within that window, and cements a deal that adds a marketing punch to the network's programming.

Who Benefits?

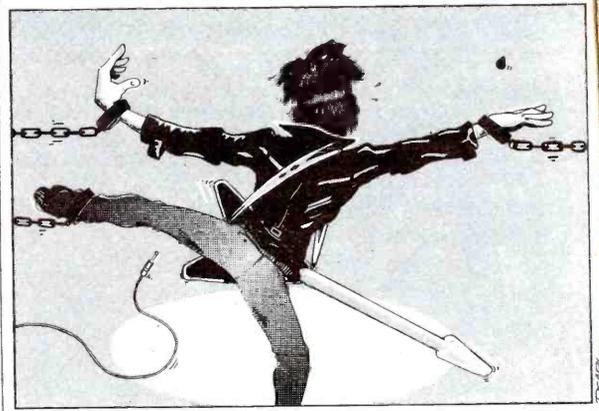
According to Westwood One President Norm Pattiz, an exclusive deal is beneficial to both the network and the artist. "When we sign an exclusive deal with an artist, it goes far beyond the dollars that we pay them," he says. "We look at it more as a marketing vehicle that locks in our position as well as that of the artist. An exclusive deal keeps a concert from being overexposed, and most major artists today are more

worried about overexposure than underexposure."

The obvious thinking behind this is if an artist is featured in concert on four different networks, listeners may get burned out, and the affiliate stations aren't going to want to clear them all. Since many of the stations the networks do business with are affiliates of more than one network, if more than one features the same concert (or act), both the artist and the network could end up weaker than if an exclusive deal was involved.

Says NBC's Cody, "We definitely like to see some sort of agreement as to a specific period of time if we are broadcasting a concert, so they don't end up appearing on four or five other networks or syndicators at the same time. When that happens, no one wants to carry any of the shows, and the audience says 'Oh, no — not another show from Wee Willie And The Don'ts.'"

Dave Roberts, Vice President/Programming at RKO Radio Networks, agrees that an exclusive "window" is necessary to



maintain audience and station interest in an artist, but feels that paying for that exclusivity can be harmful to all parties concerned. "Checkbook exclusivity can definitely be damaging to acts," he says. "Artists can price themselves out of the market, and the network can end up paying a fee that just doesn't make sense economically. The artists are really a pretty homogeneous group — there aren't very many real superstars in the business — and if they all start signing longterm exclusive contracts they'll be limiting their exposure and leaving very little for the other networks."

In addition, artists could possibly hurt themselves by submitting to an arrangement that restricts their promotion and visibility. Ed Salamon, Exec. VP/Programming at United Stations, comments, "Artists are certainly free to trade exclusivity for compensation, but what they also trade away is promotional opportunity.

"Except for Michael Jackson, there probably isn't one artist who is constantly in the press and on TV and radio 365 days a year. Most artists are simply trading away exposure, which isn't particularly beneficial."

Checkbook Journalism

In contrast with concert rights, interview exclusivity (as noted above) carries with it an aura of confusion and uncertainty. At a time when several different magazines and networks all claim to have "an exclusive interview" with the same artist, one has to question just what that means and what the advantages are. "Exclusive doesn't really mean a lot when you're talking about an interview anymore," says Pattiz. "It could mean you have the only interview for that year, in which case it is the exclusive for 1984. When somebody says they have an exclusive interview, what they are talking about is that they were the only one in the room at the time doing an interview. This type of interpretation generally just bastardizes the phrase."

"An exclusive interview is usually one that is done for the project involved," adds Salamon. "But what often happens is that some companies sell artist interviews and distribute them to more than one producer, which is something entirely different. When we feature an exclusive interview, we are referring to one that is done for our company. That is important to us because you don't end up hearing the same old tired interviews that everyone else has."

Should networks pay for interviews, exclusive or not? "If I really doesn't make much sense," comments Cody. "It does make sense for concert performances, but the idea of selling interviews or press conferences can become very troublesome. I think it is dangerous when the press, or suppliers, are being sold the right to talk to someone. It doesn't feel real, and the press is being manipulated. I just can't imagine that it would be good for any network, syndicator, or station to pay money for an interview."

One alternative to checkbook journalism or exclusivity, RKO's Roberts feels, is offering more to the artist than a monetary deal. "The future of the business lies in the program supplier who comes in with a package that deals with more than money. Artists will begin to realize that network promotions and other elements will do more in the long run than simply collecting a fee that really doesn't add up to very much in the end."

The Elusive Exclusive

Judging the degree of exclusivity of a radio program is similar to testing the authenticity of an oil painting: Is it the real thing? If a concert is labeled "exclusive," just what does it mean? If a network is featuring an exclusive interview, what sort of exclusivity is it talking about? And how can a group that is featured exclusively on one network also be exclusive to another?

For answers to these and other important questions, always remember to check the fine print. If exclusivity is important to you and your listeners, make sure you know what you're getting. Read the label first.

And read this column, too . . . exclusively yours in R&R every week.

Network Spots

- The third edition of the "Radio Programs Source Book," published by the **Broadcast Information Bureau** in New York, is an up-to-date directory of network, syndicated, and independently-produced radio programs and services. Program features are classified for quick reference by title, main category, and subject category. For more information on the "Source Book," contact Liz Doris at (516) 496-3355.

- "Paul McCartney: The Beatles And Beyond," co-produced by **Mutual Broadcasting and Popular Media Productions**, is a new Thanksgiving weekend special available to Mutual affiliates. The show highlights the life of McCartney both before and after the Beatle era, and includes a recent interview conducted at **El Street Studios** in London where Paul recently completed an upcoming album and motion picture, "Give My Regards To Broad Street." Further information at (703) 685-2000.

- In a special one-hour live radio tribute to the late John Lennon, **MJI Broadcasting** is broadcasting a birthday celebration featuring **Yoko Ono** and **Sean Ono Lennon**. The program, "Every Man Has A Woman Who Loves Him: A Birthday Party For John And Sean Lennon," will include guests **Elvis Costello**, **Harry Nilsson**, **Eddie Money**, **Roberta Flack**, and **Rosanne Cash**. Contact (212) 245-5010 for further details.

- **Bob Dylan** is the subject of an upcoming **Westwood One** music-interview program, "Dylan On Dylan," slated to air November 17. In an exhaustive, exclusive interview, 43-year-old Dylan reflects on the many sides of his life and

times, and sheds light on his writing, performing, art, and his impressions of today's music and his place in it. The show will also spotlight songs from Dylan's 25 albums. For more information call (213) 204-5000.

- Later this month (10/26-28) **United Stations** will be presenting the "Merle Haggard Story," a three-hour radio special documenting Haggard's legendary life and career. The program, hosted by **Lori Pinkerton**, features music and interviews in an account of Haggard's career in Country. Call (212) 869-7444 for details.

- **Arielle Productions** is offering a series of features, "Motherhood: The Second Oldest Profession," cost-free to radio stations throughout October. The 31 vignettes, featuring the wit and wisdom of **Erma Bombeck**, may be run in any daypart and as often as desired. "Motherhood" is being distributed on Satcom 1-R by **IDB Broadcasting**. For more information call (212) 535-3581.

- Looking for an interview? Contact the **Interview Factory**, which offers air-quality interviews with artists ranging from **Fleetwood Mac** to **Dottie West** to **Chuck Mangione**. Call (818) 988-2045 for further details.

- **CRN Incorporated**, parent company of the **Creative Radio Network**, has announced the formation of a new consulting and radio resource company, **Communications ResourceNet**. The new company was developed to provide full-service answers in radio programming, including market positioning, packaging, promotions, and music research. For further information, contact **Tom Shovan** at (818) 888-2866.

I
DOWANNA
KNOW

R&R MUSIC CALENDAR

NEWS & INFORMATION FEATURES

OCTOBER 7-13

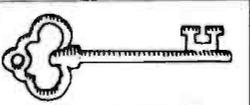
The Weekend	
OCTOBER 13-14	
American Christian Countdown (SP)	Watchman
American Gospel Rock Countdown (SP)	Scam Band
Captured Live (RKO)	Rod Stewart
Countdown America w/ John Leader (RKO)	Fixx
Dick Clark's Rock, Roll, & Remember (US)	Sly & The Family Stone
Dr. Demento (WO)	Request Songs
Gary Owens' Supertracks (CRN)	Hootenany Special
The Great Sounds (US)	Helen Ward
Guest DJ (PFM)	R.E.M.
Hot Ones (RKO)	Fixx
Metalshop (MJI)	Y & T
Music & Memories (SBS)	Jefferson Starship/Franklin Cover/ George Gobel
Music Of The City (SI)	They Call It Rock & Roll Part 1
Rare & Scratchy Rock & Roll (PIA)	5th Dimension
Rick Dees' Weekly Top 40 (US)	Twisted Sister
Rock Album Countdown (WO)	John Waite/Cars
Rock Chronicles (WO)	Basix Players
Rock Over London (RI)	Adam Ant/Heaven 17 debut
Solid Gold Country (US)	Ronnie McDowell
Solid Gold Scrapbook (RKO)	Four Seasons
Source Special (SOU)	Lost Tapes
Weekly Country Music Countdown (US)	Reba McEntire

Saturday	13
OCTOBER	
Country Calendar (CW)	Merle Haggard
Dick Bartley's Solid Gold Saturday Night (RKO)	Gary Lewis & the Playboys
Rare Trax (CW)	Judas Priest
Silver Eagle (ABCE)	Hank Williams, Jr.
Sunday	14
OCTOBER	
Country Calendar (CW)	Bill Monroe
Radioscope (LBP)	Johnny "Guitar" Watson/Change
Rolling Stones' Continuous History Of Rock And Roll (ABCR)	Platinum Rock
Monday	15
OCTOBER	
Country Calendar (CW)	Eddie Rabbitt
Rare Trax (CW)	Judas Priest
Retro Rock (CW)	Tubes
Sound Check (RKO)	Culture Club

Tuesday	16
OCTOBER	
Country Calendar (CW)	Don Williams
Rare Trax (CW)	Judas Priest
Sound Check (RKO)	Sammy Hagar
Wednesday	17
OCTOBER	
Country Calendar (CW)	Eddy Raven
Rare Trax (CW)	Deep Purple
Sound Check (RKO)	Janie Street
Thursday	18
OCTOBER	
Country Calendar (CW)	Cheryl McClean/Mickey Gilley
Rare Trax (CW)	Deep Purple
Sound Check (RKO)	Lionel Richie
Friday	19
OCTOBER	
Country Calendar (CW)	Deborah Allen
Rare Trax (CW)	Deep Purple
Sound Check (RKO)	Cyndi Lauper

NETWORK PROMOS

Donald Sabatini has been named **Manager/Programs** for the **CBS Radio Network**. He had been Associate Director for the network since 1980... **CBS RadioRadio** has promoted **Marilyn Dracker** to **Manager/Sales Service**. She has been with CBS for 23 years... **Associated Press** has appointed **Burt Goodman** to the post of **Broadcast Executive** for Arizona and New Mexico. He was formerly **Broadcast Supervisor** for Arizona... **Rusty Lutz** is the new **Manager/Radio News** in **NBC's** Washington Bureau. For the past two years Lutz was **Senior Editor** in that office... Former **MJI Broadcasting Director/Sales Julie Talbott** has been promoted to **Vice President/General Manager** of the network... Two announcements from **Mutual Broadcasting: John Gudelanis** has joined the network as an **Account Executive** in the New York office, while **Eric Weiss** has been hired to serve as a **Legal Assistant**... **Ed Howard** has been named **Account Executive** for the **RKO Radio Networks**. He comes to the network from **John Blair & Company**, where he spent 15 years as a **Senior Account Executive**.



- PROGRAM SUPPLIERS KEY**
- ABCD = ABC Direction Net
 - ABCE = ABC Entertainment Net
 - ABCR = ABC Rock Net
 - ABCY = ABC Youth Nets
 - AMS = American Media Services
 - AP = Associated Press
 - ASR = All Star Radio
 - BR = Barnett-Robbins
 - CB = Continuum Broadcasting
 - CBS = CBS Radio
 - CBSR = CBS RadioRadio
 - CRN = Creative Radio Net
 - CW = Clayton Webster
 - DCA = DC Audio
 - DIR = DIR Broadcasting
 - GSN = Global Satellite Net
 - IN = Interview
 - IS = IS INC
 - LBP = Lee Bailey Prod
 - LW = London Wavelength
 - MBS = Mutual Broadcasting
 - ME = Multimedia Entertainment
 - MJI = MJI Broadcasting
 - NBC = NBC Radio
 - NP = Nerwood Productions
 - NSBA = NSBA Productions
 - PFM = PFM Inc.
 - PG = PG Prod.
 - PIA = Public Interest Aff.
 - RI = Radio International
 - RKO = RKO Radio Net
 - RKO1 = RKO One
 - RKO2 = RKO Two
 - SBS = Strand Broadcast
 - SI = Syndicate It
 - SOU = NBC The Source
 - SP = "The Spirit" Productions
 - TRAN = Transtar
 - US = The United Stations
 - WO = Westwood One
 - YRN = York Radio Network

Lifestyle	
Lifelines w/ Bill Fantini (ABCR)	Elika Celli/Pasta Diet (10/8-9) Steve Berman/Six Demons Of Love (10/10-12)
Playboy Advisor (WO)	Friend wants threesome/first-time fantasies/she's "other woman"/ painkillers/exercising with blisters/ they want threesome/he fights too much/ asking injuries/comfortable handcuffs/ she likes tall blondes (10/8-12)
Spaces & Places (WO)	Starting A Business (10/8-12)

Comedy	
Daily Feed (DCA)	Debate slightly edited/more 1st Amendment/VP debate/Mondale poll vault/October surprise (10/8-12)
Jack Carney's Comedy Show (CW)	George Burns (10/8-12)

Entertainment	
Entertainment Update (CBS)	Jobeth Williams/"River Rat"/ Michael Spound/Gary Busey/Joe Penny (10/8-12)
Rock Notes With Pat St. John (ABCR)	Jim Capaldi's new album (10/8) John Lennon's birthday (10/9) Darryl Hall's birthday (10/11)
Screen Scenes (SOU)	Evil That Men Do (10/8) Wild Life (10/9) Secret Honor (10/10) Old Enough (10/11) Weekend Hits & Misses (10/12)

News/Talk/Sports	
News Blimp (PRN)	Mining the moon/Industrial waste/ reincarnation/Olympic anthropology/ abandoned summer pets (10/8-12)
Newsline (NBC)	Man Hunt (10/8-12)
Sporting News Report (CW)	World Series Memories (10/8-12)

General Information	
Brad Messer's Daybook (WO)	Chicago fire/space treaty/Roosevelt (10/8-12)
Computer Program (PRN)	Data storage/data cassettes/floppy disc/ hard discs/disc drives (10/8-12)
Getting Ahead (YRN)	Profiting With Antiques/Collectibles (10/7)
Health Care (PIA)	Alzheimer's Disease (10/7)
Medacan (PIA)	Teeth & Exercise (10/8) Health Information (10/9) Swallowing Pills (10/10) Cooking With "Iron" (10/11) Cancer Prevention (10/12)
Minding Your Business (NP)	Executive Compensation/National Paging Network (10/8) An Ounce Of Prevention (10/9) Bankers & Bettors (10/10) Enterprise High School (10/11) Computers Bought By Bosses/American Food in London (10/12)
Public Affairs (PIA)	Airline Safety (10/7)
Sound Advice (PRN)	Pre-amps/less power/hearing loss/overkill (10/8-12)

The Week Of	
OCTOBER 15-19	
Country Closeup (NP)	Country Music Month Special Part 3
Earth News (WO)	David Bowie/Bananarama/Patrick Swayze
Interview (IN)	Cars
Live From Gilley's (WO)	Lacy J. Dalton
Music Makers (NP)	Mel Torme Part 2
Off The Record (WO)	Dave Edmunds/Iron Maiden/Zebra
Off The Record Special (WO)	Cars
Pop Concert (WO)	Juice Newton
Special Edition (WO)	Oneway



PARTON MY APPEARANCE — RCA recording artist Dolly Parton recently appeared as a guest on AP's Music Country Radio Network in Nashville. Pictured at the program's studios at Opryland are (l-r) Parton and program host Charlie Douglas.



SQUIER ABOUT TOWN — Capital recording artist Billy Squier dropped by NBC's Source studios recently to record a segment for "The Rock Report." Pictured (l-r) are Source's Chuck Schwartz and Rona Elliot, and Squier.

Sales

A REP'S POINT OF VIEW

Creative Selling

By Andy Rainey

If you live by the numbers, you die by the numbers. How many times have we all heard that motheaten cliché? Yet no matter how smart any of us think we are, too often we let the numbers determine our course of action. We use them as an excuse for getting a lower rate than we might have, for not getting on the buy or, in some cases, for not even pitching a station.

On the other hand, maybe that big order you got was strictly the result of big ratings, not a superior sales effort on your part. It's nice to get those. But isn't it more gratifying to write up an order that you had to fight for? Admit it, you're a radio salesperson because you thrive on challenge — otherwise, you'd probably be working for a TV rep!

But the numbers are here to stay. If a buyer calls you and says, "I'm buying markets W, X, Y, and Z based on women 25-49 cost per point," only a fool would walk into his office without that information. But the fact remains, whether your chances look good or



Andy Rainey

bad on the basis of what that buyer requested, every station de-

serves to be pitched. That's a rep's job; in reality, our reason for being. Because you're not only a mean and hungry salesperson, but a smart one, you'll also have reasons why your station should be on the buy. And this is the real topic of this article — creativity.

Creativity Is . . .

Just what is creativity or creative thinking? Creativity certainly has its basis in what we know. However, there's a catch: Creative people are usually very knowledgeable, but all knowledgeable people aren't creative. We all know people whose heads are chock full of facts and figures. Those are the folks who store data in their brains (probably waiting for someone to ask them to play "Trivial Pursuit"), but never think about things in any new or different ways. What really makes you a creative person is how you manipulate what you know and merge it with your own experiences to devise a new way of solving a problem. Even the most off-the-wall notion can be used as the starting point to come up with a workable new approach. Don't limit yourself to "A equals B" thinking only. Break the rules

and come up with something unique that will help make the buyer think about why your station should be looked at in a different way: "A doesn't equal B, but here's why Z is better for you."

Maybe you'll take a fling at pitching an account which all reason dictates you'll never get. Pitch your teen station for a women 25-49 target, because those kids have mothers who probably can't avoid listening to the radio. Pitch your male-oriented AOR station for a cosmetic product, because that young guy probably has a girlfriend sitting next to him as he listens to the car radio. Chances are most of your complacent competitors will come in and pitch their cost per thousand, but the buyer just might find a reason to buy your story. Even if he or she doesn't say yes right away, who knows? Maybe the top-rated station the buyer really wants can't clear the schedule. And when he goes back to rethink the plan, he'll remember you because you thought of something different.

There's another key to creativity, and that is thinking. Thinking is the key to unlocking your creative process. But where do you learn how to do it? We have all kinds of schools and courses to teach us how to do any number of things but think. We learn how to search for needed information, which kinds of ideas to pay attention to; we learn concepts that we use to order and understand our little section of the world.

The "Right" Answer

The problem is that as we grow from children, who are inherently open and creative, nearly all our education is geared to teaching us there's a "right" answer. By the time the average person finishes school, he's taken so many tests that he's literally become obsessed with the need to deliver that one right answer. But in most real-life situations, including many radio sales pitches, there's usually more than one way to go and still be "right." Since it's been ingrained in us that there's only one answer, we're inclined to stop thinking about our problems as soon as we've come up with that one solution. Thus, many opportunities are lost that could have been turned into orders.

If you think a buyer is only looking at cost per point, and you don't think about why your station might be good even though your CPP is out of line, then you deserve the order he gives you. Rethink the opportunity. Is there just one station that's right for the account to buy? No. It's up to you as the salesperson to give the buyer the "right reason" to choose your station and help him justify that decision.

To determine whether you've really hit on a great idea, you have to examine it in relation to other ideas. Otherwise, you won't be able to weigh its relative strengths and weaknesses. Learn to look at a "problem" from several different points of view (yours, the buyer's, the station manager's). You'll find you're a more effective salesperson.

One-idea thinking also tends to make proposals conservative.

Since you've got (in your mind) just one shot, you go in with the sure thing rather than take a chance. The buyer says the CPM has to be \$2.50; my rate has to be "X." That's one-idea thinking.

Creative Expansion

Here's an example of multi-idea thinking. During a recent meeting, a station manager said his station is expensive, but damn well worth it. That's a gutsy statement from a station that really just delivers men (18-34). Yet we consistently put his station among the top billing stations in his market. Because he forces us to look beyond his numbers. We emphasize his coverage, his track record; even his marginal demographics — and it works.

One letter of the alphabet can expand your creative capacity. Just add an "S." Instead of looking for the right answer, train yourself to ask what the answers are. You'll think a little more deeply and come up with more than one idea. You don't need to be a fountain of facts. Use your common sense and own life experiences to make your buyer relate to what you have to sell, as opposed to what she thinks she wants to buy.

Look for the second right answer, which, though it might be offbeat or unusual, is exactly what you need to solve a problem in an innovative way.

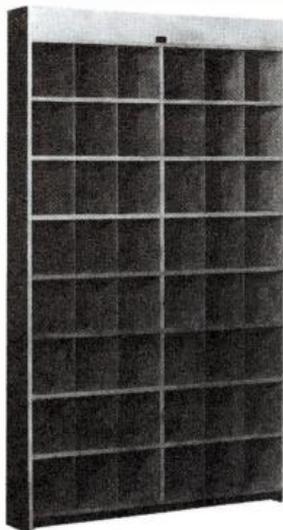
It's In The Pitch

Don't limit your "creative" thinking to simply whipping out Simmons, Qualidata, or International Demographics. Qualitative research is great backup, but it's still just another number. Remember, research basically shows the profile of an audience and isn't an accurate study of who really uses or buys the product.

There is a fallacy in some of this data. For instance, every airline account in the world will buy a Classical station first and justify its low numbers because research shows the format reaches the upscale, professional/managerial male who frequently travels on business. That particular business traveler usually tells his assistant to make the plane reservations. Next time you've got a buy up for an airline account, and you're thinking of not pitching it because you've got a soft rock station or a heavily-female skewing A/C, try pitching this concept.

Are you creative? If you think you are, you probably will be. Pay attention to your little ideas, because you never know when a small idea can lead to a breakthrough. You have to believe and take a chance on making that happen. If you're writing a pitch and think of an angle, relate it to the buyer, no matter how crazy it seems. He may laugh you out of the office, or he may find a way to buy your station! Take the time to be creative. Be the winner that you really are.

Andy Rainey currently serves as Sr. VP/Marketing, Selcom Radio. She is a 14-year sales veteran who first joined Selcom's Radio Marketing Division in 1976. A year later Rainey assumed the post of VP/Research & Marketing.



5", 7", 10 1/2" TAPE CABINETS

All cabinets in this series are 84" high x 5-5/8" deep — 7-5/8" deep and 11-5/8" deep.

Walnut finish cabinets have walnut formica exterior and solid black walnut molding.

All W to code number when ordering walnut cabinets.

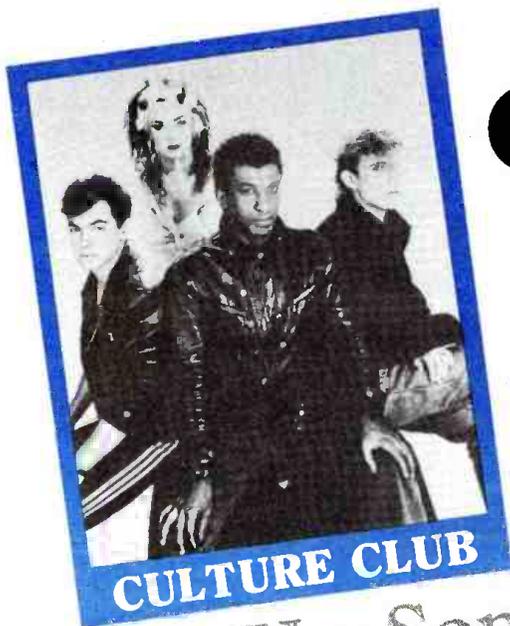
MODEL
TC0748

Model	Width	Capacity	Natural Finish	Walnut Finish	
			Price	Price	
For 5" Tapes	TC0524	24"	310	190.00	261.75
	TC0536	36"	465	230.00	314.25
	TC0548	48"	620	270.00	366.75
For 7" Tapes	TC0724	24"	248	190.00	261.75
	TC0736	36"	372	230.00	314.25
	TC0748	48"	496	270.00	366.75
For 10 1/2" Tapes	TC1124	24"	155	180.00	246.75
	TC1136	36"	232	220.00	299.25
	TC1148	48"	310	260.00	351.75

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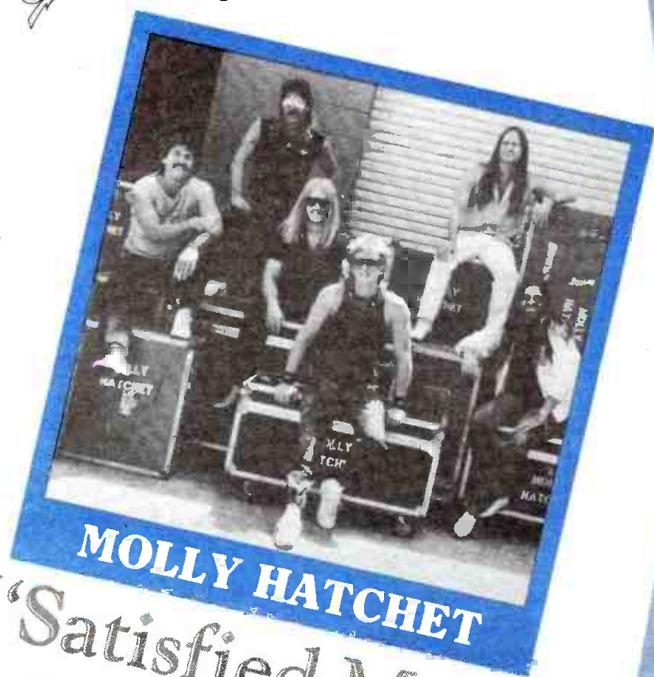


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| PRO-FM | KDWB-FM | XTRA | |



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First Week Out!

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| KWIC | WRQN | WCGQ | KFMW |
| WANS-FM | WZON | Q101 | KGHO |
| WFMI | | | KBIM |
| WKDD | | | OK95 |

HOT TRACKS BREAKERS 35



SURVIVOR

"I Can't Hold Back"

CHR Chart: **DEBUT** 40 186/14 77%
HOT TRACKS 5 **ALBUMS** 7



At **EPA**

Being The Best Is Our Business

Distributed by CBS Records

Transactions Continued from Page 3

owns three TV stations. Infinity retains WKTU & WJIT/New York, WYSP/Philadelphia, WBCN/Boston, KXYZ/Houston, KCBQ-AM & FM/San Diego, and KOME/San Jose.

Blackburn & Co. brokered the transaction.

Franklin Buys WMTN & WAZI For \$1.1 Million

Franklin Communications has reached terms to purchase WMTN & WAZI/Morristown, TN from East Tennessee Broadcasting for \$1.1 million, following FCC approval.

The stations are the first properties for Franklin, while East Tennessee President George Guertin is a minority stockholder in WBNT-AM & FM/Oneida, TN.

Modern Country-formatted WMTN is a 5 kw daytimer on 1300 kHz; WAZI uses A/C programming with 530 watts on 95.9 mHz at 760 feet.

Blackburn & Co. served as broker.

ABS Acquires KROD & KLAQ For \$2.5 Million

ABS Communications will purchase KROD & KLAQ/El Paso from Rex Broadcasting for \$2.5 million. No broker was involved in the transaction, which includes a \$1 million non-compete agreement.

ABS is headed by Burkhardt/Abrams/Michaels/Douglas & Associates VP/Research & Development Jon Sinton and Shortpump Productions President Ken Brown. The acquisitions are the company's first properties. Rex retains ownership of KKUB/Tucson and KRUX/Lubbock.

KROD operates with 5 kw at 590 kHz; KLAQ broadcasts with 100 kw on 95.5 mHz at 1700 feet.

FCC approval is expected around November 1.

Holder Purchases WHBB & WTUN

Holder Communications has acquired WHBB & WTUN/Selma, AL from Talton Broadcasting for \$1.45 million, pending FCC approval. Talton no longer owns radio properties, while Holder currently operates WLCR & WTUF/Thomasville, GA.

WHBB airs a Country format days with 1000 watts and Urban Contemporary at nights with 2500 watts over 1490 kHz, while A/C WTUN has 2500 watts on 100.1 mHz and antenna height of 320 ft. Blackburn & Co. brokered.

Roberts Sells WUHN & WUPE For \$2 Million

H & D Media has agreed to buy WUHN & WUPE/Pittsfield, MA from Roberts Broadcasting for \$2 million, subject to FCC approval.

H & D principals Joel Hartstone and Barry Dickstein jointly own WDOV & WDSD/Dover, DE. Roberts also operates WINN & WFGI/Atlantic City.

Music Of Your Life outlet WUHN is a daytimer with 1 kw on 1100 kHz; it holds a CP for 5 kw. A/C-formatted WUPE has 710 watts on 95.9 mHz at 560 feet.

Blackburn & Co. brokered the transaction.

Pugh

Continued from Page 3

Before joining WTUE, 12-year radio veteran Pugh was an air personality at WDCW/Defiance, OH; WVUD/Dayton; and Columbus stations WCOL-FM and WLWQ. It was also announced that Hank Bonecutter will remain as Asst. PD of the Gold-formatted AM, while David Hall stays on as Asst. PD/MD of the FM.

Summer Quarterly Arbitron Results

Chicago

Unconfirmed Advances
WGN Takes Pennant With Cubs; WLOO Moves Up To Second; WBMX Passes WGCI-FM

	Spr. '94	Sum. '94
WGN (Talk)	8.8	11.4
WLOO (BM)	5.6	6.8
WBMX (Blk)	4.8	5.2
WBBM-FM (CHR)	4.6	5.0
WGCI-FM (Urban)	6.1	4.7
WBBM (News)	4.5	4.0
WCLR (A/C)	4.1	4.1
WIND (Talk)	2.7	3.4
WKQX (CHR)	4.6	3.3
WLAK (A/C)	3.2	3.2
WMAQ (Ctry)	4.1	3.2
WMET (AOR)	3.3	2.9
WUSN (Ctry)	2.7	2.9
WLS-FM (CHR)	3.5	2.8
WLS (CHR)	3.2	2.7
WJJD (Bnd)	2.9	2.5
WVFR (A/C)	2.7	2.4
WXRT (AOR)	2.4	2.4
WAIT (Bnd)	2.0	2.3
WJMK (Ctry)	1.7	1.9
WOJO (Span)	2.0	1.9
WAGO (CHR)	.6	1.7
WFMT (Class)	1.6	1.6
WJPC (Urban)	1.4	1.5
WGCI (Blk)	1.2	1.0
WVON (Blk)	1.0	1.0

San Diego

Unconfirmed Advances

KFMB, Padres Take First; KGB Climbs Into Tie For Second With KJQY; KFMB-FM Up 2

	Spr. '94	Sum. '94
KFMB (A/C)	8.0	9.4
KGB (AOR)	7.6	9.2
KJQY (Easy)	8.4	9.2
KFMB-FM (A/C)	4.2	6.2
KSDO (N/T)	4.6	5.8
KSDO-FM (CHR)	6.5	5.0
XHRM (Urban)	5.5	4.4
XTRA-FM (AOR)	4.1	4.4
KYXY (A/C)	3.6	3.7
XTRA (CHR)	2.9	3.5
KBZT (A/C)	2.9	3.0
KIFM (A/C)	2.7	2.7
KMLO (Bnd)	2.4	2.7
KLZZ (A/C)	3.5	2.5
KPOP (Bnd)	4.0	2.5
KSON-FM (Ctry)	3.1	2.3
KEZL-A&F (A/C)	2.6	1.8
KFSO (Class)	2.6	1.8
KSON (Ctry)	.9	1.6
KCBO-FM (Ctry)	2.0	1.5
KOGO (Talk)	1.5	1.4
XHZ (AOR)	1.2	1.4
KCBQ (Ctry)	2.5	1.2
KKOS (A/C)	1.0	1.1

Philadelphia

Unconfirmed Advances

WEAZ Slips Past KYW For Lead; WMGK, WMMR Post Gains; WCAU-FM Off Slightly

	Spr. '94	Sum. '94
WEAZ (BM)	7.5	7.1
KYW (News)	8.0	6.9
WMGK (A/C)	5.4	6.6
WMMR (AOR)	5.5	6.2
WUSL (Urban)	6.2	6.1
WDAS-FM (Blk)	5.7	5.6
WCAU (Talk)	5.6	5.5
WPEN (Bnd)	4.3	4.9
WCAU-FM (CHR)	5.5	4.7
WIOQ (AOR)	4.4	4.3
WYSP (AOR)	4.1	3.7
WIP (A/C)	3.3	3.5
WVWB (Talk)	4.4	3.4
WXTU (Ctry)	2.6	3.3
WSNI (A/C)	3.2	3.0
WKSZ (A/C)	2.3	2.7
WFL (Gold)	1.8	2.3
WZGO (CHR)	2.8	2.3
WDAS (Blk)	1.6	1.9
WHAT (Blk)	2.0	1.5
WJBR-FM (BM)	1.2	1.1

Scherner New KSFO & KYA GSM

After five years as General Sales Manager at KGW/Portland, Robert Scherner has transferred to the vacant GSM post at King Broadcasting sister stations KSFO & KYA/San Francisco.

VP/GM Ron Saito commented, "Having worked with Bob at KGW, I'm pleased to have someone of his caliber to help us enhance the restructuring of the sales department."

Before joining KGW, Scherner spent a year in the local sales department at cross town KUPL-AM & FM. Regarding his transfer, Scherner said, "It's not easy to walk away from Robert Scherner a situation like that now because there's such a positive momentum, and morale is so high. But at KSFO & KYA there is a brand new opportunity to work with an extremely talented group of people, not to mention one of the best GMs in the business. The challenge is helping build two already good stations into properties of which we can all be proud."

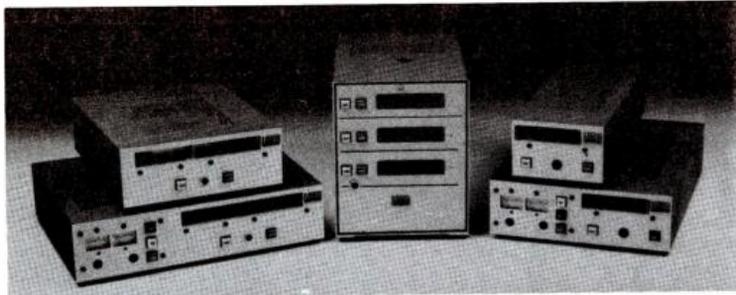


Baker Named WPRO's GSM

WPRO/Providence acting GSM Earl Baker has been officially named to the position at the Capital Cities outlet. Baker succeeds Tim Gorman, who was named President/GM at sister station WKBW/Buffalo in August.

Baker stated, "I've worked for many companies during my career, and I wanted to return to a group that had the same operating philosophies that Cap Cities does. The best thing to do was to come back here. While the company is certainly profit-oriented, they're not so concerned with numbers as they are with the quality of people."

Baker is on his second stint with the station, having worked there between 1963-69. In between, he held GSM positions at WPRI-TV/Providence and WJR-AM & TV/Detroit.



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QUIET RIOT

OCTOBER 19

LIVE SUPERGROUPS

Produced by DIR Broadcasting

Sponsored in part by

Levi's
QUALITY NEVER GOES OUT OF STYLE.

Industrial strength rock from America's premier metal band. Quiet Riot, live from San Antonio on their "Condition Critical" tour October 19. Another great "Live Supergroups" from ABC! Call (212) 887-5218 for details.



