

I N S I D E:

**JESSE JACKSON  
DISCUSSES RADIO**

To coincide with the **Young Black Programmers Coalition** conference this week, **Walt Love** talks to the Rev. **Jesse Jackson** about ownership equity, inspiration, and radio's responsibility to its listeners. Also, **Sean Ross** provides a detailed examination of the hottest ratings races in Black/Urban radio.

Page 48

**RADIO: TAKE A TIP FROM  
THE POLITICIANS**

Consultant **E. Karl** draws some thoughtful analogies between candidates' and radio's research techniques, and points out some areas politicians concentrate on that radio should investigate.

Page 16

**GIVING COUNTRY A JINGLE**

**Lon Helton** mounts an extensive Country Radio survey of who's using jingles, how much they cost, how often they're played, and what kind are favored.

Page 42

**PEOPLE IN THE  
NEWS THIS WEEK**

- **Nelson Cohen**, Frank Oxarart Group W VPs
- **Roy Shapiro** VP/GM at KYW
- **David Graves** VP/GM at KFVB
- **Jan Shay** VP/GM at WIND
- **Erle Younker** Sales Manager at KFVB
- **Bob Abernethy** GM for WBOS
- **Charles Richardson** Station Manager, Jeff Harrison PD at KRE
- **Fred Schumacher** KHTT & KSJO GM
- **John Michaels** PD at KLUV
- **Bill LeGrand** KQXT's VP/GM
- **Jerry Bobo** VP at Blair Stations
- **Jerry Reckerd** GM at WDRV & WLUV
- **Jay Childress** GM at WKSJ
- **Jay Stone** PD for KLRZ
- **Don Stein** KJOI GSM
- **Rick Guest** GSM at WFIL & WUSL

Page 3, 28

**INTERACTING WITH  
DOUBLEDAY'S  
DAVID MARTIN**

**Joel Denver** talks with **Doubleday** VP/Programming **David Martin** about the role of consultants, picking music, the chain's recent emphasis on CHR, and sales/programming/management interaction.

Page 32

**HYPER'S BIZARRE:  
THE WEIRDEST  
SYNDICATION PROPOSALS**

**Reed Bunzel** sifts through program suppliers' nominations for the most outlandish ideas for a syndicated show ever seriously proposed.

Page 12

**IDEAS WORTH STEALING  
(OR ADAPTING)**

**Steve Feinstein** highlights some creative promotions from AOR stations.

Page 38

Newsstand Price \$3.50

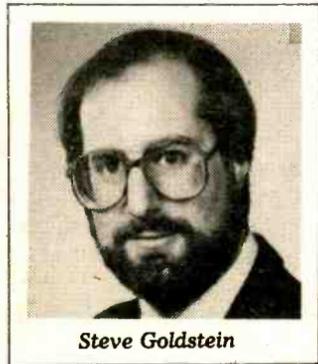


RADIO & RECORDS

**Goldstein Josephson's  
VP/Group Programmer**

Steve Goldstein has been named VP/Group PD for Josephson Communications. He will be based at flagship stations WNIC-AM & FM/Detroit, which he will program directly. Former WNIC PD Jim Harper will retain his morning show along with other duties in the programming area.

Josephson Exec. VP/Broadcasting **Ed Christian** told R&R, "We commissioned an exhaustive search for the finest, most well-rounded PD in the country. We feel nobody can hold a candle to Steve, and the skills and attributes he brings to the com-



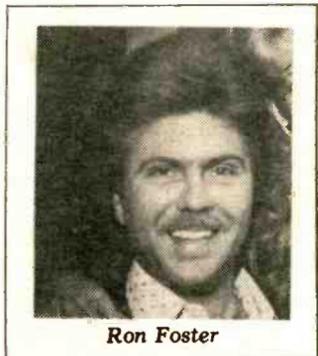
Steve Goldstein

pany will make all of the Josephson stations excel even more in the coming years."

Goldstein commented to R&R, "The Josephson opportunity is perfect. It combines increased corporate responsibilities with day-to-day station programming. Ed Christian, Jim Harper, and the staff here are top-shelf, and Josephson is an excellent company committed to rapid expansion."

Besides WNIC-AM & FM, Josephson owns WVKO & WSNY/Columbus, WMGF/Milwaukee, and WNOR-AM & FM/Norfolk.

**Foster PD  
At KIKK**



Ron Foster

KIKK-AM & FM/Houston acting PD **Ron Foster** has been named Program Director. Foster had been supervising the stations' programming for the past two months following **Charlie Ochs's** departure in July.

Foster has been with KIKK for the past eight years, seven as afternoon personality and the last 12 months in the morning slot. His 21-year career has been spent entirely in the Houston-Galveston market, including stints as **KRLY** PD and **KILT** (AM) air personality. He told R&R, "I'm really excited at FOSTER/See Page 28

**Oliver WYNY's New PD**

ABC Rock Network PD/Special Programming **Denise Oliver** has accepted the PD position at NBC's WYNY/New York. Oliver, who begins her new assignment at the end of this month, fills the vacancy left in late September when **Rick Torcasso** resigned.

WYNY VP/GM **Harry Durando** told R&R, "I am quite pleased that we have been able to find someone with Denise's diverse background in broadcasting, which includes announcing and programming for both local stations and the ABC Radio Networks. Also, she is a native New Yorker, which was very important in selecting the right person. Of the 25 or 30 applicants I personally spoke to,



Denise Oliver

she definitely came out with great marks."

**SANDBLOOM PROMOTED**

**Schaefer Set To  
Program KIIS (AM)**

KIIS-FM/Los Angeles MD/Assistant PD **Mike Schaefer** has been given the additional responsibilities of programming KIIS (AM), which is set to debut its new CHR format January 1, 1985. In addition, Music Coordinator **Gene Sandbloom** advances to Music Director for both operations.

KIIS Pres./GM **Wally Clark** told R&R, "(Gannett VP/Programming-Contemporaries) **Gerry DeFrancesco** has worked week in and week out with these two, and has the ultimate confidence in them. I see in them hard work, integrity, and desire to succeed, so I'm most pleased with the promotions."

DeFrancesco added, "I'm really excited about rocking on the AM dial, as it's wide open for us to do an all-current per-



Mike Schaefer

sonality-oriented CHR. Mike and Gene have both been key contributors to the phenomenal success of KIIS-FM."

Schaefer, who was once PD at **KJMO/Jefferson City, MO** and was a promotion rep for **Elektra-Asylum** before joining KIIS/See Page 28

**Ralston  
Promoted  
To 91X PD**

**Todd Ralston** (aka Mad Max) has moved up from MD to PD at 91X (XTRA-FM)/San Diego. Retaining his midday shift, Ralston replaces three-year PD **Jim Gelaro**, who remains with the station as night personality.

VP/GM **John Lynch** remarked, "Max has been with us for two and a half years as Music Director, and I feel he's earned a shot. He has the perspective to take the station in the direction we want, and I think he'll do a terrific job in broadening our demographics."

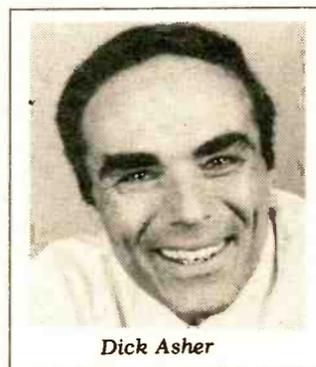
When asked about the station's change in direction, Lynch continued, "Modern rock' has almost become a misnomer; we're a progressive AOR station. As a 'Rock Of The '80s' station the last two years, we've let the music be the star of the show. Now we're surrounding the music with personalities, fun, and good promotion. With our signal and the ratings we've had in the past, we should have at least a seven-share station. That's our goal, and that's why these changes were made."

Ralston has worked at WMMR/Philadelphia, WRCN/Long Island, KBPI/Denver, RALSTON/See Page 28

**WCI Names Asher Sr. VP**

**Dick Asher** has been named Senior VP for the Warner Communications Inc. Record Group. Asher had been Deputy President/COO of the CBS Records Group from 1979-83; during the last two years he was also President of CBS Records Division. Most recently he was a partner in the law firm **Arrow, Edelstein, Gross & Asher**.

WCI Senior VP **Elliot Goldman**, in making the announcement, commented, "Dick has



Dick Asher

proven during his career to be one of the most able executives in the record industry. His appointment further enhances the leadership of our recorded music operation."

Asher will be involved in both domestic and international WCI activities. Earlier in his CBS career he served as President and Exec. VP of the company's International Division, and also as Managing Director of CBS Records UK.

# Why The Research Group's Comprehensive Music Test is the Leader... The Only One.

The Research Group *invented* the process of group music testing some years ago. What makes our patented process so special that the country's most successful stations—whether contemporary, country, easy listening, urban or A.C.—use it exclusively? The first secret is in the extremely rigorous recruiting work we do, screening through advanced “high-focus target.” The second is that we have a wealth of experience in interpreting the data and helping stations to put it to work in ways that pay off in the ratings. Doing music testing the way we do is extremely difficult, but that's why America's most successful stations accept nothing less than The Research Group when it comes to *their* music.



“At Lite-FM in New York, our whole product is music. Does it make sense to do our music testing with anybody but The Research Group? Hell, no. I need it done right.”

*Norman Feuer  
President  
Viacom Radio Division*

“We won't take chances with the music we play—it's too important. That's why we use The Research Group's CMTs. Their methods involve more work, and cost somewhat more, but they're clearly superior. With the results we've had, we wouldn't do it any other way.”

*Mark Kiester  
Vice President and General Manager  
KEY 103/KNOW, Austin*



“The key issue in music research is confidence—can you trust the data? Only The Research Group delivers a proven music research system with rigorous screening and validation. You can trust the information and that means your music mix is perfectly matched to your target audience.”

*Larry Bruce  
Program Director  
KGB-FM, San Diego*

In almost every field, there is a company that has *earned* a reputation as the leader.

## The Research Group

*Radio's Strategic Research Team*

2517 EASTLAKE AVENUE EAST • SEATTLE, WASHINGTON 98102 • (206)328-2993

**SATIRE DAY MORNINGS  
LIVE WITH BARSKY**

Dan O'Day talks to WCAU-FM/Philadelphia's satirical morning mastermind Barsky, with examples of his unique humor in Air Personalities this week.

Page 26

Washington Report	4	Country: Lon Helton	42
What's New	6	Nashville: Sharon Allen	46
Ratings & Research: Jhan Hiber	10	Black/Urban Radio: Walt Love	48
Networks: Reed Bunzel	12	Jazz: Barbara Barnes	56
Management	16	Marketplace	60
Street Talk	18	Opportunities	61
On The Records: Ken Barnes	22	National Music Formats	64
Air Personalities: Dan O'Day	26	Jazz Chart	65
Calendar: Brad Messer	29	Country Chart	70
Picture Page	30	A/C Chart	96
CHR: Joel Denver	32	AOR Chart	96
AOR: Steve Feinstein	38	Black/Urban Chart	96
A/C: Ron Rodrigues	40	CHR Chart	96

**RICHARDSON, HARRISON NAMED**

## KRE Sets R&B Stance

Inner City's KRE/Berkeley-Oakland has announced plans to develop a "full-service R&B" format, targeting 18-49 adults. As part of the plan, Regional Director/Administration-West Coast Charles Richardson has added duties as Station Manager, while former KDIA/Oakland programmer Jeff Harrison is the new PD.

Explaining his station's new direction, Richardson said, "We'll be a community-oriented station: fun programming with personalities, news, and information. We'll be targeting KDIA's black listeners, but don't want to exclude anyone. Charles Richardson This is an ideal opportunity to get into an area that Inner City has always been sensitive to."



Harrison, who programmed KDIA for three years before joining KRE, told R&R that KRE intends to fill the void on AM left by KDIA when it announced plans to switch from its Black format to News. "This is one of the most exciting tasks I've ever taken on. KRE has had its problems in the past, and I hope with the management team and the staff here that we can turn it around."

KRE presently operates with 1 kw days/250 nights, but will expand to 1 kw fulltime beginning December 15. The station had been simulcasting with FM sister outlet KBLX during drivetimes, but now will schedule its own personality lineup.

## LeGrand KQXT VP/GM

In advance of Group W's expected takeover of Easy Listening outlet KQXT/San Antonio, Bill LeGrand has been named VP/GM. Following FCC approval of the transaction, he will transfer from the GSM post at Group W sister station KODA/Houston.

Group W VP/FM Stations Bert Wahlen commented, "(Group W Radio President) Dick Harris and I think Bill is perfect for this assignment. He's a superb sales manager and an accomplished all-around"

LEGRAND/See Page 28

## Bobo Upped At Blair Stations

KVIL-AM & FM/Dallas VP/GSM Jerry Bobo has been promoted to the newly-created position of VP/Director of Corporate Sales for John Blair & Company's Owned Radio Stations Division.

President Jim Hilliard noted, "Jerry has been directly involved in the tremendous growth and success KVIL has experienced. Now, in addition to continuing with KVIL, Jerry will assist our sister stations, in joint effort to further develop the potential of the Blair Owned Radio Stations."

Bobo has served at KVIL for 16 years, and has been GSM since 1971. He told R&R, "Indianapolis, Tampa, Boston, and Dallas are all growth markets, and I'm very excited to be able to participate in that growth."



Jerry Bobo

# Group W Restructures Radio Management Tier

## Oxart, Cohen Group VPs; KYW, KFVB, WIND Get New VP/GMs

In a major realignment of its management team, Group W Radio has named new VP/GMs at three of its AM stations and moved two of their predecessors to positions at the group level. Here's the new lineup:

- **KYW/Philadelphia** VP/GM Nelson Cohen becomes VP/AM Radio Operations for the group, with immediate responsibility for computerizing radio newsrooms.

- **Group Sr. VP Roy Shapiro**, former VP/GM of Group W Radio Sales, becomes KYW VP/GM.

- **KFVB/Los Angeles** VP/GM Frank Oxart is named VP/Radio Sales for the group.

- **WIND/Chicago** VP/GM David Graves transfers to the same position at KFVB.

- **WIND GSM** Jan Shay moves up to VP/GM.

- **KFVB GSM** Erle Younker becomes Station Manager.

Group W Radio President Dick Harris commented, "Our success as a group this year has laid the foundation for even more dramatic progress in 1985. We see a unique opportunity to capitalize on some individual strengths and experience within our group, as we work to further enhance our competitive standing for the future."

## Schumacher New KHTT & KSJO GM

Fred Schumacher has been named GM at KHTT & KSJO/San Jose, succeeding Jack Chunn, who exited recently. A Bay Area broadcaster for the past 12 years, Schumacher most recently worked with the Lund Consultants in marketing areas. Prior to that, he served four years as GM at KYA/San Francisco after working his way up through the sales ranks.

Sterling Recreation Organization Broadcast Director Cliff Hunter told R&R, "I'm very pleased to have Fred join the SRO team. Not only was he my GSM when I was running KYA, but he's also very well-respected in the San Francisco area. Fred Schumacher and knows the market."

Added Schumacher, "The station has a good name, a great signal, and is in one of America's fastest-growing markets. Its largest ethnic group is young achievers, and that's great for business at a station with KSJO's format."



## QUARTARONE ACTING PD

## Taylor Exits As WRKS PD

WRKS/New York Program Director Sonny Taylor has departed the station. Serving as acting PD is MD Tony Quartarone, who's been with WRKS since 1981.

VP/GM Barry Mayo told R&R, "We have had growing differences over the programming of WRKS in recent times. That is not to say that Sonny is anything other than a fine PD, because he is. However, I'm very excited about Tony's future here, and he is the acting PD effective immediately."

Taylor was named PD at the station in June, moving up from Music Director. Prior to joining WRKS in 1981, he was a VP at PolyGram Records and spent several years as PD at neighbor WWRL. Taylor was unavailable for comment at presstime.

VP/AM Stations Warren Maurer said the changes were the outgrowth of several group meetings, including a major discussion on the future of AM radio. "Basically, we think we are doing the right things," he commented. "We don't anticipate any wholesale change in the direction we're going."

Maurer said an initial decision to move Oxart into the long-vacant VP/Sales job set in motion the chain of events leading to most of the other changes. One of Maurer's next goals is to fill vacant GSM slots at KFVB, WIND and KYW before year's end.

## Abernethy Appointed WBOS GM

In anticipation of its expected January takeover of WBOS/Boston, Sconnix Broadcasting has selected WCAO & WXYV/Baltimore VP/GM Bob Abernethy as General Manager for the station. Abernethy will join Sconnix December 10 to prepare for his new post.

Sconnix partner Ted Nixon told R&R, "By virtue of his experience, energy level, and extensive knowledge of marketing, sales, and aggressive promotion, Bob was perfect for this position."

Abernethy has served nearly two years as VP/GM for the Baltimore stations. He previously worked five years for Plough in

ABERNETHY/See Page 28

## Michaels Upped To PD At KLUV

Just three weeks after joining KLUV/Dallas as morning personality, John Michaels has been promoted to Program Director. While maintaining his airshift, Michaels succeeds Tom Bigby, who departs to pursue ownership interests.

TK Communications VP/Programming Rick Peters told R&R, "We're really excited to have Johnny in the market. He's worked in Dallas many, many years; it's sort of a homecoming for him. John knows A/C radio backwards and forwards and we feel he's just what we need to complete the turnaround of the station."

Before joining KLUV, Michaels programmed WLTV/Statesville-Charlotte, KLCY/Salt Lake City, and KING/Seattle. Michaels

MICHAELS/See Page 28

## TRANSACTIONS

### WHUE-AM & FM: \$12.1 Million Sale

#### First Media Takes FM, Greater Media Buys AM

AI Tanger has reached separate agreements to sell WHUE-AM & FM/Boston, pending FCC approval. The AM will go to Greater Media for \$2,148,000, while First Media Corp. will acquire the FM for \$10 million.

Greater Media has not decided if WHUE will change its News format, but it was announced that WMJX/Boston VP/GM Bill Campbell will assume the management duties upon takeover. The station operates with 5 kw on 1150 kHz.

On the other hand, First Media President Glenn Potter said the group will definitely drop WHUE-FM's Beautiful Music format, but isn't yet ready to announce a new direction. The FM operates on 100.7 MHz with 50 kw at an antenna height of 500 feet above average terrain.

First Media is owned by the Marrott family, and

TRANSACTIONS/See Page 28

### STAFF

Founder: BOB WILSON  
 Publisher: DWIGHT CASE  
 Vice President/Sales & Marketing: DICK KRIZMAN  
 Vice President & Editor: KEN BARNES  
 Senior Editor: JOHN LEADER  
 Art Director: RICHARD ZUMWALT  
 Managing Editor: JEFF GREEN  
 Executive Editor: GAIL MITCHELL  
 Ratings & Research Editor: JHAN HIBER  
 Networks & 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  
 Easy Listening Editor: GAIL MITCHELL  
 Jazz Editor: BARBARA BARNES  
 News/Talk Editor: BRAD WOODWARD  
 Senior Associate Editor: KEITH ATTARIAN  
 Associate Editors: HURRICANE HEERAN, YVONNE OLSON, SEAN ROSS  
 Editor Assistants: RANDY ALBERTS, SUSAN BRAVMAN, JAYE CASE, JULIE ROSENSTEIN  
 Computer Services: DAN COLE (Director), LEE CLARK, MIKE LANE  
 Traffic Director: ADRIENNE RIDOLE  
 Circulation Director: MARCELLA LOPER  
 Production Director: RICHARD AGATA  
 Associate Art Director: MARILYN FRANSEN  
 Photography: ROGER ZUMWALT  
 Typography: KENT THOMAS, LUCIE MORRIS, TERESA CHAVEZ  
 Graphics: MAUREEN GARVEY, L.T. PEARL, GARY VAN DER STEUR  
 Creative Services Director: MICHAEL ATKINSON  
 Account Executives: PAM BELLAMY, JEFF GELB, KEN ROSE  
 Marketing Coordinator: NINA ROSSMAN  
 Office Manager: NANCY HOFF  
 Administrative Assistant: ELLEN GAZECKI  
 Controller: MARGARET BECKWITH  
 Washington Bureau: 818 Connecticut Ave., NW, Suite 300, Washington, DC 20008, (202) 406-4990  
 Vice President: JONATHAN HALL  
 National Sales Director: BARRY O'BRIEN  
 Washington Editor: BRAD WOODWARD  
 Account Executive: VIVIAN FUNN  
 Office Manager: CHERYL SOMERS  
 Legal Counsel: JASON SHRINSKY  
 Nashville Bureau: 1610 16th Avenue South, Nashville, TN 37212, (615) 292-8982, 292-8983  
 Bureau Chief: SHARON ALLEN  
 Office Manager: DEBORAH EVANS

Radio & Records is published every Friday by Radio & Records, Inc., 1930 Century Park West, Los Angeles, CA 90067 (213) 553-4330. Subscriptions \$215 per year or \$60 per quarter. International subscription rate \$400 per year. All reasonable care taken but no responsibility assumed for unsolicited material. R&R reserves all rights in material accepted for publication. All letters addressed to R&R or its Editors will be assumed intended for publication and reproduction and may therefore be used for this purpose. Nothing may be reproduced in whole or in part without written permission from the Publisher. The terms AOR, Back Page, Breakers, Most Added, National Airplay/30, Parallels, Radio & Records, and Street Talk are registered trademarks of Radio & Records. Printed in U.S.A. Mailed first class to the United States, Canada, England, Australia, New Zealand, and Japan. © 1984 Radio & Records, Inc.

# Washington Report

## NAB Probes RCPC Drug/Payola Charges

NAB President Eddie Fritts has directed Sr. VP/Radio Dave Parnigoni and Sr. VP/General Counsel Jeff Baumann to investigate a charge that record promoters supplied drugs to programmers at last month's Radio Convention in Los Angeles in return for airplay. The allegation surfaced in Phillips Publishing's biweekly newsletter, *Radio News*.

Parnigoni says a randomly-chosen sample of about 10% of the 1000 programmers at the meeting will be called "on a confidential basis" in the next few weeks to see if there's any truth to the report.

NRBA Executive VP Peter Ferrara said his association will assist in the callout sampling. Both Parnigoni and Ferrara said they doubt a major problem exists, but feel they can't afford to ignore the allegation. Ferrara said the report's validity is called into question by the fact that, of thousands in attendance at the convention, charges of widespread payola abuse were made by only two unnamed program directors.