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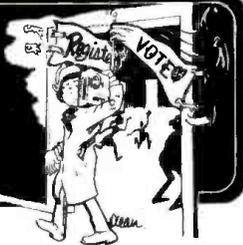
Philadelphia
Bruce Holberg
President & General Manager

LIN Broadcasting

EASTMAN  RADIO

WE'RE MAKING IT HAPPEN

Street Talk



Look for **RCA VP/Promotion EDDIE MASCOLO** to endorse the hiring of **BRUCE WENDELL** as a permanent part of the RCA team. Bruce, who's been consulting "Nipper" on a retainer since he exited Capitol, will be based in Los Angeles.

After two years as General Manager of **WYDE/BIRMINGHAM, RISH WOOD** has accepted the post of Station Manager for **WQEN-FM (Q104)/GADSDEN, AL.** Q104 President (and former Z93/Atlanta GM) **BUD POLACEK** made the announcement of Wood's move to Gadsden, saying, "We are pleased to add Rish to our management team . . . (he will) strengthen Q104's market leadership position."

WNBC/NEW YORK VP/GM JOHN HAYES wants to hire a PD. The position has been open since the end of February when **KEVIN METHENY** went to **MTV.** John needs a creative programmer with some new ideas for a very competitive situation. Take your shot, ASAP.



It should be official by next week: **JOHN SCHOENBERGER** will be promoted to VP/AOR Promotion at **MCA.** Our congratulations in advance.

Widespread reports indicate **K-TEL INTERNATIONAL** plans to file for bankruptcy reorganization. The company admitted to being in a "difficult financial position" in Tuesday's (10-2) *Wall Street Journal*, but did not indicate what specific steps, if any, were being planned.

John Schoenberger

Well, the missing **CRAIG HUNT** (Street Talk 9-28) has returned to **KWSS/SAN JOSE** to work out his agreement with the station, which ends June 1, 1985. Interestingly enough, since Craig's departure five weeks ago, four more of the KWSS airstaff have since departed. **MARK TODD** went to **KMEL/San Francisco.** **STEVE SEAWEEED** went to **KRQR/San Francisco.** **ROD PRAHIN** returned to Detroit for personal reasons, and **RANDY CHAMBERS** left to program **KREO/Santa Rosa.** Sounds like PD **DAVE VAN STONE** has his station parked a little too close to the San Andreas fault.



Get-well-quick wishes to **KFRC/SAN FRANCISCO** morning man **DR. DON ROSE**, who's flat on his back recovering from a broken leg. The break, complicating a previous injury, will keep Don down for a spell, but not out. As he's done in the past, **DDR** will broadcast from his bed at home with the able assistance of engineer **GEORGE ZEMA.**

Dr. Don Rose

After just six issues, **RECORD WEEK** magazine has closed its doors. The magazine, which was attempting an open and verifiable measurement of retail record sales, was apparently underfinanced. Editor **DAN AARONSON** will now offer his marketing research talents through his own "Compuhit" consultancy in Los Angeles.

In the continuing saga of **STEVE DAHL & GARRY MEIER** at **WLS/CHICAGO, ABC** was granted a temporary restraining order which prevents the no-show afternoon duo from taking their act anywhere else. A resolution on this one appears close. Believe it or not, Steve & Garry are keeping their fans updated on the situation via a 24-hour phone line. Interested? Just call (312) 976-4242.

DOUBLEDAY is still searching for an Operations Manager for its **WAPP/NEW YORK.** The position represents a sharing of duties with new PD **MICHAEL ELLIS.** Those still interested in this desirable off-air position should contact either VP/Programming **DAVID MARTIN** or Michael Ellis.

Looks like the Buzzard has scored a pretty hefty coup. **WMMS/CLEVELAND** is the official host of the **JACKSONS'** Cleveland dates, reportedly the only station in the country to land that designation in its market. **WMMS** gets its calls on every pair of tickets and the ticket envelopes. What makes the story even more interesting is that the station has reportedly guaranteed the promoters, **Cleveland Stadium Corporation,** a complete sellout. That would mean **MALRITE** is willing to cover **CSC** for 90,000 times \$30 (two shows of 45,000 each!) . . . sure looks like a cool \$2.7 million to us!

Would you like to head up a three-person news department at a Country combo in the nation's 64th largest market (no winter)? Call **KCUB & KIIM/TUCSON GM JAY PRICE.**

CHR-formatted **KROK/SHREVEPORT** joined its Country sister station **KWKH** on September 27, becoming **KWKH-FM** and adopting a Country format. The two **GREAT EMPIRE** stations will simulcast only the all-night "Interstate Road Show" program. **KWKH-FM** will feature a "more music" approach compared to the more traditional AM.

Congratulations to **FMR ASSOCIATES** on moving into its newly-built headquarters in Tucson (6045 East Grant Road, Tucson, AZ 85712). **BRUCE FOHR,** President of the radio research firm, also tells us **MIKE SAMOLIS** has joined the company as a Research Associate. Samolis, a radio veteran of Rochester, Knoxville, and Tallahassee as Mick St. John, was most recently Assistant Director of Florida State University's Communication Research Center.

The consulting firm **SHERWOOD, HENNES & ASSOCIATES** has reformed under the new title **BILL HENNES & ASSOCIATES.** The new company, obviously without **BURT SHERWOOD,** but with **BILL HENNES** as President, remains headquartered in Mt. Prospect, IL.

Longtime **KKXL/GRAND FORKS PD DON NORDINE** is taking an unscheduled vacation at United Hospital in Grand Forks. Our best wishes for a speedy recovery to one of the Midwest's most respected programmers.



The Greaseman

DC101/WASHINGTON morning star **THE GREASEMAN** has been inked to a longterm contract in excess of the reported \$200,000 a year he was already earning, according to the *Washington Post.*

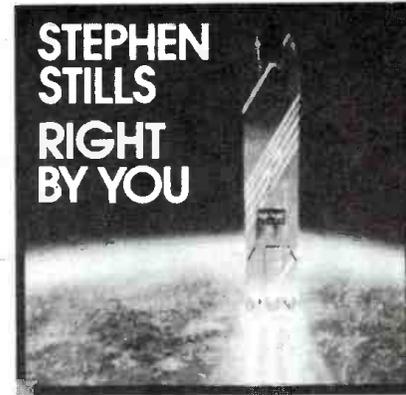
JOHN CANTERBURY has joined **WXBMP/PENSACOLA, FL** as Operations Manager/morning drive personality. Before joining the 100kw Country outlet, John programmed crosstown **WOWW,** and most recently headed his own Canterbury Productions, which he'll continue to operate.

WISE/ASHEVILLE will transfer its CHR format to new FM sister station **WKSF (KISS-FM).** PD/MD of both stations is **JOHN STEVENS.** **WISE** will move more A/C as the months go on.

Continued on Page 23

Destined To Be The Classic Ballad Of Fall '84!

STEPHEN STILLS (FEATURING MIKE FINNEGAN)



80177

"CAN'T LET GO"

7-89611

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|------|---------|---------|
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| WPHD | WQUE-FM | WJAD |
| KIMN | WRNO | Q104 |
| KMJK | KTFM | KTDY |
| KWOD | WJXQ | KNOE-FM |
| Q100 | ZZ99 | WPFM |
| WVSR | WRQN | KDVV |
| WERZ | KKRD | KFMW |
| WKEE | KO93 | KCDQ |
| WPST | KSKD | KBIM |
| WRCK | KHYT | SLY96 |
| KWIC | WOAY | KIST |
| WJZR | WQCM | OK95 |
| KKQV | KQCR | WAZY-FM |
| WHSI | Y94 | WSPT |

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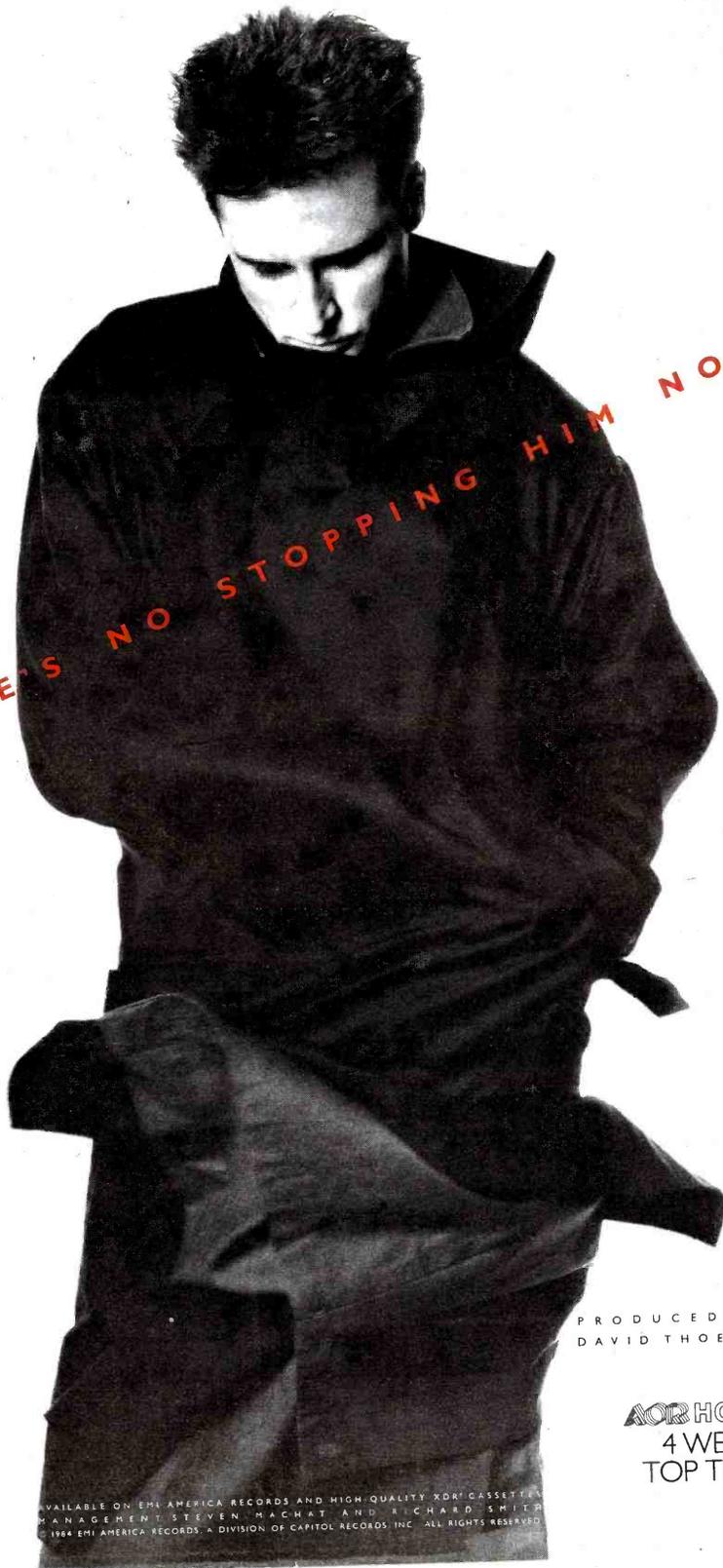
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THE NEW SINGLE

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PRODUCED BY JOHN WAITE
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AOR HOT TRACKS #8 -
4 WEEKS IN THE
TOP TEN TO DATE



FROM THE LP
NO BRAKES ST-17124



AVAILABLE ON EMI AMERICA RECORDS AND HIGH-QUALITY XDR CASSETTES
MANAGEMENT BY STEVEN MACHAT AND RICHARD SMITH
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Street Talk

Continued from Page 21

T94(WJST)/PANAMA CITY has named **DAVE MACEY** to the Operations Manager's post.

In an upcoming episode of CBS's "Knots Landing," look for cameos by five winners from **KMJK/PORTLAND's** "Lucky Star." MD **STEVE NAGANUMA** gets in the act too. While none of the winners have speaking parts, **WB** rep **GREG LEE** (who arranged this promotion) also gets on camera; he's the one sitting at the bus stop reading **R&R**. Thank you, Greg!

Congratulations to **WKDD/IAKRON** PD **MATT PATRICK** and Belynda Sefert, who are getting married October 20.

Wedding bells, too, for **KXZL/SAN ANTONIO** PD **RAY ST. JAMES** and Donna Driessler.

DAVID LEACH has left his Northeast Regional promotion post at **POLYGRAM** to join **FRED DISIPIO's** Central Marketing & Promotion firm.

Widely-respected MD **JOHN MRVOS** is leaving **WXRT/CHICAGO** to pursue other opportunities, and can be reached at (312) 421-3248. His replacement is **LIN BREHMER** from **WQBK-FM/ALBANY**.



After seven years with **POLYGRAM**, National Singles Director **JOE GROSSMAN** has resigned to join **TONY (A.D.) MUSCOLO PROMOTIONS** as VP/Promotion. Joe will officially join the independent promotion firm October 22.

Industry veteran **STAN MONTEIRO** has joined forces with **FLORENCE SEMON**, longtime personal manager, to form **SEMON/MONTEIRO PERSONAL MANAGEMENT**. The Los Angeles-based firm is up and running with several acts. The phone number is (213) 850-0971.

WYDD/PITTSBURGH MD **GEORGE (ANTHONY) CANTAFIO** is the latest radio person to join the record ranks, as he takes on the Midwest Regional promotion duties for **ISLAND RECORDS**.

ATLANTIC National Singles Director **SAM KAISER** makes his TV debut on **NBC's** "Bloopers And Practical Jokes" on Monday, October 15. Sam plays a network exec looking to hire the **Source's** **DAN NEER**. The twist is that Sam has his two children with him at the office, and Dan has brought good friend **CYNDI LAUPER** along for moral support. The interview goes well, Sam and Dan exit for a moment, leaving Cyndi with Sam's two little angels, who soon become monsters. They take Cyndi's autograph and shred it, they destroy one of her cassettes, and when she begins to protest, they threaten to tell "Daddy," which would cost Dan the job. Cyndi was a great sport about it, and didn't say a word about the brats in an effort to help Dan get the gig.

At **WMUS/MUSKEGON, MI**, **DAN MASON**, formerly of **WCXTHART, MI**, is the new PD. He replaces **MICHAEL MURPHY**, who was named PD at **WFMK/Lansing** three weeks ago. Also at **WMUS**, evening talent **CHRIS ROBERTS** is now Asst. PD/midday man, while **JOHN ALAN** joins **WMUS** from **WCXT** for evenings.

BRYAN GERONIMO, afternoon personality at **Q100/ALLENTOWN**, has been upped to PD, replacing **DAVE DILLON**, who moves to **WEZS/RICHMOND**.

One of the Motor City's best-known air personalities, **JOEY RYAN**, has joined **WHND/DETROIT** to handle weekends and swing.

WXUS/LAFAYETTE, IN PD **JIM LEVEN** exits as the A/C station goes in for "humanation" for night hours. He's available at (317) 743-1349.

RON SMITH is the new MD at **INFINITY's** **WJMK/CHICAGO**.

TOM O'HARE has shifted from weekends to late evenings at **KFILOS ANGELES**, and L.A. radio veteran **NANCY PLUM** has joined the 50 kw A/C outlet for weekends.

DANCIN' DANNY WRIGHT and **Q107/WASHINGTON** have parted company over philosophical differences. PD **ALAN BURNS** is looking for a new afternoon talent, and Danny is looking to relocate. Contact Q107 if you want Danny or Danny's gig.

PAT GARRETT is the new PD of **KEZY-AM & FM/ANAHEIM**. Pat, who once served as the stations' Production Director, succeeds former PD **DAVE SYMONDS**, who exits along with morning personality **BILL DAVIS**.

TOM MAILEY has been promoted to the newly-created post of Operations Manager at **WENY & WLEZ/ELMIRA, NY**. Tom will continue to handle his morning show on A/C-formatted **WENY**.

In our item last week about the "tightly-knit" staff at **WTP/INDIANAPOLIS**, we made a couple of goofs. **PAM CARR** is an Account Exec. at **WTP**, not **GSM**; and she is married to **WTP** afternoon personality **STEVE COOPER**. We incorrectly had Steve employed at crosstown **WFBQ**. Incidentally, "the new **WTP**!" debuts on October 15.

STORKSTOPS: MULTIMEDIA RADIO VP PAUL FIDDICK and his wife Julie recently had their first child, Lea Elizabeth . . . **WBYG-FM/KANKAKEE, IL** News Director **STEVE DAGGERS** and his wife Renee welcomed Nicholas Jay on September 10 . . . Born to new **WHAS & WAMZ/LOUISVILLE** Station Manager **SANDY GAMBLIN** and his wife Tricia on September 19, Brandon Roy . . . **KDKB/PHOENIX** Senior VP/GM **TOMMY VASCOCU** and **KDKB** Station Manager **ELIZABETH YOUNG** became parents September 26 when Nicholas Raney Young Vascoocu arrived . . . **ARISTA's** NE Regional promo rep **JEFF BACKER** and his wife Susan are the proud parents of Jenna Michelle Backer.



Manchester Moves With MCA

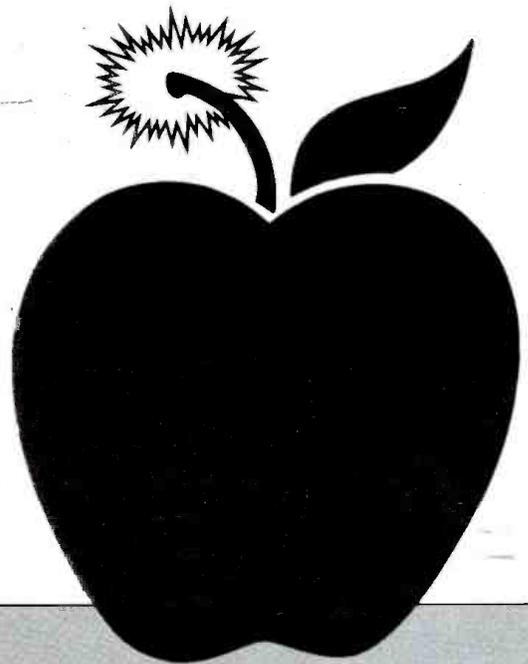
Following her appearance at the **NAB/NRBA** Convention in Los Angeles, **Melissa Manchester** announced her new association with **MCA Records**. Smiling backstage were (l-r): **Westwood One** President **Norm Pattiz**, **MCA** President **Irving Azoff**, **Melissa**, **MCA** Executive VP **Richard Palmese**, and **Melissa's** manager **Michael Lippman**.

"TEACHER TEACHER" IS EXPLODING!

38 SPECIAL

CHR BREAKERS 10/5

162/41 67%



AOR /HOT TRACKS 9/21

8-5

from the motion picture soundtrack

TEACHERS

an Aaron Russo Production

Capitol

Produced by Rodney Mills & 38 Special

©1984 United Artists Corporation

On The Records



KEN BARNES

The First (And Maybe Last) Annual On The Records Multiple Choice Pop Quiz

As R&R approaches its 11th anniversary, what could be more appropriate than a lavish, no-expenses-spared, full-page quiz? (Probably a lot of things, but a quiz is what I'm going to do anyway.) Countless games have made trivia a respectable pursuit, and I'm interested to see who the swiftest pursuers are. The ever-generous R&R Prize & Gratuity Department has graciously offered me a budget that will allow me to print the best quiz performers' names in a forthcoming issue.

This quiz is designed to amuse, confuse, and bemuse, so watch out. There are no overt trick questions, but there may be a few puzzlers, and occasionally more than one answer is correct. All decisions of the judges are final; scoring conforms to an entirely arbitrary pattern devised by me (actually, five points per question plus ten for the mix-and-match in the upper right corner); and, because of the extraordinary value of the prizes, R&R employees and their families are just as eligible as anyone else. You can enter by writing on this page or a Xerox copy and tearing it out, or jotting down your answers on a separate sheet of paper, like Lon Helton's column (just kidding, Lon). Mail it to me here at the paper. Go get 'em!

- Cyndi Lauper's first group was called
 - The Fun Girls
 - Incompetent by most critics
 - Blue Angel
 - The Female Wrestlers
 - Every five minutes by neighbors complaining about their loud rehearsals
- What do Prince, Jimi Hendrix, the Collectors, and Nino Tempo & April Stevens share?
 - The same cologne
 - Songs involving the color purple
 - A bathroom at the end of the hall
 - Records on WEA labels
 - General Motors preferred stock
- Willie Nelson has sung with everyone in the entire recording industry except
 - Julio Iglesias
 - Dolly Parton
 - Walter Yetnikoff
 - Michael McDonald
 - Carlos Santana



- At the end of September, all nine singing members of the Jackson family were represented on the Black/Urban chart. This has to be considered
 - Ridiculous
 - A lot of Jacksons
 - A monopoly, subject to antitrust law
 - An alltime record
 - Overkill

- The original version of Rod Stewart's "Some Guys Have All The Luck" was performed by
 - Trained seals
 - Robert Palmer
 - The Persuasions
 - Tone-deaf janitors
 - The Persuaders

- When the Commodores started out, Lionel Richie used to play
 - Basketball
 - Keyboards
 - Silently
 - Saxophone
 - Vibraharp

- The Sex Pistols did a song about a record company. What was its title?
 - "Casablanca"
 - "WEA Family"
 - "EMI"
 - "Mourning Becomes Elektra"
 - "Capitol Punishment"



- Peter Wolf was a jock for
 - WOR-FM
 - The Boston Patriots
 - WBCN
 - The fun of it
 - WMEX

- Before "General Hospital," Rick Springfield appeared on TV in
 - A deodorant commercial
 - A "Dating Game" lineup
 - "Three's Company"
 - "Battlestar Galactica"
 - "Mr. T & Tina"

Spot The Artist Bonus Question

Scattered through this box are ten photos of prominent contemporary artists in their early days. Match the number attached to the photo to the letter attached to the artist's name below. Complaints of eyestrain will be disallowed; we don't exempt anyone from reading the AOR station listings, do we?



- Kim Carnes
- Dennis DeYoung
- Barry Gibb
- Daryl Hall
- Rick James
- Billy Joel
- Cyndi Lauper
- Huey Lewis
- John Oates
- Lionel Richie

- Billy Idol's hair is
 - Oily
 - Dyed
 - Unbecoming
 - Its true color
 - Falling out



- Madonna got her name from
 - A classmate, who wants her to return it
 - Her parents; it's her real name
 - Ritchie Valens's girlfriend's mother
 - A painting in a church
 - A street vendor



- The SOS in SOS Band stands for
 - The national anthem
 - Sort Of Suggestive
 - Save Our Souls
 - Sound Of Success
 - Some Other Stuff

- The Rolling Stones' first drummer went on to play with
 - Dolls
 - Fire
 - The Pretty Things
 - The Kinks
 - The Kansas City Royals

- The Primettes were
 - Deniece Williams's first group
 - Diana Ross's first group
 - Boy George's first group
 - Donna Summer's first group
 - The "Saturday Night Live" vocal trio comprising Gilda Radner, Jane Curtin, and Laraine Newman

- Fifties Texas group the Scholars featured
 - Three National Merit finalists
 - A harmonica-playing migrant
 - A young David Bowie
 - An old David Bowie
 - A young Kenny Rogers

- Tina Turner's first hit offered young lovers the following admonition:
 - "Sometimes we like to do it nice and easy, and sometimes we like to do it rough"
 - "Oh darling, I think it's gonna work out fine"
 - "I love you just the way I loved that rag doll"
 - "You know he loves you, you can't understand why he treats you like he do when he touches a man"
 - "What's love got to do with it; what's love but a secondhand emotion?"

- As a leisure pastime, Elton John collects
 - Gold & platinum
 - Sasson jeans
 - Records
 - Royalties
 - Stamps

- Eleven years ago, R&R introduced
 - Neil Diamond at the Forum
 - The Back Page
 - The Parallels
 - Bob Wilson to Dick Krizman
 - A John Denver contest devised by former Editor Mark Shipper whose concept I "borrowed" for this quiz

HOW MANY OF AMERICA'S BIG THREE CAR MAKERS ARE GOING WITH THE MOTOROLA C-QUAM[®] AM STEREO SYSTEM?

ALL OF THEM!

Ford's aboard! The Motorola C-Quam AM stereo bandwagon continues to pick up steam and decision makers. Chrysler, Ford and GM are all on board.

Meanwhile, leading manufacturers of AM stereo receivers are adding to our momentum... Pioneer, Jensen, Marantz, and McIntosh opted for Motorola C-Quam AM stereo. Another then another climbed on the bandwagon—Concord... Potomac... Samsung... Sherwood...

That's good news. Now the fantastic news. Motorola is now producing IC's for C-Quam system receivers in volume. Toshiba signed up as an alternate source. Another will be announced soon. That means hundreds of thousands of sets for the Motorola system this year alone. Next year, we project *millions!*

If your station is still on the fence instead of the bandwagon, call Dick Harasek at 312-576-2879. He'll give you the information that helped swing the decisions of leading car makers and radio builders to Motorola C-Quam AM stereo.

MOTOROLA AM STEREO. THE WINNING SYSTEM.



Upward Mobility!



CYNDI LAUPER

"All Through
The Night"

CHR CHART Debut **37**
90%



JOHN CAFFERTY AND THE BEAVER BROWN BAND

"On The
Dark Side"

From The Original
Soundtrack Album

"EDDIE & THE CRUISERS"
CHR CHART **8** 95%



Distributed by CBS Records

Datebook

MONDAY, OCTOBER 8

Rock Activism #1

Another Jackson birthday but not, perhaps, one that you'd quite expect. Rev. **Jesse Jackson**, probably the only one of 1984's presidential candidates who has much business in a rock datebook, turns 43 today. Jackson became a figure of concern in the music industry in the mid-'70s when he embarked on a campaign against what he considered immoral song lyrics on Black radio. (Two of his chief complaints were with **Jimmy Jones's** "Ain't Nothin' Wrong With Makin' Love The First Night" and **KC & The Sunshine Band's** "Shake Your Booty.") Two summers later, Jackson embarked on a much better-known campaign against the **Rolling Stones's** comments on the sexual proclivities of black women in "Some Girls." Jackson was saluted earlier this year in **Grandmaster Flash & Melle Mel's** "Jesse" ... no word on how he felt about that one.

TUESDAY, OCTOBER 9

Rock Activism #2

At the time of his death, **John Lennon** had at least two projects ... both of them related to **Yoko Ono** and at least one of which came to fruition without him. Completed just in time for the day that Lennon would have been 44, "Every Man Has A Woman Who Loves Him" features the star covers of Ono songs that Lennon had hoped would finally get his wife taken seriously as a rock songwriter. Besides Lennon's version of the title track (recorded by Ono on "Double Fantasy"), "Every Man" also sports contributions from **Eddie Money**, **Rosanne Cash**, **Nilsson**, and an **Elvis Costello** version of "Walking On Thin Ice," the synth-disco number that became Ono's closest bid ever for a CHR hit. Ono has also recently revealed that the couple was planning to go to San Francisco to participate in a march demanding equal pay for Orientals.

Other birthdays: **Jackson Browne** 1948, **John Entwistle** 1944, **Sean Ono Lennon** 1975.

WEDNESDAY, OCTOBER 10

Jump Shot

In the year that's passed since **David Lee Roth's** last birthday, **Van Halen's** top ten CHR output has bounced from one hit, the #10 "Dance the Night Away," to four. Although Roth is thought of as a Californian, he was actually born in Bloomington, Indiana on this day in 1955. He was the final member of Van Halen to join, coming after the two Van Halen brothers and **Michael Anthony** had already merged their Pasadena-area bands. Current **Rolling Stone** coverage links Roth romantically with **Madonna**.

Birthdays: **Tanya Tucker** 1958, **Ivory Joe Hunter** 1914.



THURSDAY, OCTOBER 11

Hall Marks

Daryl Hall, very busy lately with vocals on **Elvis Costello's** "The Only Flame In Town" and **INXS's** "I Send A Message," writing and producing **Diana Ross's** "Swept Away," and of course the new **Hall & Oates** single, "Out Of Touch," was born in Pottstown, PA on this day in 1949. Besides his best known partner, **John Oates**, Hall may at one time have been a group mate of **Kenny Gamble**, **Leon Huff**, and **Thom Bell** in Philadelphia. He's recorded one solo LP, "Sacred Songs," produced by **Robert Fripp** which **RCA**, after several years of hesitating, finally released in 1980. Every Hall & Oates single since "You've Lost That Lovin' Feeling" has hit **R&R's** back page; only "Your Imagination" has missed the top ten.

Other birthday: **Dottie West** 1932.

FRIDAY, OCTOBER 12

Moore Love

The only thing worse than the general tendency of the consumer media to ignore anybody who's been off the charts for more than ten minutes is the circumstances under which such acts can come back. **Tina Turner** did it the easy way with her first hit records in a decade; **Sam Moore**, who turns 49 today, didn't get off so easy. He didn't appear in *People* until his recovery from cocaine addiction was made public. Between 1966 and 1968, Sam and **Dave** were probably **Stax's** most consistent hitmakers; when the label's artist roster was reorganized later that year, following **Otis Redding's** death, the two were essentially traded to **Atlantic**. The next decade and a half was characterized by multiple label changes, reunions and subsequent breakups, and a long series of singles that did not waver in quality and changed only slightly in approach. The last of the duo's reunions occurred in 1978 in the wake of the **Blues Brothers'** remake of "Soul Man."

SATURDAY, OCTOBER 13

Rock Activism #3

In the video for "I Can't Drive 55," **Sammy Hagar** drives 120 MPH on I-5, roughs up the cop who arrests him, trashes a courtroom, and eventually rocks his way out of prison. Contrastingly, those who've worked with Hagar insist that he's relatively easygoing for a hard rocker. After years of trying, Hagar first scored a minor hit in 1982 with "I'll Fall In Love Again" and followed a year later with "Your Love Is Driving Me Crazy." Although aggressive patriotism has been part of Hagar's act for at least five years (he used to destroy a picture of **Ayatollah Khomeini** on stage), it's only in recent months that his pro-military, anti-Russian stance has become a part of his public persona.

Other birthdays: **Paul Simon** 1941, **Marie Osmond** 1959, **Robert Lamm (Chicago)** 1944.

SUNDAY, OCTOBER 14

Still Almost Famous

Cliff Richard might seem like an odd duet partner for **Janet Jackson** until you consider that Janet's brother is America's most famous Jehovah's Witness and Richard is his European counterpart. Cliff was born on this day 44 years ago to British parents in Lucknow, India. He didn't see his homeland for years, moving to England at age seven. By 19 he was a British star, although it took another 17 years for "Devil Woman" (and **Elton John's** backing) to help him become successful in the United States. Despite Richard's image as a soft rocker, there have been departures in recent years, most notably the **Terry Britten/B.A. Robertson**-penned "Carrie" and "Wired For Sound."

Other birthdays: **Justin Hayward** 1946, **Thomas Dolby** 1958.

—Sean Ross



The last time

JOE COCKER

put his voice on a soundtrack theme,
it hit No. 1 across the board.

History is about to repeat itself.

Edge of A Dream

(Theme from "TEACHERS")

The second hit single
from the Original
Motion Picture Soundtrack

TEACHERS

An Aaron Russo Production

Produced by Keith Forsey

Air Personalities



DAN O'DAY

Rick Dees Pt. II: Transition To Stardom

R&R: When you were in Memphis and still building your reputation, how did you line up your personal appearances?

Dees: The first thing I did was ask the people at the radio station if they would print up some flyers. They said, "What for?" and I said, "Well, I'm going to put them up on the bulletin boards of businesses all over Memphis, saying I'll come to your office and we'll have a coffee break together, I'll bring record albums, etc."

R&R: This was a totally off-air promotion?

Dees: Yeah. I put the flyers up on bulletin boards in laundromats. I had high school kids put them underneath the windshield wiper blades on cars: "Rick Dees wants to come have coffee with you and bring you free albums."

People started calling and saying, "Hey, would you come out to International Harvester?" So the day before, I'd call the company and say, "I'm going to be coming out tomorrow and I'll be talking about you people on the radio." They'd put it on their interoffice memo so that the whole office staff would be listening.

Well, you have to hit only about 50 major businesses before you realize that somebody out there has a diary. And my gosh, when the ratings book came out, the sales manager came in and his face was white — which was tough, 'cause he was a black man! He said, "I can't believe it! You are #1 in this city after six months!" And that's when it started. That's when the confidence kicked in and "Rick Dees" really was born.

That triggered interest in me from other people. When I'd go out and do appearances, I'd try to give them a show. So I did "The Rick Dees X-Rated Puppets" and a lot of things I have to ask forgiveness for from time to time! Finally Estelle Axton of Stax Records called and wanted me to do a couple of comedy songs that they would release locally. I did one called "The National Wet-Off." It was about wet T-shirts, and it was terrible, just awful.

The disco thing was starting to hit, so I came up with an idea. There was a song called "Do the Duck" back in 1966. It didn't have any quack-quack in it, but I remembered it and thought, "Gee, what great alliteration: 'Disco Duck.'" We released it locally. They played it on WMP5 one time, and the phones burned out. Roy Mack, the Program Director, flew to L.A. and met with Al Coury of RSO Records. Al Coury took it home and played it for his kids, who thought it was the greatest record ever recorded. He bought the master, released it internationally, and by now it's sold nearly four million copies worldwide.

R&R: How did WMP5 feel about all this? It certainly sounds as if they backed you with the record in the beginning.

"I've said this over and over: I think AM is dead. I don't care how many Motorola AM Stereos they make, AM radio is dead."

Dees: Shortly thereafter, Roy Mack quit the station. When I mentioned that my record was #8 nationally but wasn't being played in Memphis — none of the other stations would play it because it promoted me — WMP5 fired me. They felt it was a conflict of interest.

R&R: With their morning jock having a national hit record, you'd think they'd be very excited.

Dees: I know. What happened was they had a general manager who made a judgment that it was a conflict of interest. The company that owns Plough Broadcasting is a drug company, and they're used to being extremely conservative.

R&R: And how long after being fired did it take for WHBQ to sign you?

Dees: A week.

R&R: I tell people that one of the most impressive things I have seen in modern radio history is that you pretty much took your ratings across the street with you. Is that accurate?

Dees: Yes, and it was wonderful. This was back in 1977, 1978. WHBQ had a 5 or 6 share in the morning before I got there. In the next book, they had an 18.3.

R&R: And I'd guess they played "Disco Duck."

Dees: All the time! I could play it any time I wanted.

The KHJ Experience

R&R: And eventually you left Memphis for Los Angeles.

Dees: I came to KHJ based on the success at WHBQ. This was 1979. Dwight Case

"My attorney called all 80 stations in Los Angeles, begging them to put Rick Dees on the radio. And they all said, 'He's just not talented enough. He doesn't have what it takes to make it in the big market.'

"And now all those people from other radio stations come up to me and say, 'Gosh, if we had only known!' I think that's the greatest feeling in the world."



and Chuck Martin and Tim Sullivan were instrumental in bringing me out here. All three were very hard-working people who really wanted to win. But I've said this over and over: I think AM is dead. I don't care how many Motorola AM Stereos they make, AM radio is dead.

KHJ: "the station I used to listen to." **Plus:** I was working with my wife. I love my wife, but how would you like to be around your wife 24 hours a day?

R&R: Did that affect you personally or professionally or both?

Dees: Both. My wife before noon is the biggest jerk in the world. After noon, she's the most wonderful person in the world.

R&R: You were a huge success in Memphis. You came to L.A., you still were good, you had the talent, but the ratings weren't there. How did that feel?

Dees: It felt just terrible. I wanted to make it in the big market so much. I got here and I found out I couldn't just come in and win over a market in 30 days.

R&R: Did KHJ think you could do it in such a short time?

Dees: I guess they did. I worked there for the 18-month contract, and they let my contract expire. I was sitting in the general manager's office and his secretary said, "We've decided not to renew your contract." His secretary! He (Neil Rock-off) was out of town. I was hoping he'd be at least call.

"I got here and I found out I couldn't just come in and win over a market in 30 days."

Vindication

That's when it changed for me in L.A., and for ten months I gave up radio. I said, "Doggone it, I'm going to be an actor. I'm going to be a comedian, whatever it takes." And I did it. I did voiceovers for CBS and made more money during those ten months than I'd made at KHJ the previous year.

After nine months, Don Benson called from KIIS-FM. Now, this is the same station that had been called about 20 times by my attorney. My attorney called all 80 stations in Los Angeles — including the Spanish stations — literally begging them to put Rick Dees on the radio. And they all said, "He's just not talented enough. He doesn't have what it takes to make it in the big market."

And now all those people from other radio stations come up to me and say, "Gosh, if

we had only known!" I think that's the greatest feeling in the world. It can all explode and blow up in our faces now, but they can't take away what's already happened. Once you're hit Number One on the charts, even if you're ... Who's a one-time artist?

R&R: Um ... Daniel Boone. "Beautiful Sunday."

Dees: Right. Even if you're Daniel Boone singing "Beautiful Sunday," they can never take away from him his one big hit. I mean, I could have dreamed a career like this. How can you dream having a 12+ share in Los Angeles? How can you dream having a contract with Paramount Pictures, of being on Atlantic Records?

R&R: I have a hunch there are lots of disc jockeys who see your numbers here, they hear your "Weekly Top 40," they see you hosting "Solid Gold" ... and they're saying, "Well, sure, all that just comes to him. If I were doing mornings at KIIS-FM, I'd be doing just as well." They seem to think all of these people just came to you and said, "Rick, would you mind hosting this show, doing these voiceovers?" Is that how it happened?

Dees: No. It's a tremendous undertaking. I knew what I wanted to do and how I wanted to accomplish it, but it takes years. I wound up with a wonderful agent, Bernie Carneol, and the greatest manager in the world, Sandy Gallin. They put together a game plan, and we've stuck with it. It takes a long time. I've felt, "Gee, I've accomplished this, I've accomplished that," but it's amazing how many people don't have any concept of what we're doing ... including some radio people. There's so much competition in every market, there's no way to take time away from our own market to see what's going on in L.A. I think the thing that flatters me the most is people who tape our show.

Flattery

R&R: Speaking of people from other markets taping your show, I hear a lot of Rick Dees riffs. How do you feel about that?

Dees: To me, it's a very sincere form of flattery.

R&R: What about the point of copying your homemade jingles? Do you think, "Hey, I created this! Where do these guys get off?"

Dees: It makes me feel like Coca Cola must've felt when they found out there was a C&C Cola. Well, Coke's always going to be innovative and go on to the next level, probably before C&C Cola will. It's just a compliment. I'm always onto something new.

NEXT: The final installment of the Rick Dees interview ... including KIIS-FM's "public apology," complaints from the Jewish Defense League ... and more ...

THE COUNTDOWN

with Walt Love

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THE PICTURE PAGES

They're So Excited



RCA executives join the Pointer Sisters to celebrate their opening performance at Caesar's in Las Vegas, and their gold LP, "Break Out." Pictured from left: RCA's Basil Marshall, Ruth, Anita, and June Pointer, and Pointer road manager Louie Lind.

Greenwood Greetings



Lee Greenwood was greeted by label execs after a show in Los Angeles. Celebrating backstage were (l-r): MCA Executive VP Richard Palmese, MCA's Susan Koontz and Glen Lajeski, Greenwood, MCA VP Steve Meyer, and MCA's Billy Brill.

Ratt Found In Tower Records



Atlantic's Ratt found time to stop in Manhattan's Tower Records during their stay in New York. Here at the in-store appearance are: (standing, l-r) Atlantic's Bruce Tenenbaum, Atlantic VP Sal Uterano, Tower's Steve Harmon, Atlantic's Nick Mania and Danny Buch, Tower's Melissa Pzenny, and WEA's Warren Pujdak and Andy Uterano; (sitting, l-r) Ratt's Warren De Martini, Juan Croucier, Stephen Pearcy, and Robbin Crosby.

No Wall Here



Columbia executives visited Roger Waters backstage after a recent show in New Jersey. Shown from left are: Columbia VPs Bob Wilcox and Arma Andon, Waters, Columbia Sr. VP/GM Al Teller, Waters's manager Peter Asher, and Columbia VPs Ray Anderson and Bob Sherwood.

Miller's Italian X-Rays



Steve Miller, two years after his last release, has completed his latest LP, "Italian X-Rays," which will be out in October. Celebrating at a recent listening party are (l-r): Capitol Records President Don Zimmermann, Steve Miller, and CRI Chairman Of The Board Bhaskar Menon.

Wild Animal Party



Fans and friends of Vanity recently gathered to celebrate her "Wild Animal" LP. Pictured (l-r) are: Motown's Peter Napolitano, WBLS DJ Ricky Ricardo, WKTU MD Neil McIntyre, Vanity, and WAPP PD Michael Ellis.

Briley May Be Dangerous



Martin Briley has finished his latest Mercury/PolyGram LP, this one titled "Dangerous Moments." Pictured at the studio are (l-r standing): Peter Lubin of PolyGram and Mike Lembo, Briley's manager; (l-r seated) Briley and producer Phil Ramone.

M&M — No Shades Of Gray



RCA recording artists M&M recently toured Manhattan clubs in support of their dance single, "Black Stations/White Stations." Pictured here are (l-r): RCA's Wendy Goldstein and Johnny Dynell, M&M's Martha Johnson, RCA's Steve Stoff, and Mark Gane of M&M.

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THE PICTURE PAGES

Right By Annie's Side



Posing with big smiles after a show in Los Angeles were Annie Lennox and assorted friends. Pictured (l-r) are: RCA's Jeff Naumann, KROQ MD Larry Groves, KNAC PD Jimmy Christopher, CBS's Lu Davidson, KIIS MD Mike Schaefer, Annie Lennox of the Eurythmics, R&R's Yvonne Olson, KIIS Music Coordinator Gene Sandbloom, and RCA's Steve Leavitt.

Gary O's Strange Behavior



Gary O', singer/songwriter whose work has been covered by the likes of Rod Stewart, Pat Benatar, and others, has now signed with RCA Records, with the "Strange Behavior" LP just out. Celebrating the association are (l-r): RCA's Brian Bell, Radio Active Music's Steven Glass, Gary O', RCA VP John Ford, RCA's Wendy Goldstein, VPs Pete Jones and Gregg Geller. Kneeling (l-r) are RCA's Jack Maher and Alan Wolmark.

Jakata Lights The Night



New Morocco recording act Jakata has released a debut album entitled "Light The Night," and a single, "Hell Is On The Run." Pictured here are (l-r): Motown/Morocco VP Steve Barri, Jakata's Chuck Coffey, Jimmy Felber, Steve Kragan, and Chris Meyers, and Motown/Morocco's Eddie Lambert.

Animation In Motion



L.A.-based band Animation has signed with PolyGram Records and will release a debut album sometime this month. On hand for the signing were (l-r): PG Sr. VP Emiel Patrone, Animation managers John Johnson and Larry Ross, PG Sr. VP Russ Regan, band members Charles Ottavio, Astrid Plane, and Bill Wadhams, and band attorney Lindsey Feldman.

Twisted Sister Goes For Gold



Twisted Sister received gold medallions for the group's current album, "Stay Hungry." The ceremony took place after a show at Long Island's Nassau Coliseum. From left: Atlantic President Doug Morris, Twisted Sister's Jay Jay French & A.J. Pero, Atlantic's Jason Flom (in front), Twisted Sister's Mark Mendoza & Dee Snider, Atlantic Exec. VP/GM Dave Glew, and group's manager Mark Puma.

Tina Turns Gold



Tina Turner recently earned her first gold single since "Proud Mary" with "What's Love Got To Do With It." Shown presenting the award are (l-r): Capitol Records President Don Zimmermann, Tina, and CRI Chairman Of The Board Bhaskar Menon.

Jermaine's Dynamite Party



Arista President Clive Davis recently hosted a bash for Jermaine Jackson after a Jacksons show at New York's Madison Square Garden. Pictured while moving through the crowd are (l-r) Clive Davis and Jackson.

Love, Neon Style



Mentor Williams, writer of Alabama's number one song "When We Make Love," was recently honored by Merit Music for his achievement with a special neon award. Pictured here are (l-r): Merit Exec. VP Dave Burgess, Williams, and Merit Sr. VP Mel Bly.

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Contemporary Hit Radio



JOEL DENVER

CHR Rolls On, And On, And On

One of the hottest topics at the NAB/NRBA RCPC was CHR and its impact on music, the marketplace, and other formats. I was asked to moderate a great panel of programming experts: Q107/Washington's Alan Burns, KKHR/Los Angeles' Ed Scarborough, WHTT/Boston's Rick Peters, Rob Balon & Associates President Rob Balon, KPKE/Denver's Tim Fox, Cat Michaels of Z95 (WZUU)/Milwaukee, WKTI/Milwaukee's Dallas Cole, and John Lander from KKBQ-AM & FM/Houston.

MTV Presence

One of the first issues discussed was the significance of MTV on CHR programming, and whether it should be looked upon as a threat or an ally. John said, "I don't view MTV as competition for us. I work with them as often as possible. Everyone knows about them and if anything, they help us stay on top of the trends."

Rob also spoke in a positive manner about the video service. "If anything, we've found MTV has helped to reinforce the positives of new records and artists. The only real negatives we see are the VJs themselves. Most people think they come off phony."

CHR Saturation

The topic of three, four, and more CHR's in a market came to the surface. There was some concern that due to overcrowding within CHR, the large shares would be fragmented and the format pendulum might swing the other way again. However, a confident panel pointed out that FM helped in the supposed demise of CHR, as most of it was on AM; now, most of CHR is on FM. The



format basics which used to work are still valid today. Most likely, the panel concluded, those sound principles will keep CHR strong for years.

Gary noted, "We can look for the survivors in the format to be the ones who not only do it correctly, but who also are committed to the format and to winning." Most predicted that some of the latecomers to the format would fall by the wayside as the opportunities to find a unique niche within CHR dwindle.

Hit Radio — The Hot Format Of 1984

This lively panel, moderated by ABC's Rick Sklar featured input from broadcasters with solid backgrounds in CHR: Z100/New York PD Scott Shannon, "Countdown America with John Leader" and "Hot Ones" producer/IS, INC. co-founder Jo Interrante, and WKXS-FM(KISS 108)/Boston PD/consultant Sunny Joe White.

Sklar began by telling the audience, "It is 30 years since Alan Freed spun the first rock 'n' roll record on the radio and Todd Storz invented a format based on playing 40 hit records. Hit music saved radio three decades ago, and in 1984, it is the comeback story of the year."

He said, "So much of the fun and spontaneity of radio left as programmers sought to specialize their formats in search of certain demographics. With most of the music listeners now on one band, FM, broadcasters are returning to mass market hit radio. To see it come back so fast, and leap right to the top in the biggest market is a great source of satisfaction. I've always believed that Top 40 was based on the most elementary principles of entertainment — pleasing most of the people most of the time. I still believe this format is the foundation — the very backbone — of all music radio."

Continued on Page 36



Pictured (l-r): Jo Interrante, Scott Shannon, Rick Sklar.

AM Stereo

Touching on the survival of AM CHR's (a topic which will be covered in depth next week in this column), panelists spoke of the disappointing profile that AM stereo receiver manufacturers have taken in helping to spread the word about AM stereo. Most agreed that a lot more needs to be done if AM stereo is to make an impact. Ed dismissed the new technology, saying, "You can put AM stereo on the same shelf as FM quad." Rob sadly noted, "In our research, most people already think they have AM stereo."

Personality Points

A popular trend in CHR today is to have a morning team. Is one necessary, and are all those voices possibly confusing for listen-

ers? "A morning team is a real necessity to win," reasoned Dallas. "They can offer so much more versatility and entertainment than one person can." John, who is part of KKQB's Q-Morning Zoo, pointed out that on his show there are a lot of voices and characters, but "each has its own distinct style and personality; each adds an important element to the overall mix."

It may be 1984, and CHR may be on fire as a format, but a member of the audience complained she was tired of hearing "women used in prime dayparts, as a rule, only as sidekicks to the main male talent." Ed, who doesn't have any females on the air, defended his position. "It's not by design," he said. "I look for the best possible person for the job. If it happens to be a woman the

Continued on Page 36

Emotion Vs Science: Music Research

The battle continues: Is music programming a science, or emotion, or a combination of both? Moderated by Doubleday VP/Programming Dave Martin, consultants Jon Coleman and Bob Harper locked horns with RKO's VP/Programming Dave Roberts and Z100/New York PD Scott Shannon.

Jon stated, "When I first heard the title of this session, I had to say, quite frankly, that there isn't a choice. We've all heard the arguments about research and its role in selecting music, and I'm tired of them. In 1984, we should be seeking ways of gaining new knowledge and information, not arguing over the past. We need to know how listeners respond to music."

"The only music that should be played is what the audience likes and wants to hear. And the only way to do that is to gather information on the listener's attitudes and opinions about their music. To guess about what they like is an obsolete idea. The problems inherent in emotional programming are far more dangerous than those in possible problems with researched programming."

"Emotion and science are necessary," countered Roberts. "We call it gut, and it's a very important part of programming. I don't believe you can put all of your faith in the numbers. They must be tempered with your gut. GMS stifle PDs, saying, 'I paid for this research, so we're going to use it.' On the other hand, PDs who say, 'Research is no good' are a dysfunction. Your emotion is based on your experience and knowledge of the music, the artist, and the marketplace."

Continued on Page 36



Pictured (l-r): Bob Harper, Dave Martin, Dave Roberts, Scott Shannon, Jon Coleman.

CONTRIBUTING YOUR THOUGHTS

The NAB/NRBA RCPC: A Step In The Right Direction

Start with 5000+ eager broadcasters, add a few hundred hungry equipment/service/programming/syndication vendors and their staffs, sprinkle in some record promoters, and fold it all into downtown Los Angeles. Preheat this mix to 100+ degrees, spread the meetings out between two different hotels, stir well, and you've got the recipe for the combined NAB/NRBA "RCPC."

As could be expected at the first joint meeting between the two powerful radio associations, the results were at times a bit confusing and frustrating for attendees. Many broadcasters remarked that there was a certain sameness to the premise and subject matter of several meetings. Others commented that the panels could have been strengthened if the moderators had been involved in the panelist selection process.

More Street-Level Input

One NAB official privately admitted, "We really had a lot of ground to cover for this meeting, and unfortunately, a lot of it was planned from our 'ivory tower.'" This pretty well summed up a generally-held feeling that next year's RCPC should draw more

from the knowledge and strength of those attending. The best way to tap into what people are thinking about is to involve a number of them in the planning process.

Putting a convention together of this magnitude is a monumental task, to say the least. The NAB and NRBA are to be applauded for melding their resources for the overall benefit of radio. There is no doubt in anyone's mind that their intentions were the best. With that in mind, please offer your viewpoints, suggestions, and help for next year's joint RCPC to both organizations. Then make sure to attend the October '85 conference in Dallas. I'm certain the improvements will make it even more worthwhile than this year's convention.

CHR Rolls On, And On, And On

Continued from Page 35

next time, that's who I'll hire." You can be sure Ed will get a lot of female job applicants.

As the PD who's logged the most time at his current station, Alan talked of helping to develop your staff and station to its fullest potential. "Staying in one place for as long as I have has given me the opportunity to see the fruits of our labors develop. Sure, moving around from city to city helps round you out, but there is something to be said for longevity in a situation. It helps you get to know your people and help them grow as professionals, which is beneficial for the business."

There were thoughts about the continuing problems of the small talent pool from which future personalities will be drawn. It was suggested that each programmer take in a few neophytes as personal projects and help them grow and develop. If, for one, feel it would have a positive long-range effect on our business.

Promotional Involvement

Everyone on the panel agreed with the need to promote and be active within the marketplace. So where do concerts stand in today's CHR station? Alan said, "Concerts are very important to the profile of Q107. We make every effort to be a part of as many as we can. We've even arranged for the security people at one venue to wear Q107 Security shirts." Dallas pointed out, "Concerts are less important now than in the heyday of AOR, but we still like to be involved." And for Tim, they are more of a seasonal focus. "In the summer, it's concerts; in the winter, it's skiing which is the important leisure activity in our market."

Research Vs. Guts

In the ongoing battle between research and guts, it would seem that guts are winning out. Panelists acknowledged that CHR overresearched itself, and was "far better off returning to the active methods of au-

dience preference." Rick said, "The backlash to research comes from the tendency to look only at the results, instead of what went into making up the results. Research is not the end-all to every programming problem. A good balance of gut programming is what's needed." Tim noted, "Callouts, like retail sales and requests, are simply tools which need to be looked at for fear of putting everything into one basket."

The Winning Methods

To the subject of what makes a winning station, John stated, "Having a good assis-

tant and strong promotion director are key elements to winning." Gary feels that "sounding bigger than life to your listeners is a necessity. I like a lot of processing. I love it when the competition wants to be clean-sounding." Tim said, "Doing the impossible and stretching the limits of your imagination are great qualities. You'll beat everyone else all the time. The higher you set your goals, the better off you'll be." Alan spoke of "having the autonomy and tools to do what must be done to win," while Dallas observed that "associating with winners provides a winning attitude which rubs off on everything within the station."

Motion

For the record, Billy Kelly segues to the Production Director chair at KUDO/Las Vegas from Crosstown KLUC ... Sean Stevens, middays at WGRD/Grand Rapids, has been promoted to MD, following J.J. Dulling's departure to WXMG/South Bend as PD. Lisa Georgis is now doing nights at WGRD from WBNQ/Bloomington, IL ... Mike Bradford from Y106/Atlanta to KMGX/Fresno to do wake-up service ... WMGZ/Youngstown has redefined its format, shifting from Urban-A/C to, you guessed it, CHR under acting PD/afternoon personality Dave Arbogast. Dave replaces outgoing PD Tom Oliver. Also new to the station is GM Bruce Markham from the Sales Manager's slot at WKUS/Lafayette, IN ... Tom Chase exits the 9pm-1am slot at Q103/Denver ... Lee Gillette is out at WGCL/Cleveland and is available at (216) 851-3710 ... Pat Hines returns to KEARTH/Los Angeles as Director Of Creative Services ... Jeff Coleason is leaving afternoons at KLUC/Las Vegas to handle an unnamed programming position.

WASH-FM/Washington welcomes Kid Curto to nights. He replaces Quincy McCoy, who exits for the Asst. PD post at WKTU/New York ... Roger Peters takes on weekends at WZOK/Rockford, IL ... At WAZY-FM/Lafayette, night owl Fred Sparrow moves to middays, parttimer Steve Loulous moves to nights, and Dr. Dave (David Gross) exits for mornings at WYHY/Nashville ... Former K104/Dallas personality Kris McCoy joins KWES/Odessa, TX for nights replacing Peter O'Brien, who heads north to KOPB/Phoenix ... It's all in a day's work for weekendler Terry Shea, doing time at both KHJ/Los Angeles and Q105/Oxnard-Ventura from KXFM/San Bernardino.

After three years as MD/middays man for KGGI/Riverside, Steve O'Neil signs on at the Transtar Network and fills in at KOST/Los Angeles ... Tommy Bonzini segues from WEYQ/Marietta, OH to nights at 95XIL/Parkersburg, WV, moving Greg McCollough to AM drive. McCollough replaces Alan Jones, who exits for a news anchor spot on WTAP-TV ... Former WTRW/Toledo overnighter Dwayne Carver joins WFXZ/Saginaw for mornings with Jim Biggins ... T84/Panama City welcomes Dave Macey to the Operations Manager chair ... Afternoon driver Mike Bradford exits Y106/Atlanta to take over mornings at KMGX/Fresno from Jim Kirk, who becomes Production Director.

Vicki Mann moves west from WFYR/Chicago to fill the Promotion Director slot at KFRC/San Francisco ... Patti Gaver has been upped to Promotion Coordinator at KPKE/Denver ... KITS/San Francisco welcomes Harry O. to Production Director/afternoons from the educational coordinator post at the Ballie School of Broadcasting ... Rick Gillette segues to fulltime OM at FM102/Sacramento, leaving afternoon drive to former weekendler Roy Kinski ... Tom Mesaner, former midnight man for Q92/Rochester, moves up to MD at the station ... At KOFM/Oklahoma City, all-nighter Steve Summers moves to nights, replacing new nightclub owner Les "Boogie" Michaels; Gary Matthews takes on overnights ... WHYT/Detroit Production Director Jim Cutler moves East to take on the same gig at WZOU/Boston.

Hit Radio —

Continued from Page 35

"When I was a little kid, I knew I wanted to be a disc jockey, and I've been fascinated with the Top 40 CHR format ever since," said Scott. "Many of the teachings of the great programmers of the '60s are still very relative today, and I use them in my work. I don't ever think the format went away. Those stations that did it well continued to prosper." He then played a great aircheck of the Z100 Morning Zoo.

Next, Jo explained the value of making one's station different, once all the regular elements were in place, by looking into syndicated or feature programming from national sources. To pick the best ones, "use your ears as you would for selecting an air personality or promotion. Does it fit your format, does it promote the station and stay consistent with the station's personality? Can the station make money from it?"

Sunny Joe followed by describing his station, then played a very entertaining tape of KISS 108, which began with a great listener testimonial montage, followed by a sampling of each personality's show. "The secret behind KISS 108 is big-dollar promotions combined with hits and a few oldies, similar to WABC and WFIL."

The panel touched on TV advertising, with Sunny Joe and Scott both describing meager expenditures — by comparison to some stations — in TV. "We just finished our first TV imaging campaign in a long time," said Sunny Joe. "We had no time to even think about TV when we cranked up Z100," recalled Scott. "We did end up running a limited ten-second flight in the beginning, but I've never been a huge believer in it anyway as a great vehicle for radio. If the product is right, a station will do well."

From the audience, consultant Donna Halper asked Scott and Sunny Joe about being first, with a format in a market, and if CHR was a cyclical thing. Scott said, "It helps to be first, but it helps a lot more to be the best. My job is going to be a lot tougher with Sunny in there and the Doubleday people, but I feel I'm pretty good at what I do. When the smoke clears we'll be on top."

Sunny added, "In New York, it is not our position to go in and directly carbon-copy Z100. It is our intention to find a niche using the hit radio philosophy. What's unfortunate is that some go in to try and outdo the leader. The answer is to find your own way of satisfying the audience."

Emotion Vs Science

Continued from Page 35

Bob Harper agreed with Roberts. "To win in the '80s, a programmer must be part artist and part technician, sensitive to the fact that research can create tools for the programming artisan to fashion his or her product. Each program manager must find the balance between using his guts and having the guts to ask his listeners questions."

Dave Martin talked about the importance of hiring good people to do the research. He pointed to Q107/Washington MD Mary Taten, and to Michael Ellis, who had worked for Scott but just joined WAPP/New York as PD. "I don't think a PD can pull all of these things together without some help. It's nice to talk about all of these request and retail sales tabulations. But without the help of a strong assistant, it won't be accurate."

When Scott was asked whether he preferred guts or research, he replied, "I've programmed stations for ten or 11 years, and most of them were number one without using a lot of research. But I don't want to interfere with anybody's way to make a living or influence young programmers to do it my way."

"I have a very unorthodox way of programming," he continued. "I don't use any research, and to hear them tell it, I'm an idiot because I don't. Somehow I manage to get along without it, and somehow it's been hard to justify requesting a large research budget when I've never used it before. I'm not trying to sound cocky or say I don't believe in it. It's just that with my style of programming I don't feel it's worth the money it takes to do it."

Jon Coleman asked Scott if he played hits, and how he knew they were hits. Scott replied, "Because my listeners call me up, and I play what they want to hear." Jon then asked Scott if that wasn't research. Scott answered, "I don't pay them for it. A lot of hard work goes into the framework of Z100, and the more work you do on it the stronger you are. We have one of the most impeccable music systems in America, calling over 150 stores. They are watched for hype and rotated to mix the sample. It's all then broken down into five different categories, along with a lot of request data." He quipped, "I do in-house research, as opposed to out-house research."

Bits

• And They Thought No One Was Listening! KELL-AM & FM/Tulsa had to change its request line after at least a million calls were logged by Southwestern Bell during the station's "Thousand Dollar Thursday." The promotion offered \$1000 to the 100th caller who heard the replay of the day's money-winning song.

• Play Ball, Win Listeners! At least that's what KHTR/St. Louis and WLS/Chicago discovered. When the Cardinals played the Braves, KHTR gave away "Hit-radio Baseball Fun Packs." These included tickets, baseball cards, a KHTR-Cardinals batting glove, and other prizes. With each paid admission, every child under 15 received a glove compliments of KHTR.

• WLS/Chicago recently sponsored two sports events. Its second annual Pro Volleyball Tournament opened the station's three-day summer beach party. With over 10,000 spectators on hand, WLS also chose a "Miss Miller High Life." And for the second year, morning man Larry LuJack (aka the "Golf Commissioner") challenged listeners to write in 25 words or less why they're good enough to play in his "Memorial Golf Classic." The 25 winning listeners enjoyed a day of golf and fun with Larry. Prizes were presented at various holes; capping the day was a barbeque and the winners' awards ceremony.

• Rock 'N' Roll Vacation. WABB-FM/Mobile, along with Schlitz Breweries, sent two happy listeners on a truly "Rock 'N' Roll Vacation." The trip included airfare to Honolulu, hotel accommodations at the Sheraton, concert tickets to see Huey Lewis & The News, a beach party, and admission to all of the top rock clubs in Waikiki. What a fun way to go!

• Say, Did You Hear The One About ...? WGCL/Cleveland, in conjunction with the Showtime cable channel, is searching for the "Funniest Person In America." Funny listeners are invited to perform three to eight minutes' worth of material in front of a live audience and Showtime's cameras. All tapes will be judged at a later date. The search covers 20 major U.S. cities.

• Acapulco Here We Come! KLBQ/El Dorado, AR recently sent a very lucky listener and her husband for six days and five nights — all expenses paid — to Acapulco. Listeners called in to win the station's largest-ever contest.

• Stiff Competition! WITZ/Jasper, IN went to the local high schools to find winners for its "Guest D.J. Contest." Each high school chose a person to be on the air for one hour on the night shift. Winners received albums and a tape of their show. Look for these kids' tapes in your mail slot soon.

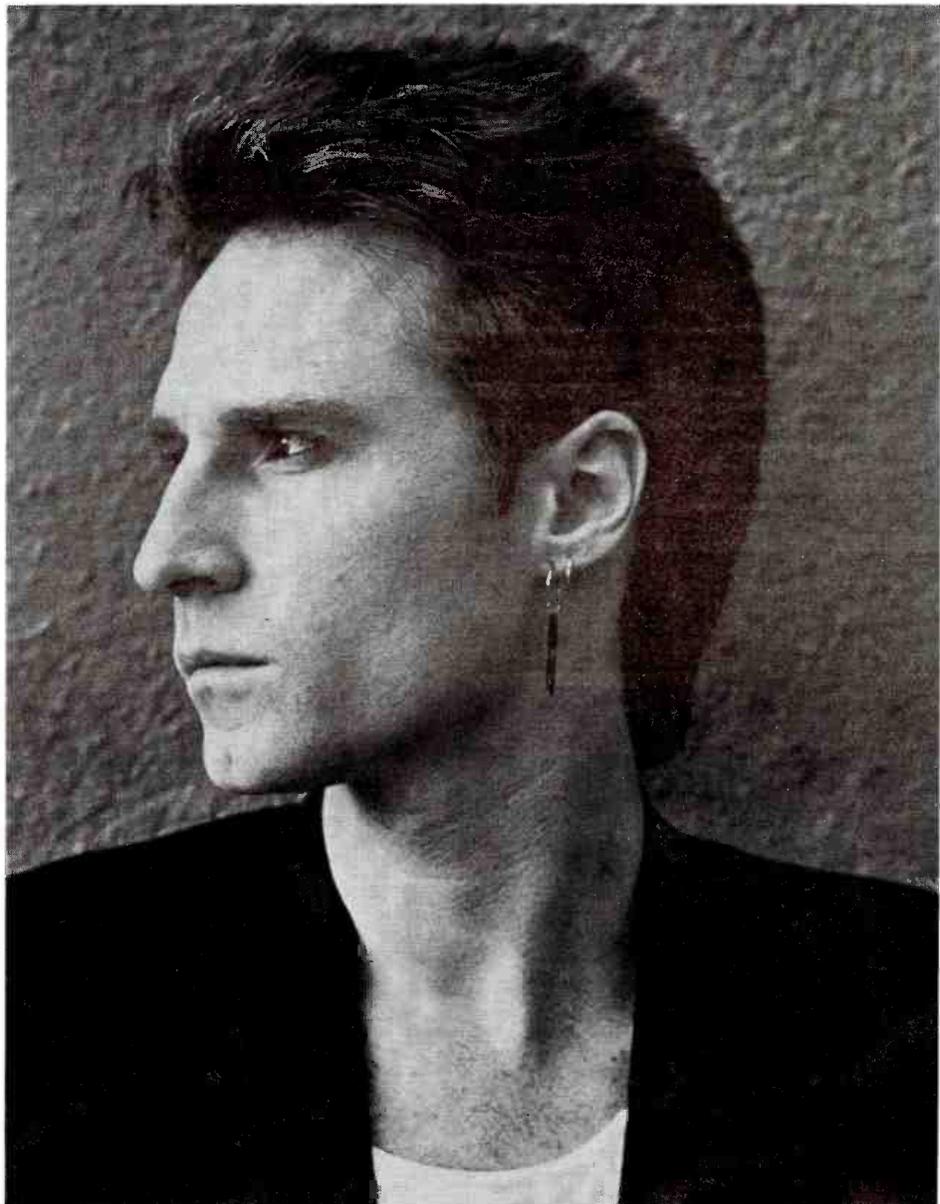


NBC Radio's Young Adult Network

JOHN WAITE

LIVE. ON RADIO.

No brakes and no limits. John Waite. In concert. Live-via-satellite from Philadelphia's Tower Theatre. From compelling ballads to hard-driving rock'n'roll, John Waite has grown since his days as frontman for the Babys. Now leading a powerful new band, John Waite is back in the spotlight as the momentum of his No Brakes Tour spreads across the country. Don't miss it! Call The Source at (212) 664-5538/5705.



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AOR



STEVE FEINSTEIN

"NO, NO, NO... DON'T TOUCH THAT DIAL"

Increasing Your Time Spent Listening



In my callow youth, I thought "quarter-hour maintenance" referred to the cleaning crew's work schedule. Thankfully, a generous soul enlightened me by way of a beautifully clear analogy. When you're a retailer, you want a customer to spend more dollars once he's in your store. When you're a radio programmer, you want a listener to spend more time listening once he's tuned into your station. Neat, eh?

If you look at the column headed "Turn-over/average minutes listened" in R&R's Spring Ratings Report's market charts, you'll find that most AORs keep their audience tuned in for between an hour and 90 minutes per day. There are some AORs, though, with unusually long average listening spans (see accompanying chart), and it's worth our own "time spent listening" to ask these PDs for some tips on how to extract those extra few quarter-hours.

Oh, You Tease

The cheapest and easiest form of extending time spent listening is simply reminding listeners not to touch that dial because something delightful awaits them just around the bend. WFYV/Jacksonville PD Chris Jones explains, "We're always teasing ahead to exciting things that are coming up to get them to stay with us. It's built into the liners, but it's really up to the disk jockey to think on his feet and inspire listeners to not turn us off."

Special programs deserve special advance mention, says Jones. "For instance, our afternoon guy does a 'Top Five At 5' countdown every day. When he plays one of those songs during his show, he'll tease the countdown."

Holding Hot News

KMJX/Little Rock PD Tom Wood doesn't just blurt out an announcement upon receiving it. Instead, he stages it for maximum effect. "If we're privy to any hot information, such as concert dates, we pump it by the minute. We'll say, 'Thirty minutes from now, you'll hear about...'" and then, "Fifteen minutes from now..." right up until we actually let it go."



Tom Wood

In the case of a news story, a tease can be a matter of circumstances, as when the story on the John DeLorean verdict came in bits and pieces over the course of 45 minutes. First, the newswire relayed that the jury had finished deliberations. Then came word that there'd be a wait for DeLorean to arrive, who was delayed initially by traffic and then by the crush of reporters surrounding the courthouse.

Morning newscasts at KMJX are billboarded in a traditional manner, with personality Brian Gallagher teasing in advance the headlines of the stories that News Director Paula Rice will elaborate on during her bi-hourly casts.

Holding Hot Vinyl

In order to build anticipation, Wood also will hold off playing a hot new record he's received. "If we know we're the first in town to get a record, we'll juice it for a



while. If we're confident that we're the only ones in town who have it, we'll sometimes hold off for hours."

Wood's teased certain concert dates for as long as two weeks, using produced promos to build audience curiosity. The announcement will be teased first on a day-by-day basis, with mentions updating how many days away the mysterious announcement is, and then hour-by-hour when the day arrives.

I Break For Extra Quarter-Hours

Common programming wisdom says to place stopsets in the middle of quarter-hours, at approximately :07, :22, :37, and :52. It's proposed that the diarykeeper who habitually tunes out during spots and then comes back immediately afterwards may conceivably register as many as eight quarter-hours for the same hour.

That's possible, in theory, because Arbitron awards a quarter-hour for each non-contiguous entry of at least five minutes during a given quarter-hour. Many programmers I spoke with subscribe to this theory and position their breaks accordingly.



THIS BUD'S WITH YOU — Larry "Bud" Melman of "Late Night With David Letterman" swapped recipes for "Toast On A Stick" with a few Bud-boosters from KSJO/San Jose. Pictured are (l-r): PM driver Mandrax the Magician, Promotion Director John Cotter, Melman, and night rocker Michael Foxx.

But as WNOR/Norfolk PD Ron Reger observes, "That works only if people fill out diaries religiously, minute-by-minute, which they don't. They do it by a rough approximation of how they view the passage of time." Reger says he changes the time of his stopsets daily in order to make it difficult for his competition to counter-program him.

PD Ted Utz of KTXQ/Dallas is also a skeptic on the issue of breaking in the middle of quarter-hours, and prefers instead to "beat the competition into spots by as little as possible, and then get back into music by as much as possible." Rad Messick at WDIZ/Orlando does the same, moving his breaks around to ensure that he's out of music while his competitors are still playing commercials.

WYNF/Tampa PD Carey Curelop places his breaks so that his almost 30-minute sweep starts around five minutes before the top of the hour and goes until about 24 minutes after the hour. "People think in terms of hours," he believes, "and if you can get them to start listening before the hour and take them close to the bottom of the hour, they may report that as a full hour when filling out a diary."

Pre-Selling The Next Song

That ole tease himself, Tom Wood, doesn't engage in preselling the songs that follow spots; most of the other programmers I spoke with agree with his approach. He reasons, "If I say I'll be back in a couple of minutes with Pat Benatar, I don't want to take the chance that somebody who doesn't like her will immediately tune out." Ron Reger teases the time that's coming up "only if it's something special, like an extremely hot current or a new record by a major act."

Chris Jones suggests plugging brand new records well in advance of their airing. "You do a sales pitch: If you've got the new David Bowie coming up, tease it an hour in advance. Presell it right before it comes up, and, of course, introduce it as you play it."

Cross-Promoting Other Jocks

For recycling listeners from one daypart to another in order to rack up even more quarter-hours, Jones advocates jocks mentioning one another on the air. "We've taken steps to get the airstaff close to one another, since the morning and evening guys may not normally see a lot of each other. I want them to refer to one another in a positive light. If you're going to talk about the afternoon guy out drinking the night before, don't paint him as a total boozier. You can be just as responsible for developing his image as he is."

"Teasing ahead is built into the liners, but it's up to the jock to think on his feet and inspire people to not turn us off."