## President Reagan Drops Saturday Radio Talks

Following his landslide reelection victory, President Reagan has decided to discontinue his five-minute Saturday radio talks, at least through the end of this year. A White House spokesman told AP, "It just makes sense to discontinue until we have the budget and the program to talk about."

Reagan began the talks with a 10-week experiment in the spring of 1982. Apparently encouraged by the coverage, the White House resumed the series, over Democratic protests, in August of that year. All major networks except CBS carried the talks until Reagan officially became a candidate for reelection. Then the Reagan campaign bought ad time for the series on the Mutual network.

## Rep. Wirth Survives Election Scare

In an unexpectedly close race, House Telecommunications Subcommittee Chairman Tim Wirth (D-CO) beat GOP challenger Mike Norton in last week's election. When absentee ballots are counted, Wirth's winning margin could dip as low as 52-48%.

Norton got substantial financial backing from national Republican sources, and apparently made headway by blaming Wirth for breaking up AT&T. Wirth had unsuccessfully pushed a major telephone company reorganization bill.

The Colorado Broadcasters Association and NAB withheld financial backing from Wirth this year because of his insistence that any broadcast deregulation abolishing comparative renewals must retain some means of protecting the public interest.

It appears the election will have little impact on the makeup of either the House or Senate Commerce Committees, although Sen. Bob Packwood (R-OR) may choose another chairmanship. That could put his Commerce in the hands of Sen. John Danforth (R-MO).

## EMRC Vetoes Arbitron Delisting Of "Hot" Calls

The Electronic Media Rating Council's Radio Committee has recommended that there be no delisting of "hot" call letters. It appeared virtually certain the EMRC board would go along with that stance in mail balloting this week on a final recommendation to Arbitron.

Most convincing to the panel was data showing that, in five of six cases for which ratings information is available, the station using hot calls lost rather than gained audience (R&R 11-9). Also entering into the decision were concerns about imposing regulation on stations and of unintentionally distorting ratings through delisting.

The committee wants Arbitron to call back diarykeepers to clarify which station should get hot call credit. And it's recommending a notation of hot calls on each page of an Arbitron book to warn readers. EMRC Executive Director John Dimling says the council hasn't ruled out sterner measures in the future if subsequent analysis shows hot calls to be a greater problem.

## Iowa Broadcaster Elected To Congress, West Virginian Loses

The new Congressman in Iowa's Fifth District will be Republican Jim Lightfoot, who was Farm Editor at KMA/Shenandoah, IA for the past six years. He left the station in January to campaign fulltime and to avoid equal time problems for KMA. He'll fill the seat vacated when Rep. Tom Harkin replaces Sen. Roger Jepsen in January.

KMA VP/GM Andy Anderson believes Lightfoot's exposure on the station, which reaches all of the district's 27 counties, was "very important" to his victory. "He was very well known in the district simply because he was an outstanding radio personality," said Anderson. "He was a modern-day Will Rogers, so to speak."

Less successful last week was GOP Senate nominee John Raese in West Virginia. The millionaire businessman who owns WAJR & WVAQ/Morgantown, WV mounted a strong campaign but lost narrowly to Gov. Jay Rockefeller.

## Other Key Developments

- Former FCC Mass Media Bureau Chief Larry Harris has left his post as President/COO of Metromedia Telecommunications to become President/COO of CRICO Communications Corp. in Rockville, MD.

- Warner Brothers Television Executive VP Edward Bleier has succeeded Viacom Chairman Ralph Baruch as President of the International Radio and Television Society (IRTS).

- Later this month NAB will send all commercial stations kits on how to conduct a public service campaign against drunk driving. Kits will include announcer PSA copy, ad copy, fact sheets, sample speeches, and editorials. Those who want a kit, but don't receive one by November 30, should call the NAB Radio Department at (202)293-4955.

## 149 COMPETING APPLICATIONS

# Renewal Hearings Set For 12 RKO Radio Stations

The titanic struggle over the licenses of RKO's 12 radio stations officially began last week. The FCC designated each of the stations' renewals for hearing against a total of 149 competing applications — 64 for the six AM stations and 85 for the six FMs.

Stations involved, and the number of competing applications for each, are: WHBQ/Memphis (5 applications); WOR/New York (11), WRKS/New York (13), WRKO/Boston (12), WROR/Boston (14), KHJ/Los Angeles (10), KRTH/Los Angeles (16), WGMS/Washington (13), WGMS-FM/Washington (21), KFRC/San Francisco (13), WAXY/Ft. Lauderdale (9), and WFYR/Chicago (12).

Taking a go-slow approach, the Commission okayed completion only of the preliminary stages of the hearings. Before any final decisions are made, it will await the outcome of RKO's renewal fight for KHJ-TV/Los Angeles. That's the forum in which the group's basic qualifications to own stations will be settled.

### Withholding Final Action

For the moment, the presiding law judge in the radio hearings may deal just with basic qualifying issues and the contestants' petitions to enlarge issues against each other. The judge must await further guidance from the Commission before consider-

ing the comparative elements of the proposals, including RKO's if the company isn't disqualified altogether in the Los Angeles case.

Clearly, the FCC believes much time, energy, and money could be wasted on 12 hearings where the possible winner, RKO, is in jeopardy elsewhere of being ruled unfit to own any stations at all.

### Qualifications Process Bogs Down

RKO attorney Harold David Cohen of the firm Pierson, Ball & Dowd said even though law judge Edward Kuhlmann is under orders to expedite the KHJ case, the recent addition of new issues probably means no initial decision can come down until after next summer.

The KHJ case, which pits RKO against Fidelity Television, is focusing on misconduct at RKO's former Boston television station and other issues, including the impact of recent revelations that the RKO Radio Networks overcharged advertisers by nearly \$8 million.

## RKO: A Brief History

RKO's license woes have been dragging on so long that many may have forgotten what started the trouble in the first place. Here's a brief recap.

In 1980 under Chairman Charlie Ferris, the FCC took the extraordinary step of denying renewal to RKO's Boston, New York, and Los Angeles TV stations, primarily because of illegal overseas bribes paid years before by its parent company, General Tire and Rubber, now known as GenCorp.

A federal appeals court overturned two of the denials but upheld the WNAC-TV/Boston (now WNEV-TV) decision on a single issue — lack of candor with the Commission in trying to cover up the parent firm's misdeeds.

RKO was forced to give up the Boston TV license in 1982 when the Supreme Court re-

fused to hear its appeal. WOR-TV/New York won renewal in 1983 under a new law guaranteeing an automatic five-year license term to any VHF-TV outlet moving to New Jersey. This week the Supreme Court refused to hear a challenge to that renewal, leaving WOR-TV as the only RKO property in the clear.

KHJ-TV/Los Angeles, WHBQ-TV/Memphis, and 12 RKO radio stations are all now in comparative hearings against over 160 competing applicants who filed in hopes of profiting from the group's misfortunes.



**NAB FIGHTS DRUNK DRIVING**—NAB President Eddie Fritts (left) and John Burcham, Chairman of the Licensed Beverage Information Council, discuss the NAB'S new anti-drunk driving campaign.

# The Hits!

Scott Shannon's 

**ROCKIN'**  
**AMERICA**  
THE **TOP 30**  
**COUNTDOWN**  
**WITH THE**  
**ZOO CREW**

**WESTWOOD ONE**

**DEMO AVAILABLE NOW! CALL (213) 204-5000**



# ELTON JOHN

# IN NEON

(7-29111)

FROM THE  
Geffen ALBUM  
**BREAKING HEARTS**

PRODUCED BY  
CHRIS THOMAS

AVAILABLE ON

LP (GHS 24031),

CASSETTE (M5G 24031)

AND COMPACT DISC  
(2-24031)



MANAGEMENT:

JOHN REID ENTERPRISES LIMITED

PHOTOGRAPHY: KIM HARWOOD

# Pro:Motions

## Horowitz New MCA Sr. VP

**Zach Horowitz** has been upped to Senior Vice President of Business and Legal Affairs for **MCA Records**. Since 1983 he had worked for the label as Vice President of Business and Legal Affairs. Prior to that he spent five years with **CBS Records**, lastly as Director of Business Affairs.



Zach Horowitz

## Rimes Directs Tuesday Division

**Robert Rimes** has been named as head of **Tuesday Productions'** Broadcast Division. Prior to this Rimes served as President and Chairman of the Board of **Marketing Consultants, Inc.**; he was also a general partner in **Rimes Hallmark, Normex Enterprises, Sunland Properties, and Media Reports, Inc.** His broadcasting career spans 25 years and includes stints as Director of Creative Services for **McGraw-Hill Broadcasting Company**, Creative Services Director for **KPIX-TV/San Francisco**, and advertising/promotion executive posts with **WWJ-AM-FM-TV/Detroit, KDKA/Pittsburgh, KYW-TV/Philadelphia, and Group W/New York.**

## Copeland Group, IRS Tap Garbe

**Michael Garbe** has been named Director of Finance for **IRS Records** and the **Copeland Group**. Before accepting this post, Garbe was Controller for **Chrysalis Records** in Los Angeles. His background also includes an accountant position with **Fox & Co.**

## CBS Appoints Quinn

**Diarmuid Quinn** has been selected as Manager, College Marketing, **CBS Records**. He previously worked as an Account Service Representative in the label's New England Branch. Prior to that Quinn was a **CBS Records** College Marketing Rep at Albany State.



Diarmuid Quinn

## BPME Moves

**Broadcast Promotion & Marketing Executives, Inc.** has relocated to 402 E. Orange Street, Lancaster, PA 17602. The phone number remains (717) 397-5727.

## Jones Creates Management Firm

After seven years with the **Ronnie Milsap** organization, **Phil Jones** has left to form his own self-named management firm. **Claire Elwell** will oversee the clients' marketing needs, while **Morningstar Public Relations** will handle the PR aspects. **Phil Jones Management** is located at 20 Music Square West, Nashville, TN 37023; (615) 255-8215.

## Alpert Advances To WEEI NSM

**David Alpert** has been promoted from Account Executive to National Sales Manager at **WEEI/Boston**. His radio career includes a stop at **WHOM/Portland**, where he served as Sales Manager, and Account Executive posts with neighboring **WBLM** and **WVGX**.

## Blackmon Segues To LBP

**Dianna Blackmon** has been appointed VP of Operations and Promotions for **Lee Bailey Productions**, the distributor of nationally syndicated "RadioScope." She previously worked for **CBS** in Philadelphia and in San Francisco for **NBC** and **KSOL**.

## Meder Appointed WPCCK SM

**John Meder** becomes Station Manager of **WPCCK/West Palm Beach**. He moves across the hall from sister outlet **WIRK**, where he'd been an Account Executive for 11 years. Before his **WIRK** tour of duty, he was Sales Manager of neighboring **WEAT-AM & FM**.

## Columbia Recruits Ralbovsky

**Steve Ralbovsky** joins **Columbia Records** as Director, Talent Acquisition, East Coast Artists and Repertoire. He comes to the label from **EMI America**, where he was East Coast Director of Artists and Repertoire. Before his **EMI** stint Ralbovsky operated his own personal management firm and consulted a New York-based management/booking agency.



Steve Ralbovsky

## Morrison Heads Blair Retail Program

**Lisa Morrison** has been tapped as Director of Retail Development for **Blair Radio**. She comes to the newly-created department after holding the Marketing Director post at **WJAR-TV/Providence**.

## Duryea Heads ACM Composers' Division

**Geri Duryea** is the new head of **ACM's** newly-launched Composers' Division. The **ACM** agency is a wholly-owned subsidiary of **Suisse International Entertainment Corporation**, which is directed by President/CEO **Stephen Metz**. Duryea spent the last three years as Vice President of **HMI**, an international management/music publisher/record production firm. She will report directly to **ACM** President **Edgar Small**. **ACM's** first client is **Jeff Sturges**.

## Brinka Elected To NYSAPBA

**WALK/Long Island News** Director **Frank Brinka** has been elected Second VP of the **New York State Associated Press Broadcasters' Association**. He's been a **NYSAPBA** board member for the past three years.

## Becker Segues To Manhattan

**Sari Becker** has been named National Director, Press and Publicity for **Manhattan Records**. During the past three years she held the East Coast Director of Publicity and Artist Development post at **Elektra/Asylum Records**; prior to that Becker oversaw the music department at the New York office of **Solters, Roskin & Friedman Public Relations**. Her career began in 1974 when she joined **Polydor Records'** Artist Relations Department.



Sari Becker

## Wojcik Opens Booking Agency

After serving five years as both VP and President of the **Lavendar Talent Agency**, **Dan Wojcik** is now presiding over his newly-formed **Entertainment Artists, Inc.** The full-service booking agency will begin with a roster featuring such artists as **Hank Williams Jr., Leon Russell, Merle Kilgore, and McGuffey Lane**. It's located at 819 18th Ave. S., Nashville, TN 37203. Phone: (615) 320-7041.

## Mosrite Surfaces In Nashville

**Mosrite Records**, a Bakersfield-based label during the 1960s, has reformed in Nashville. Its next release is "Mosrite Artists Of the '60s," which, among others, features **Barbara Mandrell**. The company's address is PO Box 40013, Nashville, TN 37204.

## Homa New WGMS Sales Manager

**Joan Homa** has been named Sales Manager at **WGMS-AM & FM/Washington**. She's been with the stations since 1979, when she came on board the retail sales staff. Two years later Homa was promoted to Retail Sales Manager. Before that she was an Account Executive with neighboring **WDON** and **WWDC-AM & FM (DC 101)**.

## Dice Label Ready To Roll

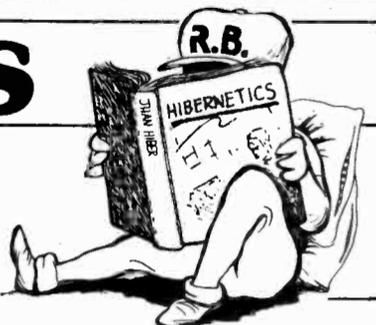
**Dice Records** is an independent label based in New York. International and domestic distribution are being handled by **Roy Norman's National Distribution Network**. **Robert Davis** serves as Exec. VP/GM of Dice, who first release is **Lauren Grey's** "Puttin' The Night On Hold." The label is located at 311 West 57th St., New York, NY 10019; (212) 757-1101.

## Cline, Flowers Upped At Halsey

**Terry Cline** has been named Executive VP/CEO of the **Jim Halsey Company**. With the company since 1972, he most recently worked as Senior VP. In other related activity, **Jerry Flowers** has been upped from Manager to VP/Nashville Operations. He's been with the firm for a year, following stints with **ABC-Dot** and **RCA Records**.

# HIBERNETICS

## A Guide To Radio Ratings And Research by Jhan Hiber



Here's what you get in simple, easy to read and useable form:

### Chapter 1

**Radio Research Overview**  
— a history of research

### Chapter 2

**Focus On Focus Groups**  
— Definition, use, do-it-yourself

### Chapter 3

**Telephone Studies**  
— strengths/weaknesses, do's and don'ts

### Chapter 4

**Other Market Research Techniques**  
— Mail, in-person, when/how to

### Chapter 5

**A Look Inside Arbitron**  
— Intro and production

### Chapter 6

**The Almighty Diary**  
— evolution, longevity, history

### Chapter 7

**Diary Analysis**  
— how to get the other 75% of information

### Chapter 8

**Quarterly Measurement**  
— how to succeed, history and problems

### Chapter 9

#### Birch Radio

— background, methodology, comparison with ARB

### Chapter 10

#### Sales Research

— a key to better revenues

### Chapter 11

#### Sales Breakouts

— computer options, types of breakouts

#### Order Now Final Pre-Publication Price Offer

Please send me \_\_\_\_\_ copies at \$39.95 of **Hibernetics, A Guide to Radio Ratings and Research.**

NAME \_\_\_\_\_

STATION/AFFILIATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

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

MASTERCARD # \_\_\_\_\_

INTERBANK # \_\_\_\_\_

EXPIRATION DATE \_\_\_\_\_

VISA # \_\_\_\_\_

EXPIRATION DATE \_\_\_\_\_



Make check payable to: **R&R Books/Hibernetics** (please allow 4-6 weeks for delivery.) Ca. residents add 6½% sales tax.  
**HIBERNETICS** © R&R BOOKS 1984  
1930 CENTURY PARK WEST LOS ANGELES, CA 90067

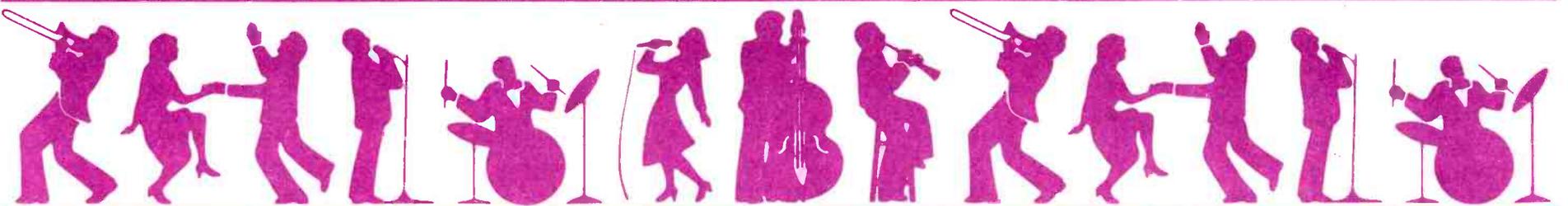


# It was a good nostalgia format. Now it's the best!

- The format that precisely targets the 45-54 demo  
...and delivers strong appeal 35-64!
- Thoroughly researched, carefully balanced HIT music!
  - Never predictable...always bright and interesting!
  - Entirely re-mastered for state-of-the-art quality!
- Available on cart or reel for maximum ease of operation!
- Bonus programming! Daily specials at no extra charge!
- Custom jingle production for Primetime clients at great savings!
- Outstanding optional feature material, available with Primetime or separately to build any station's audience:  
The Unexplained, Where Are They Now?,  
Moments to Remember, Pops Unlimited,  
Big Band Dance Party and The Glenn Miller Hour.

Call collect or write now for details and demos on any or all of these great products from Primetime Radio. They add up to sales and profits for you!  
Call Jim Nettleton or Hank Struzik at 813-875-1901 today!

New, Improved *Primetime*  
RADIO TM & © 1994 Now a Division of Gannett Broadcasting





## Researcher Rebuttal (Or, How To Make Your Job Easier)

Can research make your job easier? Do researchers confuse doing the research with interpreting the results? If a station goes down the tubes, should the research adviser take some (or all) of the blame?

One set of answers to these questions are found in the 10-26 Country guest column written by programmer Charlie Ochs, who's based in Phoenix. If you missed that article, I'd recommend you catch up with it and then finish the rest of this column. I'll be offering some perspectives on research that are different from Charlie's dealing with three issues: who gets blamed when something goes wrong, how research can simplify your job, and how to properly interpret and use research findings.

### Research Off Target?

You might expect I'd have opinions regarding the utility of research which might differ from Charlie's perspectives. You'd be right. You'd be especially right when it comes to the issue of who gets the fickle finger of fate when something goes wrong!

At the end of his article, Charlie summed up his thoughts on "the best use of research." He noted that broadcasters at a station on the slide might lament that "the research company was off target." Some may try to shift the blame for a poor situation onto the researcher. But let's not overlook the broadcaster's role in the station's problems.

Perhaps research makes a convenient whipping post, but it need not be that way. Given an atmosphere of *honest cooperation* between a station and researcher, and assuming the researcher does the work in a high-quality fashion, it is rare that the station involved doesn't achieve higher ratings.

### Steps To Good Research

There are, however, key steps that must be taken before the research project gets off to a good start. Otherwise, there may be some unhappiness down Ratings & Revenues Road.

1. *The station management team must know what they want the research to accomplish.* Too often I've seen situations where stations wanted to "do research" but had little or no focus on what they hoped the research would help achieve! Don't get involved in a research project without having a clear idea of what you want the researcher to tackle.

2. Once you've agreed internally on your goals for the research, then *communicate those goals clearly to the re-*

*search firm you've chosen.* This is a vital step that frequently goes wrong. If there isn't a good rapport between the station team and the researcher, or if the planning sessions don't give the researcher a sharp focus on the research challenge, management may then find it gets great answers to questions it didn't care about! To prevent this from happening, the researcher should repeat at the end of the meeting or conference call what they project goals are and how they will be met.

3. *Once the research results have been received and reviewed, don't neglect them.* This sounds natural — why would you ignore information you've paid good money for? However, sometimes a station management team doesn't like, or isn't prepared for, what the public's feedback is. In such cases, the results are buried and the station goes on its merry way. Unfortunately,

**"Given an atmosphere of honest cooperation between a station and researcher, and assuming the researcher does the work in a high-quality fashion, it is rare that the station involved doesn't achieve higher ratings."**

I've witnessed many situations when the research was either ignored or misinterpreted (more later on interpretation), and as a result, the station went south in the numbers. When that happens it's not unusual to hear the GM or PD claim that "the research didn't work" (or was off target, as Charlie put it).

There can be poor research, no doubt about it. Sometimes researchers make recommendations that aren't as helpful as they could be. However, if you keep in mind the points above, I think you'll see that winning efforts are usually *team efforts*. Likewise, ignoring or overlooking these points can lead to a losing effort that must be blamed on both broadcaster and researcher.

### Research = More Productivity

Charlie Ochs opined that if you use research correctly you'll probably end up doing better, but you'll also have to work twice as hard in the process. Well, maybe. But it need not be that way.

We all work hard in this business — that's a given. What research can help you do, however, is work *smarter*, more productively. Given the kind of tool good research should be, I'd think that

## Week In Review

### Arbitrends Fixed; Guyther Hired

Arbitron Sales/Marketing VP Rhody Bosley tells R&R, "We have recently completed a fix to the Arbitrends system." As explained by Bosley, owing to communication problems between the Control Data mainframe and the IBM micros, if the interface was disconnected all data that had been transmitted was lost, and the station had to dial up the mainframe again and start from scratch. Now, interruptions in transmission will mean, it's hoped, that the data flow can be resumed midstream.

On the personnel front, Bosley announced that effective November 26 Jay Guyther will join Arbitron as Northeast Regional Manager. Guyther has served for the last four years as an Account Executive at WPOC/Baltimore prior to taking the New York-based Arbitron position.