— Chris Jones,

WFYV/Jacksonville

Jones also runs daily promos that feature highlights from the morning show. That both reinforces bits with listeners who heard the show, and encourages people who missed it how to listen in the future. He also uses the same gambit for special programming, offering samples of shows such as Dr. Ruth Westheimer and an "Electric Lunch" oldies program when doing produced promos.

Positioning Song Categories

Another play is coming out of stopsets with power currents. "It's a subliminal reward for having sat through the commercials," says Tom Wood. "Coming out of a stopset with an old Jefferson Starship cut is just as powerful right now as using Billy Squier's 'Rock Me Tonight.'"

Tom also places particularly strong records, both current and gold, as the last element going into his stopsets at :07 and :35. "I adhere to the theory that your most-listened-to quarter-hours are the first and third. Things start at the top and bottom of hours — alarm clocks go off, work begins or ends, lunch hours start."

Spot Sequencing

Stacking spots from longest to shortest in length can make a stopset seem psychologically shorter in length. Given two :60s and two :30s, it makes sense to lead with the

Continued on Page 40

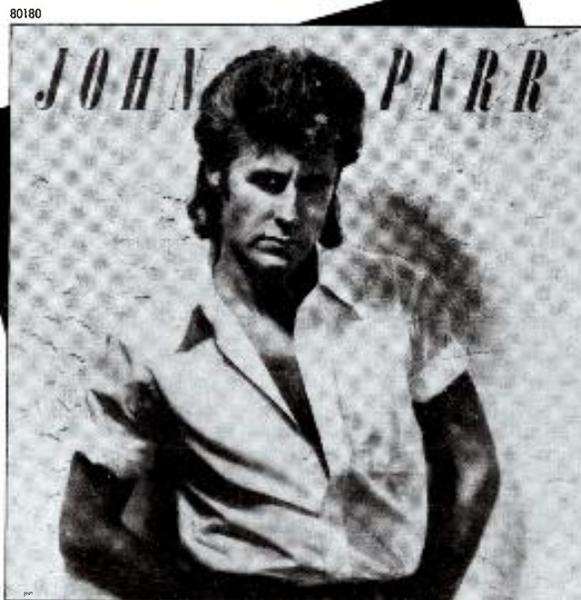
AOR Time-Spent-Listening Leaders

These AORs bear listening to — they all averaged at least 100 minutes per day in the spring '84 Arbitron.

Average Minutes Per Day	Station
125	KMJX/Little Rock
123	WDIZ/Orlando
120	WFYV/Jacksonville
116	WVCK/Flint
114	KICT/Wichita
112	WYNF/Tampa
112	KDDJ/Fresno
110	WIMZ-FM/Knoxville

110	KSTM/Phoenix
108	WHJY/Providence
108	WBCN/Boston
108	WTUE/Dayton
108	WLAV-FM/Grand Rapids
105	WPYX/Albany
103	WAAF/Worcester
102	WRXL/Richmond
102	WNOR-FM/Norfolk
101	WAQX/Syracuse
101	KATT-FM/Oklahoma City
100	KLBJ-FM/Austin
100	KLAQ/El Paso

Do You Know This Man?



JOHN PARR

The first single & promotional 12", "Naughty Naughty."

7-89612

PR 649

Produced by John Parr and Pete Salley
A 21st Century Wolff Production

It was a cold, blustery rain-driven night on the English moors. Noted rock manager John Wolff was cruising down the highway when a shadowy figure staggered in front of the headlights, forcing the car to a stop. Opening the door, Wolff was greeted by a dazed, shocked man. He could not say where he had been; he did not even know his name. But the stranger pulled from his pocket a cassette, slipped it into the stereo, and played some of the freshest new rock music to come down the pike in some time. And when the mysterious figure began to sing along, Wolff realized that he had stumbled upon a major new talent. The songs, it seems, were flashbacks from his murky past, the only clues to his identity. Dubbed John Parr (as good a name as any, it was reckoned), he was brought to a recording studio. Many days later, Parr emerged with a premiere LP of magical power. Now, only one question remains, "Do you know this man?"



On Atlantic Records and Cassettes

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Time Spent Listening

Continued from Page 38

:60s and close with the :30s. The listener's patience decreases every time an additional spot begins, it's thought, so when his patience is low after two or three spots, better to play a :30 instead of a :60.

Placing the least objectionable spots first in a set, such as concert or movie spots, is automatic at many AOR stations. The same treatment is accorded station promos, so that, in the words of Ted Utz, "if somebody tunes out during the break, at least there's a chance he'll hear about our product first."

Bill Bruun, PD at KICT/Wichita, believes in more breaks of shorter duration than fewer breaks of longer length. "Following 30 minutes of non-stop music with four or five spots changes the whole context of what you're trying to do," he proposes. Meanwhile, Utz argues the other side of the coin, saying, "The fewer stop sets you have, the less chance you have of losing button-pushers."

One Zillion In A Row

While allowing that "X In A Row" music guarantees are fun and create excitement, Utz is a bit skeptical of the gimmick that awards cash to listeners who catch a station not playing a minimum amount of songs between spots. "You're not going to get some-

"We're a fun, diverse radio station where something unexpected is always happening. If you tune out, you never know what you're going to miss."

Oedipus, WBCN/Boston

body to listen for an hour if they only have 35 minutes available. People don't live by the radio. Instead, let them know that your station is interesting enough to come back the first chance they have." Additionally, he warns not to offer the guarantee in place of spending dollars on outside advertising designed to attract came.

Forced Listening

All of Tom Wood's giveaways use forced-listening. "You've got to listen to win," he declares. "You can't just happen to pop in and call just because the jock said to."

When awarding tickets to Razorback college football games, KMLX airs the sound of the "hog call," a yell that fans do at the games. Tickets for "Indiana Jones" were

up for grabs at the sound of a bull whip being cracked.

In addition to a standard secret song contest, WYNF/Tampa PD Carey Curelop used a "Triple Tracks" promotion. Game cards with some 200 different sequences of three song titles were distributed at 7-11s. Each time one of the sequences aired, the first caller holding the correct card won cash triple the card's face value and/or a key that might open one of two Corvettes the station was giving away. The first song in the sequence was usually a high-rotation song, assuring that card holders were frequently drawn into sticking around for the next two songs.

WWCK/Flint did a music recall promotion "that worked like a charm," recalls PD Mark Miller. Upon hearing a sounder, listeners had to recall anywhere between the last five to 20 songs that had been played prior to the sounder. Even when asking for as many as the last 20 songs, the station had no trouble getting a winner who had been tracking titles all the while.

This is the second time this gambit produced results for WWCK. Last fall, the station did it only during the second month of the book, and breakouts showed considerably higher numbers for that part of the sweep.

And Now, These Final Words

A few points to keep in mind: First, a station that's the lone market outlet for its format can understandably expect to have a healthier listening span than one that has direct competition.

Second, though many of these ideas are time-tested basics, they're still worth re-viewing as you head into the fall sweep. If you're already familiar with the particular techniques cited, then perhaps you'll be spurred to think of some new variations. Let me know of 'em.

Third, and most important, superior programming is always the best device for increasing listening. On-air excitement and the right musical balance and rotations will take you much further than fancy gimmicks and techniques.

PD Oedipus's view of WBCN/Boston's quarter-hour maintenance success sums it up nicely: "We're a fun, diverse station where something unexpected is always happening. If you tune out, you'll never know what you're going to miss: a concert announcement, a band stopping by, a programming feature, a jock with something clever to say. Also, our music is unpredictable and always changing, just like New England weather — if you don't like it one minute, you'll like it the next."

SEGUES

Bahakel Broadcasting assumes ownership of KIL0/Colorado Springs and Stuart Broadcasting takes over KAWY/Casper... Bill Kepler becomes VP/GM of WBOW & WZZQ/Terre Haute after serving as GSM of WZDQ/Decatur, IL.

KSQY/Rapid City brings on Jack Daniels (a market vet, not the one from Charlotte) as PD... Roger Mayer from KFMM/Steamboat Springs, CO joins WIZN/Vergennes, VT for PD duties, as Russ Kinsley exits... Michael Davis is named MD at KFQM/Albuquerque... Reggie Jones is WQMF/Louisville's new MD... Irv Goldfarb is appointed MD at WPLR/New Haven.

Afternoon drive at KLOL/Houston is now handled by Harvey "Dr. K" Kojan from WGRQ/Bufalo... KGB/San Diego brings back Michael Berger after his stint as KLPX/Tucson PD. He'll be on middays, replacing David Good, who exits along with late-nighter/former Research Director Kerry McCall, as John Leslie moves to 10pm-2am from overnights, which now belong to ex-weekender Keith Royer... Over at KLPX, OM Jim Ray will assume the programming duties. John Hutchinson from KWK/St. Louis joins for mornings, Hank Cookenboo from KZZP/Phoenix takes over middays, and Margie Wrye handles evenings...

Dale Kelly joins KFIV/Mohesteo for middays and promotions from KZAP/Sacramento... Former KSQY PD Greg Olsen has elected not to take over all-nights at KEZE/Spokane... Rick Woodell leaves WCKN/Greenville mornings for PM drive at WKQB/Charleston... That's Scott Richards, not Scott Morgan as reported, doing KOMP/Las Vegas nights... Terry Jacobs from WGBF/Evanville comes aboard WZZQ/Terre Haute for mornings... Mark West joins WPDH/Poughkeepsie for overnights from 92K/Middletown... Dave "Ace" O'Connell is new to WHMD/Hammond mornings... John Hayes leaves K97/Edmonton for Q107/Toronto afternoons, and is replaced by Dave Korchin.

Mark Thompson moves from WQFM/Milwaukee to WLLZ/Detroit as Executive Producer.

KMBY/Monterey PD Mark Kauffman and wife Lisa had Michael Colin on 9-29... Wedding bells for KXZL/San Antonio PD Ray St. James and wife Donna Driessler, and for WGR/Manchester PD Bob Cox and wife Janice.

Independent promoter Larry Harris has relocated to 8255 Sunset Boulevard, Suite 103, Hollywood, CA 90089. Reach him at (213) 654-6661.

RADIO ACTIVITY

I Can Dream About You

KCGL/Salt Lake City gave Eurythmics tickets to listeners who wrote in with their favorite "Sweet Dream" involving a station personality.

A Month Of Freebies

KLYV/Dubuque's "Live Free For A Month" promotion will pay for a listener's fixed expenses for a month: car payment, rent or mortgage, utilities, property tax, and allowances for groceries and gas. Listeners sign up at participating sponsors, which include a local savings and loan.

Rocktober In Rhineland

KLOS/Los Angeles is sending morning fraulein Shana to Munich, Germany to broadcast her show from the Hofbrauhaus Beirgardens. Ten pairs of listeners will accompany Shana on the trip, which'll include visits to local rock clubs, the Olympic

Village site for the 1972 games, and the BMW factory.

Doc Rock

WMMS/Cleveland personality and rock 'n' roll historian Denny Saunders joined with EMI artist Michael Stanley and other experts to present a day-long course on the history of rock music at Lakeland Community College.

Fuzz Detector

Every time KQRS/Minneapolis played a Sammy "I Can't Drive 55" Hagar song over a weekend, listeners called for a chance to win a radar detector.

Beach Blow-Out

WNOR/Norfolk helped draw over 40,000 people to the area's East Coast Surfing Championship. For the first time in the event's 22-year history, the crowd was so huge that cars had to be turned away.

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CALENDAR



BRAD MESSER

Tools For New News Readers

Two of the more common mistakes made by inexperienced news readers are running stories together and failing to emphasize important words.

Story separation is easy to teach in a day or two. Merely recognizing the problem is half the cure. Simply have your new newsperson place a blank sheet of paper between every story in the newscast. The physical act of removing the blank takes a bit of time, but the real effectiveness of the technique is the repeated mental reinforcement of the lesson that there must always be a pause separating stories.

Key word emphasis is much, much tougher. Putting the right amount of emphasis on important words requires combinations of several vocal techniques, but just as with story-jamming, defining the problem and suggesting one solution accomplishes a great deal in a short time.

A neophyte announcer is likely to consider a sentence as just a sentence, without realizing *some words* are absolutely *vital* while *others* are almost *throwaways*. Have your new news reader *underline the important words* in his stories and he will awaken to the need to consciously *search each sentence for the key words*. A few days of underlining accomplishes a lot, opening the way for introduction of the two basic techniques of key-word emphasis, the . . . pause, and PUNCHing.

One of my old mentors used to grumble that radio would serve up a much better product if beginners skipped the "tricks of the trade" and went straight to learning the trade itself. I pass along these basic techniques for teaching story separation and key word emphasis as tools, not tricks.

If you have found other useful training tools, I'd welcome your input. Heck, I'd even appreciate learning some new tricks.

National Fire Prevention Week

MONDAY, OCTOBER 8 — Two of America's worst fires began on this date in 1871. The Chicago fire burned three days, killed 300 people and left 900,000 homeless. Legend says it was started when Mrs. O'Leary's cow kicked over a kerosene lantern, but modern historians believe it was actually touched off by a man who had snuck out to her barn to have a smoke. The other fire which began the same day got little publicity, despite being the largest and deadliest in U.S. history: it was a Wisconsin forest fire which raced across 400 square miles, killing an estimated 1500 people as it burned through several villages.

San Francisco settled 1776. Safety pin invented 1849. "Give My Regards To Broadway" premiered in George Cohan play "Little Johnny Jones" 1904.

Columbus Day observed. Cornelius Crane "Chevy" Chase 41. Rev. Jesse Jackson 43.

Loudest Musical Instrument

TUESDAY, OCTOBER 9 — The world's loudest unamplified musical instrument was patented in 1855. The calliope (uh-LY' o-pee) is similar to an organ, but is driven by steam rather than air. Thunder registers about 90 decibels, a jet plane on takeoff is 100 decibels loud, while a calliope produces 135dB . . . right on the threshold of physical pain. Only about 75 calliopes were ever made and most were used by circuses.

Norwegian explorer Leif Erickson is thought to have landed in North America on this date in the year 1000, about 492 years before Columbus. His settlements didn't survive because his colonists had trouble with Indians and simply packed up and went back home. In Norway this is Leif Erickson Day.

Full Hunters' Moon tonight. Jackson Browne 36. Watergate burglar E. Howard Hunt 66.

Why U.S. Doesn't Own The Moon

WEDNESDAY, OCTOBER 10 — Traditionally when an explorer found a new land, he would plant his flag and claim the territory for his nation. If space exploration worked that way, America might have claimed the moon when we landed there in 1969, but two years earlier — on this date in 1967 — we ratified the Space Treaty, agreeing not to make extraterrestrial land claims. The treaty also prohibits establishing military bases and testing nuclear weapons in space. The United States and the Soviet Union are among 84 signatories to the Space Treaty.

U.S. Naval Academy opened at Annapolis, MD 1845. Tuxedo introduced 1886. Laundry detergent marketed 1933. First international direct-dial telephone call 1951. Vice President Spiro Agnew forced to resign 1972.

Tanya Tucker 26. Martina Navratilova 28. Ben Vereen 38. Lee Grant 53.

First Radio Giveaway Show

THURSDAY, OCTOBER 11 — Radio's tradition of giving away cash and prizes began on this date in 1936, when the CBS network introduced "Professor Quiz." Although the first quiz show inspired many imitators, including "Professor I.Q." and "The Quiz Kids," the format has disappeared from radio. Quiz shows aren't dead, they've just moved to daytime television.

City of Baltimore founded 1730. Tom Edison filed for his first patent in 1868. His "electric vote recorder" worked but the intended customer, the U.S. Congress, didn't purchase one. First in-flight meals (simple box lunches) served 1919. Fiberglass patented 1938. Unmanned U.S. Pioneer-1 first rocket to moon 1958.

Daryl Hall (Hall & Oates) 35. Dottie West 52.

National Amateur Golf Tournament

FRIDAY, OCTOBER 12 — Competitors wearing ties and jackets concluded the first U.S. National Amateur golf tournament in 1893 (Charles MacDonald winner, Newport Country Club, Rhode Island). Back then the golf clubs were all-wood, balls didn't yet have rubber centers, and the tee was no more than a little pile of sand; the wooden tee was patented six years later (1899).

Christopher Columbus arrived in the New World on this date in 1492, probably in the Bahamas. When he returned to Spain, he took several kidnapped "Indians" with him, to show around as proof that his expedition had reached a strange land.

Luciano Pavarotti 49. Sam Moore (Sam & Dave) 49. Dick Gregory 52.

Tomorrow (10-13) Marie Osmond 25. Craig McGregor 35. Anita Kerr 57. British PM Margaret Thatcher 59. Sunday (10-14) Justin Hayward 38. John Dean III 46. Roger Moore 55.

Brown Promoted To KGW GSM

KGW/Portland Account Executive Kenn Brown has been promoted to General Sales Manager. Brown joined the KGW sales team in 1982, having previously worked as Sales Manager at KEZE/Spokane.



Kenn Brown

Station Manager Alan Mason said, "Kenn brings a lot of excitement to KGW's already-dominant sales team. He's a leader, motivator, and an innovator."

Brown told R&R, "I look forward to meeting the challenge of excellence that has made KGW a leader in this market, and some

exciting possibilities for new ways to present radio in the future."

RCA/Motown International Pact



RCA will distribute Motown Records outside of North America and Africa under the terms of a new agreement. The pact extends RCA's current Motown distribution charter, which has covered Mexico and England in recent years and in 1984 encompassed all of Europe. In certain territories, the pact will take place following the expiration of current deals. Pictured (l-r seated) are Motown President Jay Lasker and RCA Exec. VP Jose Menendez; (l-r standing) Motown VP Lee Young Jr. and RCA VP Ekke Schnabel.



KKGO AWARDS TRIP — Listener Tina Mollis (seated right) is presented tickets to Montreal by KKKO/Los Angeles morning man Joe Huser. Joining the presentation are standing (l-r) Air Canada's Jim Gould, KKKO's General Sales Manager Bob Bordonaro, and Quebec L.A.'s Director of Tourism Alain Famy.

Black/Urban Radio



WALT LOVE

RCPC—A Successful Meeting Of The Minds

The first merger of the NAB and NRBA radio meetings was the best gathering yet for blacks working in Black and Urban formats. I'm sure there are things that could have made it even more effective for black broadcasters, but the exchange of conversation in itself was music to my ears.

New Faces In The Crowd

I've been attending both conventions for years and have always learned something to help continue my quest for excellence in my chosen profession. I must also admit that, while I was always treated with the utmost respect from my fellow broadcasters, it was also intimidating to be one of only a handful of blacks present.

So last year after the NAB programming conference in San Francisco, I mentioned the need for black broadcasters to attend such functions in order to acquire program/management skills sorely needed in Black/Urban radio. I suggested that managers invest in their black employees by sending them to such events. Obviously, someone must have agreed with me. It was great to see both blacks and whites from the format in attendance; this is the first time this sort of thing has taken place.

The numbers were still admittedly lopsided, but more encouraging. Out of the estimated 5000 persons attending, roughly 35 to 45 blacks were there. Most important, some of the corporate folks of both races who control the destinies of Black/Urban stations were present for the minority sessions. This at last is a beginning for all of us to be proud of!

I even heard one black broadcaster say, "This is the first time in the 12 years I've been in the industry that I've attended a conference like this one." Such eye-opening enthusiasm explains why I advocate knowing what's going on around you; we don't live in an all-black world.

Session Highlights

Two minority sessions took place — one on Sunday (9-16) and another on Monday (9-17); both were well-attended. The Sunday meeting devoted 90 minutes to minority ownership (see accompanying article); an additional hour featured discussions on programming and syndication. Monday's session dealt with the Urban format.

Sunday's programming/syndication panel had some spirited exchanges with audience members. The panelists included Syndicate-It President/founder Bob Dockery, BRE Publisher/founder Sidney Miller, KDAY/Los Angeles PD Jack Patterson, and myself.

Who Gets The Money?

There was an interesting discussion between WTMP/Tampa President Paul Majors and Bob Dockery about the amount of dollars being spent by national advertisers with syndicators and local radio. Majors contends that dollars that would normally be spent on Black/Urban radio through local buys are being directed to syndicators with minority-oriented programming. Dockery and I disagreed with Majors,

citing the separate budgeting processes that take place for syndicated and local buys.

Commercial Quality

There was also a lively debate about the quality of commercials on Black/Urban radio. Specifically, programmers lamented the demeaning black commercials that we've all heard at one time or another on Black radio (e.g., the Spiritual Advisor, Palms Reader, the Kingfish BBQ spot, and especially abortion commercials). Confronted by both a college broadcaster who cited the need for Black radio to project a better image and an advertising exec who saw abortion commercials as a public service, Patterson responded that while he didn't object to all abortion commercials, "The ones that mention tubal ligation and band-aid sterilization are gross."



URBAN FORMAT ROOM PANELISTS—Seated (l-r): KACE/Los Angeles PD Alonzo Miller, WUSL/Philadelphia PD Jeff Wyatt, PD, WZAK/Cleveland Operations Manager Lee Zapis, and R&R Black/Urban Radio Editor Walt Love.

ties choose to program them with a Black or Urban format. Most seemed to agree with the point that the format should be decided by what's needed in the marketplace. That is, it shouldn't matter what the format is as long as the operator can have a profitable financial venture. In conclusion, what color one may be has nothing to do with what the format should be.

The Urban Meeting

In the Urban Format room, there was an impressive turnout by blacks and whites who were interested in the format itself. In attendance was a veritable "Who's Who" of Black/Urban radio. Among the group heads, GMs, PDs, and MDs were WKYS/Washington PD Donnie Simpson and VP/GM Bart Walsh, WZAK/Cleveland

Bernie Moody.

Also appearing were KDIA/Oakland PD Jeff Harrison, KYOK/Houston PD Steve Hedgewood, Nash Communications President Kendall Nash, and WJAX/Jacksonville PD/MD Chris Turner. I'm happy to report that this list could go on for at least another paragraph.

A Healthy Exchange

The conversation included comments about how to keep the Urban format healthy, marketing the format to those who don't understand its audience makeup, better salaries for those employed within the format, and several other issues. The panelists were KACE/Los Angeles PD Alonzo Miller, WUSL/Philadelphia PD Jeff Wyatt, WZAK/Cleveland OM Lee Zapis, and myself as moderator.

"The exchanges between the panelists and the audience were tremendous because everyone gave their true feelings. Let's do it again next year!"

Choosing The Right Format

Also discussed was the fact that the majority of blacks who managed to obtain facili-

ties chose to program them with a Black or Urban format. Most seemed to agree with the point that the format should be decided by what's needed in the marketplace. That is, it shouldn't matter what the format is as long as the operator can have a profitable financial venture. In conclusion, what color one may be has nothing to do with what the format should be.

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The Ownership Direction

It's important for all black broadcasters to know that in the ownership session, there were a number of blacks in attendance who had little or no radio experience at all, yet obviously have money and interest in acquiring broadcasting facilities. They, too, have heard of the Docket 80-90 proposal.

The panel for the Minority Ownership session consisted of Storax Minority Business Investment Corp. President Larry Edler, KGFJ & KUTE/Los Angeles VP/GM Bill Shearer, BROADCASTAP President John Oxendine, FCC Mass Media Bureau Legal Assistant John Kamp, attorney Chris Hart, and moderator Zora Kramer, FCC Director/Minority Enterprise.

These panelists specialize in the different fields that are central to the property-buying process. One of the most dynamic moments of the session came when John Kamp said, "If you don't have \$50,000 to put up — maybe even throw away if you don't get a license — you're not a serious candidate for ownership." That, according to Kamp, is what it will take to put the legal gears and other machinery in motion to file your application.

A number of other people apparently shared my appreciation for Kamp's honesty about the real cost of testing the ownership waters. Chris Hart was also very up-front about the prospective costs of breaking into broadcasting; he repeatedly emphasized the importance of lead time. Too many prospective owners, Hart suggested, try to enter the market, but do so at the last minute.

The one thing the six panelists had in common was their desire to somehow reverse the numbers that generally stack up against minority owners. The ownership opportunity clearly *will not come to you*, but there are people for prospective station owners to go to . . . if and when you want to get serious.

Selling Your Real Value

Marv Dyson, who gave the group a good stern lesson in black pride, commented on the syndrome of rate-cutting. Marv said, "Advertisers are going to have to learn to pay top dollar for Urban stations which have the numbers. But the only way it will happen is for top-level management to hold the line."

Jeff Wyatt also commented on the importance of a station being able to sell its numbers, theorizing that if the company makes more money from advertising, it should be more amenable to paying higher salaries to its "product!" — i.e., the talent! We all concurred.

Alonzo Miller stated at one point that even though his station doesn't have large numbers, it stays profitable through its heavy retail sales efforts. Lee Zapis added some constructive input on maintaining one's station image in a positive light.

All in all, there were good ideas from everyone in the room, and I'm proud to say I was connected with the RCPC in a small way. Let's do it again next year and make it even bigger and better!

Capitol[®] IZING ON SUCCESS.



ASHFORD & SIMPSON

SOLID **Black/Urban** **BREAKER.** 9/28 85% **22**

TINA TURNER
BETTER BE GOOD TO ME

Black/Urban **BREAKER.** 9/21 79% **21**



BEAU WILLIAMS
YOU ARE THE ONE

SIGNIFICANT ACTION 28/1 35%

O'BRYAN
GO ON AND CRY

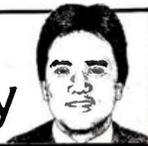
ON YOUR DESK!



LILLO THOMAS
FEATURING
MELBA MOORE
ALL OF YOU

COMING THIS WEEK!

Adult / Contemporary



RON RODRIGUES

FALL PREVIEW

Digging Up The Most Competitive Adult Markets

The fall book is underway, and a quick scan around the country uncovers some sizzling radio battles. Many of you are interested in what's happening in markets other than yours, so here are a geographic sampling of metros where the outcomes are anybody's guess.

All of the figures refer to Arbitron average quarter hour share of 25-49 adults, Monday-Sunday 6am-midnight, metro survey area. Due to the ratings company's policy, the numbers have been rounded off.

Anchorage

Station	25-49 share
KFQD	@14
KKLV	@10

Seeing that AM competitor KFQD has lost 9 shares in the last three years, KKLTV seeks to dominate the adult radio market this time around. The FM upstart debuted with an eclectic-oriented format last year, but has since moved towards mainstream A/C. KKLTV has gained at least three shares in each of the last two books.

Atlanta

Station	25-49 share
WSB-FM	@7
WRMM	@7
WSB	@5

Although there are only three stations listed here, a fourth competitor has readied itself for the fall battle. Shamrock's WFOG debuted just a few weeks ago with a gold-oriented A/C.

Progress

Bob MacNeil is the new ND at WROR/Boston ... Managing the agribusiness at WCCO/Minneapolis is David Haeg ... Making the move from KVKI/Shreveport to WTIX/New Orleans, Brian Chase continues to drive afternoons ... At WKYE/Johnstown, Mike Porter is new ND from WCRO ... WLHT/Grand Rapids picks Bill Ashford from WXUS/Lafayette as PD to replace the exiting Steve Brooks, who moves to KEYN/Wichita, KS as Station Manager ... Barry Stewart is now officially MD at WWNR/Beckley ... WCFX/Clear, MI PM driver Jim Hamilton adds the Production Director title, and Laura Brosman moves from overnights to middays/Promotion Director, while partner John Jancison goes to overnights ... WASK/Lafayette taps former KYNQ/Fresno's Don Pratt as new morning man ... WBEC & Rock 105/Pittsfield promote AM driver Joanne Billow to PD. Joining the team are Kathy Golligly as news anchor & Marc Knight in the evenings ... KKPL/Spokane's evening man Steve Keller was K99/Great Falls's MD. Handling K99's music is Wes McShay.

Baltimore

Station	25-49 share
WYST-FM	@6
WFBR	@6

United's WYST-FM has been on top for several sweeps now and it's shoring up its strength to stay there. WFBR will try to keep pace without Orioles baseball.

Baton Rouge

Station	25-49 share
WQXY	@13
WAFB	@9

Longtime leader WAFB was upset by former Beautiful Music outlet WQXY in the spring. 'QXY was one of the country's top-debuting A/C stations and it landed among A/C radio's Top 100 as well.

Boston

Station	25-49 share
WVBF	@8
WBZ	@7
WROR	@6
WHDH	@6
WMJX	@5
WSSH	@3

This is A/C radio's most receptive top-ten market. WVBF's surge to the top took a lot of people by surprise; its four-point rise was easily the best of any major market A/C station. The seesaw battle between the full-service AMs was won by WBZ last spring.

Charlotte

Station	25-49 share
WBT	@9
WEZC	@9

Played on the field of an enlarged metro, this AM vs. FM contest ended up with only a tenth of a point separating the two stations. The closeness was a result of a slight tumble by WBT. This is only the fourth sweep for WEZC in its A/C incarnation.

Cleveland

Station	25-49 share
WMJI	@10
WLTF	@9

This close battle features a head-to-head battle between two of A/C's most prominent consultants, Mike McVay (WMJI) and E. Alvin Davis (WLTF). McVay will be close to this situation after losing programmer Dave Popovich recently; he is still seeking a replacement.



SAY CHEETAH! — K101/San Francisco and morning man Tom Parker (yes, the one on the left) aided Marine World/Africa USA recently, working to save the animal park from closure. Although the park is scheduled to reopen in a few years, the station is helping to reduce the trauma the now-uncaged animals will suffer while being stored in zoos until the park reopens.

Denver

Station	25-49 share
KMJI	@7
KHOW	@7

No longer encumbered by any direct FM competition, KMJI is smiling. KHOW was up last time, too, and it has Broncos football in the fall.

Grand Rapids

Station	25-49 share
WOOD	@12
WLHT	@9
WJFM	@8
WKLQ	@4

New A/C WLHT made a booming debut in the spring book, but WOOD remains a steady market force.

Indianapolis

Station	25-49 share
WIBC	@15
WENS	@12
WNDE	@4

FM WENS made a strong showing in this drive toward dominance in this market. Full service WIBC is still strong, however, and it broadcasts the games of the Indianapolis Colts — a hot item in town. New FM WTPI debuts this fall, featuring music against a full-service backdrop.

Kansas City

Station	25-49 share
KLSI	@11
KUDL	@6
WHB	@5

Three strong competitors are involved in this battle, but the question is whether KUDL can continue its drive towards leader KLSI. However, the George Johns-consulted station remains one of his — and major market radio's — most successful A/C efforts.

Miami

Station	25-49 share
WAXY	@7
WAIA	@6
WLVE	@5
WEZI	@3
WWJF	@3
WIOD	@2

Here is where CHR thoroughly dominates the adult demos that A/C's normally win. WAXY leads the A/C stations with 97AIA close behind. WWJF announced its drive toward older demos by affiliating with Transtar's Format 41.

New Orleans

Station	25-49 share
WAJY	@8
WLTS	@5
WTIX	@5
WSMB	@1

Yep, another market dominated by CHRs. Market-leading WAJY affiliated with the Format 41 service before the beginning of the book. Former Urban outlet WLTS will be going through its first full sweep as an A/C.

Phoenix

Station	25-49 share
KKLT	@9
KOOL-FM	@9
KOY	@7
KLZI	@4
KOOL	@1

This market will soon prove to be one of the country's most congested A/C markets. Longtime leader KKLT is being threatened by KOOL-FM. KOY is looking to continue an up trend begun last spring, while another FairWest outlet, KLZI, is sprouting up.

Portland

Station	25-49 share
KGW	@12
KKCW	@7
KCNR-FM	@5
KEX	@4
KKSN	@3
KKRZ	@3
KCNR	@1

This is one of the few remaining major markets where a music-oriented AM dominates. A former CHR powerhouse, KGW successfully converted to A/C a few years back, and no other A/C station has come close. A new FM, KKCW, has made a dent however, showing up number two in its debut book last spring.

San Francisco

Station	25-49 share
KYUU	@5
KNBR	@5
K101	@5
KLOK-FM	@3
KLOK	@2
KSFO	@2
KEZR	@1

This city is quickly gaining reputation as an A/C market. Although no station has claim to a longterm victory, CHR-oriented KYUU has been strong for the past few years. Three of these stations, KYUU, K101, and KEZR, have had new programmers join their ranks over the past few months.

Country



LON HELTON

FORMAT ROOM RAMBLINGS

RCPC Wrap-Up

Another convention has come and gone, and for those who weren't able to attend, it's time for another post-mortem to fill you in on what you missed — at least in the 75 minutes allotted to the Country format room. The panelists were WPOC/Baltimore PD Doug Wilson, WNOE/New Orleans PD Ron Harper, consultant Bob Cole, WHN/New York PD Joel Raab, WSM/Nashville and Gaylord Broadcasting National PD Gregg Lindahl, BPI President Bob English, WSOC/Charlotte PD Don Bell, and yours truly as moderator.

The panel took on a different look than occurs at most of these gatherings. Instead of making individual eight-minute presentations, the panel members were used as "conversation catalysts." The meeting took on the shape of a discussion, as panelists were presented with questions covering areas of concern to all Country broadcasters. Following the answer or discussion, specific members of the audience were then called upon for their comments. Questions from the audience were also a major part of the session's makeup.

A number of topics were covered, including the following: How Country stations could attract more people to the format at a time when CHR music/radio are hot items, the marketing and positioning of Country stations today, syndication, and use of consultants.

One caveat for those who attended as well as for those reading this who are looking for answers: In that type of forum, it is impossible to present hard-and-fast answers of any kind.

Everyone in the room was in a different situation. Some are running 50 kw AM giants in large cities, others have Class C FMs in medium markets, and still others work in small-market stations powered by 1 kw days/250 watts nights. Everyone had different needs, therefore different questions. As I said at the start of the session, more questions are usually raised than answered.

The purpose of the discussion was to get people to realize there are ideas and ways of doing things that are different than their own. The goal is to make people think, to question what they are doing and why, so intelligent decisions can be made as to what is right for their individual market. No one can tell you what will work in your town — you have to supply your own answers based upon all available information. This session was designed to offer a variety of input from a myriad of sources.

Increased Competition

The session began with a discussion of the down trend in the spring Country shares and these questions: "What can you do to get more people to sample your station? What can you do to raise the cume? How do you get the shares to grow?" The point was made early that in these times of increased competition for the 25-54 listener, one must decide what percentage of his time and resources he's going to spend on either attracting a "fringe audience" or focusing on the core. Gregg Lindahl felt that you really should spend the bulk of your energies on the core, and if you become the second or third choice for "pop" listeners, that's just gravy.

Another point made from the floor was that in the quest for listeners, Country sta-

tions had to either "attack or be attacked." The gist of the remark was that every market is so competitive that, for Country stations to get their share of the audience, they had to be every bit as aggressive in their advertising and marketing campaigns as the contemporary music outlets. When the rhetorical question was raised as to whether Country stations are generally outmarketed and promoted, there were an awful lot of heads nodding affirmatively.

Michael Who?

The question of how stations should respond to the cultural influence of rock also came up. Does one get involved in it, acknowledge it, and try to position it for one's audience, or just avoid it completely? In other words, do you ignore Michael Jackson as a cultural phenomenon just because you don't play his records on your station? Joel Raab commented that at one point he was considering giving away Jacksons concert tickets, but opted not to for fear of clouding his image — or the promotion being a negative — among listeners. However, he cited an example of a 25-49-targeted station which did give away those tickets and made it a positive through positioning. The station liners played upon the theme of parents being a "hero to their teenagers" by winning the tickets and letting the kids go to the show. With this kind of tie-in, you can take advantage of the promotional benefits without the attending negatives involved in dealing with an artist outside your format.

When the discussion turned to knowing who was "safe" and would not present a large negative to the audience, Charlie Cook said that using *People* magazine as a guideline can be a relatively safe way to go. If it's in *People*, you can figure the subject is familiar to the bulk of the population. Other barometers include the TV network morning shows and the syndicated variety shows.



THE MAGNIFICENT SEVEN — OK, that may be overstating the case a bit, but these are the panelists that made the Country format room at the RCPC one of the most informative in years. Left to right are Doug Wilson, Ron Harper, Bob Cole, Joel Raab, Gregg Lindahl, Bob English, and Don Bell.



UP, UP, AND AWAY — Bob Reader, PR director for UTA French AirLines, congratulates Tom and Charlotte Pearson (far left) who were just presented with an all-expense-paid trip to Tahiti by Crystal Gayle and Eddie Rabbitt as the culmination of a monthlong promotion by KZLA/Los Angeles. Also on hand for the presentation is KZLA PD Bill Mayne (far right).

Talkin' Country

On-air use of the word "Country" also came up. It wasn't that long ago that Country stations didn't say that word on the air for fear of alienating those who might listen to the station but really didn't think of themselves as "Country." In the effort to be more mass appeal, perhaps Country stations relinquished a bit of their identity in the process. It seems to be a different story today, however. When the audience was asked if anyone was not using the word "Country" on the air, nary a hand was raised.

Beyond The Playlist

Among the examples of elements other than music which can be used to attract an audience and/or build an image for a Country outlet, the talk turned to syndicated programming. United Stations VP/Programming Ed Salamon pointed out these shows can be utilized to build a favorable image for a station through association with Country stars. You can position yourself as the "home of the stars" not only by airing the shows, but by talking about them during the week. Thus, even though a listener might not hear the actual show, the station can benefit by the use of the stars' names in conjunction with the perception of their "appearance" on the station during the show's time slot.

On the subject of outside programming, KZLA/Los Angeles PD Bill Mayne suggested that stations who select shows for airing "shouldn't bury them in obscure time slots." He felt if the shows are good enough to air, they should be showcased and turned into a positive programming element.

A Friendly Ear

Wrapping up the session was a brief discussion of the role consultants play in Country radio. The point was made that in any given market, many of the contemporary stations are aided in the ratings battle by top-notch consultants, whereas Country stations seem to be lagging in this kind of support. It was mentioned that all levels of station management can benefit by having another party — especially one with Coun-

try experience — available for various kinds of assistance, including just being there to bounce ideas off of.

Again I want to thank those on the panel for their time and thoughts. I must say I would've preferred to have written more about what people said specifically, and I wish that I could tell you to get the tapes so you could listen in for yourself. However, the Country format room was one of the few sessions that did not have microphones for the participants, so the meeting was not recorded. It was for this reason the recap was necessarily written on the recollections of a few of the participants and myself.

Overall, the response to the Country session was good, and I hope this overview serves as a thought-provoker for those of you who weren't able to be there.

Have You Heard

There's some more help on the horizon for Country air personalities. Former KFOC/Long Beach and KHJ/Los Angeles personality Terry Moss, who's currently on the Transtar Country Network, has just purchased Galaxy from Dan O'Day. Galaxy is a show preparation service which is published twice a month, and the big news is it will soon include a country music edition. The kickoff country issue will be out sometime in October and will feature about 30 artists. Larry Boxer, writer and editor of "Coors Country News" and "Country Music's Top Ten," has been named as Country Editor. Terry says you ought to be watching your mail box for the free stuff that's on the way to you . . . Chris Michaels has been upped to PD at WAMS/Wilmington, DE . . . WOKK/Meridian, MS MD Van Mac has been upped to OM for the Country outlet and its AM sister WALT. Jessica James remains as WOKK PD, Van replaces Tommy Lee, who has moved to WDNG/Anniston, MS to do mornings . . . Dan Mason is the new PD at WMUS/Muskegon, MI . . . Ross Brooks is now PD at WKZF/Huntsville (formerly WIXC) . . . KWEN/Tulsa personality Jim Davis has been upped to Asst. PD/MD . . . Filling those same slots at KOMA/Oklahoma City is Dan Robins, who comes from KSAL/Salina, KS . . . Len Spencer is now programming KIGO/St. Anthony . . . What have you heard lately?

Nashville This Week



SHARON ALLEN

"Countryline" Showcases Videos

Until now there's been no major outlet for country videos, but now there's a television show, "Countryline," to fill that programming gap.

"Countryline" is being launched with a two-hour special airing in major markets around the country. The pilot was produced by RCA Video Productions, Inc. and is being distributed in syndication by Syndicast Services. Sam Riddle and Bob Fead served as Executive Producers.

The show will provide music videos by some of the top names in country music combined with a behind-the-scenes look at their production, in-depth interviews, and footage of five artists fielding phone calls from their fans around the country. You'll see Deborah Allen, Earl Thomas Conley, Waylon Jennings, Ronnie Milsap, and Sylvia answer questions on a variety of subjects, and music videos from Alabama, Earl Thomas Conley, Waylon Jennings, Ronnie Milsap, the Judds, Juice Newton, Dolly Parton, Kenny Rogers, Sylvia, and Steve Wariner.

The "Countryline" pilot is hosted by Ty Herndon, who was discovered on "Star Search."

President of RCA Video Productions Tom Kuhn said, "... We hope to develop "Countryline" into an hourlong series in 1985, with country artists from many different labels." More than 60 stations have already scheduled the two-hour pilot.

Another Television Special

The older I get the faster it seems time flies. It's already fall '84, and time is starting thinking about the "holiday season."

In fact, Gaylord Productions just announced "Happy New Year's From Opryland," a 90-minute syndicated television special.

Buck Owens and Roy Clark will cohost the special, airing live nationally from the Opryland Hotel on December 31 at 11:30pm CST.

"The special will feature music, guest stars, and comedy," said Producer Sam Lovullo. "It will be a fun-filled entertainment event to ring in 1985." He says the special has been cleared in 17 of the country's top 20 Nielsen markets, which means it should be seen in more than 60% of the nation's television homes. Lovullo expects that other stars from "Hee Haw" will appear, but is unsure as yet who the guest stars will be.

In Memory Of

Singer/songwriter Steve Goodman died in Seattle recently from complications brought on by a bone marrow transplant. Goodman 36, had been battling leukemia. The Chicago native wrote Willie Nelson's #1 song "City Of New Orleans," which was also an Arlo Guthrie hit in the '70s. You may also remember that he wrote and was referred to in David Allan Coe's "You Never Even Called Me By My Name" ... among others.

Bit & Pieces: Often country artists adopt a "new image" by changing hairstyles and attire, but even I was amazed to see Willie Nelson appear at the Tennessee State Fair in Nashville, without the legendary pigtail



CONLEY ON "COUNTRYLINE": — RCA's Earl Thomas Conley (l) talks with Ty Herndon, host of the new syndicated Country video series "Countryline."



WILLIE ON BILL OF FAIR — Willie Nelson played at the Tennessee State Fair in Nashville, and was joined before the show by CBS/Nashville Sr. VP/GM Rick Blackburn (l) and (center) CBS VP Bonnie Garner.

and beard. We're talking drastic here ... not even a moustache! Nelson's one-night appearance in Nashville, was preceded onstage by friends Billy Joe Shaver and David Allan Coe ... Let's chalk one up for country. MTV just added Hank Williams Jr.'s latest music video, "All My Rowdy Friends Are Coming Over Tonight" ... T.G. Sheppard and actor Hal Needham have linked up in a new \$2 million NASCAR racing team which will run the full Grand National schedule next season ... Lee Greenwood and Ricky Skaggs stepped in to coheadline the Alabama Sheriffs' Boys & Girls Ranch benefit on October 13 for Barbara Mandrell. For the past six years Barbara has performed for the service organization, which provides a ranch home for underprivileged youngsters. While Barbara is recuperating from her recent

automobile accident, Lee and Ricky are glad to lend a helping hand in Birmingham ... You can add three artists to the list for this year's CMA Awards Show: Bill Monroe, Eddy Raven, and Tammy Wynette ... Janie Fricke presented a premiere showing of four items from her women's casual ready-to-wear clothing line to fashion buyers October 1 at the Dallas Apparel Mart. Her entire 36-piece collection will debut at the Women's and Children's Spring '85 Apparel Market October 25-31 in Dallas ... We at R&R send congratulations to Waylon Jennings and Jessi Colter. We hear they're expecting another baby ... Look for Gene Watson to sign with CBS when his contract is up at MCA ... Rumor has it that one of country's super-groups may lose one of its members. I'll keep you posted. Just thought you'd like to know!



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Marketplace

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Special Issue #5-40 features PORTLAND! CHR's KMJK & KKRZ, A/C's KEX, KGW, KCNR, plus AOR's KRON. KRCK & KINK. Plus from BOISE, CHR's KNPA & KFXD-FM, A/C KBNY & AOR KIDQ. 90-minute cassette, \$5.50.

Special Issue #5-41 features SEATTLE! CHR's KHIT, KPLZ, KUBE & KNBQ, A/C's KJR, KLSY, KIXI & KVI. AOR's KISW & KZOK, plus VANCOUVER's CHR's CFUN & CKLG. 90-minute cassette, \$5.50.

Classic Issue #C-47 features KFI/Ken Marvin-1963, KGB/Charlie Van Dyke-1971, KRLA/Tom Murphy-1971, KFRC/Jack Murray-1969, KKDJ/Charlie Tuna-Humble Harv-1974, K100/Eric Chase-1975, KMET/B. Mitchell Reed-1978, plus KYA-1976. Cassette, \$10.50.

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Openings

Openings

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WKSN seeking solid performer for A/C, PM drive/production. Great working conditions on picturesque Chautauque Lake. T&R: Dana Rose, Box 1159, Jamestown, NY 14702. EOE M/F (10-5)

Fulltime opening for air personality. T&R: Curt Hansen, WBEF 108, Box 108, Westport, CT 06881. EOE M/F (10-5)

Country AM/FM has immediate PM drive opening. T&R: Greg Price, WCVR, Box 248, Randolph, VT 05600. EOE M/F (10-5)

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WPLR is looking for parttime help with 3-5 years AOR experience. Join the family. T&R: Eddie Haskal, 1294 Chapel St., New Haven, CT. 06511. EOE M/F (9-14)

Dominant Country station in upstate NY needs experienced, creative & warm morning pro. T&R: Steve Resnick, WENE, Box 151, Endwell, NY 13760. EOE M/F (10-5)

Morning entertainer for top-rated CHR. T&R: Joe Bally, WSPK, Box 1703, Poughkeepsie, NY 12601. No phone calls. EOE M/F (10-5)



WCHN needs a production director. If you can write, create concepts, and produce, apply to Daniel Francis Hayden, Program Director, WCHN, Inc., 1039 Asylum Ave., Hartford, CT 06105. Good salary and stable company. EOE

Afternoon drive anchor/street reporter needed immediately for AM/PM in college town. Minimum one year experience. T&R: Pat Turner, Box 885, Morgantown, WV 26805. EOE M/F (10-5)

WYOW is looking for future personalities. Need excellent production & desire to join community. T&R: Lee Phillips, 341 Northern Bl., Albany, NY 12204. EOE M/F (10-5)

Z-106 is looking for up-tempo midday personality for Philadelphia's hottest CHR. Knowledge of city a plus. T&R: 855 City Line Ave., Bala Cynwyd, PA 19004. EOE M/F (10-5)

WYBE/WJTN has present & future openings. A/C mornings, production & studio engineering. T&R: PD, Box 1139, Jamestown, NY 14702-1139. (10-5)

Top-rated station needs reliable communicator. T&R: Barbara Evans, WILG, Box 1176, Williamsport, PA 17703. EOE M/F (10-5)

Adult CHR in college town needs midday personality/PD. C&R: Joe Moses, ZOZ-103, Box 1030, Oneonta, NY 13820. EOE M/F (10-5)

News personality needed for New England top-100 market. Must be a creative digger. T&R/resumes: Mart Ericson, WORC, 8 Portland St., Worcester, MA 01608. EOE M/F (10-5)

Major SE rock station seeking top talent for unusual & exciting announcer position. Strictly confidential. T&R: Box 11788, Lexington, KY 40578. No calls. EOE M/F (10-5)

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Wanted: Two announcers for Oldies format. Must have at least four years experience. T&R: PD, 1360 WNUJ, Box 40, Newton, NJ 07860. EOE M/F (10-5)

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WKCN, 100kw rock & roller in Greenville/Spartanburg has an immediate opening for talented morning personality. T&R: Gary Jackson, Box 850, Anderson, SC 29622. (10-5)

Morning talent? For AOR superstar on coast? If you're it, rush T&R: Kris Kelly, Box 780, Jacksonville, NC 28541. EOE M/F (10-5)

SE Florida Country FM seeks several fulltime announcers. T&R: Tom Michaels, 2221 Front St., Melbourne, FL 32901. EOE M/F (10-5)

Immediate opening for midday slot at top-rated Country FM. Female preferred. T&R: Russ Reynolds, WYQC, Box 106, Shelbyville, TN 37180. EOE M/F (10-5)

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Sports Director/announcer wanted ASAP. T&R: Greg Allen, KVOP, Box 1420, Plainville, TX 79072. EOE M/F (806) 296-2771 (10-5)

Meigs 98 FM has opening for experienced air talent. T&R: John Jenkins, 630 Beacon Pkwy, Ste. 800, Birmingham, AL 35208. (205) 325-1100 (10-5)

Medium market A/C has opening for AM drive announcer/PD. Some production required. T&R: John Scott, Box 7, Huntsville, AL 35804. No calls. (10-5)

KKLS (CLASS) San Antonio, Full-service A/C, needs a production director to head up our production department. Please send your tape and resume to: Cat Simon, 8401 Datapoint Drive, #900, San Antonio, TX 78229. NO PHONE CALLS, PLEASE! EOE

100kw Country FM seeks good air personality with production skills. Females encouraged. T&R: Gary McKenney, 430, Ruston, LA 71270. EOE M/F (10-5)

Program Director On-Air

WQXY-FM needs hard-working, experienced Program Director for aggressive A/C in Baton Rouge. No calls please. T&R to: Lew Campbell, GM, WQXY, One American Place, Baton Rouge, LA 70825. EOE M/F

New 100kw FM in Fayetteville is now staffing in all areas. T&R: Chip Davis, PD, WGSS, Box 1506, Lumberton, NC 28359. EOE M/F (10-5)

WFMI needs killer AM drive & heavy CHR personality for 8-midnight. Great production & plus. T&R: Charlie Fox, 53 Main, Winchester, KY 40391. (10-5)

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Wanted: Killer drive time air personality. Great production willingness to get involved a must. T&R: Mike Wicks, 2334 A West Bl., Columbia, SC 29189. EOE M/F (10-5)

Need good-sounding female announcer to work with male AM drive. T&R/photo: Brock Bouletier, WYNN-FM, Box 22, Jackson, MS 39205. EOE M/F (9-21)

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Opportunities

Openings

WOWW 107 needs anchor/reporter to handle sports & news. Must love both. T&R: David Brando, Box 2788, Pensacola, FL 32613. EOE M/F (9-28)

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106.5 KCI/Kansas City is looking for an AOR MO/PM driver. Frank Hanel: (818) 531-3400 (10-5)

Top-rated contemporary station needs personality/production pro. T&R: WTAO, Box 369, Murphysboro, IL 62896. EOE M/F (10-5)

Parttime & possible fulltime openings. We play Country & lots of it & don't talk much. Scott Fredricks: (617) 669-8361 (10-5)

WCBS seeks anchor/reporter. Minimum two years experience. T&R: Joan Edwardsen, 5407 W. McKinley Ave., Milwaukee, WI 53208. EOE M/F (9-28)

Active local station needs sports announcer/PBP/board shift. Luke Thaman, Box 603, Bryan, OH 43508. (419) 836-3175 EOE M/F (9-28)

Metro Lansing FM needs morning drive personality to help soft hits format grow. T&R: Jeff Crowe, WMMO, 1518 Lawrence Rd., Charlotte, MI 48813. (9-28)

Young aggressive CHR talent needed now for major MW market. Good bucks for the right person. T&R: Mike Miller, Box 14808, Oklahoma City, OK 73113. EOE M/F (9-28)

Creative CHR morning personality needed. Exciting, humorous & successful track record a must. T&R/salary: KDVV, 715 Harrison, Topeka, KS 66601. EOE M/F (9-28)

Midday personality/production whiz needed at fast-growing Country FM. T&R: Don Riley, K-105, Box 7680, Lafayette, IN 47903. EOE M/F (9-28)

KOFM 104
Oklahoma City's hottest CHR needs good personalities now! Send tape & resume to: Mike Miller, KOFM, P.O. Box 14806, Oklahoma City, OK 73113. EOE M/F

Music radio KAY-107 seeking quality parttime CHR personality. T&R: Harv Blain, 7030 S. Yale, Tulsa, OK 74138. No calls. EOE M/F (9-28)

OPERATIONS MANAGER
For aggressive Easy Listening station. Prefer MOR or A/C experience. Send resume, salary history, management philosophy to: John Krogetad, WSWT-FM, P.O. Box 3335, Peoria, IL 61614. EOE

Openings

Afternoon character wanted at top-rated Q-102. First prime opening in 10 years. T&R: Jim Fox, 1908 Highland Ave., Cincinnati, OH 45219. EOE M/F (9-14)

Looking for entertaining air talent/creative production. C&R: Mike Connors, KSYX, 3280 Woodridge Bl., Grand Island, NE 68801. EOE M/F (9-28)

KQCR-FM looking for PM drive/communicator. Let me hear what you can do. T&R: Gary Dixon, Box 876, Cedar Rapids, IA 52408. EOE M/F (9-28)

Morning personality needed for a rare opening at WCSJ. T&R: Mike King, Box 709, Columbus, IN 47202. (9-28)

WEST

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Talented midday pro wanted for top-rated CHR. Females encouraged. T&R: Bill Cody, KTRS, 251 W. 1st, Casper, WY 82601. No calls. EOE M/F (10-5)

Weekend & vacation fill-in people needed immediately. T&R: Doc Phillips, KFKA, Box K, Greeley, CO 80632. EOE M/F (10-5)

KUZZ/KKXX needs Chief Engineer Send resume to: Mel Owens, 1209 N. Chester, Bakerfield, CA 93308. No calls. (10-5)

KKHR looking for energetic, creative news talent for part-time/fill-in work. No Beginners. T&R: Jim Chaneyev, KKHR/CBS, 8121 Sunset Blvd., Los Angeles, CA 90028. (10-5)

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KNOP, 50kw FM needs excellent weekend parttime air talent. Possible future fulltime. T&R: David Kraham, Box 3839, Modesto, CA 95362. EOE M/F (10-5)

Air talent for midday wanted. Enjoy skiing & rafting in central OR. Three years experience a must. T&R: Charlie Wolff, KBND, Box 6301, Bend, OR 97708. No calls. EOE (10-5)

Anchorage's top adult station seeks mature, personable announcer. News experience a must. T&R: KHAR, Box 111568, Anchorage, AK 99511. (10-5)

KWIK/95 alive has first opening in nine years for ND. Need hard working pro to handle two stations. T&R: Rich Terry, Box 998, Pocatello, ID 83201. (10-5)

Immediate opening for voice & humor, evenings at growing 100kw FM taking over the market. T&R: Conrad Stockton, KMCO, Box 104, The Dalles, OR 97058. No beginners. EOE M/F (10-5)

Reporter/anchor for AM/FM. One year experience. BA & strong news commitment preferred. T&R: ND, Box 2222, Wisconsin Rapids, WI 54494. EOE M/F (10-5)

Adult CHR PM/morning person needed yesterday. Great opportunity in beautiful area. T&R: John Stahl, Box 1916, Redding, CA 96001. EOE M/F (10-5)

KNIX
ARIZONA COUNTRY
FM STEREO 102 • AM 1580

AM/FM is seeking a hard-working, honest and dedicated research specialist. Opportunities include music, audience, auditorium, focus, phone and other program and sales-related research projects. Experience is a must for this position, but we are also looking at stability and references that can withstand microscopic examination. Send resume to: Larry Daniels, General Manager, P.O. Box 3174, Tempe, AZ 85281. EOE M/F

Openings

Wanted: Sales Manager & sales person for new 50kw FM in Bakersfield. Experience preferred. T&R: Cal Shields, 5883 Do-erwood Dr., Culver City, CA 90230. (10-5)

25-year veteran PD needs to fill fulltime air positions. Learning environment in medium market. T&R: Doug LaVallee, KGAL, Box 749, Albany, OR 97321. EOE M/F (9-28)

TOP 5 MARKET
looking for the brightest, craziest, funniest, most exciting, energetic, relatable morning lunatic or lunatics ever. We are willing to pay "MEGABUCKS" for the MEGATALENT we're after. This CHR outfit, in one of the most beautiful cities in the country, is committed to finding the greatest person and/or team ever assembled in one studio. The right people should be able to make Rick Dees, Don Imus, and Scott Shannon take a back seat. Tapes and resumes to Radio & Records, 1930 Century Park West, #802, Los Angeles, CA 90067.

NW A/C seeking fulltime air talent. Must have at least three years experience. T&R: KJR, Box 8007, Spokane, WA 99203. EOE M/F (9-28)

Top rocker wants hot AOR personality/production. T&R: Brew Michaels, 805 Stewart, Lewiston, ID 83501. EOE M/F (9-28)

Openings

KFOG
104.5 FM
Home of Quality Rock & Roll
We have an IMMEDIATE opening for a great 6pm-10pm announcer. Foreground communicator with production background desired. Also considering tapes for possible morning drive opportunity. HEAVY PRODUCTION SKILLS and PHONE EXPERTISE ARE A MUST!
Cassette airchecks only along with resumes to:
Dave Logan
Program Director
900 North Point San Francisco, CA 94109

Looking for parttimer, must live in L.A. Females encouraged for future openings. T&R: Barry Richards, KQFI, 1989 Riverside, Los Angeles, CA 90039. EOE M/F (9-28)

Immediate full & parttime openings on the beautiful California coast. T&R: Laura Seston, KIDD, Box 1799, Monterey, CA 93942. EOE M/F (9-28)

Major Market Marketing Manager
Chain of 6 California stations including San Francisco's fastest growing AM/FM needs a marketing talent to grow with us. If you've got advertising, promotion and PR experience . . . good. If you're a self-motivated "idea" person that can innovate and follow through . . . great. If you're the best . . . you're hired. Resume, writing samples and other materials to:
Bill Weaver, Executive VP/GM, KLOK-AM/FM,
1177 Polk Street, San Francisco, CA 94109.

Operations Manager
We're also looking for an experienced Operations Manager for KWIZ-AM/FM Orange County. Send resume to above address.
Equal Opportunity Employer — Male/Female (415) 788-2022

DISC JOCKEY
ASSIGNMENT — JAPAN

Osaka FM Broadcasting Co. is seeking skilled American applicants for a position in Japan starting March 1, 1985 for one year. West Coast applicants preferred.
Place of work: Osaka City
Working hours: M-F, 40 hrs per week.
Salary: \$30,000 U.S. a year (paid in yen) plus round trip airfare and furnished apartment.
Qualifications: Minimum of 5 years broadcasting experience. Knowledge of modern and pop music of U.S. and Europe.

Applicants requested to send demo tape of on-air performance with resume and picture. (Tapes cannot be returned). Successful candidates will be informed of personal interviews to be held in Los Angeles.
Deadline Oct. 31.

One Inch Video Productions, Inc.
4710 W. Magnolia Blvd.
Burbank, CA 91505
For More Information Call Miss Young
(818) 760-6900

Opportunities

Openings

Lost personality to larger market. Experience needed to fill shoes in rare superstation opening. T&R: Wes McShay, K99, Box 3129, Great Falls, MT 59403.

DRIVE TIME

Work and grow with a regional #1 Country Station. Competitive market in the mountains, good production. Tapes and resumes for future opening. Mail to Radio & Records, 1930 Century Park West, Box #806, Los Angeles, CA 90067.

Positions Sought

Indianapolis jock looking for PD job in Indiana region. Nine-year veteran prefers A/C, Oldies or Country. DAVE: (317) 698-6976 (10-5)

Joe Pyme was my hero. Talk show host stuck in other formats too long seeks fulltime talk gig. ANDY BUDNICK: (904) 744-5760 (10-5)

I'm tired of being automaton. Gotta rock live to survive. DAVID: (217) 876-1880 (10-5)

BOB BRILL. 11-year pro is looking for news/sports position. Have excellent reputation & prefer L.A. area only. (818) 361-2478 (10-5)

SMILING BARRY SCOTT. Why does he smile so early in the morning? Call today to find out. Smooth, entertaining & humorous without risk. (212) 221-3703 (10-5)

CAL SHIELDS. Former PD/OM at KACE/L.A. seeking position where 14 years of experience can be maximized. (213) 216-9811 (10-5)

Warm, talented, positive, dedicated, unemployed & starving six-year pro wants to join your winning team. Will relocate for right gig. STEVE: (503) 776-2283 (10-5)

Call me if you're looking for an experienced eight-year veteran. I've programmed, produced, played & prepped all formats. STEVE THOMAS: (601) 234-9361 (10-5)

Serious talkhost available. Issue-oriented, humorous, intelligent, educated & good ratings. Formerly KEX/Portland. ED ANDERSON: (208) 892-6491 (10-5)

Four-track prod from Phoenix seeks production/airshift. Five years on-air experience & have own studio. Medium markets considered. BRUCE ARTMAN: (602) 987-8155 (10-5)

Young energetic A/C afternoon drive/MD is looking to make switch back to CHR/AOR. MARK: (601) 842-2928 (10-5)

Mornings have never been wilder than McCAY's morning zoo. Humorous voices & personality for CHR/AOR. (408) 270-0708 (10-5)

TOM MCQUIRE. Successful 18-year medium & major market pro as air person, PD & promotion. Top 100 markets only. (318) 332-7810 (10-5)

Hot experienced female ready to explode on your CHR. GINA T.: (305) 949-2566 (10-5)

Versatile performer seeks fulltime on-air job. Currently working parttime in medium market. DAVE MURDOCK: (305) 276-6054 (10-5)

Serious about news? Award-winning pro seeks executive news slot in NE or mid-South. Eight years experience, one in public relations. RANDALL BARGAR: (304) 476-4712 (10-5)

Two-man PEP team seeks new assignment. 17 years combined football, basketball & college bowl experience. RANDY: (419) 734-4792, ext. 2pm cdt. (10-5)

Jock looking for a new challenge. Prefer CHR, but will consider all offers. Five years experience. RICH STEVENS: (305) 583-3825 (10-5)

Morning specialist looking for MW medium CHR that's not afraid to win & have fun! Excellent numbers among women & little animals. WAYNE: (502) 827-8490 (10-5)

Experienced, casual, smooth, creative & witty delivery. Good on phones & excellent references. JACK: (718) 846-7772 (10-5)

LEE OLLETTE. Midday/production pro is out of WGCL/Cleveland. Will relocate. (218) 651-3710 (10-5)

Positions Sought

Scott Shannon style CHR programmer seeks aggressive company needing top programming, promotion, ratings & revenue. Ten years experience. MIKE: (616) 547-5581 (10-5)

Adult personality looking for PD/airshift in NW. Family man, 12 years experience & available immediately. RICH: (707) 442-4665 (10-5)

Experienced newscaster wants to relocate to small/medium market on East coast. Hard working writer has organized & intelligent delivery. EDDIE: (817) 544-2214 (10-5)

This unemployment just isn't working. Entertaining personality needs station to display his wares... where are you? 17 years experience. (702) 871-7595 (10-5)

College grad wants fulltime position. Major market internship & 1 1/2 years experience in medium market. TOM: (913) 357-0912 (10-5)

Currently employed Urban/CHR air personality available immediately. PD, MD & on-air slot considered at major/medium markets only. TERRY TROUDET: (301) 642-4127 (10-5)

Four years experience in ADR/Oldies/Country/Progressive. Versatile, enthusiastic, licensed & persevering broadcast prod. Prof. S/R/W. JANET: (602) 895-5208 (10-5)

I have the education & experience. All I need is the job. Prof. East. NANCY FLAHERTY: 285 West St., Duxbury, MA 02332. (10-5)

Announcer/reportercaster with eight years, four years PEP southern Rockies. West coast. Leave message: (303) 651-1187 (9-14)

Bright, positive & solid five-year pro seeking position with stable company. Winning attitude a must. DON: (318) 276-2366, after 3pm cdt. (10-5)

Announcer has 2 1/2 years programming & production risk at small/major market CHR. Will relocate to A/C. TOM: (612) 823-1439 (10-5)

New York. I'm coming home! Four years Country/Rock copywriting, production & remotes experience. Prefer upstate market. DAVE ELLIS: (813) 369-2825 (10-5)

MD in small market seeks to become part of a news team in South or West. Two years experience & college degree. MARK: (414) 248-1550 (9-28)

Call me before General Hospital drives me crazy! Looking for CHR or Country middays/afternoons. Ten years experience. KEVIN: (808) 358-4925 (9-7)

ENTRY LEVEL POSITION EMERSON COLLEGE GRAD

Seeking an entry level position in radio. Wealth of experience in TV & radio. Exceptional knowledge of broadcasting industry. Complete and thorough experience/knowledge in music industry. Will consider all inquiries. Music Director and/or airshift desirable too. Will consider most anywhere. California, East or Northeast preferably. No Country or News formats, please. Available now! Highly organized, reliable and motivated! Call or write: Mr. Mark c/o 19 Lyon Road, Chestnut Hill, MA 02167 (617) 322-5646.

DJ needs first job. NYC broadcast graduate will learn sales your way, any format & anywhere. Skills include production, copy & news. JOHN: (718) 837-1373 (9-28)

Eight-year Country afternoon personality looking to relocate within four hours of Minneapolis. Will consider A/C or Country. MIKE HUBER: (612) 934-2414 (9-28)

JOHN PHILLIPS. Upbeat air personality looking for small/medium market position. Great production, natural voice & \$900-cheap! (408) 286-2055 (9-28)

Energetic & versatile Creative Director seeks challenging opportunity. Extensive experience in promotion, production sales, copywriting & management. (508) 448-1960 (9-28)

Award-winning newsmen/writer/producer seeks challenge with station/group/network. Professional has 18 years executive, anchor/street experience. (802) 224-1141 (9-28)

Positions Sought

"Move over Bob Costas & Al Michaels, he's headed for the networks," said media critic recently of my PEP work. Hearing is believing. (518) 459-6917 (9-28)

Programmer will add dollars to your bottom-line. Have good job & looking for better. Seeking PD/Assistant PD/promotion position in any format. HARVE: (518) 293-7947 (9-28)

I take no prisoners! Take-charge, seasoned pro offers guidance & direction in PD/OM position. Great references. BUD ANDREWS: (904) 744-5760 (9-28)

Let's talk about making money. Recent marketing graduate seeks AE position. Four years experience as GM of college station. DANIEL: (912) 452-8907 (9-28)

I'm Being Strangled By Time & Temperature

Set me free. Nine years in radio, two years fulltime. CHRIS (616) 775-2762.

Your troubles are over. What I do, I do well. What I don't know, I learn quickly. RALPH MOORE: (212) 823-6368. Call days, ext. (9-28)

Eight years as medium market jock, looking for top 50 A/C or CHR. Best numbers and award-winning production. BILL: (718) 654-2313 (9-28)

GARY HILL, formerly OM/PD/MD/mornings, seeks similar position. Can get the upper doses that you need & save the budget. (208) 342-5903 (9-28)

18-year veteran of Country & Easy Listening looking for PD/MD/DJ position in Texas. Available immediately. WALT: (817) 755-0100 (9-28)

Multi-purpose, self-contained & mobile unit seeks position at Florida AOR as PD/MD/airshift. First ticket & highly experienced. BRETT: (901) 728-5387 (9-28)

KERRY DAVIS. Ten-year veteran looking for immediate on-air position, will do CHR. (213) 777-5511 (9-28)

Street reporter looking for a move up. Nine years experience in small/medium markets. Strong, authoritative delivery & prefer MW. (319) 386-8977 (9-28)

Get me out of L.A.! Recent graduate seeks first programming/promotion job in Rocky Mountains or NW. Have syndication experience. MICHELLE: (213) 541-3106 (9-28)

I miss being a star! Ex-KNBA/Vaseline jock seeks gig in N. California with music to curl your hair by. Satisfaction guaranteed. FRANK BUTERA: (415) 223-9928 (9-28)

Air traffic talent. Three years experience, clear voice & ready to move. Like CHR & Country. JANET YACKLE: (712) 362-2033 (9-28)

Black female announcer/newscaster/talkhost is looking to do news. Have ten years experience in major markets. WENDY WHITE: (213) 388-2853 (9-28)

Used pro available. 12-year broadcast veteran looking for anchor/reporter/ND position. TERRY CORBELL: (801) 363-3189 (9-28)

Changes

RADIO

Don Rest named Account Executive KGO/San Francisco from KOT.

Neil Maberry appointed Account Executive K-PLUS & KVI/Seattle from KJWW.

John Cowan promoted Director Of Sales Training KHOW/Denver.

Falcia Trader appointed Business Manager KGW & KINK/Portland.

Millie Lipkowitz appointed Marketing Consultant WFTV/Memphis.

Lynn Swistak named Business Manager WBEC/Pittsfield.

Changes

RECORDS

Karen Moss named Publicity Coordinator Warner Bros. Records/New York.

Craig Melone appointed International Promotion/Marketing Coordinator Capitol Records/Hollywood.

INDUSTRY

Robert M. Turner appointed Account Executive Katz Radio/New York.

Neal Mazler named Account Executive Eastman Radio/St. Louis.

Miscellaneous

Tokyo Cable Radio needs Jazz & A/C service. Rick Bellars, KYO, Wakaba Royal 605, 1-22 Wakaba, Shinjuku-ku, Tokyo, Japan 180.

KTBJ/New Haven needs CHR record service. Contact: Bill Elliot, 71 Bay Path Way, Branford, CT 06405. (203) 481-7245 (9-21)

Country & Gospel record service needed. Contact: Mike St. John, WAXI, Route 4, Box 20, Rockville, IN 47872. (317) 568-2026 (9-21)

WBTE & WDJR/Windsor, NC needs Black & Country record service. Contact: Bill Benjamin (919)794-3131.

Looking for better Country record service. Contact: Dede Moore PD, WDOT, Box 1814, Greenville, MS 38701.

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.

Ron Cutler produces quality . . .