### McGavren Guild Promotes Sobel, Gates

The McGavren Guild rep firm has announced two promotions within its research department. Jane Sobel has been promoted to the position of Assistant Director of Research from her previous duties as Research Manager/Computer Services. At the same time, Alan Gates has been given the title of Research Manager, up from his former post as Research Analyst.

GMs, sales managers, and PDs who operated with reliable additional input from their public would be way ahead of the competition. Going without research is a little like being a trail-blazer, trying to find your way through the thickets and brambles until you come to the fruited plain. Well-done research, however, offers a road map that can help stations and their management teams channel their efforts on course with less wasted effort. That can *save* time, money, and personal frustrations.

Charlie also mentioned that you'll probably still be filled with anxieties about whether your decisions — based in part on research — are correct. But it seems to me that cogently-done research should be an *antidote* for nervous

Probably the one question asked most frequently whenever the researcher presents his results (e.g., from a telephone study or an auditorium music test) is "What does this fact or figure mean?" Assuming the communication line discussed earlier is open, the consultant should be able to relate to the station management team what the figures represent, in the context of the project research goals and the station's competitive situation.

One of the most vital assets a research firm brings to a project is its national overview. Thus, a capable researcher may be able to say, "Approximately 37% of the people in your target who listen to the station say it's their favorite, and that's healthy because we normally see that stations with similar formats usually only have about 25% of their cume as partisans." Such an objective interpretation is priceless and really helps bring alive the tables of numbers that typically constitute research findings.

The objectivity inherent in an outside research consultant is a valuable tool for the station management. PDs or sales managers viewing results that may cast an unfavorable shadow on their efforts may not feel very positively about research and thus may discount its value. However, the job of the researcher is to ferret out the public's feelings and relay those to the station. The broadcasters then earn their salt by plugging the findings and recommendations into the station marketing plan — not treating the research as gospel, but as a tool that can help them win and grow.

Finally, I agree with Charlie Ochs that research is a pathfinder, and an excellent one. There is a fairly simple equation present in our business these days: stations using research as another management tool often see their ratings and revenues grow, while stations neglecting the use of this tool have a tougher time. Thanks to Charlie for presenting his perspective on how to use this tool, and thanks for reading my thoughts on this issue. Now, go out and win!

stomachs. While every decision carries inherent risks, wouldn't you rather guide your station, sales effort, or on-air sound based on objective input from the public, married to your own experience and knowledge of the market — as opposed to hoping you were on the right track? I've seen stations save *hundreds of thousands* of dollars because they avoided poorly-targeted marketing campaigns, thanks to having first run the concept by the public in focus groups. The only time research should add to your anxiety level is when the competition has that tool and your station doesn't.

### Interpreting The Research

One statement of Charlie's that got my attention was the line "The people who confuse the interpretation the most are those who have done the research." Well, I'm not sure who's been doing Charlie's research, and there can certainly be researchers who *do* muddle the interpretation of the findings, but it sure isn't supposed to be that way. The researcher has a key role to play when it comes to making sense of all the numbers.

Principal Photography on a first ever

# MULTI-MEDIA ENTERTAINMENT INDUSTRY EVENT

begins November 25th  
in Tucson, Arizona:

## RICK SPRINGFIELD'S

Simultaneous release of  
a new Studio Album,  
long form Video - both cablecast & cassette,  
and syndicated Radio Simulcast.

Premieres April 1985

# NETWORKS PROGRAM SUPPLIERS



REED BUNZEL

## TALES OF THE BIZARRE

# Radio's Believe It Or Not

**E**ver curious what it's like to be a Scandinavian male cruising about Europe in search of a Scandinavian female? Maybe you've been looking for an experimental music program featuring the sounds of people humming in a tunnel, or perhaps you want to run a 24-hour news service on the state of natural gas. Hey — a jazz program highlighting nursery rhyme tunes might sound good in morning drive, right?

What do all these topics have in common? That's right, folks — they're all radio programs available for your listener enjoyment and advertiser sponsorship. Yes, in the wonderful world of radio programming, where there are just as many ideas as there are entrepreneurs, anything goes. This week's column takes a look at some of the more bizarre programming ideas submitted to networks and syndicators and why they did — or didn't — make it to the airwaves.

### Slam Swing And Comic Cowboys

"You want to hear about a bizarre program?" says Mike Carruthers, President of Strand Broadcast Services. "I heard from this one guy who wanted to do a live satellite show from a nightclub, combining '30s swing music and punk music. It was called something like 'Buzzy's Swing Parlor,' and he was really convinced that he'd found an important musical niche. He was also convinced that it had to be live, because if it was delivered on tape a week from now it would be too late."

Carruthers admits the show had a fascinating concept, and says the claim that it had never been done before was right on target. "I don't think anyone is going to do it now, either," he laughs. "But it sure conjures up an interesting audience. Just picture people slamdancing to Benny Goodman's 'String Of Pearls.' Swing and punk has a real future in radio."

Brian Heimerl, VP/Operations at Westwood One, chuckles when he tells the story of how "Buffalo Dick's Radio Ranch" evolved from an innocent comedy demo into a radio show that lasted a total of 20 weeks. "'Buffalo Dick' is a great example

of a program that was just too offbeat to make it," he explains. "It arrived as a nondescript cassette, which I threw into my recorder and listened to. From the beginning I was on the floor rolling with laughter. Norm Pattiz came in, and he started laughing. Other people filtered in and soon they were rolling on the floor too. It was a very funny show, and we decided to go with it. But it didn't happen to fit within the context of music that was being played on the radio at that time. We gave it a 20-week ride, and then it disappeared."

### The Prairie Perspective

For Jeff Levy, President of National Syndication Broadcast Alliance, the word bizarre was epitomized by "Tales Of The Prairie," a 90-second daily short feature relating tales of the old West. "It was all about this guy named Cowboy Tim," he laughs. "This guy talked in the most absolutely comical imitation of a Western accent you've ever heard. He'd start out something like 'Hey, y'all, I'm out here on the range tonight, and I'm gonna tell you what happened back in 1860.' Then he'd go on and talk about how he was walking through the forest and a big bear came up behind him, or something. The show was already on one station, and Tim just knew he'd do real well in the rest of the country."

Clayton Webster Corporation in St. Louis is the recipient of numerous program ideas and demos, ranging from off-the-wall sex features to reactionary commentaries. Jay Goldman, Director/Operations, recounts one of the most bizarre forms of the latter: "We got this program call 'Marvin E. Quasnik's Personal Perspective,' which featured a heavy right-winger speaking out



toward an AOR and CHR audience. The show was two minutes a day and had some merit because it was so far off the wall — but he was so far to the right that he would say something like 'the problem with people on welfare is they're afraid to work, so they should either get a job or be shot.'"

### Sci-Fi And Success

Every once in a while an offbeat idea makes its way to the program stage, crossing the fine line between the ridiculous and the sublime. If simply making it to the air is a qualifier of success, then both "Alien Worlds" and "Captain Kremmen Of The Star Corps" fit into that category. Tom Rounds, President of ABC Watermark and one of the men behind "Alien Worlds," doesn't necessarily regard the program as bizarre — just a little different in the general scheme of things. "I consider 'Alien Worlds' a successful program," he comments. "Lee Hansen developed the show, which was a weekly half-hour science fiction dramatic feature. The characters continued from week to week, and we got really good at it after a while. The first shows were exciting to listen to, but they were a little crude. We got more sophisticated as we went along, and we got a lot of stations and advertisers."

"Alien Worlds" capitalized on the science fiction craze which followed the release of "Star Wars," and was targeted for AOR stations. It ran for a little more than a year beginning in 1979, which Rounds claims makes it a modest success. "Radio producers are a bit harder on themselves than are TV producers," he elaborates. "If TV sells a series to the network — even if it gets cancelled in the first three or four weeks — it's not really regarded as a loser. It isn't really regarded as a success, either, but if something gets on and runs for a whole season — well, that's really something. Radio judges things differently, but the fact that 'Alien Worlds' lasted so long says something about it."

"Captain Kremmen of the Star Corps," with Kenny Everett, was a science fiction comedy spoof which originated in London. Merrill Barr, President of All Star Radio, immediately liked the concept and decided to pick it up. "The production of the show was incredible," he says. "The show sent up anything and everything that ever existed in science fiction, and the humor was British toilet humor — so gross that it was funny. For instance, when this guy named Gort is looking for a bad guy who escapes and Kremmen says to him, 'Does Scotland Yard have any clues?' Gort says, 'No, the bad guy took all the toilet seats and now they have nothing to go on.'"

Barr continues, "Anyway, we took the show, and to me it was the best piece of comedy ever produced. We spent a lot of money on it and got overwhelming response. In the end we sold it to maybe three

stations as a 90-second short. Those that programmed it loved it, but it was too fast, too much, too far, and too zany."

Lest anyone says "hey, that was my idea" or "man, I really liked that show," none of the above-mentioned program concepts have been singled out as "king of the bizarre." Everyone's taste is different, and hardcore sex talk might not succeed where play-by-play rodeo is big. A dog psychology feature might attract a few canine fans, but it could be a real turnoff to those who prefer a daily profile of national eating clubs.

Not every offbeat program will ultimately fail; some buck the odds and win out over tried-and-true concepts. Radio programming has to be innovative and original, but excessive indulgence in either can spell disaster or embarrassment. While everyone can come up with a program idea that has never been done before, the question comes down to appeal. If it's on the air already, there's little point doing it again. And if it isn't on the air, there might very well be a good reason why.

## Network Spots

- **DIR Broadcasting** has developed what it is referring to as a "unique concept" in the development of the company's new "Rock On The Road" feature. Running counter to the usual methods of syndication distribution (in which a program generally airs the same night in every market), "Rock On The Road" will be broadcast in each given market on the same evening as the featured band's live performance in that town.

Each program consists of an audio-verite close-up of the artist talking about the concert, and is supplemented by live concert versions of songs and off-beat background information on the tour. In addition, "Rock On The Road" offers a great promotional advantage to a sold-out show, increase audience awareness beyond those listeners who happen to have tickets to the performance. For more information, contact DIR at (212) 371-6850.

- **Westwood One** has signed **Pete Townsend** of the **Who** as host of "Elvis: A Golden Celebration," a three-hour music and interview radio special premiering Saturday evening (11/17) on Satcom 1-R. The special features many rare and previously-unheard interview clips, songs, and live performances, as well as many of the **Sun Records** and **RCA** classic recordings from Presley's career.

- **London Wavelength** is planning to introduce a new daily feature, "Motown Minutes," early in 1985. The program will pay tribute to Motown's contribution to the music industry, and will feature music and interviews from the talent responsible for the birth and development of the "Motown sound." "Motown Minutes" will be 3-5 minutes in length, and is scheduled to be distributed on a barter basis. Contact (914) 961-7600 for more information.

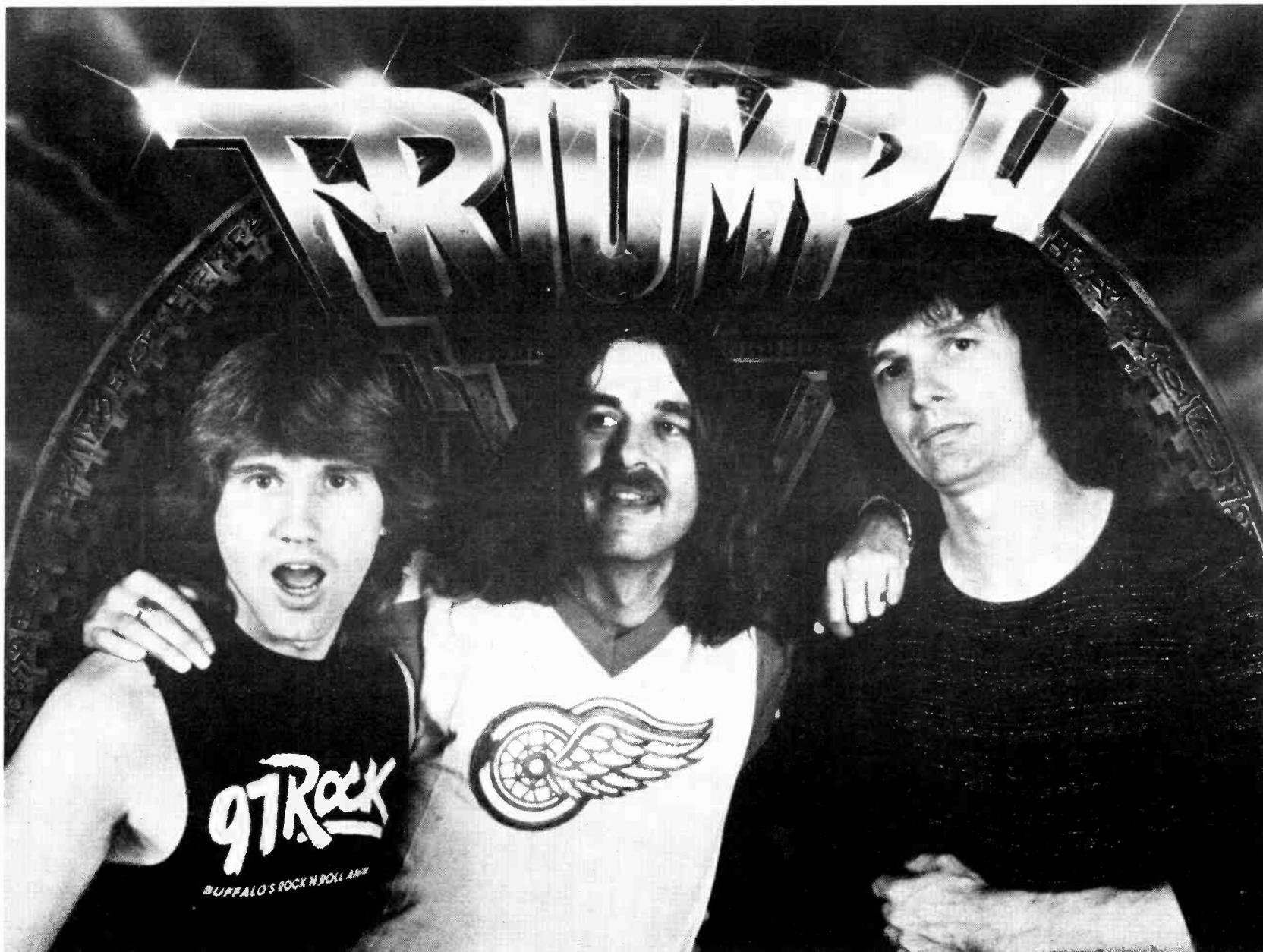


**ABC OPENS BROADCAST CENTER** — With a formal ceremony last week ABC unveiled an extensive new broadcast center which will be used by the seven ABC Radio Networks. The complex consists of a Technical Operations Center, 3000 square-foot newsroom, and 13 separate studios, and is located at 125 West End Avenue in New York. Pictured in the newsroom are Edward McLaughlin, President, ABC Radio Network; Peter Flannery, ABC VP/News, Radio; Anthony Thomopolous, President, ABC Broadcast Group; and Ben Hoberman, President, ABC Radio.



NBC Radio's Young Adult Network

# CANADA ROCKS THANKSGIVING



Feast on the sounds of the Great North in a definitive look at Canada's contribution to Rock'n'Roll. Hosted by Triumph and featuring the sounds of Rush, Loverboy, April Wine, Bryan Adams and many more.

Also new tracks from Triumph's latest MCA album "Thunder Seven."



Produced by Denny Somach Productions.

Sponsored, in part, by Budweiser, Levi Strauss & Co., and Blue Nun Wine.

Thanksgiving Weekend  
Thursday, November 22 - Sunday,  
November 25.

# R&R MUSIC CALENDAR

# NEWS & INFORMATION FEATURES NOVEMBER 19-23

<b>The Weekend</b>	
<b>NOVEMBER 24-25</b>	
<b>American Christian Countdown</b> (SP) Karen Voegtlin	
<b>American Gospel Rock Countdown</b> (SP) Farrell and Farrell	
<b>Captured Live</b> (RKO) Yes	
<b>The Countdown</b> (WO) Mturne/Rebbie Jackson	
<b>Countdown America w/John Leader</b> (RKO) Toto	
<b>Dick Clark's Rock, Roll, &amp; Remember</b> (US) Jan & Dean	
<b>Don &amp; Deanna On Bleecker Street</b> (CB) Early Days Of Rolling Stones	
<b>Dr. Demento</b> (WO) "Weird Al" Yankovic	
<b>The Great Sounds</b> (US) Al Hibbler	
<b>Guest DJ</b> (PFM) Molly Hatchet	
<b>Hot Ones</b> (RKO) Culture Club	
<b>Hot Rocks</b> (US) Fleetwood Mac	
<b>Lee Arnold On A Country Road</b> (MBS) Lee Greenwood/Alabama/Don Gibson	
<b>Metalshop</b> (MJI) Grim Reaper	
<b>Music &amp; Memories</b> (SBS) Sam & Dave/Martin Landau	
<b>Rare &amp; Scratchy Rock &amp; Roll</b> (PIA) Little Richard	
<b>Rick Dees' Weekly Top 40</b> (US) Kim Carnes	
<b>Rock Album Countdown</b> (WO) REO Speedwagon/Survivor	
<b>Rock Chronicles</b> (WO) Trios	
<b>Rock Over London</b> (RI) Duran Duran	
<b>Solid Gold Country</b> (US) Eddie Rabbitt	
<b>Solid Gold Scrapbook</b> (RKO) All Things Must Pass/George Harrison	
<b>Source Concert/Profile</b> (SOU) Canada Rock Thanksgiving/Triumph	
<b>Superstars Rock Concert</b> (WO) Eddie Money	
<b>Top 30 USA</b> (CBSR) Lovin' Spoonful	
<b>Weekly Country Music Countdown</b> (US) Deborah Allen	

<b>The Week Of</b>	
<b>NOVEMBER 26-30</b>	
<b>Country Closeup</b> (NP) Alabama	
<b>Earth News</b> (WO) Pat Benatar/Wham!/Jami Gertz	
<b>Innerview</b> (IN) Fixx	
<b>Live From Gilley's</b> (WO) Michael Martin Murphey	
<b>Music Makers</b> (NP) Artie Shaw	
<b>Off The Record</b> (WO) Huey Lewis & The News/ Steve Miller/Autograph	
<b>Off The Record Special</b> (WO) Tommy Shaw	
<b>Special Edition</b> (WO) Roger & Zapp	
<b>Star Trak Profile</b> (WO) Steve Miller	

<b>Saturday</b>	
<b>NOVEMBER 24</b>	
<b>BBC Rock Hour</b> (LW) Hitline London	
<b>Dick Bartley's Solid Gold Saturday Night</b> (RKO) Simon & Garfunkle	
<b>Silver Eagle</b> (ABCE) John Anderson	
<b>Super Gold</b> (TRAN) British Invasion Revisted	

<b>Sunday</b>	
<b>NOVEMBER 25</b>	
<b>King Biscuit Flower Hour</b> (ABCR) Scandal	
<b>Live From The Record Plant</b> (RKO) Patty Smyth	
<b>Rolling Stones' Continuous History Of Rock And Roll</b> (ABCR) Front Men	

<b>Monday</b>	
<b>NOVEMBER 26</b>	
<b>Behind The Music</b> (RKO2) Sheena Easton	
<b>Checkin' In</b> (RKO2) Crystal Gayle	
<b>Private Session</b> (RKO1) Scandal	
<b>Sound Check</b> (RKO) Springfield & Crawford	

<b>Tuesday</b>	
<b>NOVEMBER 27</b>	
<b>Behind The Music</b> (RKO2) Billy Ocean	
<b>Checkin' In</b> (RKO2) Ronnie Milsap	
<b>Private Session</b> (RKO1) Kiss	
<b>Sound Check</b> (RKO) Fixx	

<b>Wednesday</b>	
<b>NOVEMBER 28</b>	
<b>Behind The Music</b> (RKO2) Neil Diamond	
<b>Checkin' In</b> (RKO2) Emmy Lou Harris	
<b>Private Session</b> (RKO1) Stephen Stills	
<b>Sound Check</b> (RKO) Madonna	

<b>Thursday</b>	
<b>NOVEMBER 29</b>	
<b>Behind The Music</b> (RKO2) Chicago	
<b>Checkin' In</b> (RKO2) The Judds	
<b>Private Session</b> (RKO1) Billy Squier	
<b>Sound Check</b> (RKO) John Cafferty & Beaver Brown Band	

<b>Friday</b>	
<b>NOVEMBER 30</b>	
<b>Behind The Music</b> (RKO2) Cyndi Lauper	
<b>Checkin' In</b> (RKO2) Gail Davies	
<b>Private Session</b> (RKO1) Cyndi Lauper	
<b>Sound Check</b> (RKO) Chicago	

**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** = Innerview  
**IS** = IS INC  
**LBP** = Lee Bailey Prod.  
**LW** = London Wavelength  
**MBS** = Mutual Broadcasting  
**ME** = Multimedia Entertainment  
**MJI** = MJI Broadcasting  
**NBC** = NBC Radio  
**NP** = Narwood Productions  
**NSBA** = NSBA Productions  
**PFM** = PFM Inc.  
**PRN** = Progressive Radio Network  
**PG** = PG Prod.  
**PIA** = Public Interest Aff.  
**RCP** = Ron Cutter Productions  
**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

<b>General Information</b>	
<b>Brad Messer's Daybook</b> (WO) Gettysburg Address/Joe Hill (11/19) Whale sinks ship/time clock (11/20) First man to fly/Stan Musial (11/21) Thanksgiving/SOS adopted (11/22) Billy The Kid/Liberation Day (11/23)	
<b>Computer Program</b> (PRN) Creating games/addiction/phobias/ computer error?/clubs	
<b>Health Care</b> (PIA) Schizophrenia (11/18)	
<b>Medscan</b> (PIA) Feet (11/19) Babies (11/20) Skin Rash (11/21) Trees (11/22) Disposable Contacts (11/23)	
<b>Minding Your Business</b> (NP) INC 500/Energy Tax Credits (11/19) Kappler Disposables (11/20) M.D. Resources Inc. (11/21) Whisky Bonds (11/22) Recruitment Awards (11/23)	
<b>Public Affairs</b> (PIA) Women And Alcohol (11/18)	
<b>Something You Should Know</b> (SBS) Thanksgiving Tips (11/19) Find Someone To Love (11/20-21) Holidays & Family (11/22) Pet Therapy (11/23)	
<b>Sound Advice</b> (PRN) Signal-to-noise/cueing/dubbing/ echo & reverb/editing	

<b>Entertainment</b>	
<b>Assignment Hollywood</b> (MBS) Anthony Perkins (11/19) Joan Chadwick (11/20) Joe Bushkin (11/21) Jaclyn Smith (11/22) Tom Conti (11/23)	
<b>Larry King Show</b> (MBS) Laura Slutsky (11/19) Leslie Gelb (11/20) John Davis (11/21) Dr. Richard Berendzen (11/22) Robert Allen (11/23)	
<b>Rocknotes w/Pat St. John</b> (ABCR) Romantics (11/19) Jim Capaldi (11/20) 38 Special (11/21) Jefferson Starship (11/22) Squeeze (11/23)	
<b>Rock Report</b> (SOU) Boy George/Duran Duran (11/19)	

<b>News/Talk/Sports</b>	
<b>News Blimp</b> (PRN) Trivia addiction/bogus medical devices/ imposter phenomenon/chronological age/ bird trafficking	
<b>Newsline Extra</b> (NBC) The Big Parade	

<b>Lifestyle</b>	
<b>Beat The System</b> (RKO1) New Cars (11/20) Buying Gifts (11/22)	
<b>Lifelines w/ Bill Fantini</b> (ABCR) Sue Goldstein "Underground Shopper's Guide" 11/19 Mark & Delia Owens "City Of The Kalahari" 11/20 Roger Ebert (11/22-23)	
<b>Mindgames</b> (RKO1) Crisis Cut (11/19) Technostress (11/20) Rock Circle (11/21) Getting The Axe (11/22) Buying Toys (11/23)	
<b>Playboy Advisor</b> (WO) Wife's having affair/she owes boyfriend/ bedtime distractions/he sulks/ dual penises?/she needs lotsa sex/ testicular self-exam/different heights/ artificial bulge/post-ex sex	
<b>Radiorobics</b> (SI) Facial exercises	
<b>Smart Money</b> (RKO1) Interest Rates & Utility Stocks (11/19) Newsletter Predictions (11/21) 1985 Stock Picks (11/23)	
<b>Spaces &amp; Places</b> (WO) Guide To Holiday Madness	

<b>Comedy</b>	
<b>Daily Feed</b> (DCA) Park Place/thank goodness/discount law/ Indian summer treaty/shopping days left	
<b>Laugh Machine</b> (PRN) Rodney Dangerfield/Robert Klein/ Travesty, Ltd./Joan Rivers/Stan Freberg/ Smothers Brothers/Bob Hope/ Monty Python	



**IT'S MILLER TIME** — Westwood One recently broadcast the world premiere of Capitol recording artist Steve Miller's new album, "Italian X-Rays," from the Palace in Hollywood. Talking backstage just before the final encore are (l-r) Westwood One's Norm Pattiz and Miller.



**POWER PLANT** — Robert Plant discussed the new Honeydrippers album during his recent live radio conference produced by DIR Broadcasting for the ABC Rock Network. Pictured after the broadcast are (l-r) WMET/Chicago's Matt Harrison, DIR's Peter Kauff, Plant, WKLS/Atlanta's Alan Sneed, and WNEW/New York's Scott Muni.

# Music Country Radio Network. Where else could you hear a living doll in the dead of the night?



Live interviews with country music's brightest stars. That's just one reason that Music Country Radio Network is the hottest night-time radio program from Maine to California and everywhere in between.

Live, via satellite, every night from 10 p.m. 'til 6 a.m. Eastern Standard Time – MCRN offers country's best music and biggest names. Plus news from the Associated Press, weather and sports. There are even toll-free listener lines!

If you're looking for bright programming that'll boost ratings and cut expenses, we've got a great night crew for you... Charlie Douglas, Bill Berlin, Kyle Cantrell, and Bennie Ray.

Talk to Jeff Lyman at (615) 889-6595 or Glenn Serafin at (202) 955-7214. They'll turn you on to the radio show that's keeping America up.

**MUSIC**  
Radio Network  
**COUNTRY**

# Management

## A PRESIDENTIAL ELECTION PARALLEL

# Tugging Listeners' Heartstrings

By E. Karl

I couldn't help but notice these past few months that Reagan and Mondale were "in a book." This was it! This was their shot! They were marketing themselves like crazy to get the lion's share of votes (just like Arbitron "votes") in those little "diaries" that listeners fill out in those tens of thousands of polling places throughout the Land on November 6. These Presidential kinda guys were "in a book!"

Suppose they did any strategic research? I'll bet they did. Look at the money behind those two guys! You know they were absolutely positive about their target, their product, their position, and their marketing. This has been a "book" for all the marbles. The biggest "cume" wins, based on the "share" of confidence among ballot "keepers."

"We have done volumes of 'perceptual' research, but have blatantly ignored the key element: How listeners feel about the emotional issues."

The entire basis of the Presidential election in the United States boils down to "formats." These formats are based, as in radio, on "key benefits" among the "target" voters who like the "position" of the "product" they see and hear. Reagan's strategy of never mentioning Walter Mondale's name is a classic parallel of the radio market leader's aversion to recognizing an upstart by name. Mondale's strategy of praising Ronald Reagan in the first televised debate is a classic example of a new market contender praising the allegiance the audience already holds for the leader. And Mondale's epic move onto the same stage (plane) as Reagan finally legitimized the contender as a true alternative. We could go on and on.

The "book" will be out by the time you read this. And as I have thought about the campaign this year, I have marveled at the technology of the marketing techniques of the two rivals. And it has suddenly hit me that although political candidates do very much the same kind of research that radio stations do, they also do a radically different kind of research about which their entire campaigns revolve. Along with their strategic marketing model research (target, product, position, marketing posture), they also do what I refer to as "heartstring" (market-segmented, target consumer, lifegroup) research that fully dictates the overall thrust of their presentation to voters. Bear with me through some more analogies.

Each candidate has his target (Democrats or Republicans of voting age). Each has a product (platform) and a position (track record, promises, the "party's candidate"). And when it comes to marketing the package to the target (voters), each candidate finds out how the target feels about key issues (program elements).

In radio today, we are becoming specialists in research that tells us all we need to know about our targeting, our product, our position, and the best way to get the message across. Hundreds of stations are buying research from vendors, and hundreds more are initiating their own using their own interviewers and personal computer for quick turnaround.

### Tapping Emotions

But there are virtually no radio stations doing what politicians do (and have done for years) to touch the heartstrings of the voters: learning about and addressing the emotions of the voters (diary keepers) so that the voters will identify with a political candidate and say "Hey! That person believes in what I believe and is a lot like me!"

*This article is reprinted with permission from "State Of The Art," a newsletter published by E. Karl Broadcast Consulting.*

How do we achieve this? We do what politicians do! We design questionnaires that ask questions that get straight to the heart of our format's realistic socio-sphere target: What kind of car do you drive? How do you feel about this city's crime rate? Roads any good here? Traffic a problem for you? Do we need mass transportation? What about the schools? Police force? City council and mayor? What do you think about nuclear power? Nuclear weapons? Is the lottery a good idea? Liquor laws too lax? What about abortion? Medicare and welfare? Enough parks locally? The list goes on.

What I'm proposing here is the way to build a true lifestyle profile of a particular market segment (target) that we can use to train the talent (personalities and news people) at radio stations to reflect, while they provide their "stuff between the records." To date we have all pretty well just paid lip service to the premise of the importance of encouraging air talent to reflect the lifestyle of the target audience of the radio station. We have done volumes of "perceptual" research to find out all we can about how listeners feel about

"There are virtually no radio stations doing what politicians do to touch the heartstrings of the voters."

radio, but have blatantly ignored the key element that will make the difference between winning and losing stations of the near future: How listeners feel about the emotional issues that touch their lives and how, then, radio stations can reflect those heartstring characteristics with talent content, personality evolution, informational services, and community promotional activities.

While I was programming in Memphis, every radio station in the market was jockeying to be the "official St. Jude's Children's Hospital" station. When questioned, the target audience of the station I worked with told us they didn't give too much of a June bug's damn about St. Jude's. "It's a national thing for Danny Thomas," they said. The local LeBohner Children's Hospital took care of the "local kiddies who need lots of help," and that particular institution couldn't get a PSA on the air for donations for a dialysis machine. Our station shunned St. Jude's and heralded the work being done by LeBohner. Wasn't much all by itself, but it was part of the foundation that buttressed a station that is still dominant today. The target listeners had kids, they were getting hit on all the time for donations to charities, and they didn't know where their donations went in the conglomeration of huge institutions they didn't understand. But when you mentioned LeBohner they said "Right on!" and locked onto the cause. It was what they felt; what they believed in.

### Target Profiles

All of this has been to offer you thoughts about the new way of looking at "research" for the stations we work so hard with everyday to make them more special, better, and more successful. We've spent quite enough time looking at the same answers. It feels like a good time to start exploring new questions.

After you have done initial strategic research in your marketplace, and after you have identified the specific market segment your station is going after, focus your research energies toward dissecting the segment's life profile. Dedicate yourself to finding out what the target is really like. We so often are guilty of throwing around handles we attach to listeners: Yuppies, earth dogs, hill-

billies, truckers, freaks, middle-classers, latterday hippies, etc. But what are the listeners really like? What are the things they respond to and believe in and care about? There are researchers out there in other industries that specialize in this type of research for politicians, utility companies, colleges, soap companies, hotels, airlines, and more.

Ask your research company what it can do to help you build a heartstring profile of your target. You'll have to go way beyond boiler-plate. You may find that you will have to go outside of the realm of established radio researchers. Or, at the risk of sounding like I am endorsing a new company we all know and love — Birch — you may want to explore using their new Birch Consumer

"You may find that you have to go outside of the realm of established radio researchers."

Research. Birch has a massive data base that can take a look backward into past interviews to identify users of your kind of station, and perhaps they will use that data base to interview format partisans for the kind of "lifestyle heartstrings" information I have discussed. The people at Birch say they are going to specialize in data collection, and since they are not consultants or analysts, they will have no preconceived notions as to what they think you should be researching.

In the meantime, think about your target. Most stations I work with have a hard enough time describing what their target looks like, let alone what they are like. Country fans in Boston are surely different from country fans in Phoenix; Top 40 fans in New Orleans are surely vastly different from those in Seattle; A/C fans in Denver will be a world apart from those in Miami. They all care about and believe in different things... because of where they live and how they live. If the "stuff between the records" comprises the real soul of a radio station, then we have to find out what the "stuff" is that we should concentrate on.

## LIVE FROM GILLEY'S

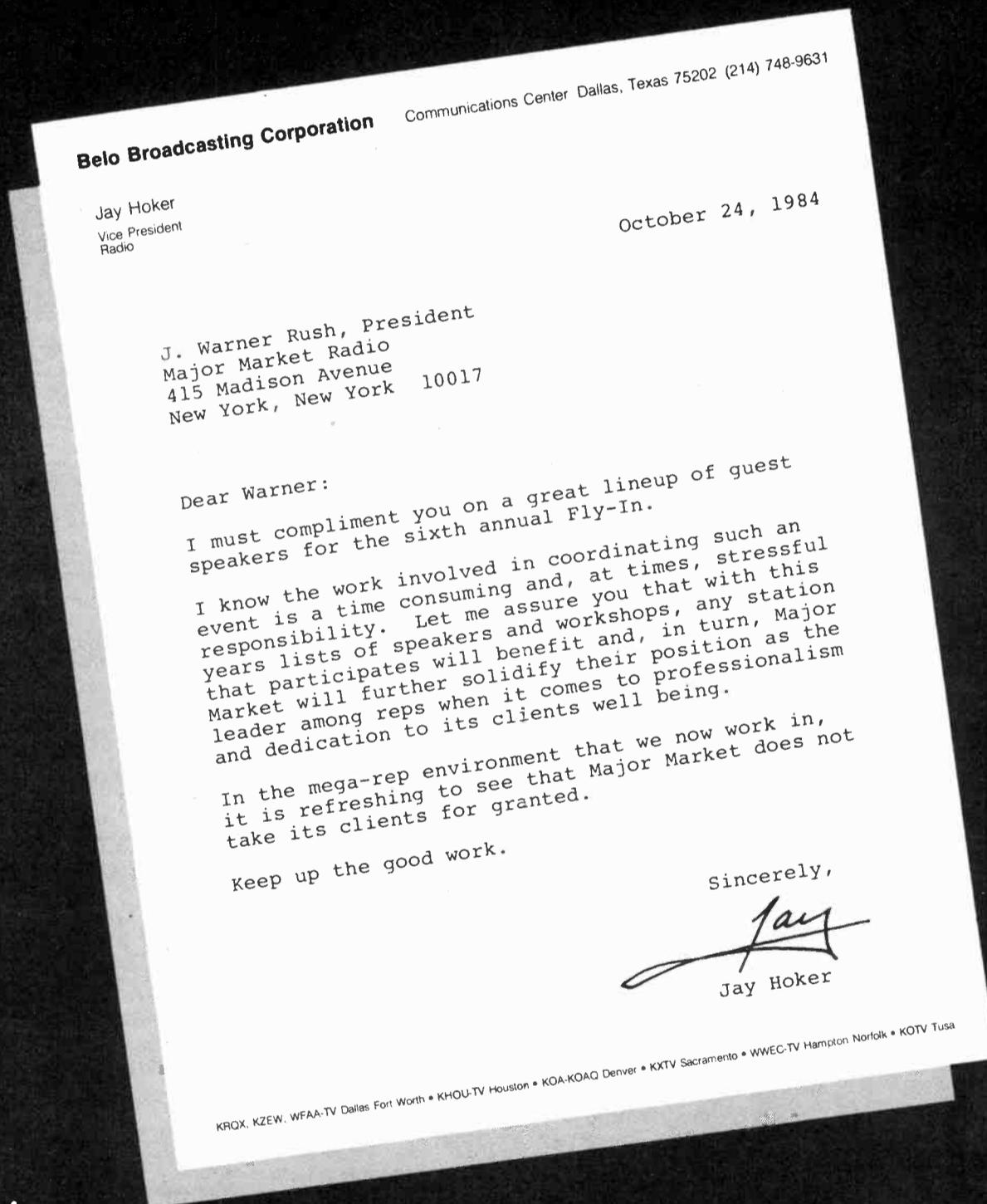
WESTWOOD ONE For the best in nationally-sponsored radio programs, concerts, simulcasts and big event specials, call (213) 204-5000.



MAJOR MARKET RADIO SALES

Calling all clients to Carefree, Arizona, Jan 24-26 for the

# SIXTH ANNUAL MAJOR MARKET RADIO INFORMATION SHARING FLY-IN



featuring:

JOHN NAISBITT • DR. JOYCE BROTHERS  
MICHAEL BADER • BILL MOYES • DWIGHT CASE  
plus workshops and seminars

"I  
WANT  
TO  
KNOW  
WHAT  
LOVE  
IS"

FOREIGNER

ON  
ATLANTIC  
RECORDS  
& CASSETTES



# Street Talk



Canada's powerful **CHUM GROUP, LTD.** may soon acquire four more major market properties: **CKGM & CHOM/MONTREAL** and **CKWW & CJOM/WINDSOR**. In an announcement made this week by **JEFF STERLING**, President of **MAISONNEUVE BROADCASTING LTD.**, the CHUM Group has been given a 120-day option to purchase the stations. Naturally, the transactions would be subject to **CRTC** approval.

Now that **GANNETT** has announced a format duplication/simulcast situation for **KIIS & KPRZ/LOS ANGELES**, can a similar announcement be far off for the company's **WCZY & WLQV/DETROIT**? It's only a rumor at this point, but a real juicy one.

**SCOTT SHANNON** a VJ? That's the word. When **WARNER-AMEX's VH-1** debuts in 1985, Scott will join his archrival **DON IMUS** as an on-camera personality for the new A/C-formatted video music service.



Hollywood  
Hamilton

**Z100/NEW YORK** night personality **HOLLYWOOD HAMILTON** will appear in the November 20 episode of "One Life To Live," playing the role of "Tommy" the bellhop. Hollywood will also be hosting the half-hour music video series "Max-Trax" on **CINEMAX** beginning in December.

More TV Talk: **KTFM/SAN ANTONIO** midday personality **STEVE OWENS** will appear on "General Hospital" November 20 & 21. Steve portrays a "key witness" on the show.

**WMCA/NEW YORK** Talk host **BOB GRANT** has jumped to **WABC** for similar duties. **WMCA** overnigher **BARRY FARBER** now occupies Grant's 4-6pm shift live, while continuing his all-night show on tape.

After two years as VP/Programming for **ALTA BROADCASTING**, **MIKE WAGNER** is testing the job waters in Southern California. The former **KIIS/Los Angeles** PD, whose corporate position with Alta was eliminated in recent restructuring, is looking for a programming or on-air position and can be reached at (714) 498-2990.

**RICK TORCASSO**, the former PD of **WYNY/NEW YORK**, should accept a new, major market programming post shortly. Look for the official announcement next week.

Congratulations to **JOE THOMAS**, who has been upped to PD at **WIOT/TOLEDO**. He replaces the exiting **TERRY SULLIVAN**.



**WMAQ/CHICAGO** GSM **JIM KEZIOS** has departed following more than ten years at the **NBC** Country outlet. His slot was not immediately filled, and the Local Sales Manager's post, open since April, remains vacant.

**KIIS/LOS ANGELES** afternoon personality **BIG RON O'BRIEN**, rumored to be moving to Canada for a megabucks deal, is staying put. Although the details are not public info, we hear Ron will not only receive a nice salary boost to remain with **KIIS**, but his afternoon show will be simulcast on the AM when **KPRZ** becomes **KIIS (AM)** on January 1.

**NORRO WILSON** is leaving **RCA/ NASHVILLE** after a year as A&R/Executive Producer for the label. Look for Norro to land a post with a Nashville publishing company.

**GARY GREENBERG** has joined **RCA** in Country promotion. Based in Los Angeles, Gary will report to **CARSON SCHREIBER** and focus on **R&R** reporting stations. He starts immediately and can be reached at (213) 468-4181.



Jack Frost

**EAGLE BROADCASTING**, owner of **KENI/ANCHORAGE**, has named one of its partners to the position of General Manager for the station. Not so unusual, you say? True enough; however, what makes this item worth a second look (and maybe a third) is the name of **KENI's** new GM — **JACK FROST**.

**TERRY DEAN** has resigned as VP/GM of **WMLX & WUBE/CINCINNATI**. GSM **TODD LEISER** was tapped as acting GM.

**RAY D'ARIANO** has been named to the newly created position of Creative Service Director for **WKTU/NEW YORK**. Formerly VP/Promotion at both **MCA** and **Casablanca Records**, Ray first joined **WKTU** last year as several character voices on the **JAY THOMAS** morning show.

**KMGK/DES MOINES**, under the consultancy of **JOHN LUND**, has switched formats from **CHR** to **Country**. PD **AL BROCK** and the airstaff were informed of the change only minutes before the switch last Wednesday evening (11-7). **Al** has opted to remain with **KMGK**, and most of the jocks will make the **Country** transition, too.

Continued on Page 20

"Todd Wallace provided Waterman Broadcasting with an exceptional turnaround that re-established our dominant position. I'll tell anyone what a great job Wallace did for me."

Bernard Waterman, Chairman, Waterman Broadcasting (K TSA/KTFM-San Antonio)

To find out what **TODD WALLACE** can do for **YOU**, call 1-800-528-6082

**TW/A**

**Todd Wallace**  
associates

International: Call Phoenix, Arizona 602-242-6800



The new single...  
from the album TONIGHT  
Produced by David Bowie,  
Derek Bramble & Hugh Padgham



# GENERAL HOSPITAL'S FRISCO JONES IS CHR'S JACK WAGNER



## "ALL I NEED"

CHR CHART: DEBUT **36**  
A/C **BREAKERS**  
A/C CHART: **24 - 15**

FROM JACK WAGNER'S  
DEBUT ALBUM  
ALL I NEED

Produced by Glen Ballard  
and Clif Magness  
Marketed by Warner Bros. Records Inc.  
© 1984 Qwest Records

# Street Talk

Continued from Page 18



Jack O'Brian

This Friday (11-16) will mark **JACK O'BRIAN**'s final "Critic's Circle" program on **WOR/NEW YORK**. Jack is retiring after hosting the popular talk show for 20 years. As WOR VP/GM **LEE SIMONSON** said, "We have come to the end of an era."

**CONNIE "BIG MAC" McPHAIL** is out as PD/morning personality at **WWWZ/CHARLESTON, SC**. VP/Programming **MARC LITTLE** will take on the morning show for an interim period, until McPhaul can be replaced.

After three years of doing without, **CHUM/TORONTO** has rolled back the clock to yesteryear by hiring a staff of fulltime on-air board operators. Naturally, the entire airstaff is doing backflips at the prospect of no longer having to run their own boards.

**WLW/CINCINNATI** talk host/ND **ALAN GARDNER** has left the station to pursue his musical career as a writer/vocalist. PD **RANDY MICHAELS** is now on the lookout for a "controversial" talk host to replace Alan.

**TERRELL METHENY** has reportedly left **KUUY/CHEYENNE**, where he'd been VP/GM.



**KFI/LOS ANGELES** air personality and Assistant PD **STEVE LABEAU** will be heard (as himself) in the new film "Night Of The Comet." The plot features a comet coming too close to Earth, killing all but a few teenage citizens of Los Angeles. If you're still interested, Steve can be heard throughout the movie (in a deft piece of typecasting) as a radio DJ. The movie opens this weekend.

Meanwhile at KFI sister station **KOST**, the medical reports on injured evening personality **JAN MARIE** are very favorable. Seriously injured in an August traffic accident with a drunk driver, Jan is much improved and should return to the air in the near future. She told Street Talk all the cards and letters from her radio buddies around the country really lifted her spirits.

**JEFF LAUFER** exits **POLYGRAM** to accept the West Coast AOR promotion post with **ARISTA**.

**JO ROBINSON** apparently passed the audition with flying colors, and has been upped from Acting PD to PD at **WKLC/CHARLESTON**.

**BRUCE SHINDLER** has been named National Promotion Director for newly-formed **MTM RECORDS** in Nashville. Bruce had been GM at **PARADISE RECORDS** for the past month.

Former **CKLW/DETROIT** programmer **PAT HOLIDAY** has joined crosstown **WNIC** for fulltime swing duties.