• The Rick Dees Weekly Top 40

• Musical

(Hosted by the award-winning Chuck Southcott)

Two Of America's Most
Acclaimed Radio Shows

RON CUTLER

10822 Ohio Ave.
Los Angeles, CA 90024
(213) 475-6182

The Music Section

National Music Formats Added This Week

Satellite Music Network

George Williams (214) 343-9205

The Starstation

MADONNA "Lucky Star"
LIONEL RICHELIE "Penny Lover"
HALL & OATES "Out Of Touch"
BARBRA STREISAND "Left In The Dark"
CULTURE CLUB "The War Song"

Country Coast-To-Coast

RAY CHARLES & B.J. THOMAS "Rock 'N' Roll Shoes"
EDDIE RABBITT "The Best Years Of My Life"
WAYLON JENNINGS "America"
DAVID FRIZZELL & DOTLIE WEST
"It's A Be Together Night"

Rock America

STEVE PERRY "Strung Out"
CYNDI LAUPER "All Through The Night"
CULTURE CLUB "The War Song"
LIONEL RICHELIE "Penny Lover"

Media General Broadcast Services

Bob Dumais (901) 320-4433

Action

LIONEL RICHELIE "Penny Lover"
JULIO IGLESIAS "Moonlight Lady"
JOE JACKSON "Be My Number Two"
SHAKIN' STEVENS "A Love Worth Waiting For"

Your Country

BELLAMY BROTHERS "World's Greatest Lover"
EDDIE RABBITT "The Best Year Of My Life"
WAYLON JENNINGS "America"
JUDDS "Why Not Me"
GEORGE STRAIT
"Does Fort Worth Ever Cross Your Mind"
STEVE WARNER "Don't You Give Up On Love"
VINCE GILL "Turn Me Loose"

Hit Rock

PRINCE "Purple Rain"
SURVIVOR "I Can't Hold Back"
CYNDI LAUPER "All Through The Night"
ROMEO VOID
"A Girl In Trouble (Is A Temporary Thing)"
COREY HART "It Ain't Enough"
MARIA VIDAL "Body Rock"

Concept Productions

Dick Wagner (916) 782-7754

CHR

CYNDI LAUPER "All Through The Night"
CULTURE CLUB "The War Song"
LIONEL RICHELIE "Penny Lover"
PAUL McCARTNEY "No More Lonely Nights"
STEVE MILLER "Shangri-La"

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

PAUL McCARTNEY "No More Lonely Nights"
ROMEO VOID
"A Girl In Trouble (Is A Temporary Thing)"
LIONEL RICHELIE "Penny Lover"
SAMMY HAGAR "I Can't Drive 55"

TM A/C

LIONEL RICHELIE "Penny Lover"

TM Country

GEORGE STRAIT
"Does Fort Worth Ever Cross Your Mind"
TOM T. HALL "P.S. I Love You"
BELLAMY BROTHERS "World's Greatest Lover"
BRENDA LEE "A Sweeter Love (I'll Never Know)"

Century 21

Greg Stephens (214) 934-2121

The Z Format

PAUL McCARTNEY "No More Lonely Nights"
DAN HARTMAN "We Are The Young"
STEVE MILLER "Shangri-La"

The A/C Format

COREY HART "It Ain't Enough"
CYNDI LAUPER "All Through The Night"
STEPHEN STILLS "Can't Let Go"
JULIO IGLESIAS "Moonlight Lady"
BAND OF GOLD "Love Songs Are Back Again"

Super-Country

MOE BANDY & JOE STAMPLEY
"The Boys Night Out"
DEBORAH ALLEN "Heartache And A Half"
JOHN CONLEE "Years After You"
REBA McENTIRE "How Blue"
GAIL DAVIES "Jagged Edge Of A Broken Heart"

Transtar

Chick Watkins (303) 578-0700

Adult Contemporary

LIONEL RICHELIE "Penny Lover"
BARRY GIBB "Shine Shine"

Country

Tom Casey (213) 460-6383

ANNE MURRAY w/DAVE LOGGINS
"Nobody Loves Me Like You Do"
LOUISE MANDRELL "Goodbye Heartache"
MICHAEL MARTIN MURPHEY "Radioland"
WHITES "Pins And Needles"

Peters Productions, Inc.

Debbie Welsh (619) 565-8511

Country Lovin'

BRENDA LEE "A Sweeter Love (I'll Never Know)"
GEORGE JONES "She's My Rock"

The Great Ones

LIONEL RICHELIE "Penny Lover"
WHAM "Wake Me Up Before You Go-Go"
STEPHEN STILLS "Can't Let Go"
DARYL HALL & JOHN OATES "Out Of Touch"
SHAKIN' STEVENS "A Love Worth Waiting For"
BAND OF GOLD "Love Songs Are Back Again"
JOYCE KENNEDY & JEFFREY OSBORNE
"The Last Time I Made Love"

Drake-Chenault

Bob Laurence (818) 883-7400

XT-40

COREY HART "It Ain't Enough"
CYNDI LAUPER "All Through The Night"
CULTURE CLUB "The War Song"
PAUL McCARTNEY "No More Lonely Nights"
SAMMY HAGAR "I Can't Drive 55"
TOMMY SHAW "Girls Without Guns"

Contempo 300

WHAM "Wake Me Up Before You Go-Go"
PAUL McCARTNEY "No More Lonely Nights"
LIONEL RICHELIE "Penny Lover"

Great American Country

CHARLY McClAIN "Some Hearts Get All The Breaks"
DAVID FRIZZELL & SHELLEY WEST
"It's A Be Together Night"
BELLAMY BROTHERS "World's Greatest Lover"

Radio Arts

John Benedict (818) 841-0225

Country's Best

WAYLON JENNINGS "America"
JUDDS "Why Not Me"
ATLANTA "Wishful Drinkin'"

Soft Contemporary

AL JARREAU "After All"
CYNDI LAUPER "All Through The Night"
JULIO IGLESIAS "Moonlight Lady"
STEPHEN STILLS "Can't Let Go"

Sound 10

PAUL McCARTNEY "No More Lonely Nights"
COREY HART "It Ain't Enough"
LIONEL RICHELIE "Penny Lover"
CYNDI LAUPER "All Through The Night"
JULIO IGLESIAS "Moonlight Lady"



YOUNG BLACK PROGRAMMERS COALITION, INC.

YBPC Seventh Annual Meeting

NOVEMBER 16, 17, & 18, 1984

HYATT REGENCY HOTEL

1200 LOUISIANA STREET • HOUSTON, TEXAS 77002

[713] 654-1234

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Theme: **TALK, TALK, " ACTION FOR 85"**

- I. Radio and Record Promotions
 - A. Programming - How To Program A Winning Format
 - B. Promotions - A Lasting Relationship
 - 1. Problems Each Encounters (Radio Personnel & Promotional Personnel)
 - 2. Solutions To The Problems
 - 3. How Radio And Promotional People Affect Each Other
- II. Trade Publications And How They Work
 - A. Charting Records
 - B. Accurate And Consistent Reports
- III. Is Their Life After Arbitron
 - A. Selling Stations By The Numbers (Good/Bad)
 - B. Getting Maximum From The Numbers
 - C. Selling Stations Without The Numbers

EARLY BIRD REGISTRATION FEES

Members.....\$50.00
 Non-Members.....\$60.00
 Late Fee After October 31.....\$10.00
 Spouse Regular or Banquet Ticket.....\$40.00

CONTACT:SONDRA FREELS.....[504] 822-1945
 BARBARA A. LEWIS.....[504] 242-3131

SOUVENIR BOOKLET INFORMATION

★ Ads Page Size Based on 8½ x 11 Trim

\$400.00.....Full Page - Inside Front & Back
 \$300.00.....Full Page
 \$200.00.....Half Page
 \$150.00.....Fourth Page
 \$75.00.....Eighth Page
 \$50.00.....Professional Card And Name
 Non Camera Ready Art Work.....\$100.00

CONTACT: A. O. WASHINGTON, 10835 PHANTOM HILL
 DALLAS, TEXAS 75217 • [214] 556-2002

THE SEVENTH ANNUAL YBPC NATIONAL MEETING '84

YBPC, INC. • c/o Ms. Sondra Freels • 7011 Salem Dr.
 New Orleans, Louisiana 70127
 [504] 822-1945

NAME _____

RADIO/TV STATION _____

COMPANY _____

CITY _____ STATE _____ ZIP _____

PHONE _____ \$ _____

[CHECKS OR MONEY ORDERS ONLY]



JAZZ RADIO

NATIONAL AIRPLAY/30

October 5, 1984

Last Week

- 1 DAVE VALENTIN/Kalahari (GRP)
2 JIMMY McGRIF/Skywalk (Milestone/Fantasy)
3 MODERN JAZZ QUARTET 1984/Echoes (Pablo)
4 SADAO WATANABE/Rendezvous (Elektra)
5 CHET BAKER TRIO/Mr. B (Timeless/Zebra)
DEBUT 6 PAT METHENY/First Circle (WB)
14 HANK CRAWFORD/Down Dn The Deuce (Milestone/Fantasy)
8 ZOOT SIMS/Quietly There (Pablo)
7 ROB MCCONNELL & BOSS BRASS/All In Good Time (Palo Alto)
DEBUT 9 WYNTON MARSALIS/Hot House Flowers (Columbia)
11 CHUCK MANGIONE/Disguise (Columbia)
13 RICHARD ELLIOT/Initial Approach (ITI/Allegiance)
10 KEVIN EUBANKS/Sundance (GRP)
14 RAMSEY LEWIS & NANCY WILSON/The Two Of Us (Columbia)
15 LES McCANN/HOUSTON PERSON/Road Warriors (Greene St./2001)
16 CABO FRIO/Just Having Fun (Zebra)
18 MEL TORME & GEORGE SHEARING/An Evening At Charlie's (Concord)
24 EASTERN REBELLION 4/Eastern Rebellion 4 (Timeless/Zebra)
21 KEITH JARRETT/Changes (WB)
DEBUT 20 HEATH BROTHERS/Brothers & Others (Antilles/Island)
25 AZYMUTH/Flame (Milestone/Fantasy)
DEBUT 26 TITO PUENTE & HIS LATIN ENSEMBLE/El Rey (Concord Picante)
15 23 FRANK FOSTER & FRANK WESS/Two For The Blues (Pablo)
17 24 STAN GETZ/ALBERT DAILEY/Poetry (Musician/Elektra)
29 TIMELESS ALLSTARS/Timeless Heart (Timeless/Zebra)
27 DIANNE REEVES/For Every Heart (TBA/Palo Alto)
DEBUT 28 BRUCE FORMAN w/BOBBY HUTCHERSON/Full Circle (Concord)
20 28 C'EST WHAT?/Eight Stories (Palo Alto)
12 29 BOBBY McFERRIN/The Voice (Musician/Elektra)
DEBUT 30 GROVER WASHINGTON/Inside Moves (Elektra)

Black/Urban stations contributing to Jazz WKND/Hartford, Melonae McClean; WGVI/Charlotte, Hal Harrill; WJAX/Jacksonville, Chris Turner; KJCB/Lafayette, Beatrice Evans; WYLD-FM/New Orleans, Dell Spencer; WGCI/Chicago, Graham Armstrong; WDMT/Cleveland, Dean-Dean Rufus; WVOI/Toledo, Maxx Myrick; XHRM/San Diego, Duff Lindsey.

NEW & ACTIVE

- DAN SIEGEL "Another Time, Another Place" (Pausa) 18/4
Rotations: Heavy 4/0 Medium 7/0, Light 6/3, Extra Adds 1, Total Adds 4, KCRW, KRML, WYBC, Heavy: KMHD, KJZZ, KLCC, KIFM, Medium: KTCJ, KCSC, KMCR, WFSS, KRVS, WVOI, XHRM.
GAL TJADER "Good Vibes" (Concord Picante) 16/7
Rotations: Heavy 4/0, Medium 5/2, Light 6/4, Extra Adds 1, Total Adds 7, WGBH, WRTI, KBEM, KRML, WFSS, WNUUR, WKND, Heavy: WBGO, WMOU, KJAZ, KPLU, Medium: WBFO, KMHD, KRVS.
PAULINHO da COSTA "Sunrise" (Pablo) 13/3
Rotations: Heavy 5/0, Medium 4/1, Light 3/1, Extra Adds 1, Total Adds 3, KTCJ, KRML, KRVS, Heavy: WBEE, WJZZ, KJZZ, WFSS, KLSK, Medium: WLOQ, WVPE, KIFM.
STACY & JIMMY ROWLES "Tell It Like It Is" (Concord) 12/4
Rotations: Heavy 0/0, Medium 7/1, Light 3/1, Extra Adds 2, Total Adds 4, WMOU, WOET, KPLU, WHRO, Medium: WBGO, WYRS, WBYY, KLOK, KJAZ, KXPR.
PETE PETERSEN & COLLECTION JAZZ "Jazz Journey" (Pausa) 12/1
Rotations: Heavy 3/0, Medium 2/0, Light 6/0, Extra Adds 1, Total Adds 1, KUHF, Heavy: WNOP, WBBY, KADK, Medium: KUOP, KLSK.
ANDREAS VOLLENWEIDER "Pace Verde" (Columbia) 12/0
Rotations: Heavy 2/0, Medium 3/0, Light 7/0, Extra Adds 0, Total Adds 0, Heavy: WMOU, KUOP, Medium: WBEE, WKSU, KLCC.
DON SLICKER "Music Of Kenny Dorham" (Uptown) 11/2
Rotations: Heavy 3/0, Medium 4/0, Light 3/1, Extra Adds 1, Total Adds 4, KUHF, WBEE, Heavy: WBGO, KLOK, WHRO, Medium: WKSU, KJAZ, KCRW, WJFS.
IVAN CONTI "The Human Factor" (Milestone/Fantasy) 11/1
Rotations: Heavy 4/0, Medium 5/1, Light 2/0, Extra Adds 0, Total Adds 1, KLSK, Heavy: WYRS, WJZZ, KTCJ, KRML, Medium: KERA, KSAX, KCSC, KJZZ.
JOE PASS "Live At Long Beach City College" (Pablo) 10/2
Rotations: Heavy 3/1, Medium 8/1, Light 1/0, Extra Adds 0, Total Adds 2, WNUUR, WVPE, Heavy: WBBY, KUOP, Medium: KUHF, KADK, KMHD, KPLU, KWMM.
FRANK SINATRA w/QUINCY JONES ORCHESTRA "L.A. Is My Lady" (Qwest/WB) 9/4
Rotations: Heavy 1/1, Medium 2/0, Light 2/1, Extra Adds 2, Total Adds 4, WBBY, WKSU, KMCR, KPLU, Heavy: WBEE, WYBC, Medium: KMHD, KXSN.
PUTTIN' ON THE RITZ "Steppin' Out" (Pausa) 9/0
Rotations: Heavy 3/0, Medium 3/0, Light 3/0, Extra Adds 0, Total Adds 0, Heavy: WRTI, KBEM, KLSK, Medium: WBGO, KUHF, WBYY.
ELEMENTS "Forward Motion" (Antilles/Island) 8/0
Rotations: Heavy 2/0, Medium 4/0, Light 3/0, Extra Adds 0, Total Adds 0, Heavy: WNOP, KLCC, Medium: WUWM, KJZZ, KWMM, KIFM.
JOHN SCHOFIELD "Electric Outlet" (Gramavision) 7/7
Rotations: Heavy 0/0, Medium 2/2, Light 3/3, Extra Adds 2, Total Adds 7, WBFO, KJZZ, WHRO, KLCC, KLSK, Medium: KERA, KCRW.

PAT METHENY GROUP FIRST CIRCLE



Highest debut ever on R&R's National Jazz Chart

ECM

Debut # 6

Featuring the cuts:

"THE FIRST CIRCLE" AND "END OF THE GAME"

Edited versions available on 12" pro

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MOST ADDED

- WYNTON MARSALIS (25) Hot House Flowers (Columbia)
PAT METHENY (22) First Circle (WB)
GROVER WASHINGTON (15) Inside Moves (Elektra)

HOTTEST

- MODERN JAZZ QUARTET 1984 (16) Echoes (Pablo)
DAVE VALENTIN (16) Kalahari (GRP)
SADAO WATANABE (16) Rendezvous (Elektra)
WYNTON MARSALIS (14) Hot House Flowers (Columbia)

- GEORGE SHEARING w/DON THOMPSON "Live At The Cafe Carlyle" (Concord) 7/2
Rotations: Heavy 1/1, Medium 6/1, Light 0/0, Extra Adds 0, Total Adds 2, WUWM, KCRW, Medium: WYRS, WBBY, KADK, KPLU, WHRO.
JIMMY SMITH & WES MONTGOMERY "Dynamic Duo" (Verve) 7/2
Rotations: Heavy 2/1, Medium 1/0, Light 4/1, Extra Adds 0, Total Adds 2, WYRS, KCRW, Heavy: WKSU, Medium: KLOK.
PEPPER ADAMS "Live At Fat Tuesday's" (Uptown) 7/1
Rotations: Heavy 1/1, Medium 3/0, Light 3/0, Extra Adds 0, Total Adds 1, WNUUR, Medium: WOET, KJAZ, WHRO.
BUDDY DEFRANCO "Mr. Lucky" (Pablo) 7/1
Rotations: Heavy 5/0, Medium 1/1, Light 1/0, Extra Adds 0, Total Adds 1, KLSK, Heavy: WYRS, KUHF, WMOU, KCSC, KXPR.
DIRTY DOZEN BRASS BAND "My Feet Can't Fail Me Now" (George Wein/Concord) 6/3
Rotations: Heavy 3/0, Medium 0/0, Light 1/1, Extra Adds 2, Total Adds 3, WGBH, KUHF, KRVS, Heavy: WBGO, KJAZ, WJFS.
HERB ALPERT "Bullish" (A&M) 6/2
Rotations: Heavy 0/0, Medium 4/0, Light 2/2, Extra Adds 0, Total Adds 2, KERA, WBEE, Medium: WLOQ, WJZZ, KTCJ, WVOI.
OSCAR PETERSON w/MILT JACKSON "Very Tall" (Verve) 6/2
Rotations: Heavy 2/1, Medium 2/0, Light 2/1, Extra Adds 0, Total Adds 2, WYRS, WNUUR, Heavy: WKSU, Medium: WBBY, KLOK.
SONNY STITT "The Last Stitt Sessions Vol. 2" (Muse) 6/2
Rotations: Heavy 2/1, Medium 3/2, Light 1/0, Extra Adds 0, Total Adds 2, WFSS, WNUUR, Heavy: WBGO, Medium: KBEM, WYBC.
EUGEN CICERO TRIO "Spring Song" (Timeless/Zebra) 6/1
Rotations: Heavy 1/0, Medium 3/0, Light 1/0, Extra Adds 1, Total Adds 1, KMHD, Heavy: WBBY, Medium: KUHF, WMOU, KXPR.
JOE TURNER "Kansas City Here I Come" (Pablo) 6/0
Rotations: Heavy 1/0, Medium 3/0, Light 2/0, Extra Adds 0, Total Adds 0, Heavy: KUHF, Medium: WMOU, WYBC, KRVS.
PHIL WOODS & CHRIS SWANSEN "Piper At The Gates Of Dawn" (Sea Breeze) 5/5
Rotations: Heavy 0/0, Medium 0/0, Light 2/2, Extra Adds 3, Total Adds 5, WNOP, KMCR, KCRW, KPLU, KLCC.
BILL EVANS/SHELLY MANNE w/MONTY BUDWIG "Empathy" (Verve) 5/2
Rotations: Heavy 0/0, Medium 4/2, Light 1/0, Extra Adds 0, Total Adds 2, WYRS, KCRW, Medium: WBBY, KLCC.
ELLA FITZGERALD & DUKE ELLINGTON "Ella At Duke's Place" (Verve) 5/2
Rotations: Heavy 2/1, Medium 1/0, Light 2/1, Extra Adds 0, Total Adds 2, WBEE, Heavy: WJZZ, Medium: KLOK.
RALPH MACDONALD "Universal Rhythm" (Polydor/PolyGram) 5/2
Rotations: Heavy 1/0, Medium 2/1, Light 2/1, Extra Adds 2, Total Adds 2, WBEE, WOET, Heavy: WJZZ, Medium: WVOI.
HERBIE HANCOCK "Sound-System" (Columbia) 5/1
Rotations: Heavy 2/1, Medium 2/0, Light 1/0, Extra Adds 0, Total Adds 1, KCRW, Heavy: WYRS, Medium: WJZZ, KCSC.
BILLY OSKAY & MICHAEL O'DOMHNAILL "Nightnoise" (Windham Hill) 5/1
Rotations: Heavy 3/0, Medium 1/0, Light 1/1, Extra Adds 0, Total Adds 1, KIFM, Heavy: WFAE, WUWM, KWMM, Medium: KRVS.
STEVE KHAN "Casa Loco" (Antilles/Island) 5/0
Rotations: Heavy 2/0, Medium 3/0, Light 0/0, Extra Adds 0, Total Adds 0, Heavy: WYBC, KLCC, Medium: KERA, KWMM, KIFM.

Regionalized Adds & Hots

Printed Adds are first ten provided by station. Hots are printed in order given by reporter. * symbol denotes commercial station.

Regionalized Adds & Hots grid with columns for EAST, SOUTH, WEST, MIDWEST and lists of station reports for various artists and tracks.

R&R Country NATIONAL AIRPLAY/50

October 5, 1984

Three Weeks	Two Weeks	Last Week	Total Reports/Adds	Heavy	Medium	Light	
9	6	1	1 WILLIE NELSON/City Of New Orleans (Columbia)	154/0	130	23	1
13	11	7	2 JOHN SCHNEIDER/I've Been Around Enough To Know (MCA)	152/3	122	22	8
11	9	5	3 EXILE/Give Me One More Chance (Epic)	152/1	118	29	5
14	12	9	4 JOHN ANDERSON/She Sure Got Away With My Heart (WB)	153/0	110	33	10
10	8	6	5 GARY MORRIS/Second Hand Heart (WB)	143/2	106	27	10
5	4	4	6 ALABAMA/If You're Gonna Play In Texas (RCA)	138/0	103	25	10
18	15	11	7 JOHNNY LEE/You Could've Heard A Heart Break (Full Moon/WB)	153/2	87	57	9
1	1	2	8 CONWAY TWITTY/I Don't Know A Thing About Love (WB)	140/0	9	32	10
4	3	3	9 L. GATLIN & THE GATLIN BROS./The Lady Takes The Cowboy... (Columbia)	139/1	90	32	17
19	17	14	10 LEE GREENWOOD/Fool's Gold (MCA)	148/4	77	62	9
21	18	16	11 RONNIE MILSAP/Prisoner Of The Highway (RCA)	151/3	63	75	13
17	16	15	12 EMMYLOU HARRIS/Pledging My Love (WB)	143/1	79	49	15
23	19	17	13 JANIE FRICKE/Your Heart's Not In It (Columbia)	154/3	50	92	12
29	25	21	14 EARL THOMAS CONLEY/Chance Of Lovin' You (RCA)	154/1	47	99	8
25	21	19	15 DON WILLIAMS/Maggie's Dream (MCA)	153/4	47	93	13
22	20	18	16 STATLERS/One Takes The Blame (Mercury/Pg)	143/5	62	68	13
2	2	8	17 BARBARA MANDELL & LEE GREENWOOD/To Me (MCA)	121/0	74	33	14
32	29	24	18 MICKEY GILLEY/Too Good To Stop Now (Epic)	153/6	30	98	25
39	31	25	19 A. MURRAY w/D. LOGGINS/Nobody Loves Me Like You Do (Capitol)	151/6	38	91	22
26	24	22	20 MOE BANDY/Woman Your Love (Columbia)	123/4	48	58	17
7	7	10	21 RICKY SKAGGS/Uncle Pen (Epic)	120/1	69	31	20
34	33	26	22 WHITES/Pins And Needles (MCA/Curb)	140/7	36	72	32
35	34	27	23 LOUISE MANDELL/Goodbye Heartache (RCA)	131/5	18	87	26
37	35	28	24 MICHAEL MARTIN MURPHEY/Radio Land (Liberty)	135/7	17	82	36
50	40	32	25 GEORGE JONES/She's My Rock (Epic)	146/16	15	81	50
44	39	31	26 DOLLY PARTON/God Won't Get You (RCA)	138/9	10	87	41
33	32	29	27 RAY CHARLES (w/B.J. THOMAS)/Rock And Roll Shoes (Columbia)	103/4	39	47	17
45	38	30	28 TOM T. HALL/P.S. I Love You (Mercury/Pg)	131/10	11	85	35
16	13	12	29 VERN GOSDIN/What Would Your Memories Do (Compleat/Pg)	115/0	58	38	19
—	41	33	30 NITTY GRITTY DIRT BAND/I Love Only You (WB)	135/12	6	79	50
15	14	20	31 DAN SEALS/The Wild Side Of Me (Liberty)	123/1	57	43	23
6	5	13	32 EDDY RAVEN/ Could Use Another You (RCA)	92/1	43	29	20
3	10	23	33 OAK RIDGE BOYS/Everyday (MCA)	83/0	31	32	21
—	43	38	34 BELLAMY BROTHERS/World's Greatest Lover (MCA/Curb)	134/24	11	65	57
—	42	35	35 WAYLON JENNINGS/America (RCA)	125/27	9	60	56
—	47	39	36 JUDDS/Why Not Me (RCA/Curb)	128/38	12	45	71
—	41	37	37 EDDIE RABBITT/The Best Year Of My Life (WB)	127/26	6	40	81
—	50	46	38 CHARLY MCCLAIN/Some Hearts Get All The Breaks (Epic)	113/19	3	55	55
—	46	43	39 DAVID FRIZZELL & SHELLY WEST/It's A Be Together Night (Viva)	113/13	9	51	53
38	38	35	40 BRENDA LEE/A Sweeter Love (I'll Never Know) (MCA)	88/1	11	55	22
—	48	45	41 ATLANTA/Wishful Drinkin' (MCA)	97/8	6	51	40
BREAKER	42	34	42 GEORGE STRAIT/Does Fort Worth Ever Cross Your Mind (MCA)	108/21	6	49	53
46	42	39	43 PINKARD & BOWDEN/Mama She's Lazy (WB)	87/8	6	34	47
BREAKER	45	37	44 HANK WILLIAMS JR./All My Rowdy Friends Are Comin' Over Tonight (WB/Curb)	95/20	4	28	63
—	50	45	45 STEVE WARINER/Don't You Give Up On Love (RCA)	89/10	2	39	48
BREAKER	46	38	46 BARBARA MANDELL/Crossword Puzzle (MCA)	98/39	3	22	73
DEBUT	47	37	47 JIMMY BUFFETT/When The Wild Life Betrays Me (MCA)	88/15	2	35	51
DEBUT	48	37	48 VINCE GILL/Turn Me Loose (RCA)	92/12	2	36	54
DEBUT	49	34	49 MARK GRAY/Diamond In The Dust (Columbia)	85/21	0	31	54
8	23	34	50 MERLE HAGGARD/Let's Chase Each Other Around The Room (Epic)	41/0	10	21	10

MOST ADDED

- REBA McENTIRE (45)
How Blue (MCA)
- BARBARA MANDELL (39)
Crossword Puzzle (MCA)
- JUDDS (38)
Why Not Me (RCA/Curb)
- GENE WATSON (27)
Got No Reason Now... (MCA/Curb)
- WAYLON JENNINGS (27)
America (RCA)
- EDDIE RABBITT (26)
The Best Year Of My Life (WB)
- JOHN CONLEE (24)
Years After You (MCA)
- BELLAMY BROTHERS (24)
World's Greatest Lover (MCA/Curb)
- MARK GRAY (21)
Diamond In The Dust (Columbia)
- GEORGE STRAIT (21)
Does Fort Worth Ever Cross... (MCA)

HOTTEST

- JOHN SCHNEIDER (78)
I've Been Around Enough To Know (MCA)
- WILLIE NELSON (74)
City Of New Orleans (Columbia)
- ALABAMA (56)
If You're Gonna Play In Texas (RCA)
- EXILE (50)
Give Me One More Chance (Epic)
- CONWAY TWITTY (46)
I Don't Know A Thing About Love (WB)
- JOHN ANDERSON (40)
She Sure Got Away With My Heart (WB)
- GARY MORRIS (30)
Second Hand Heart (WB)
- LARRY GATLIN & GATLIN BROTHERS (26)
The Lady Takes The Cowboy... (Columbia)
- JOHNNY LEE (25)
You Could've Heard A... (Full Moon/WB)
- RICKY SKAGGS (22)
Uncle Pen (Epic)
- B. MANDELL & L. GREENWOOD (21)
To Me (MCA)

MOST ADDED & HOTTEST list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Adds & Hottest indicate the total number of Country reporters adding the song this week or noting that the song is among their five hottest.

BREAKERS

GEORGE STRAIT
Does Fort Worth Ever Cross Your Mind (MCA)
On 69% of reporting stations. Rotations: Heavy 6, Medium 49, Light 53. Total Adds 21 including WAJR, WNYR, WIXY, WEZL, WFNC, KXAS, WAMZ, WQYK, WUSQ, WMNI, WQHK, WDGY, KVEG, KFTN, KIGO. Moves 48-42 on the Country chart.

BARBARA MANDELL
Crossword Puzzle (MCA)
On 63% of reporting stations. Rotations: Heavy 3, Medium 22, Light 73. Total Adds 39 including WQNA, WXKW, WCAO, WILQ, WZZK, WXBO, KRMD, WTQR, WQHK, WFMS, WBCS, WXCL, KRST, KYGO, KSAN, KMPS. A most added record. Debuts at number 46 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, 10-1-84.

HANK WILLIAMS JR.
All My Rowdy Friends Are Comin'... (WB/Curb)
On 61% of reporting stations. Rotations: Heavy 4, Medium 28, Light 63. Total Adds 20 including WKYG, WMAZ, WCOB, WFNC, KLL, WUSN, KJUY, WQHK, WMIL, KEBC, WFOD, KKAL, KUUY, KEIN, KTOM. Debuts at number 44 on the Country chart.



HANK'S PICKS For Weekend Of Oct. 6th

- | | |
|---|--|
| <h2>COLLEGE</h2> <ul style="list-style-type: none"> FLORIDA STATE over MEMPHIS STATE TEXAS over RICE IOWA over NORTHWESTERN MICHIGAN over MICHIGAN STATE EAST CAROLINA over PITTSBURGH | <h2>PROS</h2> <ul style="list-style-type: none"> MIAMI DOLPHINS over PITTSBURGH WASHINGTON REDSKINS over INDIANAPOLIS COLTS LOS ANGELES RAIDERS over SEATTLE SEAHAWKS LOS ANGELES RAMS over ATLANTA FALCONS SAN DIEGO CHARGERS over GREEN BAY PACKERS |
|---|--|

Last Week 70% Correct

Adult / Contemporary

Continued from Back Page

BREAKERS

WHAMI

Wake Me Up Before You Go-Go (Columbia)

67% of our reporters on it. Rotations: Heavy 5/0, Medium 55/9, Light 31/13, Total Adds 22, WCLR, WISN, KMJI, KJR, WAEB, WGY, WKGW, WAFF, WBT, WEZC, WAHR, WKJJ, WHYY, WLAC-FM, WLTE, KOIL, KORQ, WCHV, WVBS, WJBC, KFSB, WXUS. Debuts at number 24 on the A/C chart.

NEW & ACTIVE

JULIO IGLESIAS "Moonlight Lady" (Columbia) 72/17

Rotations: Heavy 2/0, Medium 38/8, Light 32/9, Total Adds 17, WFBR, WPX, WRMM, KVIL-FM, WARM9B, KKL, KGW, WGY, WBT, WGW, KIOA, KBOI, KWAV, KIXI-FM, WNNR, WSKY, WVBS. Heavy: WCCO, WKNE. Medium: WBEW, WSB, WISN, KFMB, WAEB, WRIE, WTC, WKGW, WMAZ, WEZS, WRVA, WHB, KQY, KSL, WEIM, WTKO, WSKI, WTNV, WPPA, KORQ, WCKQ, WAGE, KTYL, WJBC, WCIL, KWEB, WJON, KTWO, KRNO, KQSW.

PAUL McCARTNEY "No More Lonely Nights" (Columbia) 65/65

Rotations: Heavy 1/1, Medium 21/21, Light 43/43, Total Adds 65, WFBR, WPX, Y97, KVIL-FM, KRBE-FM, 97AIA, WARM9B, KJDL, KS94, KMJL, KKL, KGW, B100, KBEST, KFMB, KEZR, KJR, WWOM, WAEB, V100, WFSM, WKYE, WPJB, WAHR, WRKA, WMAZ, WRVA, WAVE, WNAM, WHBC, KIOA, KRNT, WTRX, WHB, WMGN, WLTE, KOIL, KBOI, KWAV, KIXI-FM, WNNR, WEIM, WTKO, WKNE, WSKI, WTNV, WSKY, WCKQ, WCHV, WGSV, WAGE, WZLQ, KTYL, WJBC, WCIL, KFSB, KEEZ, WHNN, WBOW, KTLV, K99, KQSW, KRBS, KALE.

RICKIE LEE JONES "The Real End" (WB) 64/4

Rotations: Heavy 0/0, Medium 37/0, Light 27/4, Total Adds 4, 97AIA, WPJB, KDUK, KFOD. Medium: WISN, KGW, KJR, WKYE, WKGW, KEY103, WMAZ, WRVA, WAVE, KRNT, 3WM, KXI-FM, WNNR, WEIM, WKNE, WSKI, WTNV, WPPA, WSKY, WCKQ, WCHV, WGSV, WAGE, WZLQ, WFX, KTYL, WCIL, KEEZ, KWEB, WHNN, WJON, KKL, KTWO, KRNO, KQSW, KRBS, KALE.

POINTER SISTERS "I'm So Excited" (Planet/RCA) 59/3

Rotations: Heavy 2/0, Medium 28/2, Light 11/1, Total Adds 3, 59KRC, KFMB, KFI. Heavy: WFBR, WTAE, KRBE-FM, WLTF, WMJL, KLSI, KJDL, KMJL, B100, K101, WKYE, WSNY, WENS, WFMK, 3WM, KWAV, KIKL, WSKI, WPPA, WCKQ. Medium: 3WS, KVIL-FM, 97AIA, WCCO, KGW, WAEB, V100, WMJJ, WIVY, WMAZ, 2WD, WTRX, WMHE, WEIM, WTNV, WSKY, WCHV, WKYX, WZLQ, WFFX, KTYL, KTWO, KRNO, KQSW, KRBS, KALE.

CYNDI LAUPER "All Through The Night" (Portrait/CBS) 53/35

Rotations: Heavy 1/1, Medium 20/10, Light 32/24, Total Adds 35, WKBW, WTAE, WSB, WSB-FM, KRBE-FM, 97AIA, KOST, B100, KEZR, WWOM, WICC, V100, WGY, WKGW, K106, WHYY, WNAM, WSNY, WTRX, WENS, KBOI, KKUA, KFI, WNNR, WSKI, WPPA, WCHV, WFFX, WCIL, KEEZ, KWEB, WHNN, KKL, KRBS, KALE. Medium: WPX, WMAZ, WMGN, KWAV, KIXI-FM, WSKY, WCKQ, WKYX, KTYL, KOSW.

AL JARREAU "After All" (WB) 49/49

Rotations: Heavy 0/0, Medium 9/8, Light 40/40, Total Adds 49, WFBR, WSB-FM, 97AIA, WCCO, KGW, WAEB, V100, WTC, WKGW, KEY103, WBT, WAHR, WRKA, WMAZ, WRVA, WAVE, WNAM, WHBC, KIOA, WTRX, KKUA, KIXI-FM, WNNR, WEIM, WKNE, WSKI, KORQ, WSKY, WCHQ, WCHV, WGSV, WAGE, WKYX, WZLQ, WFX, KTYL, WVBS, WCIL, KFSB, WHNN, WJON, WBOW, KKL, KTWO, K99, KQSW, KRBS, KALE, KWAV.

MOST ADDED

PAUL McCARTNEY (65)
No More Lonely Nights (Columbia)
AL JARREAU (49)
After All (WB)
LIONEL RICHIE (36)
Penny Lover (Motown)
CYNDI LAUPER (35)
All Through The Night (Portrait/CBS)
WHAM! (23)
Wake Me Up Before You Go-Go (Columbia)
COREY HART (21)
It Ain't Enough (EMI America)

HOTTEST

STEVIE WONDER (118)
I Just Called To Say I Love You (Motown)
CHICAGO (96)
Hard Habit To Break (WB)
CARS (70)
Drive (Elektra)
K. ROGERS w/CARNES & INGRAM (61)
What About Me? (RCA)
JOHN WAITE (31)
Missing You (EMI America)
RALPH MacDONALD f/BILL WITHERS (29)
In The Name Of Love (PolyGram)

COREY HART "It Ain't Enough" (EMI America) 47/21

Rotations: Heavy 0/0, Medium 10/2, Light 37/19, Total Adds 21, B100, KEZR, WKYE, WKGW, WNAM, KIOA, WTRX, WMGN, WNNR, WKNE, WPPA, KORQ, WCKQ, WKYX, WZLQ, WVBS, WHNN, WJON, KKL, KTWO, KRBS. Medium: WSB-FM, WCCO, WMAZ, KWAV, KIXI-FM, WSKI, WSKY, WFFX.

JUDY COLLINS with T.G. SHEPPARD "Home Again" (Elektra) 44/2

Rotations: Heavy 0/0, Medium 20/1, Total Adds 2, WAEB, 3WM, WMAZ, WCCO, WKYE, K106, WMAZ, WRVA, WHBY, KSL, KIXI-FM, WNNR, WEIM, WTKO, WSKI, WSKY, WGSV, WJBC, WCIL, KWEB, KTWO, KRBS.