Look for **CFXX/WINDSOR** (CKLW's FM) to switch calls to **CKEZ** and begin programming **KALAMUSIC**'s Easy Listening format just after Thanksgiving.

**SCOTT MORRIS** is no longer PD at **WTOY/ROANOKE**. Apparently, owing to budget cuts, the station will go without a PD until after the first of the year.

At **WZZU/RALEIGH**, **J.P. HUNTER** has been named Program & Operations Manager. J.P. was most recently MD and Assistant PD at **WIXV/Savannah**.

**TRELLIS ZACHRY** has returned to **WRDW/AUGUSTA, GA** as News Director, following a stint at crosstown **WTHB**.

**KBOI/BOISE** PD **LON DUNN** has resigned, but no replacement was immediately named.

**TOM DIXON** has been named Operations Director for **KYSS & KLCY/MISSOULA, MT**.

**KEVIN O'NEAL** has exited the programming slot at **WPAP/PANAMA CITY**.

Get-well wishes to **WB** New England rep **GEORGE SKAUBITIS**, who's recovering from surgery.



At live-assist automated A/C **WLFQ/LAFAYETTE, IN**, Music Director/afternoon personality **SUNNI ROBINSON** was started the other day when the following sequence of records were programmed back-to-back: "Hold Me," "Upside Down," "When We Make Love," "Trying To Get The Feeling Again," "What's Love Got To Do With It." Sounds like the WLFQ music computer needs some "hands-on" maintenance.

**STORK STOPS:** To **KKHR/LOS ANGELES** midday personality **DAVE DONOVAN** (aka Joe Cipriano) and his wife Ann, a daughter, Dayna Leigh . . . To **KTXQ/DALLAS MD** **BOB ELLIOT** and his wife Danette, a baby girl, Brianna . . . To **KRQR/SAN FRANCISCO** afternoon personality **STEVEN SEAWEEED** and wife Cathy, a son, Travis Tyler.

## COMEDY WRITER

CURIOUS?

(213) 305-7216

# The Latest and the Greatest from RCA



## RICK SPRINGFIELD *with* RANDY CRAWFORD "Taxi Dancing"

Don't be confused — this is THE hit with LONGEVITY!

### CHR NEW & ACTIVE

Now On Over 75 CHR Stations!

INCLUDING: WTIC-FM add 32 KCPX 22-17  
Q103 35-29 KSET-FM deb 38 Q104 deb 29  
KMJK 40-37 KO93 37-31 WPHD  
KSI03 38-34 KDON-FM deb 38 WCAU-FM

WCZY WNOK-FM KKRD WKSF Z102  
KOPA KX104 KQXR WJAD KFJR  
FM102 Y106 KKFM KISR SLY96  
WRCK KIK KHYT KTDY KIST  
KXX106 WKFR WZON WXLK OK95

**CHR  
SIGNIFICANT ACTION**

## EURYTHMICS "Sexcrime"

The hot new single from the soon-to-be-released film "1984"



WXKS-FM WRCK WRQN WJBQ KKQV  
WPHD KWIC KYNO-FM WKSF WHSL  
CKGM WZLD KO93 WCGQ WBNQ  
CKOI WZYP KSKD KILE WAZY-FM  
KPLUS WOKI KDON-FM Q101 KCDQ  
Q100 KTFM WIGY KWES OK95  
WERZ

## POINTER SISTERS "Neutron Dance"

**CHR  
SIGNIFICANT ACTION**

They've done it again! Another smash single from the "Break Out" album, as distinctly featured in Eddie Murphy's new film, "Beverly Hills Cop"

OUT OF THE BOX AT 47 STATIONS!

Produced by Richard Perry

INCLUDING:

94Q WQID 94TYX WHOT KDON-FM Q104 KKQV 99KG  
KBEQ WBCY WHHY-FM KQXR WZON Q101 WHSL KDVV  
WWSR WZLD KRGV KIKI WQCM KNOE-FM WBNQ KBIM  
WERZ KSET-FM WQUE-FM KQMQ WJBQ T94 WBWB KIST  
WBBQ WANS-FM KOFM KHOP WOMP-FM WPFM Y94 OK95  
KWIC WZYP KQKQ KSKD WJAD Z102 WAZY-FM



## DIANA ROSS "Missing You"

The Diana Ross and Lionel Richie tribute to the late Marvin Gaye. A song not to be missed — and made for all formats.



# On The Records

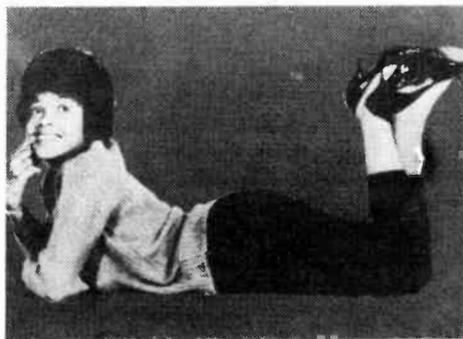


KEN BARNES

## Thanksgiving Records: The Bird's The Word

Thanksgiving is one of our most popular and universally celebrated holidays, but musically it's something of a turkey. While Christmas, Halloween, New Year's, and even Valentine's Day boast a bumper crop of songs for commemorative purposes, Thanksgiving was left with bare bones. For a similarly unmusical holiday, you'd have to go to, say, Washington's Birthday, although even then you could slap together a medley of "Cherry Cherry" and "Careful With That Axe, Eugene."

So putting together a list of Thanksgiving-related songs is a thankless task, but somebody's got to do it. There are a few songs which celebrate a general kind of thanks-giving — "Thank God I'm A Country Boy," "Thank You (Falettinme Be Mice Elf Again)" by Sly & the Family Stone, and a record called "Thank U Very Much" by the Scaffold which conveys gratitude for all manner of odd objects bequeathed to humanity (the "Aintree Iron"?). The Byrds had an unsuccessful single called "I Am A Pilgrim."



Little Eva: A memorable turkey



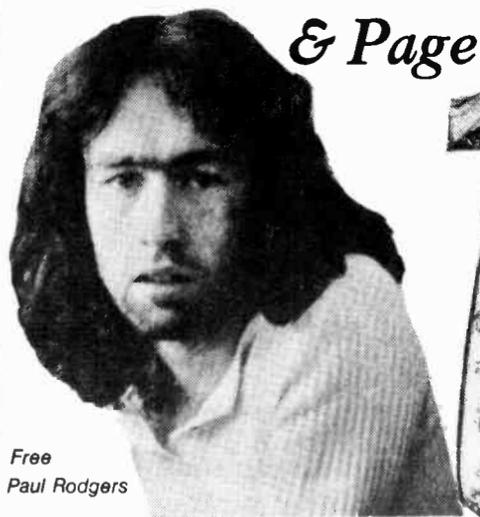
The Rivingtons show the world how the Bird is done

After those, you're pretty much stuck with food songs. Heading the list, of course, is the immortal "Let's Turkey Trot," Little Eva's follow-up to "The Locomotion." If you stretch a point, you might admit "Mashed Potatoes" and "Gravy" by Dee Dee Sharp, or even Robin Williams's "Popeye" theme song "I Yam What I Yam." Dee Dee Sharp makes a more legitimate contribution with "Do The Bird," a concept updated this year by the Time on their new dance sensation, "The Bird." Chubby Checker's "Birdland" probably wasn't an ode to a turkey farm, and we should probably leave the Trashmen's "Surfin' Bird" entirely out of this discussion, but considering the shortage of suitable songs, when it comes to Thanksgiving, as the Rivingtons once insisted, "The Bird's The Word."



Day and Dee Dee do the Bird

## Firm Commitment From Rodgers & Page



Free  
Paul Rodgers



Jimmy Page  
branches out in  
his Yardbirds  
days

After years in the rumoring, the Jimmy Page-Paul Rodgers collaboration, a new band called the **Firm**, is official. The combination of the **Led Zep** founder/guitarist and the **Bad Company** leader/singer stacks up a lot of British rock history in one band.

Before Bad Company, Rodgers sang for **Free**, who had one huge hit ("All Right Now" and plenty of AOR success. They were also influential beyond their commercial impact, with Rodgers's soul-derived vocal style in particular inspiring artists from **Lynyrd Skynyrd** to **John Waite**.

Page has a much lengthier musical history, not only the Zep and the last two years of the **Yardbirds** which preceded the Zep era, but with half a decade of fully-booked session work. He started recording in the UK bands **Carter-Lewis & the Southerners** and **Neil Christian & the Crusaders** (who later featured **Ritchie Blackmore**), but found the studio grind more lucrative.

Among the hits he plays on are "I Can't Explain" by the **Who**, "You Really Got Me" by the **Kinks**, **Marianne Faithfull's** early records, "Baby Please Don't Go" by **Them**, and **Donovan's** "Hurdy Gurdy Man." Add to these dozens of more obscure British records, some of which foreshadow the guitar direction he would develop in the Yardbirds and Led Zeppelin. To say the least, it all gives his new band a firm foundation to build from.

### Feedback Out Of Control

Reader feedback amplifying and correcting various oversights and omissions I've committed in recent columns has reached alltime heights. In the interests of taking all my medicine in one dose, here are a pile of additions to recent Halloween, baseball, and self-namedropping lists.

For Halloween records (save these for next year, I guess), **R&R's** own **Hurricane Heeran** compiled his own list and gave it to me two days after my list had gone to the printers. Among the ghoulish selections he collected were "Flesh For Fantasy" by **Bil-**

**ly Idol**, "Bark At The Moon" by **Ozzy Osbourne**, and the indisputably appropriate "Doin' It In A Haunted House" by **Yvonne Gage**. The **United Stations' Tom Roland** added "Swamp Witch" by **Jim Stafford**, "The Devil Went Down To Georgia" by the **CDB**, and "Devil Woman" by **Cliff Richard**. **Bob Biernacki** and **Mark Kath** both suggested "Witchy Woman" by the **Eagles**, **Mark** added "Frankenstein" by **Edgar Winter**, **Warren Zevon's** "Werewolves of London," and both **Mark** and **Tom** gave me a lot of static about

missing "Thriller" by **Michael Jackson**. And to top it off, **Bobby "Boris" Pickett** has a new Halloween record called "Monster Rap."

On the baseball field, **Atco's Marc Nathan** recalled former **Angels** star **Leon Wagner's** immortal dance ditty "The Wagner Wobble," and also told me a record called "You Gotta Believe" by the **Amazins**, celebrating the **Mets' 1973 pennant drive**, featured vocals by pitcher **Tug McGraw**. And I remembered belatedly that **Willie Mays** did a record with early **R&B** rockers the **Treniers** in the midfifties.

Finally, the number of artists who refer to themselves by name during songs appears to be far greater than anticipated. **Sean Ross** mentioned **Tom Browne's** "Funkin' For Jamaica," where background vocalists drop the trumpeter's name (a recent **Mtume** cut, "To Be Or Not To Bop," follows a similar formula), plus **Harry Chapin's** "Taxi" and "Sequel" and **ABC's** "Look Of Love," wherein mythical friends of singer **Martin Fry** counsel him by name. **Hurricane Heeran** chimed in with **Kool & The Gang's** "Hollywood Swinging," in which the protagonists take in a "Kool & The Gang" show. And new **A&M** group the **Hoodoo Gurus** have at least two songs mentioning themselves. There are apparently no limits to rock & roll egotism.

A few more late adds include, for Halloween, the **Fifth Estate's** "Ding Dong The Witch Is Dead" and "Bad Moon Rising" by **Creedence** (thanks to **SMN's Jim White**), plus "Halloween" by the **Dream Syndicate**. And in baseball updates, several people mentioned **Teresa Brewer's** "I Love Mickey," featuring a cameo from the star himself, while **Jeff Kerwin** declares there was a 1969 album by the **New York Mets**. Finally **WLLI/Joliet, IL** air personality **Don Beno** challenges my baseball acumen by disputing my description of **Ernie Banks** as a short-stop. Sure, **Banks** played first base toward the end of his career, but check that **Baseball Encyclopedia** — he was primarily a short-stop!



### ONE YEAR AGO TODAY

- TED SHAKER CHAIRMAN, RICK AURICCHIO PRESIDENT AT ARBITRON
- JIM HILLIARD NAMED JOHN BLAIR & CO. RADIO PRESIDENT
- TIM DORSEY BECOMES STATION MANAGER AT KMOX/ST. LOUIS
- BOB FULSTONE NAMED KHTR/ST. LOUIS STATION MANAGER
- RICH FITZGERALD, GEORGE GERRITY, MIKE MAITLAND VPS AT WB
- TIM FOX NAMED PD AT KPKE/DENVER
- #1 CHR: "Say Say Say" — Paul McCartney & Michael Jackson (Columbia)
- #1 A/C: "Uptown Girl" — Billy Joel (Columbia)
- #1 COUNTRY: "Holding Her And Loving You" — Earl Thomas Conley (RCA)
- #1 BLACK: "Time Will Reveal" — DeBarge (Gordy/Motown)
- #1 AOR TRACK: "Owner Of A Lonely Heart" — Yes (Atco)
- #1 LP: "Undercover" — Rolling Stones (Rolling Stones/Atco)

### FIVE YEARS AGO TODAY

- MARTY RUBENSTEIN NAMED PRESIDENT AT MUTUAL
- #1 CHR: "Babe" — Styx (A&M)
- #1 A/C: "Broken Hearted Me" — Anne Murray (Capitol) (2nd week)
- #1 COUNTRY: "Half The Way" — Crystal Gayle (Columbia)
- #1 BLACK: "Ladies' Night" — Kool & Gang (De-Lite/PolyGram) (3rd week)
- #1 LP: "The Long Run" — Eagles (Asylum) (5th week)

### TEN YEARS AGO TODAY

- #1 CHR: "I Can Help" — Billy Swan (Monument)
- #1 A/C: "I Can Help" — Billy Swan (Monument) (2nd week)
- #1 COUNTRY: "I Can Help" — Billy Swan (Monument)
- #1 LP: "War Child" — Jethro Tuli (Chrysalis)

# DOUBLE TRUCK



FOTO: EXLEY

**T**wo years ago, Westwood One introduced the state-of-the-art in mobile recording. It didn't take long for the word to get around about this forty-five foot audio masterpiece. *Concertmaster I* has become the busiest mobile recording studio in the country, with more major concerts behind it than anything on the road. The overwhelming success of *Concertmaster I* led to the

conclusion that two trucks are better than one. This year we are proud to introduce *Concertmaster II*. It represents another quantum leap forward in mobile recording facilities, with everything from digital recording capability to the finest in creature comforts. And we've headquartered *Concertmaster II* in the East so that we can now cover any live performance with no more than twenty-four

hours' notice. Each of Westwood One's *Concertmaster* mobile recording studios is complemented by a team of seasoned support personnel led by Biff Dawes and Arnie Rosenberg. They don't just roll tape — they capture the moment. So, if you can't afford to miss that moment, be *doubly* sure you won't — contact Westwood One Recording to get our teams behind you.

Los Angeles  
9540 Washington Blvd.  
Culver City, California 90232  
(213) 204-5000



Cleveland  
27801 Euclid Ave., Suite 30,  
Cleveland, Ohio 44132  
(216) 289-1900

# A MONTH OF HITS AT ATLANTIC RECORDS

## A/C BREAKERS

### \*THE HONEYDRIPPERS "Sea Of Love"

FROM THE ALBUM THE HONEYDRIPPERS VOL 1  
10/26 BREAKER **19**

11/16 **6**

### JULIAN LENNON

#### "Valotte"

FROM THE ALBUM VALOTTE

11/2 BREAKER DEBUT **24**

11/16 **14**

### STEPHEN STILLS

#### "Can't Let Go"

FROM THE ALBUM RIGHT BY YOU

11/9 BREAKER DEBUT **23**

11/16 **20**

... And This Week

### LAURA BRANIGAN

#### "Ti Amo"

FROM THE ALBUM SELF CONTROL

11/16 BREAKER

Thank You Radio!



ON ATLANTIC RECORDS & CUSTOM LABELS  
\*ON Es PARANZA,  
DISTRIBUTED BY ATLANTIC RECORDING COMPANY

# R&R

# Datebook

MONDAY, NOVEMBER 19

#### Mac Shrugs It Off

As **Chaka Khan** heads for her biggest CHR hit ever with "I Feel For You," not exactly the best-known cut on **Prince's** second LP, the value of covering a hot artist becomes clear again. While **Mitch Ryder** had also tried covering Prince without as much success, his former **Detroit Wheels**, who had evolved into the **Rockets**, made their only appearance in the **R&R Top 30**, with an old **Fleetwood Mac** tune. Mac's "Oh Well" was released on this day in 1969; it eventually became a midchart record in some U.S. cities. Besides typifying the half-talking blues style that the Mac would utilize for half its career, "Oh Well" was the group's only chart appearance until "Over My Head" five years later.

TUESDAY, NOVEMBER 20

#### Diddley Shrugs Off Sullivan

Many of us recall the "Saturday Night Live" episode where **Elvis Costello & The Attractions** began performing "Less Than Zero," then suddenly stopped and launched into "Radio Radio." **NBC** execs had told Costello not to do his attack on commercial media; on this day in 1955, **Ed Sullivan** had asked **Bo Diddley** to sing **Tennessee Ernie Ford's** "16 Tons" on his show. When Diddley — appearing as part of an R&B package that included **Lavern Baker** and the **Five Keys** — insisted that "16 Tons" wasn't his song, and besides, he didn't know it, Sullivan's staff put the lyrics on cue cards for him. Perhaps because he couldn't convert the lyrics to "Bo Diddley Is A Coal Miner," Bo disregarded Sullivan's request and went ahead and performed "Bo Diddley" anyway.

WEDNESDAY, NOVEMBER 21

#### Balin Comes Back . . . For A While

It took almost an year, and it didn't last three, but the temporary reconciliation of **Marty Balin** and **Jefferson Starship** began on this day in 1974. After three solo years, Balin made a surprise appearance with the group at San Francisco's Winterland and raved afterwards about the old energy being back. Then Balin, **Paul Kantner**, and **Grace Slick** became an ad hoc trio on the Kantner/Balin composition "Caroline." In January, 1975, Balin tentatively rejoined J.S.; it was only after "Miracles" hit #4, gave the Plane/Ship their first hit in years, and set the tone for most subsequent Starship singles that Balin officially came back. In 1979, "Jane" also shot to #4 and proved that the much louder post-Balin Starship could survive; a year and a half later, Balin made a similar statement with "Hearts."

Other birthdays: **Alphonse Mouzon** 1948, **Livingston Taylor** 1950, **Stax** songwriter **David Porter** 1941.



THURSDAY, NOVEMBER 22

#### Out Of The Darkness

Political columnist **George Will** may have hipped **Ronald Reagan** to **Bruce Springsteen**, but it's unlikely that he tried with **Little Steven**. The latter's last album, "Voice Of America," is evenly divided between general-purpose anthems ("Out Of The Darkness") and specific attacks on American foreign policy ("Desaparecidos"). The former Miami Steve, born this day in 1949, was less political, less musically Springsteenesque, and more Motownish on his first LP/film project "Men Without Women" and its **Smokey Robinson**-style 45 "Forever." **Van Zandt**, who gave up his place in the **E Street Band** to former solo artist **Nils Lofgren**, also produced the first three **Southside Johnny & the Asbury Jukes** LPs, among others.

FRIDAY, NOVEMBER 23

#### Chi Lites Onto Charts

The inclusion of "Have You Seen Her" on **Band Of Gold's** "Love Songs Are Back Again Medley" may make it an archtypical '70s R&B ballad. It definitely wasn't an archtypical **Chi-Lites** song. Although the group's earlier singles included ballads at times, Chi-Lites R&B hits had been **Tempts**-like multiple-part harmony workouts ("I Like Your Loving (Do You Like Mine)" or screechers like "Give More Power To The People." But the angst-driven "Have You Seen Her," which hit the R&B charts on this day in 1971, and its refinement, "Oh Girl," ensured that **Eugene Record & Co.** would be famous for slow jams. More than a decade later, the band has been back in R&R's Black/Urban top ten twice with the very uptempo "Hot On A Thing (Called Love)" and "Bottoms Up."

SATURDAY, NOVEMBER 24

#### Two Novelties

Even with some placid songs atop the charts (i.e., "Babe," "Ships," "Still," "Take The Long Way Home," etc.), fall 1979 was a pretty heavy novelty season, featuring "Rapper's Delight," "Video Killed The Radio Star," and "I Do The Rock." It was on this day in 1979 that "Money" finally made it to U.S. release. The **Flying Lizards'** revision of **Barrett Strong's** hit was cut for \$20 and featured trash-can percussion (or seemed to). Its most endearing feature, interval beeps, wouldn't show up on an American hit until "Safety Dance" four years later. And on this day **R&R** reported on **Steve Dahl's** follow-up to "Do You Think I'm Disco." "Ayatollah," sung to "My Sharona," had lyrics such as "Give us back our people in the embassy/The Shah's in New York and he's taking chemotherapy/He's already going to die-atollah!" There was no State Dept. comment on the tune, although it probably preferred it to other Dahl acts such as calling Kentucky Fried Chicken in Tehran and trying to phone in an order for the hostages.

SUNDAY, NOVEMBER 25

#### Rock Of The Seventies

On this day in 1972, it finally happened. An L.A. Coliseum festival featuring **Stevie Wonder**, the **Eagles**, the **Bee Gees**, **Mott The Hoople** and others. 32,000 spectators were there, not bad, although not enough for the "ultimate rock concert" in the tradition of "Monterey and Woodstock" that had been promised. The most interesting aspect was the concert's sponsor, **KROQ/Los Angeles**. While KROQ would begin the next decade as new wave's main commercial champion, in 1972 it was still an AM CHR daytimer. While KROQ was descended from L.A.'s '60s progressive Top 40, **KBLA**, acts like **Mott the Hoople** wouldn't become typical of the station's fare for a few years, until it entered a "glam rock" phase that preceded new wave.

Birthdays: **John McVie** 1945, **Stacy Lattisaw** 1966.

— Sean Ross

DOUBLE

# BREAKERS

# SHEILA E.

*“The  
Belle Of  
St. Mark”*

*Produced by Sheila E. and the Starr ★ Company  
Managed by Cavallo Ruffalo & Fagnoli*

**CHR BREAKERS**

# CHICAGO

*“You’re  
The  
Inspiration”*

*Produced by David Foster*

*Management:  
Howard Kaufman  
Front Line Management*

**CHR BREAKERS**



© 1984 WARNER BROS. RECORDS INC.

# Air Personalities



DAN O'DAY

## Barsky: Successful Satire

Recently I received an aircheck from Scott Walker, Program Director of WCAU-FM/Philadelphia, along with a note: "Here's a sample of our morning man, Barsky. He's one of the new breed — proving that a personality can be creative, entertaining, and very funny without rambling on for five minutes. It's a good example of how a 'jock' can be a 'personality' within the limitations of a 'Hot Hits'-style format."

Well, I'd never heard of Barsky . . . but his tape blew me away. He's fast and funny and exceptionally creative in putting together satirical production pieces that don't lose their punch after just one listen. It's not the same as hearing it, of course, but I've printed the scripts of a couple of his bits for you.

Here's some background on Barsky (he uses just his last name on the air). He majored in Communications at Brockport State University in Brockport, NY. His first radio gig was at WWBK/Brockport in 1977, followed by stints at WAXC, WBBF, WHFM, and then back to WBBF, all in Rochester.

Barsky: I grew up in New York, listening to guys like Dan Ingram. But I didn't grow up wanting to be in radio. I got into radio because it seemed like fun, playing records and getting paid for it. What I really was interested in was comedy, and I was influenced by people like Robert Klein, Richard Pryor, Lenny Bruce, George Carlin. In fact, I got into the disc jockey thing by imitating Carlin's "Wonderful WINO" bit.

When I first got into the business, my main concern was how deep my voice sounded. At that stage in your career, everyone wants to be Charlie Van Dyke. But then I decided that the only way I'd get to where I want to be and make the kind of money I want to make and achieve the recognition I wanted is to be myself. I began to concentrate more on what I say rather than on how it sounds.

I really liked Rochester, because I was able to do anything I wanted on the air. I had a piece of a side business up there, so I was making money off the air, too.

### Super Radio "Debut"

I got a call in 1982 from Rick Sklar for Super Radio. He had heard about me and was looking for an undiscovered air talent that he was going to bill as the up-and-coming personality of the '80s. The other guys they had were Dan Ingram, Larry Lu-jack, people like that; I was the only unknown they hired. Financially it was one of those deals that I just couldn't turn down, so I went for it. For about two months we had a dry-run period where all of us were in the studio, getting used to the format . . . and they pulled the service about a week before it was set to go on.

After that I was in limbo for about a month, and Rick Sklar was talking to a lot of people about me. CBS called, wanting to hear a tape. All along nobody knew who I was; they'd never ever heard of me. Still no one knows who I am; Sklar calls me radio's best-kept secret!

WCAU-FM was doing a strict Hot Hits format, and I told them, "I know what you do and you know what I do; can we put it together? I don't know if I can do your format." They said that down the line they wanted to evolve from Hot Hits into more of a mass-appeal radio station, and they wanted a high-profile personality who

would evolve with them gradually. During the year-and-a-half I've been here, it's been a very gradual evolution toward a full-service show.

R&R: How would you describe your show to someone who's never heard it?

## Barsky Bit #1: The Presidential Primary

Here's an example of Barsky's produced bits, which I've transcribed from airchecks. His bits are fully produced, complete with appropriate background music, crowd effects, sound effects, etc. The first bit aired early this year, when the Democrats were still in the process of choosing their presidential candidate.

(This is narrated by a pretty good Howard Cosell voice)

COSELL: The story begins in New Hampshire. A fight that will be longed remembered. In one corner, Gary "Don't Call Me Kennedy" Hart, the young upstart with the stong left wing. Self-assured, confident . . . some might call him "cocky."

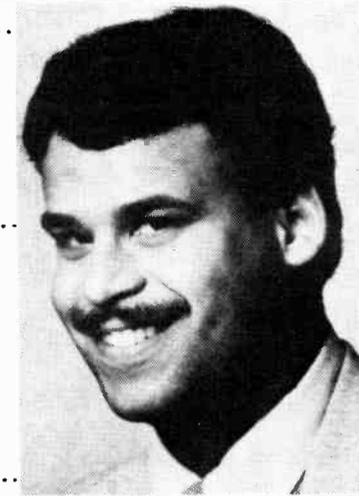
HART (real voice): I intend to be the nominee of the Democratic Party and the next President of the United States . . .

COSELL: His opponent . . . the seasoned veteran, Walter "I Have No Charisma" Mondale"

MONDALE (real voice): If at any time you want to break in with applause do not restrain yourself.

"I try to be as outrageous as I possibly can without really hurting somebody."

"A major factor in determining whether you're going to be successful as a personality is whether or not the management has trust in what you're doing."



Barsky: I call it controlled insanity. I try to be as outrageous as I possibly can without really hurting somebody. I try to be funny, to be natural, to relate to people in terms of what they're thinking. Sometimes I may tend to go a little too hip for the mainstream.

R&R: You're very plugged into showbiz-type humor.

Barsky: Yeah. I'm a comedian. I try to be a person having a good time on the air, the

kind of guy you'd like to hang out with. I don't do something just for shock value. In the produced stuff I do, I'm just trying to be creative. It doesn't have to be hilarious.

R&R: You do lots of Jewish ethnic references and voices on the show. Is there a heavy Jewish population in Philadelphia?

Barsky: Yeah, and I'm Jewish, so it seems to be okay with them. I do it all tongue-in-cheek. I do black voices, Italian, gay, everybody. It's all in fun. When I first came here, people took me seriously and there were lots of complaint calls. But now they're used to it. The other day I was thinking, "Jeez, I'm not getting any complaints any more; am I doing something wrong?"

R&R: Even with the gay stuff? That's the only thing of yours I've heard that I did find offensive, because it seemed to be a real stereotyped attitude. I mean, you do Jewish voices but not Jewish stereotypes . . . but the gay stuff you do seems to rely on negative stereotypes.

Barsky: The bit you're talking about was, in a way. But at the time there was a hassle with the gays in town, petitioning radio and television stations for discriminating against them. They wanted gay public service shows. It was a real big story. So I said the hell with this; I'll take a couple of shots here. It was a little racy, and it might have been offensive.

Something like "Kosher Club" (Editor's note: not to be confused with the Rhino Records release), on the other hand, is really cute. One guy called up to tell me he was offended and that if I weren't Jewish he'd really raise a stink . . . but because I am, he figured it was okay.

R&R: It's a shame he couldn't make that judgment based on the material and not on your background.

Barsky: Exactly. When Richard Pryor goofs on black people, it's okay . . . but it's not okay for some white comic; then it's seen as prejudice. Anyway, I think now everyone's used to me, they know what I'm doing . . . and if I go over the line, I hear about it.

R&R: What do you do for show prep?

Barsky: I do my produced stuff the night before. I get off the air at 9:00, and then I'll take two hours working on new ideas. I go home, take a nap. I come back around 6:00 or 7:00 and work on my produced stuff . . . for as long as it takes.

R&R: Some of the bits you do are very long for a Hot Hits format.

Barsky: When I came on here, I had a 15-second limit . . . which was the toughest chore of my life. It was incredibly tough, and I had some real battles with my program director. But we worked together on it, and it was a gradual evolution. I think a major factor in determining whether you're going to be successful as a personality is whether or not the management has trust in what you're doing. They have to trust you.

## Barsky Bit #2: The Kosher Club

BACKGROUND: Choral music)

ANNOUNCER: They came from the promised land. Four rabbis . . . Four singing rabbis, reaching for a dream. A dream of fame . . . fortune . . . and a chance to perform on "Solid Gold." (SFX: applause) Introducing Izzy . . .

IZZY: Hello dere!

ANNOUNCER: Seymour!

SEYMOUR: So vat's new?

ANNOUNCER: Sy!

SIDNEY: Fabulous!

ANNOUNCER: The Kosher Club!

MUSIC: (To the tune of "Do You Really Want To Hurt Me"):

Do you really want to convert me

Do you really want to make me gay . . .

MUSIC: (To the tune of "I'll Tumble for Ya"):  
Bar mitzvah for ya/Bar mitzvah for ya  
I've got a bar mitzvah just for you

MUSIC: (To the tune of "Karma Chameleon"):  
Come-a-come-a-come-a-come-a-come-a  
to Is-ra-el

The promised land, the promised land . . .

ANNOUNCER: The Kosher Club!  
VOICE: Where's the pork?

ANNOUNCER: You won't find any here!  
Make sure you pick up their new album on  
Chutzpah Records & Tapes!

Dan O'Day can be contacted directly at R&R. Letters, comments, and cassette airchecks are welcome. Due to the large volume of mail, however, Dan regrets that he cannot critique the tapes he receives.

# NEED HITS?



# HERE!

## JOHN CAFFERTY AND THE BEAVER BROWN BAND



### "TENDER YEARS"

CHR NEW & ACTIVE 130/52 - 54%

ONE OF THE MOST ADDED

A/C NEW & ACTIVE 45/24 AOR Tracks: 15 AOR Albums: 11



## JACKSONS



### "BODY"

CHR NEW & ACTIVE 133 Stations! 56%

BLACK/URBAN Chart: 29



## REO SPEEDWAGON



### "I DOWANNA KNOW"

CHR CHART: 28 195 Stations—82%

AOR Tracks: 8 AOR Albums: 9



Distributed by CBS Records

## KLRZ Promotes Stone To PD

KLRZ/Salt Lake City has promoted morning personality Jay Stone to a newly-created PD position. In addition, Myke Kross has been named MD of the A/C-CHR hybrid station, consulted by Jerry Clifton.

President/GM Eric Rhoads commented to R&R, "I'm having fun again with this station for the first time in three years. With Jay here we've got all systems set to win."

Operations Manager Dan Lopez added, "Jay's got an extensive programming background, having worked as Asst. PD at WNBC/New York and WXXK/Pittsburgh, plus PD at KC101/

New Haven, among others. When he joined us as morning man, he expressed interest in this area, and quickly demonstrated his desire through his actions. This move allows me to concentrate more on the overall operations of KLRZ."

Noting a competitive opening for KLRZ's on-air approach, Stone stated, "It will be very easy to stand out in the crowd. Even though our direct competition, KISN and KCPX, are fine stations, we outshine them in the personality arena."

## CHILDRESS NEW WKSJ GM

### Reckerd GM At WDRV & WLUV

WKSJ-AM & FM/Mobile GM Jerry Reckerd has been transferred to Capitol Broadcasting's newly-acquired WDRV & WLUV/Statesville-Charlotte as GM. The appointment becomes effective as soon as the FCC grants final approval to the purchase.

Reckerd told R&R that the outlet will immediately begin orienting itself toward the metro market. "We intend on making a commitment to Charlotte with WLUV. Plans are to keep the station A/C, but there will be some format adjustments."

Prior to his stint at WKSJ, Reckerd served as a Retail Marketing Consultant for Jefferson Pilot. Filling his position in Mobile is WKSJ Director of Marketing Jay Childress.

### Guest GSM At WFIL & WUSL

Rick Guest has been appointed General Sales Manager at LIN's WFIL & WUSL/Philadelphia. He comes to the stations from KMGC/Dallas, where he had been GSM for almost three years. Earlier, he owned and managed Canadian rep firm Radio House Ltd.

Commenting on the appointment, WFIL & WUSL President/GM Bruce Holberg stated, "With both of our stations on an upswing, Rick will give them the sales push we truly deserve right now. We are very excited to have him here."

## LEICHTER NEW KMET LSM

### Stein Tapped As New KJOI GSM

Don Stein has joined KJOI/Los Angeles as General Sales Manager, succeeding Chuck Cady. Stein moves crosstown from KMET, where he had served as Local Sales Manager for the past year.

Commenting on the appointment, XTRA & KJOI GM Bob Griffith told R&R, "Having worked with Don at KMET, I've observed his growth in sales and sales management. I'm delighted to add him to the staff. His expertise will be a definite asset to our immediate and future plans."

Prior to his LSM stint, Stein was a KMET Account Executive; he also held a similar post at neighboring KFVB. Stein said, "It's very exciting to go from a station in the top five to the top three. And I'm on target, working for a sta-

tion and a GM I respect."

Replacing Stein at KMET is Nancy Leichter, who was promoted from Account Executive.

## KIIS

Continued from Page 1



Gene Sandbloom

Gannett, told R&R, "Having Rick Dees on in the morning and Ron O'Brien in the afternoons, I've already got the one-two punch in L.A. radio. The rest of the staff isn't firm yet, but I look to finalize everything within the next few weeks."

Sandbloom, who will oversee the music for both facilities, stated, "The varied musical tastes and experience of Gerry, Mike, and myself will be unchanged as the three of us continue to put together the best blend of 'Hot Hits' for Los Angeles."

## Foster

Continued from Page 1

the prospects of programming these great radio stations. It's a tremendous feeling getting such a vote of confidence from (VP/GM) Nick Trigony and Viacom. The battle here is very intense and doing the morning show will mean some long hours, but I can't think of anything else I'd rather be doing."

## Transactions

Continued from Page 3

also operates WPGC-AM & FM/Washington, WZGC/Atlanta, KFMK/Houston, KUBE/Seattle, WUSN/Chicago, KOPA-AM & FM/Phoenix, KDOT/Provo, and KFMY/Provo-Salt Lake City.

Greater Media owns KHTZ (and, pending, KRLA)/Los Angeles, WPEN & WMGK/Philadelphia, WHND & WMJC/Detroit, WMJX/Boston, WWRC & WGAY/Washington, WCTC & WMGQ/New Brunswick, and WGSN & WCTO/Long Island.

### Hicks & Haas Buys WYNK-AM & FM For \$10 Million

Hicks & Haas has agreed to purchase WYNK-AM & FM/Baton Rouge from Miss-Lou Broadcasting for \$10 million, pending FCC approval.

Licensed to WYNK Radio, Inc., the stations will be operated by Hicks Communications, which also owns KAYI/Tulsa, KNOW & KEYI/Austin, KLAR/Laredo, and KLVI & KYKR/Beaumont, TX. Miss-Lou retains ownership of WPMP & WPMO/Pascagoula, MS.

WYNK (AM) is a 5 kw daytimer at 1380 kHz; WYNK-FM is a 100 kw Class C facility on 101.5 mHz at 400 feet.

Americom Media Brokers served as brokers on the transaction.

## Abernethy

Continued from Page 3

Tampa, first as an AE for WQXM and then as GSM for sister station WSUN. He said, "Sconnix is a young and very exciting group. You sit down with them for ten minutes, and sparks start to fly! The chemistry, the deal, and the market are right, so I'm anxious to get started."

WCAO & WXYV parent DKM Broadcasting is now seeking Abernethy's replacement.

### Bell Pays \$10.3 Million For Four Stations

Newly-formed Bell Broadcasting plans to buy four stations from Sillerman Morrow Broadcasting for \$10.3 million, pending FCC approval.

The four stations are WALL & WKGL/Middletown, NY; WJJB/Poughkeepsie; and WRAN/Dover, NJ. Sillerman Morrow, a broadcasting partnership involving longtime air personality Bruce "Cousin Bruce" Morrow, also owns WHMP-AM & FM/Northampton, MA and WOCB & WRZE/West Yarmouth, MA.

WALL operates with 1 kw days/250 watts nights on 1340 kHz; WKGL has 3 kw on 92.7 mHz at 308 feet; WJJB is 3 kw on 97.7 mHz at 300 feet; and WRAN provides 10 kw days/500 watts nights on 1510 kHz.

## LeGrand

Continued from Page 3

broadcaster. As a South Texas native, he's also sensitive to what radio should be in San Antonio."

A 23-year radio veteran, LeGrand worked four years with KODA, moving up from Account Executive to GSM in early 1982. Before that he spent ten years in on-air and sales positions at KULF/Houston. LeGrand told R&R, "I think it says something pretty special about this organization that a guy like me can walk in four years ago, show a little something, and be rewarded like this. I can't wait to join the folks at KQXT and build on the station's success."

LeGrand's replacement at KODA is forthcoming.

## Michaels

Continued from Page 3

worked at KLUV for four years earlier under its KNUS banner, and has also served on-air duties at KVIL/Dallas. "TK is a good company," he told R&R, "and Rick and I are programming the station in tandem. I am so impressed with him; he's an absolute professional. I'm just overjoyed about this... I'm coming home."

### Sconnix Buys WRBD & WCKO For \$7 Million

Sconnix Broadcasting has agreed to acquire WRBD & WCKO/Ft. Lauderdale from Rose Broadcasting for \$7 million, pending FCC approval.

Sconnix owns nine other stations: WBOS/Boston; WMRZ & WLLR/Quad Cities; KFKF-AM & FM/Kansas City; WTMA & WSSX/Charleston, SC; and WKZU & WLNH/Laconia, NH. Rose has no other broadcast holdings.

Black-formatted WRBD operates with 5 kw days/2500 watts nights at 1470 kHz. WCKO uses AOR programming with 100 kw on 102.7 mHz at 350 feet.

No broker was involved in the transaction, which is expected to be completed in January.

### Joyner Acquires WLDS & WEAL

Joyner Broadcasting will buy WLDS & WEAL/Jacksonville, IL from Jacksonville Radio & TV Broadcasting Corp. for \$1.5 million, subject to FCC approval.

The stations, which are the seller's only properties, become the first acquisitions for Joyner. WLDS is a 1 kw daytimer at 1180 kHz, while WEAL broadcasts with 10 kw on 100.5 mHz at 330 feet.

Americom Media Brokers handled the sale.



**SCHNEIDER CELEBRATION**— MCA and John Schneider celebrated the No. 1 success of "I've Been Around Enough To Know" at a Nashville party. Pictured (l-r) are MCA Nashville President Jimmy Bowen, Welk Music's Bob Kirsh, cowriter Dickey Lee, BMI Exec. VP Frances Preston, Nashville Music Association Exec. Director Dale Franklin Cornelius, and Schneider.

# CALENDAR



BRAD MESSER

## In Defense Of Short Newscasts

A lot of us newspeople can't help it: when it comes to the length of a newscast, the very programming of our genes insists that a longer one is somehow more responsible, a better public service, even more "journalistic" than a shorter newscast.

But I believe shorter newscasts don't necessarily shortchange listeners, if we concentrate on delivering an accurate and interesting package of information, in whatever limited amount of time the format dictates.

Heck, a supermarket tabloid is long, may be 64 pages long, but can contain very little reliable information, whereas one single column on the front page of the *Wall Street Journal*, or on *USA Today*, contains more good information

than the entire 64 pages of the tabloid. As has been said regarding other situations, it isn't how long it is, it's what you do with what you've got that counts. A good two-minute newscast is a whole lot better than an inferior ten-minute one.

As a matter of fact, many if not most of us working newspeople do not have the information resources (two wire services, audio services, researchers, our own reporters on the streets and in the studios) to construct a respectable high-quality long newscast.

We usually do have enough input to satisfy the information requirements of a short one.

A short newscast is certainly no disservice to listeners, whereas a low-quality newscast is a disservice no matter what its length.

### Lincoln III at Gettysburg

**MONDAY, NOVEMBER 19** — When President Lincoln delivered his two-minute speech, the Gettysburg Address, 121 years ago today (1863), he was not feeling well. According to Ruth Cook of the Lincoln Library at Ft. Wayne, Indiana, "He had smallpox. When he went home from Gettysburg back to the White House he was quite ill in bed."

James Garfield, the 20th President and the last born in a log cabin, born 1831. William "Boss" Tweed convicted of \$6-million fraud in NYC and sentenced to 12 years 1874. Labor figure Joe Hill executed, Utah 1915. Patty Hearst released from prison 1976.

Ted Turner 46. Dick Cavett 48. Roy Campanella 63.

### Attack Strands Whaleship Crew

**TUESDAY, NOVEMBER 20** — A whale rammed and sank the whaling ship *Essex* in 1820. Twenty men jumped into three small whaleboats with no food and little water. They drifted 4000 miles in 91 days. Only eight of the 20 survived, and admitted they had resorted to cannibalism. Part of their experience formed the basis of Herman Melville's novel "Moby-Dick or The Whale."

Peregrine White was born aboard the *Mayflower* 364 years ago (1620) while the ship was in Massachusetts Bay; she was the firstborn of the New England Puritan colonists. Time clock patented 1888. Cuban missile crisis: JFK ended naval quarantine 1962.

Joe Walsh 37. Dick Smothers 45. Estelle Parsons 57.

### First Human Aviators

**WEDNESDAY, NOVEMBER 21** — The first free-flight by Man was 201 years ago today, when two Frenchmen rode a hot air balloon to about 3000 feet over Paris (1783, *Laurent & Pilatre*: a manned balloon had flown about a month earlier, but it was tethered). People flew around in balloons, strictly at the mercy of the wind, for well over a century, before the *Wright* brothers perfected controlled flight (1903).

Edison announced phonograph 1877 (demonstrated on 29th). Nixon's Watergate tapes 18.5-minute gap revealed 1973. "Who Shot J.R.?" episode of "Dallas" #1 TV audience to date 1980. MGM Grand Hotel fire, 84 killed, Las Vegas 1980.

Goldie Hawn 39. Marlo Thomas 41. Stan Musial 64.

### Thanksgiving Day

**THURSDAY, NOVEMBER 22** — This has been described as the only truly *all-American* holiday, because Thanksgiving has nothing to do with politics or patriotism or any specific religion. Dr. Jay Anderson, folklorist at Western Kentucky University, believes this is the only American "folk celebration" that really includes everyone. In Olde England, some of the harvest-time parties started before the harvest was completed, causing King Henry VIII to rule that thanksgiving feasts could not begin until the crop was in the barn.

Blackbeard the pirate executed 1718. California's Mt. Lassen volcano erupted 1842. SOS adopted as international distress signal 1906. JFK assassinated in Dallas 1963. Dense-pack missile mode okayed by Pres. Reagan 1982 (still not adopted).

Greg Luzinski 34. Billie Jean King 40. Robert Vaughn 52. Geraldine Page 60.

### Billy the Kid

**FRIDAY, NOVEMBER 23** — Henry McCarthy, alias William Bonney, alias *Billy the Kid*, was born 125 years ago (1859). He supposedly killed his first man at age 12, and was blamed for as many as 22 other murders during his brief cattle-rustling career in the Southwest. The Kid was 21 when he was shot dead by Sheriff Pat Garrett.