BAND OF GOLD "Love Songs Are Back Again" (RCA) 43/13

Rotations: Heavy 1/0, Medium 9/0, Light 33/13, Total Adds 13, WWOM, WAEB, WICC, WNAM, KBOI, WNNR, WPPA, KORQ, WGSV, WVBS, KEEZ, WBOW, KRBS. Heavy: KKUA. Medium: WPX, 97AIA, KOST, WMAZ, KFI, WSKI, WAGE, WJBC, KGW.

JOE JACKSON "Be My Number Two" (A&M) 40/3

Rotations: Heavy 0/0, Medium 15/0, Light 25/3, Total Adds 3, K106, WKYX, WJBC. Medium: WCCO, WMAZ, KSL, KIXI-FM, WNNR, WEIM, WKNE, WSKI, WSKY, WCHV, WZLQ, WCIL, KWEB, KOSW, KRBS.

SHAKIN' STEVENS "A Love Worth Waiting For" (Epic) 40/3

Rotations: Heavy 2/0, Medium 10/0, Light 28/3, Total Adds 3, WKYE, WCHV, KWEB. Heavy: WKBW, KKL, Medium: WCCO, WMAZ, WRVA, KRNT, WNNR, WEIM, WTKO, WSKI, WJBC, KRBS.

ROD STEWART "Some Guys Have All The Luck" (WB) 34/1

Rotations: Heavy 7/0, Medium 20/1, Light 7/0, Total Adds 1, KWAV. Heavy: KRBE-FM, WCC, K106, WAVE, WSKI, WCKQ, WKYX. Medium: 97AIA, WTLF, B100, K101, KEZR, WFSM, WPJB, WKJJ, 2WD, WENS, WMGN, KFI, WSKY, WFFX, KTYL, KEEZ, WJON, KKL, KALE.

JOYCE KENNEDY & JEFFREY OSBORNE "Last Time I Made Love" (A&M) 32/2

Rotations: Heavy 3/0, Medium 19/2, Light 10/0, Total Adds 2, KVIL-FM, WMYX. Heavy: WSB-FM, 97AIA, KOST. Medium: WPX, WRMM, KEY103, WHBY, WSNY, WMGN, KFI, KWAV, KIXI-FM, WSKI, WSKY, WZLQ, WFFX, KEEZ, WJON, KKL, KALE.

SIGNIFICANT ACTION

STEPHEN STILLS featuring MIKE FINNEGAN "Can't Let Go" (Atlantic) 29/12

Rotations: Heavy 0/0, Medium 7/2, Light 22/10, Total Adds 12, WSB-FM, WCCO, WKGW, WAHR, WRVA, WNAM, WTRX, WNNR, WFFX, WHNN, WBOW, KALE. Medium: WMAZ, KIXI-FM, WSKI, WCHV, WJON.

CHAMPAIGN "Off And On Love" (Columbia) 26/9

Rotations: Heavy 0/0, Medium 3/1, Light 23/8, Total Adds 9, WAHR, WNAM, WSNY, WNNR, WSKI, WCHV, WFFX, WKUS, KQSW. Medium: WMAZ, WEIM.

DIANA ROSS "Swept Away" (RCA) 24/0

Rotations: Heavy 3/0, Medium 13/0, Light 8/0, Total Adds 0, Heavy: WPPA, WCKQ, WCHV. Medium: KVIL-FM, KRBE-FM, WPJB, KEY103, WMJJ, KWAV, WKYX, WZLQ, WFFX, KTYL, KKL, KQSW, WSKI.

KAREN KAMON "Da Doo Ron Ron" (Columbia) 21/0

Rotations: Heavy 0/0, Medium 2/0, Light 19/0, Total Adds 0, Medium: WNNR, WSKI.

GIORGIO MORODER with PHILIP OAKEY "Together In Electric Dreams" (Virgin/Epic) 19/1

Rotations: Heavy 0/0, Medium 5/0, Light 14/1, Total Adds 1, KRBS. Medium: WFBR, WNNR, WSKI, WZLQ, KWEB.

SHEENA EASTON "Strut" (EMI America) 19/0

Rotations: Heavy 1/0, Medium 10/0, Light 8/0, Total Adds 0, Heavy: WCKQ. Medium: WPJB, WMAZ, 2WD, WNAM, KOIL, WSKI, WPPA, WSKY, WKYX, KALE.

DAN FOGELBERG "Sweet Magnolia And The Traveling Salesman" (Epic) 17/17

Rotations: Heavy 0/0, Medium 4/4, Light 13/13, Total Adds 17, WFBR, WISN, WAHR, WMAZ, WAVE, WSNY, WHB, WTKO, WSKY, WCKQ, WGSV, WAGE, WZLQ, KEEZ, KWEB, WJON, KTWO.

HONEYDRIPPERS "Sea Of Love" (Atlantic) 17/17

Rotations: Heavy 0/0, Medium 3/3, Light 14/14, Total Adds 17, WFBR, WKBW, WRMM, WCCO, KEZR, V100, WKYE, WAVE, KWAV, KIXI-FM, WNNR, WEIM, WSKY, WAGE, KWEB, WJON, WBOW.

CULTURE CLUB "The War Song" (Virgin/Epic) 17/7

Rotations: Heavy 0/0, Medium 9/2, Light 8/5, Total Adds 7, KRBE-FM, V100, KKUA, WNNR, KFSB, KEEZ, KKL, Medium: WMAZ, WPPA, WSKY, WCKQ, WKYX, KTYL, KQSW.

JACKSONS "Torture" (Epic) 15/0

Rotations: Heavy 3/0, Medium 5/0, Light 7/0, Total Adds 0, Heavy: KVIL-FM, WPPA, WKYX. Medium: KRBE-FM, WMGN, WCHV, WZLQ, KQSW.

LINDSEY BUCKINGHAM "Go Insane" (Elektra) 12/1

Rotations: Heavy 1/0, Medium 7/0, Light 4/1, Total Adds 1, B100. Heavy: WAVE. Medium: KRBE-FM, WPJB, 2WD, WKYX, KEEZ, KQSW, KALE.

JOHN CAFFERTY & THE BEAVER BROWN BAND "On The Dark Side" (Scotti Bros./CBS) 10/1

Rotations: Heavy 2/0, Medium 3/0, Light 5/1, Total Adds 1, WMHE. Heavy: KRBE-FM, WPJB. Medium: KEZR, WAVE, WSKY.

ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 STEVIE WONDER	135/1	121	14	0
2 CHICAGO	129/0	110	16	3
3 K. ROGERS w/K. CARNES & J. INGRAM	133/3	90	35	8
4 CARS	122/0	94	23	5
5 RALPH MacDONALD f/BILL WITHERS	116/2	68	37	11
6 JOHN WAITE	102/0	61	37	4
7 BARRY GIBB	113/0	55	44	14
8 BARBRA STREISAND	122/3	34	67	21
9 LIONEL RICHIE	124/36	22	71	31
10 LAURA BRANIGAN	105/3	53	44	8
11 IRENE CARA	98/4	53	38	7
12 BILLY OCEAN	108/11	40	53	15
13 EVERLY BROTHERS	101/2	41	51	9
14 ELTON JOHN	110/4	22	70	18
15 DENNIS DeYOUNG	115/9	22	76	17
16 HUEY LEWIS & THE NEWS	90/0	40	40	10
17 NEIL DIAMOND	91/0	42	42	7
18 ANNE MURRAY w/DAVE LOGGINS	102/6	30	55	17
19 MADONNA	90/5	32	37	21
20 DONNA SUMMER	96/1	39	50	7
21 BILLY JOEL	75/0	16	47	12
22 DARYL HALL & JOHN OATES	98/15	10	57	31
23 AMERICA	88/4	7	59	22
24 WHAM!	91/23	5	55	31
25 SERGIO MENDES	88/6	7	50	31

BREAKERS are those records that have achieved concurrent airplay at 60% of our reporting stations. **NEW & ACTIVE** records are receiving airplay at 30 or more stations. Records in **SIGNIFICANT ACTION** are receiving airplay from 10-29 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve BREAKER status to enter the A/C chart. Records which have achieved BREAKER status must also have sufficient heavy and medium rotation airplay to enter the chart.



AOR / ALBUMS

October 5, 1984

161 REPORTERS

Track	Weeks	Last	Weeks	Wins	Album	Total Reports	Hot Rotation	Medium Rotation	Total Adds All Rotations
1	1	2	1	0	1 DAVID BOWIE/Tonight (EMI America)	158+	122+	36-	0-
2	2	1	0	0	2 J. CAFFERTY &.../Eddie & The... (Scotti Bros./CBS)	150+	137-	11+	3+
3	2	1	0	0	3 FIXX/Phantoms (MCA)	152-	125-	27+	1=
4	2	1	0	0	4 U2/The Unforgettable Fire (Island)	159	101	58	1
5	1	1	0	0	5 BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia)	137-	121-	16+	2+
6	1	1	0	0	6 TEACHERS/Soundtrack (Capitol)	153	91	59	8
7	1	1	0	0	7 SURVIVOR/Vital Signs (Scotti Bros./CBS)	141+	85+	55-	2-
8	1	1	0	0	8 JOHN WAITE/No Brakes (EMI America)	139-	77-	62+	0-
9	1	1	0	0	9 SCANDAL f/PATTY SMYTH/The Warrior (Columbia)	133=	70+	63+	4-
10	1	1	0	0	10 BILLY IDOL/Rebel Yell (Chrysalis)	113-	84-	29-	1-
11	1	1	0	0	11 SAMMY HAGAR/VOA (Geffen)	122+	65=	57+	6+
12	1	1	0	0	12 KROKUS/The Blitz (Arista)	120-	55-	64-	2-
13	1	1	0	0	13 BILLY SQUIER/Signs Of Life (Capitol)	112-	58-	52+	4+
14	1	1	0	0	14 PRINCE/Purple Rain (WB)	107-	84-	23-	0-
15	1	1	0	0	15 LINDSEY BUCKINGHAM/Go Insane (Elektra)	108-	62-	46+	1+
16	1	1	0	0	16 TOMMY SHAW/Girls With Guns (A&M)	127+	24+	99+	10-
17	1	1	0	0	17 HONEYMOON SUITE/Honeymoon Suite (WB)	110-	47-	62-	1=
18	1	1	0	0	18 KISS/Animalize (Mercury/PG)	114+	28+	82-	4-
19	1	1	0	0	19 VARIOUS ARTISTS/Every Man Has... (Polydor/PG)	119+	15+	104+	5-
20	1	1	0	0	20 ELTON JOHN/Breaking Hearts (Geffen)	102=	48+	52-	4-
21	1	1	0	0	21 ROMEO VOID/Instincts (415/Columbia)	108-	40-	68-	2-
22	1	1	0	0	22 CARS/Heartbeat City (Elektra)	92-	46-	45+	2=
23	1	1	0	0	23 DAVE EDMUNDS/Riff-Raff (Columbia)	104-	26+	76-	3-
24	1	1	0	0	24 STEVE PERRY/Street Talk (Columbia)	91+	47+	44-	4-
25	1	1	0	0	25 ZEBRA/No Tellin' Lies (Atlantic)	111+	13+	94+	10-
26	1	1	0	0	26 HALL & OATES/Big Bam Boom (RCA)	103	48	48	15
27	1	1	0	0	27 DENNIS DeYOUNG/Desert Moon (A&M)	99-	48+	51-	1-
28	1	1	0	0	28 TINA TURNER/Private Dancer (Capitol)	87+	51+	35-	9=
29	1	1	0	0	29 DIO/The Last In Line (WB)	90-	20-	70+	3-
30	1	1	0	0	30 ROGER HODGSON/In The Eye Of The Storm (A&M)	110+	12+	67+	109+
31	1	1	0	0	31 HONEYDRIPPERS/Volume One (Es Paranza/Atl.)	105+	15+	66+	103+
32	1	1	0	0	32 DOKKEN/Tooth And Nail (Elektra)	89+	9=	78+	7-
33	1	1	0	0	33 IRON MAIDEN/Powerslave (Capitol)	75=	6=	68=	3-
34	1	1	0	0	34 ROD STEWART/Camouflage (WB)	66=	31+	35-	3-
35	1	1	0	0	35 HUEY LEWIS & THE NEWS/Sports (Chrysalis)	61-	30-	31-	7+
36	1	1	0	0	36 BLACKFOOT/Vertical Smiles (Atco)	77-	4=	70+	6-
37	1	1	0	0	37 PETER WOLF/Lights Out (EMI America)	64-	22-	41-	2+
38	1	1	0	0	38 TWISTED SISTER/Stay Hungry (Atlantic)	58-	16=	40-	8+
39	1	1	0	0	39 RATT/Out Of The Cellar (Atlantic)	56-	21-	35+	1-
40	1	1	0	0	40 JETHRO TULL/Under Wraps (Chrysalis)	74+	4+	55+	35-

BREAKERS.

U2

The Unforgettable Fire (Island)

98% of our reporters on it. 159/1 with adds at WQMF. Debuts at #4 on the Albums chart.

TEACHERS

Soundtrack (Capitol)

95% of our reporters on it. 153/8 with adds at CHOM, WLUP, KBCO, KINK, KFOG, WHEB, KSPN, KTCL. Debuts at #6 on the Albums chart.

ROGER HODGSON

In The Eye Of The Storm (A&M)

68% of our reporters on it. 110/109 including adds at: WMMR, WDVE, KSRR, WNOR, WLUP, WMET, WLLZ, KLOS, KINK. Debuts at #30 on the Albums chart..

HONEYDRIPPERS

Volume One (Es Paranza/Atlantic)

65% of our reporters on it. 105/103 including adds at: WNEW, WHJY, WKLS, KTXQ, WEBN, KKCI, KAZY, KLOS, KFOG. Debuts at #31 on the Albums chart.

HALL & OATES

Big Bam Boom (RCA)

63% of our reporters on it. 103/15 including adds at: KBCO, KZAP, WAQX, WQMF, WTUE, KILO. Debuts at #26 on the Albums chart.

TINA TURNER

Private Dancer (Capitol)

54% of our reporters on it. 87/9 with adds at: CHOM, KYYS, KZAP, WDHA, WHEB, WCMF, KLBK, WLVO, WXKE. Moves 29-28 on the Albums chart.

AUTOGRAPH



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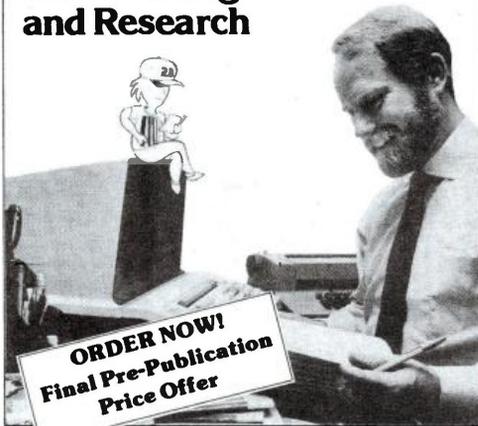
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AOR/ALBUMS

MOST ADDED

ROGER HODGSON (109)
In The Eye Of The Storm (A&M)
HONEYDRIPPERS (103)
Volume One (Es Paranza/Atlantic)
JOAN JETT (37)
Glorious Results Of A... (Blackheart/MCA)
JETHRO TULL (36)
Under Wraps (Chrysalis)
COREY HART (22)
First Offense (EMI America)
TIMOTHY B. SCHMIT (21)
Playin' It Cool (Asylum)

MOST HOTS

J. CAFFERTY & THE BEAVER BROWN BAND (137)
Eddie & The Cruisers (Scotti Bros./CBS)
FIXX (125)
Phantoms (MCA)
DAVID BOWIE (122)
Tonight (EMI America)
BRUCE SPRINGSTEEN (121)
Born In The U.S.A. (Columbia)
U2 (101)
The Unforgettable Fire (Island)
TEACHERS (91)
Soundtrack (Capitol)

NEW & ACTIVE

RICKIE LEE JONES/The Magazine (WB) 62/0 (64/11)

Adds: 0. Hots: 13 include KBCO, KINK, WDBA, WPDH, KIDQ, KPOI. Mediums 49 include WBCN, WBAB, WLUP, KAZY, KLBJ, KLAQ, WOOS, WLAV, KILO, KKDJ.

RED ROCKERS/Schizophrenic Circus (415/Columbia) 56/4 (60/8)

Adds: KZOK, WPYX, KLAQ, KWFM. Hots: 8 WBCN, KROQ, 91X, KQAK, KRQR, WIZN, WHMD, WBYG. Mediums: 45 include WBAB, WYSP, WNOR, KAZY, KGB, KISW, WAAF, KLBJ, WAPL, WLAV.

COREY HART/First Offense (EMI America) 50/22 (33/10)

Adds include WMET, WMMS, WPYX, WIMZ, WQMF, WFBQ, WIOT, KKDJ, WBLM, WIOB. Hots: 6 include WLUP, WYDD, WPDH, WKQQ, WTKX. Mediums: 37 include WBCN, KBCO, WZZO, WKLC, WFYV, WZXR, WOOS, WLVO, KRSP.

CYNDI LAUPER/She's So Unusual (Portrait/CBS) 48/17 (34/7)

Adds include KRQR, KYYS, WPYX, WAAL, WFYV, WLVO, KKDJ, KOMP. Hots: 10 include CHUM, WMMS, KFOG, WPDH, KLAQ, K97, KLYV, KTYD. Mediums: 33 include WMMR, WLUP, KROQ, WZZO, WIMZ, WBLM, WWWV.

MICHAEL FURLONG/Use It Or Lose It (Atlantic) 46/12 (10/0)

Adds include KRQR, KOME, WAAL, WAQY, WQMF, KFMQ. Hots: 4 KZEW, KIDQ, WYER, KOZZ. Mediums: 37 include WDVE, WHJY, WMET, WMMS, KZAP, KGB, KNCN, KLAQ, WOOS.

KEATS/Keats (EMI America) 46/2 (49/14)

Adds: WQBK, KUFO. Hots: 3 WLUP, WKQQ, WCPZ. Mediums: 42 include WKLS, WYFN, WMET, KAZY, KINK, WKLC, WTPA, WOUR, WFYV, WLAV, KKDJ.

TALKING HEADS/Stop Making Sense (Sire/WB) 44/6 (44/11)

Adds include WBCN, KOME, WAAL, WAQY, WQMF, WTKX, WYDD, WPDH, KLAQ, WLVO, WLAV, KZEL, KTYD.

TIMOTHY B. SCHMIT/Playin' It Cool (Asylum) 43/21 (23/23)

Adds include WBAB, KZEW, WAAL, WAQY, WIMZ, WXKE, KFIV, WIOB. Hots: 3 KINK, KMOD, KSPN. Mediums: 29 include WHJY, KBCO, KRQR, WTPA, WOUR, KLBJ, WKDF, KATT, KFMG.

JOAN JETT/Glorious Results Of A Misspent Youth (Blackheart/MCA) 38/37 (1/0)

Adds include WBCN, WNEW, WYSP, KMET, KGB, WIMZ, WAPL, KQDS. Hots: 3 WLIR, WCKO, WPDH. Mediums: 19 include WBAB, WMMR, KLLO, WNOR, WZZO, WTPA, WTUE, KILO.

EUROGLIDERS/This Island (Columbia) 33/14 (22/10)

Adds include KROQ, KDKB, WAQX, WTKX, KGGG, KILO, WIOB, KWXL. Hots: 6 WLIR, WOUR, WQBK, WXCS, KUFO, KSPN. Mediums: 20 include WBAB, WDVE, WMMS, KBCO, KUPD, WFYV.

CHICAGO/Chicago 17 (WB) 33/2 (33/2)

Adds: WEBN, WQMF. Hots: 21 include WMMS, KDKB, KINK, WZZO, WIMZ, WOOS, KGGG, KSMB, WIOB, KLYV. Mediums: 12 include WAAL, WZXR, WKDF, WXLP, WWWV, WRUF, KQWB.

JANEY STREET/Heroes, Angels, & Friends (Arista) 29/10 (24/11)

Adds: WBAB, WPYX, WHCN, WEZX, WAQY, WTKX, WTUE, WIZN, WHMD, KAWY. Hots: 0. Mediums: 24 include WHJY, WSHE, WMMS, KBCO, WZZO, WOUR, WIMZ, WLAV, WGIR.

FAST FORWARD/Living In Fiction (Island) 29/6 (29/14)

Adds: WYDD, WPDH, KLAQ, WLVO, KMOD, WBYG. Hots: 2 CFOX, KFMF. Mediums: 23 include WDVE, WHJY, KLLO, WSHE, WEBN, KGB, WTPA, WCMF, KEZE.

BAXTER ROBERTSON/Vanishing Point Two (RCA) 28/4 (29/10)

Adds: KQAK, KFMG, KMBY, KFMF. Hots: 1 WLAV. Mediums: 24 include WEBN, KBCO, KAZY, KROQ, KOME, WCMF, KLBJ, WOOS.

WILD LIFE/Soundtrack (MCA) 24/9 (10/0)

Adds: WHJY, KMET, WOUR, KQDS, KFIV, KEZE, WRKI, WBYG, KTCL. Hots: 0. Mediums: 18 include WBAB, KZEW, KLLO, KROQ, KLBJ, KLAQ, KISS, KICT, KZEL.

GENERAL PUBLIC/All The Rage (IRS/A&M) 22/5 (20/13)

Adds: WBCN, WAAL, WHEB, WIZN, KUFO. Hots: 6 WLIR, 91X, KQAK, KFMF, KTCL, KTYD. Mediums: 11 include WMMR, KBCO, KROQ, KKDJ.

DRAGON/Body And The Beat (Polydor/PolyGram) 21/2 (26/10)

Adds: KZOK, WOOS. Hots: 7 KZEW, KROQ, KQAK, WAAF, CITI, WIZN, KFMF. Mediums: 13 include WYSP, KAZY, 91X, WAQY, KLBJ, KOMP.

EVERLY BROTHERS/EBB4 (Mercury/PolyGram) 19/2 (20/2)

Adds: KFOG, KOZZ. Hots: 4 include K97, WIZN, KSPN. Mediums: 14 include WLUP, WMMS, KBCO, WZZO, WWWV, KLYV.

AZTEC CAMERA/Knife (Sire/WB) 15/7 (8/6)

Adds: WTPA, WPDH, KQDS, KKDJ, WIZN, WHMD, KOZZ. Hots: 2 KSPN, KTCL. Mediums: 9 include WLIR, WMMR, WLUP, KQAK.

AOR ALBUMS — Compiles album airplay data from all reporting stations. Includes four-week trend of chart movement, plus cuts listed numerically by airplay. Current singles are **BOLDED**. Also listed is present week's number of reports in hot and medium rotations, and total adds. Symbols represent more (+), less (-), or equal (=) number of reports in each rotation compared to last week's figures. Records showing significant upward momentum are bulleted.

R&R AOR /HOT TRACKS

Three Weeks	Two Weeks	Last Week	161 REPORTERS	Total	Hot	Medium	Total Adds
4	2	1	1 DAVID BOWIE/Blue Jean (EMI America)	156+	120+	36-	1+
5	4	2	2 J. CAFFERTY &.../On The Dark... (Scotti Bros./CBS)	148+	137-	10+	2=
7	5	4	3 U2/Pride (In The Name Of Love) (Island)	157+	101+	56-	2+
2	1	3	4 FIXX/Are We Ourselves? (MCA)	135-	115-	20-	2+
-	17	8	5 38 SPECIAL/Teacher Teacher (Capitol)	146+	79+	66-	2+
22	11	9	6 SURVIVOR/I Can't Hold Back (Scotti Bros./CBS)	141+	85+	55-	2-
1	3	5	7 BRUCE SPRINGSTEEN/Cover Me (Columbia)	113-	100-	13+	1=
9	8	7	8 JOHN WAITE/Tears (EMI America)	129-	65-	64-	2-
8	7	8	9 BILLY IDOL/Flesh For Fantasy (Chrysalis)	113-	84-	29-	1-
13	12	11	10 SAMMY HAGAR/I Can't Drive 55 (Geffen)	119+	63+	56+	7-
10	10	12	11 KROKUS/Midnite Maniac (Arista)	118-	53-	64-	3=
30	20	15	12 SCANDAL f/PATTY SMYTH/Beat Of A... (Columbia)	112+	54+	58+	5-
-	37	19	13 TOMMY SHAW/Girls With Guns (A&M)	121+	23+	94+	11-
28	19	17	14 KISS/Heaven's On Fire (Mercury/PG)	114+	28+	82-	5-
17	14	14	15 ROMEO VOID/A Girl In Trouble (Is A...) (415/Columbia)	108-	40-	68-	2-
8	9	13	16 HONEYMOON SUITE/New Girl Now (WB)	96-	43-	53-	1=
27	23	10	17 PRINCE/Purple Rain (WB)	92-	69+	23-	0-
3	6	10	18 LINDSEY BUCKINGHAM/Go Insane (Elektra)	90-	57-	33+	2+
24	16	16	19 DAVE EDMUNDS/Something About You (Columbia)	101-	26+	73-	2-
32	29	25	20 FIXX/Sunshine In The Shade (MCA)	89+	46+	42+	7-
38	28	23	21 ELTON JOHN/Who Wears These Shoes? (Geffen)	95=	44+	49-	4-
46	32	24	22 STEVE PERRY/Strung Out (Columbia)	91+	47+	44-	4-
31	24	21	23 DENNIS DeYOUNG/Desert Moon (A&M)	98-	48+	50-	2-
-	47	26	24 HALL & OATES/Out Of Touch (RCA)	97+	48+	44-	10-
54	34	28	25 ZEBRA/Bears (Atlantic)	108+	13+	90+	11-
-	38	29	26 BOB SEGER/Understanding (Capitol)	98+	33+	50+	98+
45	41	32	27 EDDIE MONEY/I'm Moving On (Polydor/PG)	101+	12+	88+	6-
29	26	22	28 TINA TURNER/Better Be Good To Me (Capitol)	86+	49+	36-	10+
29	28	22	29 DIO/Mystery (WB)	86-	19-	67+	3-
50	38	30	30 ROGER HODGSON/Had A Dream (Sleeping...) (A&M)	107+	11+	66+	106+
16	15	20	31 DOKKEN/Into The Fire (Elektra)	89+	9-	78+	7-
37	35	33	32 BILLY SQUIER/All Night Long (Capitol)	64-	30-	34-	4+
-	46	35	33 IRON MAIDEN/2 Minutes To Midnight (Capitol)	75=	6=	68=	3-
-	55	38	34 HONEYDRIPPERS/Rockin' At Midnight (Es Paranza/Atl.)	87+	12+	56+	85+
-	47	37	35 MOLLY HATCHET/Satisfied Man (Epic)	92+	4+	62+	92+
41	46	35	36 DAVID BOWIE/Neighborhood Threat (EMI America)	70+	25+	42+	15-
-	55	38	37 ROD STEWART/Some Guys Have All The Luck (WB)	62+	31+	31-	3-
15	21	31	38 BLACKFOOT/Morning Dew (Atco)	74+	3=	68+	8-
-	41	31	39 CARS/Drive (Elektra)	48-	28-	20-	0=
-	33	41	40 PAUL McCARTNEY/No More Lonely Nights (Columbia)	67+	10+	35+	66+
57	50	47	41 JETHRO TULL/Lap Of Luxury (Chrysalis)	70+	4+	51+	37+
-	52	42	42 WHITESNAKE/Love Ain't No Stranger (Geffen)	50-	13+	37-	2=
68	48	42	43 BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia)	42+	30+	12+	3+
59	54	46	44 BILLY SQUIER/Can't Get Next To You (Capitol)	43+	23+	17-	7+
-	59	43	45 RED ROCKERS/Eve Of Destruction (415/Columbia)	55-	8=	45+	4-
20	22	34	46 RICKIE LEE JONES/The Real End (WB)	60-	12+	48+	1-
-	56	48	47 RATT/Wanted Man (Atlantic)	45=	15=	30+	2-
11	13	27	48 PRINCE/Let's Go Crazy (WB)	44-	32-	12-	0-
-	56	49	49 STEVE MILLER BAND/Shangri-La (Capitol)	59+	5+	47+	13-
-	56	50	50 JON ANDERSON/Cage Of Freedom (Columbia)	40-	11-	29-	0-
-	56	51	51 TWISTED SISTER/I Wanna Rock (Atlantic)	40+	8+	30+	8-
-	56	52	52 MICHAEL FURLONG/Use It Or Lose It (Atlantic)	46+	4+	37+	13-
19	30	40	53 CARS/Hello Again (Elektra)	38+	16+	21+	10+
-	59	53	54 JOHN WAITE/Missing You (EMI America)	32-	21-	11+	0-
-	59	54	55 NIGHT RANGER/Interstate Love Affair (Capitol)	37+	11+	18+	37+
-	59	55	56 HONEYMOON SUITE/Burning In Love (WB)	35+	12+	22+	7-
-	59	56	57 CHICAGO/Hard Habit To Break (WB)	32-	20+	12-	2=
-	59	57	58 PETER WOLF/I Need You Tonight (EMI America)	37+	9+	26+	12+
-	59	58	59 COREY HART/It Ain't Enough (EMI America)	46+	5+	34+	26+
-	59	59	60 FRANKIE GOES TO HOLLYWOOD/Two Tribes (Island)	32+	9+	15+	20+

MOST ADDED

ROGER HODGSON (106)
Had A Dream (Sleeping With The Enemy) (A&M)

BOB SEGER (98)
Understanding (Capitol)

MOLLY HATCHET (92)
Satisfied Man (Epic)

HONEYDRIPPERS (85)
Rockin' At Midnight (Es Paranza/Atlantic)

PAUL McCARTNEY (66)
No More Lonely Nights (Columbia)

NIGHT RANGER (37)
Interstate Love Affair (Capitol)

JETHRO TULL (37)
Lap Of Luxury (Chrysalis)

MOST HOTS

J. CAFFERTY & THE BEAVER BROWN BAND (137)
On The Dark Side (Scotti Bros./CBS)

DAVID BOWIE (120)
Blue Jean (EMI America)

FIXX (116)
Are We Ourselves? (MCA)

U2 (101)
Pride (In The Name Of Love) (Island)

BRUCE SPRINGSTEEN (100)
Cover Me (Columbia)

SURVIVOR (85)
I Can't Hold Back (Scotti Bros./CBS)

BILLY IDOL (84)
Flesh For Fantasy (Chrysalis)

BREAKERS

ROGER HODGSON
Had A Dream (Sleeping With The Enemy) (A&M)
66% of our reporters on it. 107/106 including adds at: WMMR, WHJY, WKLS, KSRR, WLUP, WMET, WLLZ, KLOS, KMET, KZOK. Debuts #30 on the Hot Tracks chart.

BOB SEGER
Understanding (Capitol)
60% of our reporters on it. 98/98 including adds at: WHJY, KZEW, WMET, WLLZ, KSHE, KAZY, KUPD, KRCK. Debuts at #26 on the Hot Tracks chart.

MOLLY HATCHET
Satisfied Man (Epic)
57% of our reporters on it. 92/92 including adds at: WNEW, WDVE, KLOL, WCKO, WLLZ, KYYS, KLOS, KOME. Debuts at #35 on the Hot Tracks chart.

FIXX
Sunshine In The Shade (MCA)
55% of our reporters on it. 89/7 with adds at: WNOR, KLOS, WHEB, WKQQ, WXL, KMBY, WHMD. Moves 25-20 on the Hot Tracks chart.

HONEYDRIPPERS
Rockin' At Midnight (Es Paranza/Atlantic)
54% of our reporters on it. 87/85 including adds at: WBCN, WNEW, KTXO, KLOL, KSRR, WEBN, KLOS, KGB, KFOG. Debuts at #34 on the Hot Tracks chart.

TINA TURNER
Better Be Good To Me (Capitol)
53% of our reporters on it. 86/10 including adds at: CHOM, KYYS, KZAP, WDHA, WHEB, WCMF, KLB, WLVO, WXKE. Moves 32-28 on the Hot Tracks chart.

NEW & ACTIVE

KEATS "Turn Your Heart Around" (EMI America) 38/1 (40/12)
Add: KUFO. Hots: 3 WLUP, WKQQ, WCPZ. Mediums: 34 include DC101, WKLS, WYNF, WMET, WLLC, WTPA, WHCN, WYFV, WIMZ, WIDZ, KWMF.

CYNDI LAUPER "All Through The Night" (Portrait/CBS) 32/19 (15/10)
Add: KYYS, WPKX, WHCN, KLAQ, WYFV, KDJJ, KOMP, KSMB, KOZZ. Hots: 4 WMMs, KFOG, WPDH, KSPN. Mediums: 24 include WMMR, WLUP, WZZO, WIMZ, WRUF.

TIMOTHY B. SCHMIT "Playin' r Cool" (A&M) 32/18 (17/17)
Add: WBAB, WMMR, WTPA, WZXR, KEZE. Hots: 1 KSPN. Mediums: 21 include WHJY, KAZY, KRQR, KLB, KFMG, WIGR.

EUROGLIDERS "Heaven" (Columbia) 32/13 (22/10)
Add: include KDKB, WAQX, KGGO, KILQ, WBOB. Hots: 8 WLUR, WOUR, WQKB, WXCS, KUFO, KSPN. Mediums: 20 include WBAB, WDVE, WMMs, KBCO, KUPD, WTPA, WCMF, WYFV.

HONEYDRIPPERS "Sea Of Love" (Es Paranza/Atlantic) 28/27 (0/0)
Add: include WMMs, KMET, WAQY, KQDS. Hots: 4 WNEW, KYYS, WAQX, KRSP. Mediums: 13 include WBAB, WMMR, WTPA, WZXR, KEZE.

JANEY STREET "Say Hello To Ronnie" (Arista) 26/8 (21/8)
Add: WBAB, WYFV, WHCN, WZZO, WAQY, WTKX, WTUE, WHMO. Hots: 0. Mediums: 22 include WHJY, WMMs, WZZO, WOUR, KNCN, WIMZ, WLAV.

U2 "The Unforgettable Fire" (Island) 25/24 (0/0)
Add: include KMET, WDHA, WXL, KMBY. Hots: 11 include WSHE, KAZY, KFOG, KQAK, WHCN. Mediums: 12 include KTXQ, WAAF, WZXR, WAPL, KQDS.

HUEY LEWIS & THE NEWS "Walking On A Thin Line" (Chrysalis) 25/5 (23/2)
Add: KBPI, WZZO, WCKN, WSKS, WKLT. Hots: 10 include WLUP, WLLZ, KGGN, KFOG, WIDZ, KGGO. Mediums: 15 include WBAB, WMMR, WMET, WEBN, WAQX, WAAF, KEZE.

TALKING HEADS "Burning Down The House" (Sire/WB) 25/2 (28/9)
Add: 91X, WWWW. Hots: 7 include KMET, KFOG, WCMF. Mediums: 16 include WNEW, WHJY, KTXO, WLUP, WOUR, WAAF, WLVO, WLAV, KZEL, KWMF.

U2 "Wire" (Island) 24/24 (0/0)
Add: include DC101, KMET, WPKX, KLAQ, WLVO, KQDS. Hots: 9 WBAB, CHOM, WMMR, WSHH, KFOG, WTPA, CITI, KDJJ, KFMF. Mediums: 10 include WKLS, KTXQ, KYYS.

BAXTER ROBERTSON "Green Light" (RCA) 24/3 (26/8)
Add: KQAK, KFMG, KFMF. Hots: 1 WLAV. Mediums: 21 include WEBN, KBCO, KAZY, KBPI, WCMF, KLB, WQMF, WOOD, WWCX, KILQ, KWMF.

FEE WAYBILL "You're Still Laughing" (Capitol) 23/23 (0/0)
Add: include WYSP, WMMs, WDHA. Hots: 2 WYFV, KFMF. Mediums: 14 include KZEW, KDKB, KZAP, KFOG, KRQR, KOME, WAAF, WYFV, WLAV, KWMF.