Horseshoe manufacturing machine patented 1835. Longest survival at sea began in 1942: seaman Poon Lim lived on a life raft for 133 days. Earthquakes in Italy killed estimated 3000 people 1980.

Susan Anspach 42.

Tomorrow (11-24) Basketballer Rudy Tomjanovich 36. William F. Buckley Jr. 59.

Sunday (11-25) Tina Turner 43, Ricardo Montalban 64, Joe Dimaggio 70. Three-night Andromedid meteor shower begins.

# JOHN HUNTER

## THE NEW SINGLE

# "Tragedy"

ON YOUR DESK TODAY

FROM THE NEW ALBUM  
"FAMOUS AT NIGHT"



Distributed by CBS Records

# THE PICTURE PAGE

## There's No Stoppin' Em



Ollie and Jerry were presented with platinum albums for PolyGram's "Breakin'" soundtrack, in honor of their single "Breakin' (There's No Stopping Us)" and its contribution to overall sales. Shown at the presentation (l-r) are: PG Senior VP Emiel Petrone, PG's Trish McGuirk and Senior VP Russ Regan, Jerry Knight and Ollie Brown, and PG VP Jeff Sydney.

## Happy Birthday Stevie!



Stevie Ray Vaughan was greeted by label execs with a guitar-laden birthday cake. Shown at the celebration (l-r): E/P/A VP Al DeMarino, E/P/A's Bill Bennett, E/P/A VP/GM Tony Martell, Vaughan, E/P/A Sr. VP/GM Don Dempsey, manager Chesley Millikin, and E/P/A's Robert Smith.

## Armoured Saint Marching In



L.A.-based band Armoured Saint has signed with Chrysalis Records and released a debut LP, "March Of The Saint." Shown at the signing (back, l-r): Chrysalis's Ron Fair, President Jack Craigo, and Senior VP Jeff Aldrich; (front, l-r): AS's Dave Prichard and Joey Vera, Chrysalis head Terry Ellis, and Armoured Saint's John Bush, Phil Sandoval, and Gonzo.

## It's A Cool, Cool Summer



Bananarama beat the heat by making an in-store appearance at Licorice Pizza in the Sherman Oaks, CA Galleria Photos were shot and autographs were given out in honor of their new album. Pictured (l-r): PolyGram's Jean McDonald and Bill Follet, LP's Randy Gerston, Bananarama's Siobhan Fahey, Sarah Dallin, and Keren Woodward, PolyGram's Jack Lombardo and Gary Cruse, and LP's Sal Pizzo and Roy Anton.

## Branigan & Ertegun Meet Again



Laura Branigan (left) took time out to hug Atlantic Chairman Ahmet Ertegun after a recent New York show. She's currently touring in support of her latest LP, "Self Control."

## Kenny In New York



Kenny Rogers was greeted by RCA executives after a recent show in New York. He also recently achieved his 1984 goal for canned food collecting in his drive against world hunger — over one million pounds. Shown here (l-r) are: RCA VP/USA & Canada John Ford, Kenny Rogers, and RCA/Nashville VP Joe Galante.

## Wild Boys Are Back



Duran Duran's new single, "Wild Boys," is the only studio track on their upcoming live LP, "Arena," which is due in November. Pictured are Duran Duran's John Taylor and EMI Music Worldwide's Chairman Bhaskar Menon discussing the new LP.

## The Glamorous Sheila E.



Warner Brothers hosted a champagne reception for Sheila E. after a show at L.A.'s Palace. Partying backstage (l-r) are: WB VP Carl Scott, Sheila, label's Steve Fagnoli, and WB VP Rich Fitzgerald.

**IF YOU'RE SERIOUS ABOUT RADIO SALES...**



**...ATTEND**  
**Managing Sales Conference '85**



The best opportunity you'll have this year to obtain the ideas, strategies and contacts you need to make your radio sales take off.

January 26-29

Amfac Hotel, Dallas/Fort Worth Airport

Member price: \$345.00

For early registration, call Lorraine Hamill

**1 (800) 232-3131**

**IDEAS + STRATEGIES + CONTACTS = RESULTS**

# Contemporary Hit Radio



JOEL DENVER

AN IN-DEPTH INTERVIEW

## David Martin: Doubleday's VP/Programming

In January of this year, Doubleday Broadcasting put the finishing touches to what has been a dramatic facelift. The changes began as WAVA/Washington, KDWB-FM/Minneapolis, and KPKE/Denver, which completed their transitions from AOR to CHR over several months, began to make noise in their markets. It turned out that rumors about a similar format shift for WAPP/New York had merit, as WAPP did abandon AOR for CHR. Doubleday, a company whose FMs were once all AOR, now has only two remaining in that format, WLLZ/Detroit and WMET/Chicago.

So who's behind all of this? Doubleday VP/Programming David Martin, who coincidentally joined the company in January. I spoke to David about the format changes, and he went on to explain some of Doubleday's programming philosophies as well as offering insight to some innovative programming tools.



David Martin

David is a second-generation broadcaster, the son of Johnny Martin, who programmed WERD/Atlanta and WLOU/Louisville, among others. By age seven, David had learned to read a ratings book and could edit tape. His formal radio career began in 1968, and he did everything imaginable: traffic director (his first job), continuity, news, jocking, sales, and finally programming.

**"I believe there are absolutely no substitutes for strong, talented programmers. They cannot be beaten by a consulted station."**

His first fulltime job was at KMOD/Tulsa, and he's worked all formats except Religious and Urban. David's programming experience includes WMAD-AM & FM/Madison and WBZ/Boston, as well as Chicago A/C outlets WFYR, WCFL, and WCLR, before joining Doubleday.

David credits witnessing the sign-on of WAKY/Louisville as a Top 40 station and Bill Drake's launching of KAKC/Tulsa as two important inspirations. He pays tribute to former RKO VP/Programming Paul Drew, "for teaching me programming; Jim Yergin, who developed the reach-and-frequency concept while a Sr. VP at Westinghouse; and Kevin Sweeney, who taught me concept selling."

### A Team Concept

R&R: Doubleday President Gary Stevens is not only a well-known broadcaster, but since he comes from the programming side it must be an advantage from your perspective.

DM: The tone for winning at Doubleday is set at the top by Gary. He's a person who

cares about the industry, but more important, he cares about people. He is the driving force behind Doubleday.

R&R: With all of the format changes in the past few months, it would seem you're developing a fresh team of programmers to handle things.

DM: A team is really a good way to look at it. The objective is to hire the best and brightest minds in programming. I believe there are absolutely no substitutes for strong, talented programmers. They cannot be beaten by a consulted station. A consulted station is only as good as the PD on the front lines. All too often those in upper and mid-management levels fail to realize that the product can only be as strong as the PD.

R&R: And you support your PDs with a qualified assistant on the airstaff.

DM: Yes, we have an assistant PD structure in the chain. (Read "Meet The Programming Pros From Doubleday.") There's an assistant PD at every station now except KDWB. These assistants are being groomed to eventually take PD jobs within this company. So we have an excellent farm team of guys who are putting it on the line every day.

R&R: If the local PD is so important, where do you fit in as VP/Programming?

DM: I work for the Doubleday programmers as a resource for them. Each PD is different; each uses me differently. Some need help in research, a few need promotional ideas, and others want to speak about formatives. As a result, they're treated as individuals, in much the same way a PD treats each on-air performer.

### Decentralized Music System

R&R: Even though all the music reports we get come from Doubleday in New York, the PDs all make individual music decisions. Correct?

DM: We do music as a group. Every Friday all of the MDs get on the phone for a one-hour conference call. It's a subjective meeting about all the new music they've

**"One of the most valuable tools at our stations is the turntable. We listen to records. I would feel great apprehension in hiring MDs and PDs who weren't seriously involved in the music."**

## Meet The Programming Pros From Doubleday

As Doubleday VP/Programming David Martin continues to build his company's chain of properties, he's keenly aware of the need to hire the best talent for all corners of each station. Let's meet the folks who program WAPP/New York, WAVA/Washington, KDWB-FM/Minneapolis, KPKE/Denver, WLLZ/Detroit, and WMET/Chicago.



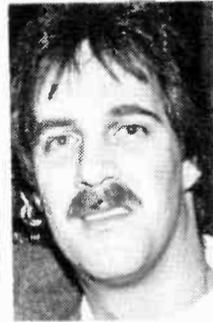
WAPP Ops.  
Manager Gerry Cagle



WAPP PD  
Michael Ellis



WAPP Ass't. PD  
Steve Ellis



WAVA PD  
Smokey Rivers



WAVA Ass't. PD  
Tom Kent



KDWB-FM PD  
Dave Anthony



KPKE PD Tim Fox



KPKE Ass't. PD  
Mark Bolke



WLLZ PD Lee Arnold



WLLZ Ass't. PD  
Joe Urbiel



WMET PD Rich Meyer



WMET Ass't. PD  
Bruce Wheeler

heard. They discuss the new material, and how individual titles are doing on their stations. Now this call includes both CHR and AOR stations. We're very good about sharing the information between formats. We think this is another innovative tool that yields valuable information for decision-making.

Our PDs update their playlists based on the results of the MD call, the trades, and the local research. Then we do music together on the phone. We discuss additions, deletions, rotations - all of it. I try to make my recommendations from a national perspective, pointing out records they may not be aware of and those which have run their course in the product cycle; then the PDs will double-check the rotations. My position is not decision-making, but counsel and final approval.

One of the most valuable tools at our stations is the turntable. We listen to records. If we're programming music radio stations, then we'd better be into the music. I would feel great apprehension in hiring MDs and PDs who weren't seriously involved in the music.

### Group Brainstorming

R&R: Seems as if Ma Bell gets her money's worth from Doubleday, as you also have a weekly PD conference call.

DM: Right. Each Wednesday we're on for an hour or more talking about what's going on at each station and its market. The call gives us a chance to brainstorm with each other and stay in touch as a group.

### Sales, Programming, & Management Interaction

R&R: It would seem as if your advisory capacity extends into all areas of the station. How do you deal with local station sales and management teams?

DM: Having had experience in sales, I'm almost a sales guy who got into programming, and I'm also a programming guy who got into sales because of my early background. One of the aspects of the Doubleday "culture" is to be empathetic to the sales department. The job of the PD can be reduced to six words: *deliver numbers to the sales department*. Above and beyond all of this, the PD's job is a lot of detail work which goes into this end result.

With this mission in mind, we look to make a profit, since radio is a business. All of our PDs attend the sales meetings, and

Continued on Page 34

**"The changes from AOR to CHR were made to target the demographics where the dollars are. We picked CHR because of the individual market environments, and on the basis that this format would be a wise longterm move."**



# MELISSA MANCHESTER

## *“Thief Of Hearts”*

**A/C BREAKERS**

Debut **25**

BB Dance Chart **69-32**  
(Special 12” mix)

*“You should hear how they talk about Melissa . . . Smash!”*

Andy Szulinski, WFBR/Baltimore

*“Melissa Manchester steals your heart with an Adult Flash Dance.”*

Greg Picciano, WSB-AM/Atlanta

*“Great song for a great artist — an A/C dream.”*

Colleen Madden, KJR/Seattle

*“Will appear on the ‘Most Wanted’ list for Christmas shoppers. ‘Thief Of Hearts’ will steal the #1 position on the charts.”*

Jeff Dean, KBEST/San Diego

*“Great up-tempo record. Best thing Melissa has done in a while.”*

Mike Murphy, WISN/Milwaukee

### And Now Starting At CHR!

93Q	KO93	Q101
WOKI	WFBG	WAZY-FM
KTFM	WJAD	KBIM



From the original motion picture sound track **“Thief of Hearts”**  
Produced by Giorgio Moroder & Harold Faltermeyer  
© Paramount Pictures Corporation  
Manufactured and Marketed by **PolyGram Records**



# David Martin: Doubleday's VP/Programming

Continued from Page 32

work side-by-side with the GSM to maximize inventory and selling opportunities. The PD is a very important part of leading the station to a position of profit.

## Invited To Visit Stations

**R&R:** Again, your involvement in this area revolves on setting up a workable system and seeing that it continues.

**DM:** Much the same as the PDs do, the GSMs and GMs call me for advice or to act as a sounding board for a third opinion. When I come into a market to listen, I'm invited to the station. Sure, I spend time hearing the station via the listen-line, but when I come in I want everyone to feel comfortable. Recently (KPKE PD) Tim Fox invited me to come in to listen to the entire market and then offer a full report to Tim and GM Eric Stenberg.

**R&R:** The managerial philosophies are very modern and very dissimilar to a few years ago when everything was standardized. Today, it would seem the only thing standardized are the station logos.

**DM:** Doubleday is in the radio business, and the mission is to become demographically dominant, not format-dominant. The targeted demos are local decisions, which means each station is programmed for that marketplace. We want to be dominant in all of our markets, so whatever format is good for reaching those goals, we will be there.

## CHR Is The Format

**R&R:** You've determined in a number of your markets that CHR is the format you can achieve your revenue goals.

**DM:** The changes from AOR to CHR were made to target the demographics where the dollars are. We picked CHR because of the individual market environments, and on the basis that this format would be a wise longterm move. For now, I feel we can reach our goals at WLLZ and WMET keeping them AOR. And as of this writing, we're making money at both of them.

**R&R:** It must make Gary Stevens feel pretty good about running CHR stations again, since it's his radio heritage as well.

**DM:** Yeah, Gary likes CHR, personally. He's been a very big influence on things here. Gary's not only great to work with, but he's a brilliant broadcaster and a man with a lot of vision. We flushed some money-making formats at KPKE, WAVA, KDWB-FM, and WAPP to make more money with CHR. The culture of the entire Doubleday organization is set at the top. The tone of his style is to plan strategically, think longterm, consider it as a business in 1984, and realize the name of the game is revenue. And subsequent to revenue is profit, because profit is an expense, not a luxury. We're trying to look down the road as far as possible to position these facilities to not only make money today, but well into the future.

## Promoting Creativity

**R&R:** Your stations are also a lot less sterile-sounding than they were prior to your arrival.

**DM:** I promote creativity. It is our obligation to stage the greatest radio station in each of our markets every day. We are committed to hiring the best and brightest air talent. Steven B. & The Hawk were big moves for us at KPKE. We've made a move toward more foreground personalities at all of our stations, including the AORs.

**R&R:** Someone once likened radio to being "a license to print money." Doubleday has never been known for skimping on promotional dollars.

**DM:** Without a doubt, Doubleday is the strongest resources company in radio today. Whatever tools are needed, we get them. It takes money to make more of it.

**R&R:** How flexible are budgets? For instance, if WAVA decided to give away \$50,000 and Q107 upped the ante to \$100,000, what would happen?

**DM:** Chances are we'd go for it after determining it to be the best plan of attack. The trick is to be creative, and that doesn't mean just throwing money at the wall. The theater of the mind is a concept which radio has all but forgotten. In some recent Doubleday meetings, I gave the PDs two things to think about — imagination and audacity.

**"Without a doubt, Doubleday is the strongest resources company in radio today. Whatever tools are needed, we get them. It takes money to make more of it."**

**R&R:** Can you elaborate a bit?

**DM:** Imagination, because we are in show business. Two words — show and business. Part of this is imagination, which uses the radio medium to its fullest potential — exploiting theater of the mind. Radio is the last live 24-hour theater left.

Audacity is to dare to be different, to try something that's never been done before. Dare to do something outrageous and entertaining. Don't hold on to old rules just because they're there. At Doubleday, everything we do must be done with style, flair, and certainly with class and character.

## Strong Promotion Directors

**R&R:** In assisting the programming department to do its job to its fullest potential, you place a heavy emphasis on the need for a strong promotion director?

**DM:** As an industry, the day has come when we've got to stop hiring secretaries as promotion directors. I feel the most important person in a radio station in the coming years will be the person who handles the

marketing and promotion of the station . . . more important than the PD, GM, or GSM. As more and more stations play the same records and we do the same research, we're simply reading each other's mail.

The difference in stations — with facilities, dollars and management expertise being equal — comes down to two things. First, it's what's between the records, which is the finest program director and airstaff that money can buy. The second is how you market yourself. We're getting into a war like Burger King vs. McDonalds. Both are hamburgers, so what's the difference? It's imagery and packaging, and to accomplish this you need a person with talent in promotion.

**R&R:** Do you feel that in radio we also hire people with little or no experience for key positions, such as music director?

**DM:** Sure we do. Basically, you don't want to put someone in over their heads. I'm all for bringing in fresh faces, but let them get experience first. The marketing or promotion director's position is a key management post. Why should we bring someone fresh out of college into such an important position? Instead, give them some duties to learn under someone with qualifications.

## All Eyes On The Big Apple

**R&R:** In taking WAPP from AOR to CHR, you've made a very bold move; everyone is watching. You've hired Michael Ellis away from Z100. You're pretty serious about CHR success despite additional competition from WPLJ and WKTU.

**DM:** Few people realize that WABC was the fourth Top 40 station in New York behind WMGM, WINS, and WMCA. In the end, it won despite such obstacles as tons of network news and the Don McNeil Breakfast Club. We don't have those problems. This is going to be a very aggressive situation . . . it will be a real slugfest.

**R&R:** WPLJ plays it safe on music, while Z100 is more experimental, and WKTU is already taking a few shots. How will this affect WAPP?

**DM:** Paul Drew once told me that any station is a direct reflection of who's running it, and that fact holds true. Michael Ellis is a great systems man who really knows the city, and he will be handling all of the music. As WAPP evolves we will become the most aggressive radio station in America. Bringing in Gerry Cagle as

Operations Manager will allow us a great balance of systems and the pyrotechnics that give the station a lot of zing.

**R&R:** Any predictions on how long before we'll see a clear-cut winner in the New York City CHR race?

**DM:** I don't think we're going to see a true undisputed champ again for a while. With four of us there, Scott Shannon should bronze those ratings books, because he'll never see those kinds of numbers again. Someone will finally back down and change format, but it won't be us. WAPP is in it for the long run. Our long-range goals call for us to build a dynasty in each of our markets, and WAPP is the flagship operation for the chain.

I might add that we've purchased Country-formatted WHN/New York, subject to FCC approval. This should signal to everyone that Doubleday is not only a contemporary music broadcaster. Soon we will own our first station that's targeted 25+.

**"I don't think we're going to see a true undisputed champ (in New York) again for a while. With four of us there, Scott Shannon should bronze those ratings books, because he'll never see those kinds of numbers again."**

**R&R:** In your capacity, you must always be on a talent hunt.

**DM:** I always welcome tapes from people interested in working with Doubleday. The best way to catch my ear is to put a skimmer tape in the mail, rather than a prepared aircheck. That shows confidence in your work. No one has a perfect set every time he opens his mouth. In fact, I get rather suspicious of tapes that are too perfect.

**R&R:** And how about a PD who wants to get your attention?

**DM:** Just contact me on the phone, or drop me a letter with a composite of the station. Doubleday will continue to need more professionals, because we will continue to grow.

## Motion

For the record, it's Rick (not Keith) Kimball who exits WDOV/Dover to pick up AM drive at WKHI/Ocean City . . . Bob Chase becomes MD at WZLD/Columbia from WKZQ/Myrtle Beach . . . Tim Kuhl moves crosstown from Y94/Syracuse to take on promotions at Q92 . . . John Michaels exits WOKL/Eau Claire, WI for afternoons at KZIO/Duluth, replacing Buddy Jones, who joins KQWB/Fargo . . . Chuck Morris & Brian Phoenix are the new morning team at WJBQ/Portland . . . J.W. Dantz joins KZRQ/Houston for middays . . . Glenn Schubert is the new Promotions Director at Q100/Allentown from WSBG/Strassburg.

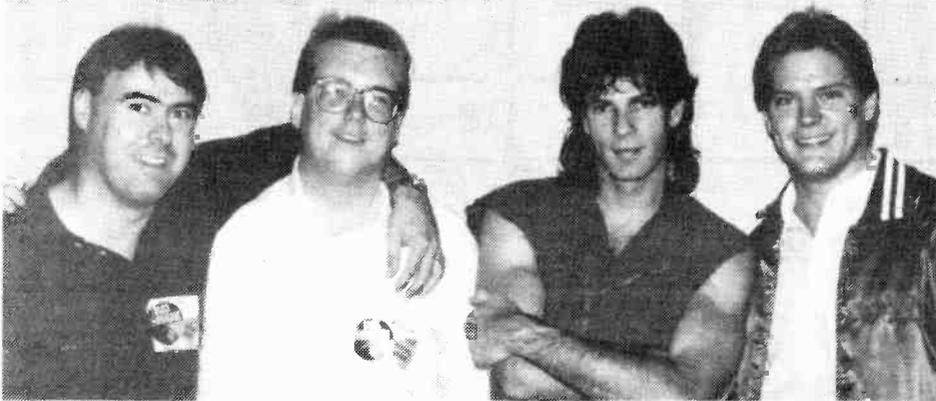
Dino Matela, who left the MD slot at WRXT/Buffalo, can be reached at (716) 838-1687. He's replaced by Scott Robbins. Also new to WRXT are Kelly Sinclair from Q92/Rochester and Steve Stiles, from 93Q/Syracuse; they are the new morning team. Mike McGowan, formerly of WERZ/Portsmouth, is doing PM drive, while Boom Boom Cannon takes over nights. He's from WZYQ/Frederick.

Laurie Williams takes over middays from Dave Fleetwood at WKHI/Ocean City . . . Larry Green will be handling KKQV/Wichita's morning zoo show, exiting KKMG/Pueblo . . . Darryl Davis is upped to middays from parttime work at WJAD/Bainbridge, as Rebel Owens retires . . . Russ

Roundtree is the new MD/midday personality at KNMQ/Albuquerque . . . Lucian Jay exits WIBM/Lansing for the MD slot at KCAQ/Oxnard-Ventura . . . Steve Adler joins Y94/Fargo for PM drive from WLOL-FM/Minneapolis . . . At KPLUS/Seattle, Sky Walker is upped to Assistant PD and Chinery Lutkin is the new Promotions Director . . . Steven Thad Shannon joins KENI/Anchorage as a reporter "at large" . . . Tad Swenson leaves KKRC/Sioux Falls for 4-8pm at KLUC/Las Vegas . . . And last but not least, John Dantzer leaves T94/Panama City to program the "All New All Hit" KIKX/Colorado Springs.