FAST FORWARD "What's It Gonna Take" (Island) 23/5 (21/10)
Add: WYDD, WPDH, KLAQ, KMDD, WBYG. Hots: 1 CFOX. Mediums: 18 include WDVE, WHJY, KLOL, WEBN, KGB, WTPA, WCMF, WAQY, WAQX, KEZE.

GENERAL PUBLIC "Tenderness" (IRS/A&M) 22/5 (20/13)
Add: WBCN, WAAL, WHEB, WIZN, KUFO. Hots: 6 WLIR, 91X, KQAK, KFMF, KTCL, KYTD. Mediums: 11 include WMMR, KBCO, KROQ, KDJJ.

DRAGON "Rain" (Polydor/PolyGram) 21/2 (26/10)
Add: KZOK, WOOD. Hots: 7 KZEW, KROQ, KQAK, WAAF, CITI, WIZN, KFMF. Mediums: 13 include WYSP, KAZY, 91X, WAQY, KLB, KOMP.

GLENN FREY "The Allnighter" (MCA) 19/1 (18/7)
Add: CHUM. Hots: 0. Mediums: 18 include WKLS, WMMs, KBCO, KLB, WOOD, KGGO, WFBO.

CULTURE CLUB "The War Song" (Virgin/Epic) 18/4 (19/19)
Add: WAAL, WPLR, K87, KZOO. Hots: 5 WBCN, WLIR, KROQ, WPDH, WKQQ. Mediums: 10 include WLUP, WMMs.

Y&T "Lipstick And Leather" (A&M) 17/3 (15/6)
Add: KLOS, WDHA, KYTD. Hots: 0. Mediums: 16 include WBCN, WBAB, KZEW, KISW, WCMF, WAQX, KNCN, KQDS, KFMG, KILQ.

JOHN PARR "Naughty Naughty" (Atlantic) 16/10 (10/10)
Add: include KZEW, KLOL, WYNF, WMMs, KYYS, KRQR. Hots: 0. Mediums: 12 include WDVE, KGB, KISW, WLVO, KILQ.

TALKING HEADS "Once In A Life Time" (Sire/WB) 16/4 (14/2)
Add: include WDHA, WAQY, KQDS, KPOL. Hots: 6 include KBCO, KFOG. Mediums: 8 include WHCN, KLAQ.

FIXX "Less Chies, More Moving People" (MCA) 16/4 (15/2)
Add: CHOM, 91X, WTKX, KWMF. Hots: 12 include KMET, KFOG, KQAK, KZOK, WTPA, WAPL. Mediums: 4 include KGB, KRQR.

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.

HOT TRACKS — Compiles track airplay data from all reporting stations. Covers songs from all configurations, including albums, EPs, and 45s. Includes four-week trend of chart movement. Also listed is present week's number of reports in hot and medium rotations, and total adds. Symbols represent more (+), less (-), or equal (=) number of reports in each rotation compared to last week's figures. Records showing significant upward momentum are bulleted.

EAST (continued)

WGPR-FM/Manchester (803) 825-6915
WVTR/Ocean City (301) 289-4545
WYNN/Tampa (813) 876-0455
WCKO/Miami (305) 731-4800

WZLZ/Olando (305) 645-1802
KXZZ/San Antonio (512) 226-4444
WYNN/Tampa (813) 876-0455
WCKO/Miami (305) 731-4800

WZLZ/Olando (305) 645-1802
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KXZZ/San Antonio (512) 226-4444
WYNN/Tampa (813) 876-0455
WCKO/Miami (305) 731-4800

PLAYLISTS - Printed regionally by parallels. An artist's name appears once per playlist in the highest reported rotation. For example, if cuts from an album are reported in both hot and medium, the album will appear in hot. A small 'A' before an artist's name indicates the record is newly reported that week, or additional tracks have been added. An (M) or (L) after an artist's name shows that other tracks from that record can be found in those rotations (medium or light add). An artist's name with no abbreviations means all airplay of that artist is in the listed rotation.

SOUTH

WZLZ/Olando (305) 645-1802
KXZZ/San Antonio (512) 226-4444
WYNN/Tampa (813) 876-0455
WCKO/Miami (305) 731-4800

WZLZ/Olando (305) 645-1802
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MIDWEST (continued)

KSHS/Et. Louis (314) 842-1111

Bill Rice, Steve... (List of names and phone numbers for KSHS/Et. Louis)

Paralel Two (918) 664-2810

Bill Rice, Steve... (List of names and phone numbers for Paralel Two)

WKFE/Elyria (219) 484-0580

Bill Rice, Steve... (List of names and phone numbers for WKFE/Elyria)

KGGO/Des Moines (515) 265-4181

Bill Rice, Steve... (List of names and phone numbers for KGGO/Des Moines)

KEZO/Omahaha (402) 592-5200

Bill Rice, Steve... (List of names and phone numbers for KEZO/Omahaha)

KODS/Duluth (218) 724-6221

Bill Rice, Steve... (List of names and phone numbers for KODS/Duluth)

WBVG/Kankakee (815) 939-4541

Bill Rice, Steve... (List of names and phone numbers for WBVG/Kankakee)

KLVY/Dubuque (319) 557-1040

Bill Rice, Steve... (List of names and phone numbers for KLVY/Dubuque)

WCZP/Sandusky (419) 625-1010

Bill Rice, Steve... (List of names and phone numbers for WCZP/Sandusky)

KCIN/Kansas City (816) 531-3400

Bill Rice, Steve... (List of names and phone numbers for KCIN/Kansas City)

WOOS/Canton (216) 492-5630

Bill Rice, Steve... (List of names and phone numbers for WOOS/Canton)

WXLP/Davenport (319) 326-2541

Bill Rice, Steve... (List of names and phone numbers for WXLP/Davenport)

KATT-FMKI/oklahoma City (405) 448-0100

Bill Rice, Steve... (List of names and phone numbers for KATT-FMKI/oklahoma City)

WKSC/Cincinnati (513) 368-3656

Bill Rice, Steve... (List of names and phone numbers for WKSC/Cincinnati)

WYFE/Rockford (815) 877-3075

Bill Rice, Steve... (List of names and phone numbers for WYFE/Rockford)

WLTQ/Columbus, (614) 224-1271

Bill Rice, Steve... (List of names and phone numbers for WLTQ/Columbus)

WZZJ/Terra Haute (812) 232-5034

Bill Rice, Steve... (List of names and phone numbers for WZZJ/Terra Haute)

WVOT/Toledo (419) 248-3377

Bill Rice, Steve... (List of names and phone numbers for WVOT/Toledo)

WLZ/Detroit (313) 863-1800

Bill Rice, Steve... (List of names and phone numbers for WLZ/Detroit)

WAPL/Appleton (414) 734-9226

Bill Rice, Steve... (List of names and phone numbers for WAPL/Appleton)

WIFA-FM/Madison (608) 274-5450

Bill Rice, Steve... (List of names and phone numbers for WIFA-FM/Madison)

WFO/Indianapolis (317) 275-5565

Bill Rice, Steve... (List of names and phone numbers for WFO/Indianapolis)

CITV-FM/Winnipeg (204) 786-6181

Bill Rice, Steve... (List of names and phone numbers for CITV-FM/Winnipeg)

WVOT/Toledo (419) 248-3377

Bill Rice, Steve... (List of names and phone numbers for WVOT/Toledo)

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WVOT/Toledo (419) 248-3377

Bill Rice, Steve... (List of names and phone numbers for WVOT/Toledo)

WCFM/Muskegon (414) 276-2040

Bill Rice, Steve... (List of names and phone numbers for WCFM/Muskegon)

WWCT/Poria (309) 874-2020

Bill Rice, Steve... (List of names and phone numbers for WWCT/Poria)

WVOT/Toledo (419) 248-3377

Bill Rice, Steve... (List of names and phone numbers for WVOT/Toledo)

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WVOT/Toledo (419) 248-3377

Bill Rice, Steve... (List of names and phone numbers for WVOT/Toledo)

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WVOT/Toledo (419) 248-3377

Bill Rice, Steve... (List of names and phone numbers for WVOT/Toledo)

Continued on next page

WEEK
3

AIR Priorities

WEEK
3

CHR

Listen to the selections listed below. Decide if each has the potential to attain New & Active, Top 40 or Top 25 in the R&R National Airplay Chart. Then call in your responses to AIR at (301) 964-5544. Deadline for CHR response is 6pm, Wednesday, October 10, 1984

TITLE	ARTIST	LABEL
WALKING ON THE THIN LINE	HUEY LEWIS & THE NEWS	CHRYSLIS
ROCK IN AMERICA	NIGHT RANGER	CAMEL/MCA
AFTER ALL	AL JARREAU	WB
HEAVEN'S ON FIRE	KISS	MERCURY
YOU GET THE BEST FROM ME	ALICIA MYERS	MCA

AOR

Listen to the Tracks listed below. Decide if each has the potential to attain New & Active, Top 40 or Top 25 in the R&R AOR Hot Tracks. Then call in your responses to AIR at (301) 964-5544. Deadline for AOR responses is 6pm, Thursday, October 11, 1984

TITLE/CUTS	ARTIST	LABEL
PLAYIN' IT COOL "Cool" "Something's Wrong" "Money"	TIMOTHY B. SCHMIT	ASYLUM

AIR (Active Industry Research) is a nationwide network of program and music directors who assess CHR and AOR music for artist managers, producers and record companies.

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AIR

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Contemporary Hit Radio

Continued from Back Page

CHART EXTRAS

Chart Extras are those songs which have achieved Breaker status, yet do not have sufficient airplay strength to chart.

COREY HART

It Ain't Enough (EMI America)

76% of our reporters on it. Moves: Up 29, Debuts 50, Same 75, Down 0, Adds 31 including WBLI, 93FM, I95, B97, KBEQ, WL0L-FM, KZZP. Complete airplay in Parallels.

ROMEO VOID

A Girl In Trouble (Is A Temporary...) (415/Columbia)

68% of our reporters on it. Moves: Up 74, Debuts 26, Same 52, Down 1, Adds 12 including KOPA, KWOD, KC101, KHFI, WABB-FM, WHHY-FM, KLUC. Complete airplay in Parallels.

BREAKERS

LIONEL RICHIE

Penny Lover (Motown)

74% of our reporters on it. Moves: Up 26, Debuts 48, Same 39, Down 0, Adds 67 including WNYS, B94, Q107, WNVZ, WCZY, KIMN, KPLUS. Complete airplay in Parallels.

PAUL McCARTNEY

No More Lonely Nights (Columbia)

71% of our reporters on it. Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 172 including WHTT, Z93, Q105, WLS-FM, KDWB-FM, KIIS-FM, KWSS. Complete airplay in Parallels.

38 SPECIAL

Teacher Teacher (Capitol)

67% of our reporters on it. Moves: Up 17, Debuts 34, Same 70, Down 0, Adds 41 including WXKS-FM, WBLI, PRO-FM, 93FM, WKTI, KDWB-FM, XTRA. Complete airplay in Parallels.

CULTURE CLUB

The War Song (Virgin/Epic)

66% of our reporters on it. Moves: Up 8, Debuts 55, Same 53, Down 0, Adds 44 including B104, Z93, WNVZ, WL0L-FM, KIMN, KXX106. Complete airplay in Parallels.

SAMMY HAGAR

I Can't Drive 55 (Geffen)

64% of our reporters on it. Moves: Up 28, Debuts 34, Same 56, Down 0, Adds 37 including WBLI, PRO-FM, KAFM, WHYT, KHTR, KOPA, KBOS. Complete airplay in Parallels.

NEW & ACTIVE

- MARIA VIDAL "Body Rock" (EMI America) 141/9
 Moves: Up 41, Debuts 21, Same 69, Down 1, Adds 9, WKRZ-FM, KSET-FM, 94TYX, KRGV, KITY, WKDQ, KMGX, KHOP, 103CIR, WXKS-FM 35-32, Z93 30-26, WBEN-FM 39-32, WKDD 39-31, KEYN-FM 29-24, WCGD 39-34.
- ✓ TOMMY SHAW "Girls With Guns" (A&M) 137/40
 Moves: Up 14, Debuts 21, Same 62, Down 0, Adds 40 including WCAU-FM, 93FM, KIMN, Q100, WMAR, WBEN-FM, WSSX, WBCY, WQUE-FM, WKDD, WAHC, KQXR, KLUC, WOAY, KCMQ.
- MATTHEW WILDER "Bouncin' Off The Walls" (Private I/CBS) 113/6
 Moves: Up 19, Debuts 15, Same 73, Down 0, Adds 6, WL0L-FM, WBEN-FM, WSSX, KZIO, KKFM, K093, WPHD 37-32, Y100 d-31, KUBE 32-29, WKDD 33-30, WGRD 40-36, WRON 40-34, 95XIL 33-26, WJAD 40-34, WBNO 34-30.
- GLENN FREY "The Allnighter" (MCA) 109/19
 Moves: Up 16, Debuts 15, Same 59, Down 0, Adds 19 including Q103, KNBQ, WANS-FM, WQUT, WKFM, KOFM, WHOT, KNMD, KRQ, WKZZ, WZYQ, KQIZ-FM, WGLF, WSWB, KIST.
- SAM HARRIS "Sugar Don't Bite" (Motown) 95/19
 Moves: Up 23, Debuts 6, Same 47, Down 0, Adds 19 including CKGM, WHTX, WHYT, WMAR, WLAN-FM, WKDD, KKRD, WHOT, KHOP, WDAY, WIKZ, WYKS, KILE, T94, KZ0Z.
- ✓ HONEYDRIPPERS "Sea Of Love" (Es Paranza/Atlantic) 94/94
 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 94 including WHTT, WXKS-FM, WNYS, WPHD, WCAU-FM, WHTX, PRO-FM, 94Q, KAFM, WHYT, WKTI, Q103, KMJK, KPLUS, KAMZ, KDON-FM.
- BARBRA STREISAND "Left In The Dark" (Columbia) 91/B
 Moves: Up 21, Debuts 5, Same 57, Down 0, Adds 8, FM102, WSSX, WJXQ, KCAQ, KDON-FM, WOMP-FM, KDVV, KHXT, WXKS-FM 40-34, PRO-FM d-30, Q100 39-37, WBEN-FM 40-30, K104 34-27, KZZB 37-32, Z98 16-11.
- EVERLY BROTHERS "On The Wings Of A Nightingale" (Mercury/PolyGram) 91/4
 Moves: Up 30, Debuts 9, Same 46, Down 2, Adds 4, WJZR, KBFM, KX104, WZKS, WPHD d-33, 94Q 30-28, K104 28-24, WPST 29-26, WBQQ 40-35, WZYP 37-33, WOKI 21-19, WRNO 30-27, Z104 40-38, WZON 31-28, KFYR 12-10.

MOST ADDED

PAUL McCARTNEY (172)
 No More Lonely Nights (Columbia)
 HONEYDRIPPERS (94)
 Sea Of Love (Es Paranza/Atlantic)
 PETER WOLF (78)
 I Need You Tonight (EMI America)
 LIONEL RICHIE (67)
 Penny Lover (Motown)
 CYNDI LAUPER (49)
 All Through The Night (Portrait/CBS)
 CULTURE CLUB (44)
 The War Song (Virgin/Epic)

HOTTEST

CHICAGO (159)
 Hard Habit To Break (WB)
 STEVIE WONDER (145)
 I Just Called To Say I Love You (Motown)
 PRINCE (115)
 Let's Go Crazy (WB)
 BILLY OCEAN (107)
 Caribbean Queen (No More...)(Jive/Arista)
 MADONNA (104)
 Lucky Star (Sire/WB)
 PRINCE (77)
 Purple Rain (WB)

- ✓ STEVE MILLER BAND "Shangri-La" (Capitol) 81/33
 Moves: Up 3, Debuts 8, Same 37, Down 0, Adds 33 including CKOI, CHUM, Q103, KUBVE, KNBQ, WMAR, WVSR, WZLD, KSET-FM, WRNO, KOFM, KSKD, WIGY, KNIN, K96.
- ✓ PETER WOLF "I Need You Tonight" (EMI America) 78/78
 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 78 including WHTT, WXKS-FM, WNYS, WPHD, WCAU-FM, PRO-FM, 94Q, Z93, WHYT, KPLUS, 98PX, KZZB, KQMQ, WCGQ, 99KG.
- ✓ DAN HARTMAN "We Are The Young" (MCA) 76/32
 Moves: Up 2, Debuts 1, Same 41, Down 0, Adds 32 including WBLI, WCAU-FM, Z93, WHYT, KNBQ, WFLY, WKEE, WZYP, KZIO, WKDQ, WKHI, Q101, WCIL-FM, KGOT, SLY98.
- JANEY STREET "Say Hello To Ronnie" (Arista) 70/23
 Moves: Up 0, Debuts 6, Same 14, Down 0, Adds 23 including WPHD, FM102, XTRA, WMAR, WKEE, WANS-FM, KMGK, WHOT, KDON-FM, WOAY, KTDY, WHSL, WBNO, KGOT, KCDO.
- KROKUS "Midnight Maniac" (Arista) 63/5
 Moves: Up 19, Debuts 4, Same 34, Down 1, Adds 5, K104, WZLD, OK100, 95XIL, KQCR, KWIC 40-34, WFMJ 39-36, 92X 35-31, WJXQ 29-26, WHSL 30-27, WRKR 16-13, KKRC 25-21, KFMM 40-37, K98 37-33, OK95 37-32.
- NEW EDITION "Cool It Now" (MCA) 60/16
 Moves: Up 6, Debuts 14, Same 24, Down 0, Adds 16 including WHTT, WBLI, WPLJ, WAVA, KAFM, WCZY, KIIS-FM, WBEN-FM, WTIC-FM, KZZB, KSET-FM, WZYP, Z95, KMGX, WAZY-FM.
- FREDDIE MERCURY "Love Kills" (Columbia) 55/21
 Moves: Up 0, Debuts 2, Same 32, Down 0, Adds 21 including XTRA, K104, WKFM, KHFI, WZYP, KTFM, KKRD, WHOT, KF95, KHOP, KHYT, WQCM, WCGQ, WGLF, KQCR.

SIGNIFICANT ACTION

- STEPHEN STILLS featuring MICHAEL FINNIGAN "Can't Let Go" (Atlantic) 45/20
 Moves: Up 0, Debuts 1, Same 24, Down 0, Adds 20 including KIMN, KMJK, KWOD, WKEE, WPMI, WQUE-FM, Z299, KKRD, K093, KSKD, WOAY, KQCR, Y94, KIST, OK95.
- ✓ ROGER HODGSON "Had A Dream (Sleeping With The Enemy)" (A&M) 40/39
 Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 39 including WPHD, CKGM, CKOI, CHUM, KMJK, KUBE, K104, WSPK, WRCK, WZLD, WOKI, WRNO, WGRD, Z104, KSKD.
- ✓ KISS "Heaven's On Fire" (Mercury/PolyGram) 37/31
 Moves: Up 1, Debuts 1, Same 4, Down 0, Adds 31 including XTRA, Q100, WLAN-FM, WRCK, WHTF, KWIC, WZLD, WOKI, WFMJ, Y106, KZIO, WJXQ, WRON, KCAQ, KSKD.
- RATT "Wanted Man" (Atlantic) 31/3
 Moves: Up 2, Debuts 3, Same 23, Down 0, Adds 3, WRON, KQXR, KCDO, WPHD on, KPLUS d-40, WRCK d-39, KWIC on, WOKI on, WJXQ 38-33, Z95 on-dp, KQMQ on, KQCR 40-37, OK95 d-40.
- REBBIE JACKSON "Centipede" (Columbia) 28/14
 Moves: Up 2, Debuts 0, Same 12, Down 0, Adds 14, WCAU-FM, 94Q, Z93, Q100, WKEE, WKRZ-FM, WBBO, WJZR, WRON, KQMQ, WZYQ, Z102, WHSL, KHXT, OK100 29-27.
- BAND OF GOLD "Love Songs Are Back Again" (RCA) 22/18
 Moves: Up 1, Debuts 1, Same 2, Down 0, Adds 18 including KNBQ, Z106, KZZB, WJZR, WZLO, KAMZ, WQUE-FM, KQMQ, KSKD, WKSF, Q104, KNOE-FM, KCDO, KOZE, KIST.
- TWISTED SISTER "I Wanna Rock" (Atlantic) 21/18
 Moves: Up 1, Debuts 1, Same 1, Down 0, Adds 18 including 93FM, Q105, KPLUS, KHFI, KWIC, WZLD, KX104, WKAU, WJXQ, Z299, KQXR, KQMQ, WSOV, Z102, OK95.
- MOLLY HATCHET "Satisfied Man" (Epic) 20/20
 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 20 including KPLUS, WERZ, KWIC, WANS-FM, WFMJ, WKOD, WGRD, WJXQ, WRON, WZON, WZYQ, WCGQ, WHSL, KBIM, OK95.
- AL JAREAU "After All" (WB) 19/19
 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 19 including 94Q, K104, WPST, WBCY, KAMZ, WOKI, KQMQ, KHOP, KDON-FM, KHYT, OK100, WSOV, WJXV, KFMW, KCDO.
- JEFFREY OSBORNE "Don't Stop" (A&M) 19/18
 Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 18 including CKOI, PRO-FM, 697, WVSR, WBBO, WBCY, WJZR, WNOK-FM, WRON, KSKD, WQCM, WJBO, KTDY, WAZY-FM, KDVV.
- RICKIE LEE JONES "The Real End" (WB) 19/1
 Moves: Up 4, Debuts 0, Same 14, Down 0, Adds 1, WJZR, WRCK 38-36, KTFM on, KF95 on, KHOP on, WJBO 31-27, KNOE-FM on, 99KG on, KIST 38-35, OK95 31-25.
- DRAGON "Rain" (Polydor/PolyGram) 19/1
 Moves: Up 0, Debuts 1, Same 17, Down 0, Adds 1, WZKS, WKEE on-dp, KWIC on, WANS-FM on, WRNO on, WJXQ on-dp, WFRQ on, KZ0Z d-40.
- FRANKIE GOES TO HOLLYWOOD "Two Tribes" (Island) 17/13
 Moves: Up 0, Debuts 0, Same 0, Down 2, Adds 13, WXKS-FM, WPHD, WCAU-FM, KIIS-FM, WPST, Y106, KTFM, WKDD, WZPL, WJBO, WSOV, KWES, OK95.
- MICHAEL FURLONG "Use It Or Lose It" (Atlantic) 16/1
 Moves: Up 0, Debuts 1, Same 14, Down 0, Adds 1, WDBR, WPHD on, K104 d-40, WERZ on, WRNO on, WJXQ on-dp, KQXR on.
- PEABO BRYSON "Slow Dancin'" (Elektra) 15/1
 Moves: Up 0, Debuts 0, Same 14, Down 0, Adds 1, KIKI, WXKS-FM on, WLAN-FM on, KWIC on, KQMQ on, KKLS-FM on.
- TIMOTHY B. SCHMIT "Playin' It Cool" (Asylum) 14/13
 Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 13, Q100, WVSR, WSPK, WHTF, WOKI, WZKS, Z299, KQXR, WJBO, WSOV, KDVV, KFMW, KZ0Z, KOFM on.
- MARC ANTHONY THOMPSON "So Fine" (WB) 13/6
 Moves: Up 2, Debuts 1, Same 4, Down 0, Adds 6, WXKS-FM, FM102, WBBO, WZYP, KTFM, WJAD, WJZR 36-32, WKDD 38-36, KSKD on-dp, WQCM d-36, WKSF on, 99KG on.
- EDDY GRANT "Boys In The Street" (Portrait/CBS) 12/0
 Moves: Up 1, Debuts 1, Same 10, Down 0, Adds 0, CKOI on, WVSR 36-34, KOFM on, KIKI on, KQMQ on, OK95 d-35.

New & Active includes songs reported by at least 50 of our CHR reporters. **Significant Action** includes songs reported by fewer than 50 but at least 10 of our CHR reporters. The two numbers following the artist/title label designation indicate the total number of stations reporting the record this week and, of those, how many added it for the first time this week. Moves indicate the type of activity this week; Up for upward chart movement, Same for sideways or continued uncharted activity, Down for downward chart activity, and Adds for the number of stations adding it this week. Following these numbers is a sampling of individual station activity. Complete activity can be found in the Parallels.



Contemporary Hit Radio

Three Weeks	Two Weeks	Last Week	Weeks on Chart	Artist/Track	Label
1	1	1	1	PRINCE/Let's Go Crazy (WB)	
7	4	3	2	CHICAGO/Hard Habit To Break (WB)	
15	10	5	3	STEVIE WONDER/I Just Called To Say I Love You (Motown)	
12	6	4	4	MADONNA/Lucky Star (Sire/WB)	
3	2	2	5	CARS/Drive (Elektra)	
11	9	6	6	BRUCE SPRINGSTEEN/Cover Me (Columbia)	
25	16	10	7	BILLY OCEAN/Caribbean Queen (No More...) (Jive/Arista)	
26	19	12	8	J. CAFFERTY & BEAVER.../On The Dark... (Scotti Bros./CBS)	
24	20	13	9	ROD STEWART/Some Guys Have All The Luck (WB)	
9	8	7	10	SHEILA E./The Glamorous Life (WB)	
-	37	30	11	PRINCE/Purple Rain (WB)	
2	3	8	12	JOHN WAITE/Missing You (EMI America)	
34	27	20	13	ELTON JOHN/Who Wears These Shoes? (Geffen)	
-	36	29	14	WHAM!/Wake Me Up Before You Go-Go (Columbia)	
23	22	17	15	RICK SPRINGFIELD/Bop 'Til You Drop (RCA)	
31	25	22	16	POINTER SISTERS/I'm So Excited (Planet/RCA)	
38	32	25	17	DENNIS DeYOUNG/Desert Moon (A&M)	
21	18	16	18	DONNA SUMMER/There Goes My Baby (Geffen)	
3	5	11	19	CYNDI LAUPER/She Bop (Portrait/CBS)	
28	24	21	20	FIXX/Are We Ourselves? (MCA)	
6	7	9	21	SCANDAL featuring PATTY SMYTH/The Warrior (Columbia)	
22	21	19	22	LINDSEY BUCKINGHAM/Go Insane (Elektra)	
35	30	26	23	DIANA ROSS/Swept Away (RCA)	
-	35	32	24	DAVID BOWIE/Blue Jean (EMI America)	
-	40	33	25	TINA TURNER/Better Be Good To Me (Capitol)	
33	29	27	26	BILLY IDOL/Flesh For Fantasy (Chrysalis)	
39	34	31	27	SHEENA EASTON/Strut (EMI America)	
-	-	37	28	DARYL HALL & JOHN OATES/Out Of Touch (RCA)	
16	14	15	29	JACKSONS/Torture (Epic)	
10	12	14	30	BANANARAMA/Cruel Summer (London/PG)	
-	-	36	31	CHAKA KHAN/I Feel For You (WB)	
5	11	18	32	HUEY LEWIS & THE NEWS/If This Is It (Chrysalis)	
-	-	40	33	ROGERS w/CARNES & INGRAM/What About Me? (RCA)	
19	17	23	34	LAURA BRANIGAN/The Lucky One (Atlantic)	
13	13	24	35	NIGHT RANGER/When You Close Your Eyes... (Camel/MCA)	
8	15	28	36	TINA TURNER/What's Love Got To Do With It? (Capitol)	
DEBUT	37	37	37	CYNDI LAUPER/All Through The Night (Portrait/CBS)	
40	38	38	38	BARRY GIBB/Shine Shine (MCA)	
DEBUT	39	39	39	STEVE PERRY/Strung Out (Columbia)	
DEBUT	40	40	40	SURVIVOR/I Can't Hold Back (Scotti Bros./CBS)	

N&A Begin on Page 78

Adult/Contemporary

Three Weeks	Two Weeks	Last Week	Weeks on Chart	Artist/Track	Label
2	2	1	1	STEVIE WONDER/I Just Called To Say I... (Motown)	
4	3	3	2	CHICAGO/Hard Habit To Break (WB)	
13	8	4	3	ROGERS w/CARNES & INGRAM/What About Me? (RCA)	
1	1	2	4	CARS/Drive (Elektra)	
11	9	7	5	R. MacDONALD f/B. WITHERS/In The Name Of... (Polydor/PG)	
8	4	5	6	JOHN WAITE/Missing You (EMI America)	
14	12	9	7	BARRY GIBB/Shine Shine (MCA)	
25	17	13	8	BARBRA STREISAND/Left In The Dark (Columbia)	
-	-	23	9	LIONEL RICHIE/Penny Lover (Motown)	
15	13	11	10	LAURA BRANIGAN/The Lucky One (Atlantic)	
12	11	10	11	IRENE CARA/You Were Made For Me (Network/Geffen)	
-	22	18	12	BILLY OCEAN/Caribbean Queen (No More Love...) (Jive/Arista)	
20	18	15	13	EVERLY BROTHERS/On The Wings Of A... (Mercury/PG)	
-	19	17	14	ELTON JOHN/Who Wears These Shoes? (Geffen)	
-	21	18	15	DENNIS DeYOUNG/Desert Moon (A&M)	
3	5	8	16	HUEY LEWIS & THE NEWS/If This Is It (Chrysalis)	
7	6	6	17	NEIL DIAMOND/Turn Around (Columbia)	
-	20	19	18	A. MURRAY w/D. LOGGINS/Nobody Loves Me Like... (Capitol)	
-	23	20	19	MADONNA/Lucky Star (Sire/WB)	
16	15	14	20	DONNA SUMMER/There Goes My Baby (Geffen)	
5	7	12	21	BILLY JOEL/Leave A Tender Moment Alone (Columbia)	
DEBUT	22	22	22	DARYL HALL & JOHN OATES/Out Of Touch (RCA)	
-	-	25	23	AMERICA/Special Girl (Capitol)	
BREAKER	24	24	24	WHAM!/Wake Me Up Before You Go-Go (Columbia)	
DEBUT	25	25	25	SERGIO MENDES/Real Life (A&M)	

N&A Begins on Page 59

AOR/HOT TRACKS

Three Weeks	Two Weeks	Last Week	Weeks on Chart	Artist/Track	Label
4	2	1	1	DAVID BOWIE/Blue Jean (EMI America)	
5	4	2	2	J. CAFFERTY & .../On The Dark... (Scotti Bros./CBS)	
7	5	4	3	U2/Pride (In The Name Of Love) (Island)	
2	1	3	4	FIXX/Are We Ourselves? (MCA)	
-	17	8	5	38 SPECIAL/Teacher Teacher (Capitol)	
22	11	9	6	SURVIVOR/I Can't Hold Back (Scotti Bros./CBS)	
1	3	5	7	BRUCE SPRINGSTEEN/Cover Me (Columbia)	
9	8	7	8	JOHN WAITE/Tears (EMI America)	
6	7	6	9	BILLY IDOL/Flesh For Fantasy (Chrysalis)	
13	12	11	10	SAMMY HAGAR/I Can't Drive 55 (Geffen)	
10	10	12	11	KROKUS/Midnite Maniac (Arista)	
30	20	15	12	SCANDAL f/PATTY SMYTH/Beat Of A... (Columbia)	
-	37	19	13	TOMMY SHAW/Girls With Guns (A&M)	
28	19	17	14	KISS/Heaven's On Fire (Mercury/PG)	
17	14	14	15	ROMEO VOID/A Girl In Trouble (Is A...) (415/Columbia)	
8	9	13	16	HONEYMOON SUITE/New Girl Now (WB)	
27	23	18	17	PRINCE/Purple Rain (WB)	
3	6	10	18	LINDSEY BUCKINGHAM/Go Insane (Elektra)	
24	18	18	19	DAVE EDMUNDS/Something About You (Columbia)	
BREAKER	20	20	20	FIXX/Sunshine In The Shade (MCA)	
38	28	23	21	ELTON JOHN/Who Wears These Shoes? (Geffen)	
46	32	24	22	STEVE PERRY/Strung Out (Columbia)	
31	24	21	23	DENNIS DeYOUNG/Desert Moon (A&M)	
-	47	26	24	HALL & OATES/Out Of Touch (RCA)	
54	34	28	25	ZEBRA/Bears (Atlantic)	
BREAKER	26	26	26	BOB SEGER/Understanding (Capitol)	
-	36	29	27	EDDIE MONEY/I'm Moving On (Polydor/PG)	
BREAKER	28	28	28	TINA TURNER/Better Be Good To Me (Capitol)	
29	26	22	29	DIO/Mystery (WB)	
BREAKER	30	30	30	ROGER HODGSON/Had A Dream (Sleeping...) (A&M)	

Complete Tracks Chart On Page 63

Black/Urban

Three Weeks	Two Weeks	Last Week	Weeks on Chart	Artist/Track	Label
15	7	1	1	CHAKA KHAN/I Feel For You (WB)	
4	3	2	2	STEVIE WONDER/I Just Called To Say I... (Motown)	
19	12	7	3	NEW EDITION/Cool It Now (MCA)	
9	5	4	4	DIANA ROSS/Swept Away (RCA)	
24	14	11	5	REBBIE JACKSON/Centipede (Columbia)	
30	18	12	6	TIME/Jungle Love (WB)	
10	9	9	7	JANET JACKSON/Don't Stand Another Chance (A&M)	
3	1	3	8	PRINCE/Let's Go Crazy (WB)	
6	6	6	9	ALICIA MYERS/You Get The Best From Me... (MCA)	
13	11	10	10	STEPHANIE MILLS/The Medicine Song (Casablanca/PG)	
28	20	17	11	LEON HAYWOOD/Tenderoni (Modern/Atco)	
23	17	14	12	MacDONALD w/WITHERS/In The Name... (Polydor/PG)	
7	4	5	13	JACKSONS/Torture (Epic)	
-	27	22	14	CHAMPAIGN/Off And On Love (Columbia)	
5	10	15	15	BILLY OCEAN/Caribbean Queen (No More...) (Jive/Arista)	
1	2	8	16	J. KENNEDY/J. OSBORNE/The Last Time I... (A&M)	
18	15	13	17	PATRICE RUSHEN/Get Off (You Fascinate Me) (Elektra)	
27	22	19	18	TEDDY PENDERGRASS/You're My Choice... (Asylum)	
34	26	23	19	CONTROLLERS/Crushed (MCA)	
-	29	26	20	VANITY/Pretty Mess (Motown)	
-	38	25	21	TINA TURNER/Better Be Good To Me (Capitol)	
-	-	32	22	ASHFORD & SIMPSON/Solid (Capitol)	
21	21	20	23	PEABO BRYSON/Slow Dancin' (Elektra)	
16	16	21	24	DONNA SUMMER/There Goes My Baby (Geffen)	
-	-	29	25	KASHIF/Are You The Woman (Arista)	
-	32	28	26	MADONNA/Lucky Star (Sire/WB)	
-	33	30	27	LAKESIDE/Make My Day (Solar/Elektra)	
-	36	31	28	STAPLE SINGERS/Slippery People (Private I/CBS)	
2	8	16	29	S.O.S. BAND/Just The Way You Like It (Tabu/CBS)	
BREAKER	30	30	30	PRIME TIME/I Owe It To Myself (Total Experience/RCA)	
BREAKER	31	31	31	JEFFREY OSBORNE/Don't Stop (A&M)	
DEBUT	32	32	32	PRINCE/Purple Rain (WB)	
-	37	33	33	LaTOYA JACKSON/Hot Potato (Private I/CBS)	
-	-	37	34	GLENN JONES/Show Me (RCA)	
31	28	27	35	CHERRELLE/Fragile...Handle With Care (Tabu/CBS)	
-	-	40	36	SMOKEY ROBINSON/I Can't Find (Tamla/Motown)	
DEBUT	37	37	37	WHODINI/Friends (Jive/Arista)	
DEBUT	38	38	38	APOLLONIA 6/Sex Shooter (WB)	
DEBUT	39	39	39	JOCELYN BROWN/I Wish You Would (Vinyl Dreams)	
-	39	35	40	NEWCLEUS/Computer Age (Push The...) (Sunnyview)	

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