## Bits

For the record, it's Rick (not Keith) Kimball who exits WDOV/Dover to pick up AM drive at WKHI/Ocean City . . . Bob Chase becomes MD at WZLD/Columbia from WKZQ/Myrtle Beach . . . Tim Kuhl moves crosstown from Y94/Syracuse to take on promotions at Q92 . . . John Michaels exits WOKL/Eau Claire, WI for afternoons at KZIO/Duluth, replacing Buddy Jones, who joins KQWB/Fargo . . . Chuck Morris & Brian Phoenix make up the new morning team at WJBQ/Portland . . . J.W. Dantz joins KZRQ/Houston for middays . . . Glenn Schubert is the new Promotions Director at Q100/Allentown, formerly of WSBG/Strassburg



**RICK BOPS IN JACKSON** — 94TYX/Jackson hosted a backstage party for 50 listeners and the star of the show, Rick Springfield, after a recent "Taxi Dancing" and "Bop 'Til You Drop" kinda gig in Mississippi! Shown here (l-r) are 94TYX air personalities Jim Chick, Scott Mateer, Springfield, and one more jock, Tom Rucker.

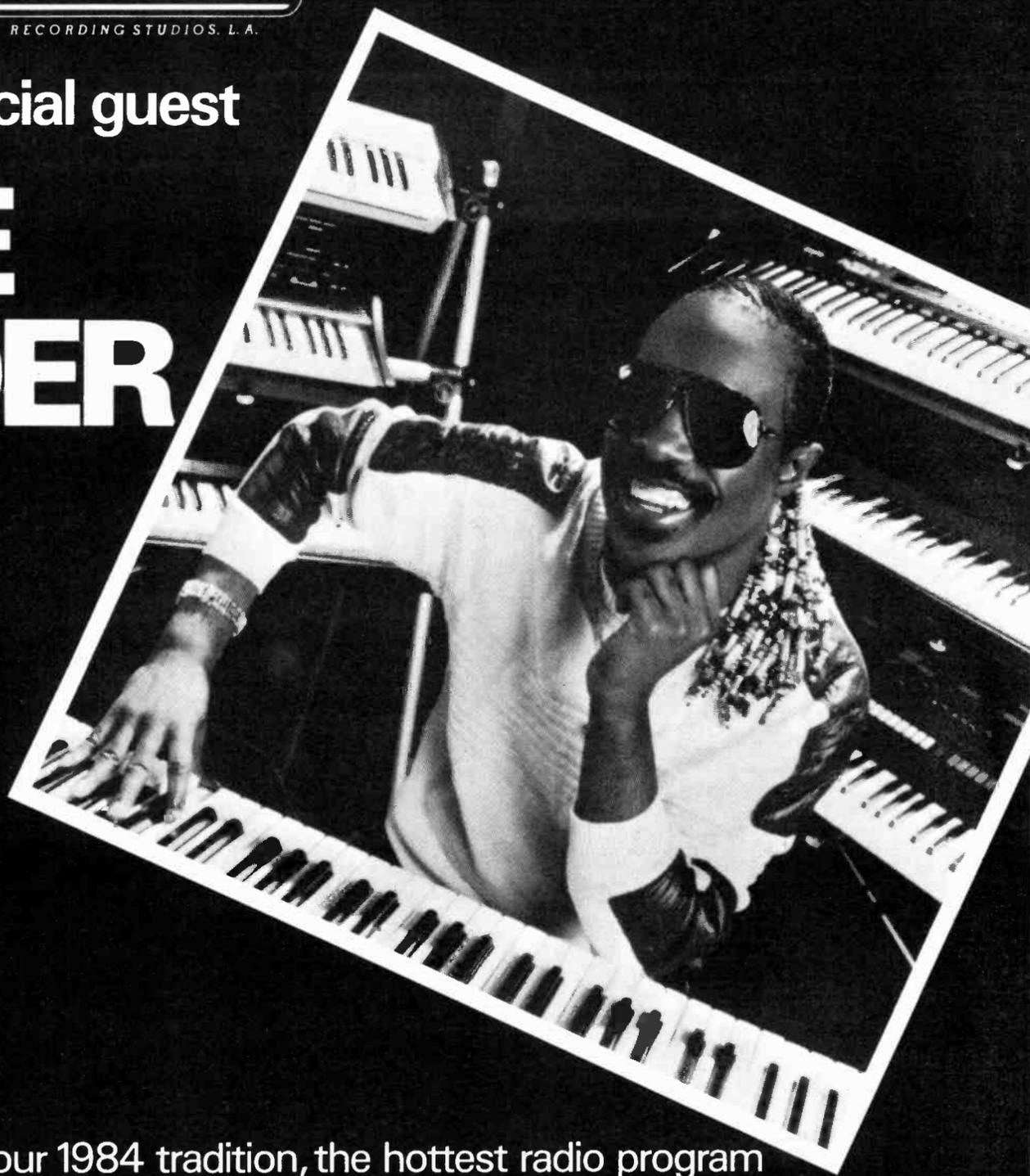
LIVE FROM THE  
**RECORD PLANT**  
RECORDING STUDIOS. L.A.

with our very special guest

**STEVIE  
WONDER**

in a rare radio  
appearance

November 18th  
8:00 PM/Pacific



Continuing in our 1984 tradition, the hottest radio program blasts toward 1985 with Patty Smyth of Scandal (Nov. 25), Pat Benatar (Dec. 2), and Jermaine Jackson (Dec. 16)!

Where top recording artists and your listeners star together every Sunday night on our toll-free call-in lines...  
**LIVE FROM THE RECORD PLANT!**

Hosted LIVE, in stereo, by Lou Simon. Produced by Patrick Griffith Productions, Inc.

To capture LIVE FROM THE RECORD PLANT in your market,  
call Drea Besch at P.G. Productions, (818) 981-3331

**PG**  
Productions Inc.

\*Live via the RKO Radio Networks  
And thanks, RKO, for getting us off to a great start!

# ASHFORD & SIMPSON

- |         |         |         |
|---------|---------|---------|
| WXKS-FM | WTIC-FM | KEYN-FM |
| WNYS    | WSPK    | WHOT    |
| WPLJ    | WKFM    | KQXR    |
| Z100    | WPST    | KF95    |
| WCAU-FM | WKRZ-FM | KQMQ    |
| PRO-FM  | WHTF    | KSKD    |
| Z93     | KZZB    | KHYT    |
| WHYT    | WOKI    | WJBQ    |
| KBEQ    | WFMI    | WJAD    |
| WMAR    | WQUE-FM | KCDQ    |
| WBEN-FM | KTFM    | KBIM    |
| WERZ    | WRQN    |         |

## "Solid"

Black/Urban Chart  
3 - 1



Produced by Nickolas Ashford & Valerie Simpson  
for Hopsack & Silk Productions, Inc.  
**Capitol**  
©1984 Capitol Records, Inc.

# CHR PICTURE PAGE



**ON YOUR KNEES, DEES!** — KIIS-FM/Los Angeles' Rick Dees was honored with a star on Hollywood's Walk Of Fame, on the same day that L.A. Mayor Tom Bradley proclaimed it to be "Rick Dees Day" in the city. Dees's star is located in the center of surrounding friends and fans, with Tom Bradley to the right, and Hollywood Mayor and Chairman of the Walk Of Fame Committee, Johnny Grant, to the left.



**HERE TO HELP WITH YOUR FANTASIES** — Q107/Washington is giving away 15 Pontiac Fieros in their "Q107 Fiero Fantasy" contest. All listeners have to do is listen for occasional automotive grunt sound effects, and then be the 107th caller! Pictured (l-r) are winner Jim Utterback, Q107's Gary Murphy, and winner Jess Anguilar.



**AND NOW FOR MORE ANIMAL STORIES** — WLS radio personalities Larry Lujack (left) and Tommy Edwards (right) presented a check for \$89,000 to the Forgotten Children's Fund, benefitting needy children in the Chicago area. The check represents proceeds from the sales of Lujack and Edwards's latest "Animal Stories" Vol. III. Jack Mabley (center), founder of the charity, accepted the check.



**HERE'S TO A HAPPY KMEL** — KMEL/San Francisco's airstaff saluted their new format just moments after the official switch. The transition began with a rendition of the "Star Spangled Banner," performed by the Bay Area's own Huey Lewis and the News. Shown (back row, l-r) "Humble" Howard Hoffman, Mark Todd, Sonny Joe Fox, "Marvelous" Mark McKay; (front row, l-r) Sue Hall and Alicia Torres.



**THE WOLFMAN HOWLS AGAIN** — WNBC/New York welcomes Wolfman Jack to a new seven-day-a-week show on the station from midnight to 5am, consisting primarily of customized taped material and some live announcing. To kick the gig off, the Wolfman hosted a live remote broadcast from New York's "Jukebox" rock club. Shown (l-r) are the Wolfman and his manager Lonnie Napier



**WZLD GOES COCK HUNTING** — WZLD/Columbia lent a helping hand to the University of South Carolina when its mascot "Cocky" was cocknapped along with his owner's car. WZLD went on the air offering \$496 for a tip on the missing mascot. Within two hours the car was found with Cocky lying unharmed in the back seat. Smiling over their accomplishment are (l-r) Sports Director Dr. Henley Smythe, News Director Diane Beardslee, GM Frank Baker, and Music Director Chuck Finley.



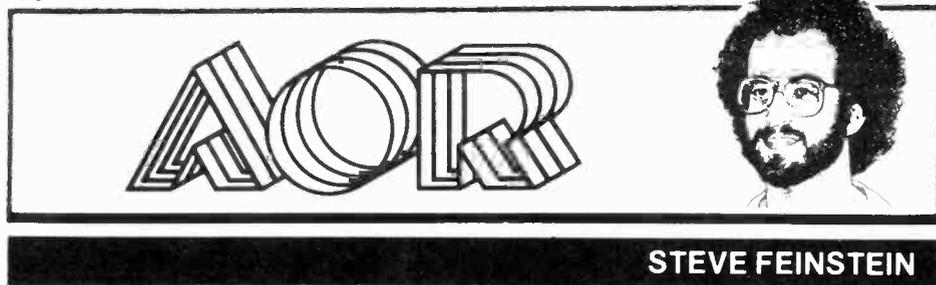
# BILLY SATELLITE

## "I Wanna Go Back"

- |         |       |
|---------|-------|
| WPHD    | WJXQ  |
| CKOI    | OK100 |
| Q103    | KKQV  |
| K104    | WHSL  |
| WGFM    | WBNQ  |
| KWIC    | KTRS  |
| WJZR    | KHTX  |
| KSET-FM | OK95  |
| KTFM    |       |



©Capitol Records, Inc.



STEVE FEINSTEIN

# Steal This Idea

Given its title, I'm sure Abbie Hoffman won't mind me paraphrasing the title of his "Steal This Book" manifesto. It's only a ploy to attract your attention to some ideas that are worthy of appropriation, or at least admiration.

### \$50,000 Is Yours For A Song

WRDU/Raleigh is combining an informal research project with an imaginative contest. Listeners send postcards with their favorite song, and those whose cards are drawn have ten minutes to call when their tune is dedicated and played. Each call is recorded onto a master reel, which will be fast-forwarded and stopped at random at a station party. The next caller on the tape wins \$50,000.

To ease the tax bite, the winner receives the loot in \$10,000 installments over five years.

### Trivialize Your Town

Easy Listening Editor Gail Mitchell has already profiled WPEN/Philadelphia's paperback compilation of local trivia (R&R 10-26-84), but in case you missed her section that week, I want to turn you on to a well-conceived and executed idea.

Radio stations tying in with the trivia craze isn't big news, but the twist here is that all 290 questions relate to the city of Philadelphia. Categories include history ("What word is misspelled on the Liberty Bell?"), sports ("Who was the only Phillies



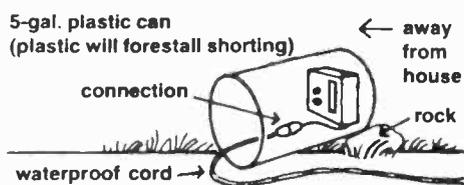
**BOSS RADIO** — When Springsteen is coming to town, AOR doesn't pout or cry. Instead, its creative Bruce-juices start flowing. KLOS/Los Angeles gave away 9500 custom caps, along with similarly-styled commemorative decals. WRIF/Detroit was one of many AORs that gave away a pink Cadillac, tying in with the title of "Dancing In The Dark"'s flip side. KMET/Los Angeles distributed ticket-styled keychains with the station's calls and frequency listed as the seating information.



Dear Editor:

Deer can drive a gardener crazy. I have tried all of the repellents, and I refuse to build 10-foot high fences. They do the most damage in my garden from approximately Valentine's Day to April Fool's Day.

In desperation I have done the following: I place an old clock radio in a five gallon plastic can (steel may cause problems if there's a short). I use waterproof electric cord, and from dusk to dawn I play WMMR (93.3 FM), the rock station in Philadelphia. The five gallon can, pointed away from the



house, acts as a sounding board, scares the deer off and leaves my garden undamaged. Our windows are closed so we hear very little if any of the music, and I have no neighbors around to disturb.

Lee Morris Raden  
Charlestown, PA



**PHILLY FUN** — The City Of Brotherly Radio Battles' three AORs are all keeping busy. WIOQ MD Helen Leicht celebrated eight years of her Sunday morning "Breakfast With The Beatles" show by interviewing Yoko Ono and Paul McCartney. As this letter to a local gardening journal indicates, Bambi and her buddies aren't part of WMMR's "Rock and Roll Animals" kingdom. WYSP's "Rock Hits" slogan inspired its softball team, the Rock Hitters, when it played a team that included four of the five members of Yes. Since the band had never played softball before, the station generously spotted them four outs an inning. Nonetheless, W-Y-YES-P topped Yes 11-10, though singer Jon Anderson jokingly reversed that score during the group's concert that evening. A rematch in a game that the Yes blokes are more versed in — cricket — would seem only cricket. Pictured (l-r) are PD/pitcher Michael Picozzi, drummer/stickman Alan White, and Programming Assistant/catcher Louis Hirshorn.

pitcher to be named Rookie Of The Year?"), and food ("Name all 12 Tastykake pies").

The queries were contributed by listeners over the course of four years during an afternoon "Traffic Trivia" feature. The station published the 60-page pocket-sized book itself, and is selling it for \$2.95 through area retailers and newsstands.

What a terrific way to localize your station.

### Radio Free KGB

KGB/San Diego's "Concert Cruise" gambit turns the parking lot of a concert into a KGB loudspeaker system. After airing promos asking listeners to blast the station on their car radios during the hour or two before a show, staffers roam the lot and award station T-shirts. The shirts are usually worn to the show, thus giving the station

visibility and creating the impression that the show belongs to KGB.

### Good Pay For No Work

I've found an even easier gig than being AOR Editor: the "KQRS/Minneapolis Payroll" pays \$9.20 an hour for doing absolutely nothing. Every hour, the station gives a listener whose postcard is drawn nine minutes and 20 seconds to call and be placed on the payroll. He racks up an hourly salary until there's another winner. On holidays, the rate is hiked to time and a half, and selected days pay \$92 an hour.

### Wherever He Lays His Cap, That's His Home

Baseball pitcher Ken Brett's most distinguishing accomplishment was being

Continued on Page 39

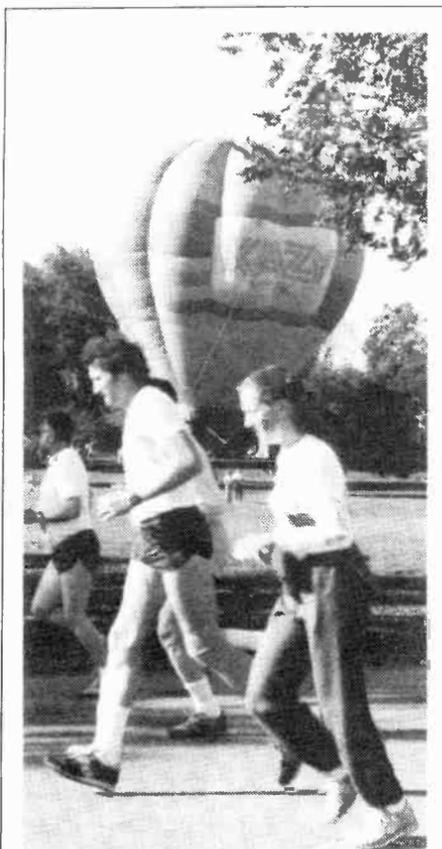


**LIGHT'S ON! SSSH, WE'RE BROADCASTIN'!**—Donning his "a Wolf in DJ's clothing" outfit, Peter Wolf returned as a guest jock to WBCN/Boston, where he worked as a jock in 1968. A contest winner cohosted the two hours with Wolf. Pictured in the front row are the winner, Wolf, and 'BCN personality Carter Alan. The backup crew is Strawberries Records' David Alexander, Account Exec Steve Berger, Creative Services Director David Bieber, VP/GM Tony Berardini, and PD Oedipus.

# Steal This Idea

Continued from Page 38

traded everytime he unpacked his gear. Brett played for about nine different teams, and in a Miller Lite commercial spoofs himself by not being able to remember which town he's in. His final guess is Utica, and he makes it with a grimace on his face. To improve his image of its fair town, WOUR invited Brett to Utica, and arranged a press conference hosted by the mayor. Brett received a "WOUR Brown Paper Bag" award decorated with emblems from all the teams he's played on, and a plaque with one of his baseball cards and the inscription "Welcome to Utica, Ken. If your fastball moved as much as you did, you'd be in Cooperstown."



**RUNNING AROUND LIKE KAZY** — KAZY/Denver signed up 2600 runners for Stroh's "Run For Liberty" campaign to raise money for the restoration of the Statue of Liberty. The five-mile run netted over \$1100, and was attended by Congresswoman Pat Schroeder and Denver's mayor.

### Clean Up Your Act

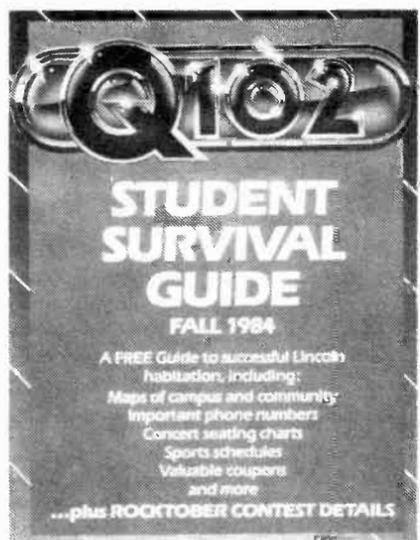
Asking movie-goers to "pitch in" their refuse, KZEW/Dallas put life-size cardboard posters of its morning team next to trash containers in an area chain's theaters.



**TAKE THIS AS A SIGN** — In keeping with the solemn tone of the duo's morning show, this billboard for WFBQ's Bob Kevoian and Tom Griswold reminds Indianapolis mamas not to let their babies grow up to be disk jockeys.

### Fight The Good Fight

WLIR/Long Island's "New Music Wars" talent search will award the winner a recording contract with Sire International and a one-week trip to London, including a night performing in a London club. The competition includes 18 finalists competing at Studio 54 over a six-week period.



**GUIDE-WIRED** — KFMQ's comprehensive student guide tells Joe College everything he needs to know about student life in Lincoln. Besides the info listed on the cover, it includes a schedule of the academic year, coupons for local merchants, and an entry blank for the station's Rocktober giveaways. Q102 distributed 30,000 copies through bookstores on the University of Nebraska campus.

### Free Wheeling

- Giveaways of late have included:
- KZEW's 12 1985 Firebirds, with listeners calling in when they heard the sound of a car starting.
  - KGB's Datsun 300ZX Turbo, through a combination bumpersticker campaign and lucky key contest.
  - Pink Cadillacs, in conjunction with Springsteen's song of the same name, at KTYD/Santa Barbara, WQFM/Milwaukee, and KYYS/Kansas City.

### Let's Get Digital

- WDVE/Pittsburgh's "CD Weekend" played half of a CD every hour, and gave one listener a CD player and a copy of each of the nearly 50 compact discs featured.
- KLYV/Dubuque is doing as many as five "Laser Hours" a day. Each features a solid 60 minutes of selections from compact discs.
- KUFO/Odessa's "Digital Disc Weekend" played only selections from CDs from Saturday morning to Sunday night.



**PROMOTION EXTRAORDINAIRE** — A town with a name like Ordinary, VA is the kind of place that David Letterman might call to your attention. So it was only fitting that the winners of the WLWQ/Columbus and Dr. Pepper "What Would You Do Out Of The Ordinary" contest would receive both a trip to that hot spot and an appearance on Letterman's "Stupid Human Tricks" segment later this month. Finalists did their extraordinary bits on the statehouse lawn in the center of downtown Columbus. The winning foursome brushed their teeth with the same toothbrush, rinsed into the same glass, shaved with the same razor, and rinsed the razor in that same water. Here's the topper — one of these wild and crazy guys actually drank the rank brew. Another contestant shampooed his hair with spam. The winners, and I use that term loosely, are shown here receiving an extraordinary check from PD Pat Still (second from left, with tie.)

## SEGUES

Linda Fink replaces Paul McNabb as KFOG/San Francisco Promotions Director... KGB/San Diego Promotion Director Cyndy Spodek leaves for the same post at A/C K101/San Francisco... Former WMMR/Philadelphia Promotion Director John Bloodwell joins crosstown WYSP as Assistant Promotion Director.

Help get KOZZ/Reno PD Daniel Cook off mornings so he can spend more time in dreamland. If you're a mature morning person, call him at (702) 329-9261.

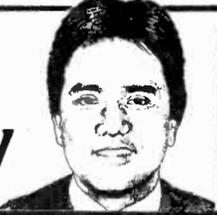
The master tapes at WIOT/Toledo are being done by new Production Director Pete Master. Where have all the parttimers gone? To WBAB/Long Island, which signs on weekenders Al Ver-tuccl, Roger Loose, and Ken Benson.

**Coming Next Week:** The curious phenomenon of records that sell, but don't research well.



**HEMP ROPES OZZY** — Ozzy Osbourne paid a visit to KSRR/Houston evening man Garth Hemp and knuckled under when Garth insisted Ozzy reveal his fail-safe method of never forgetting his own name. From left, Assistant Promotions Director Mark Campbell, Ozzy, and Hemp.

# Adult / Contemporary



**RON RODRIGUES**

## MARKET PROFILE

# Cincinnati: Who Will Survive The Battles?

Sitting on the Ohio River, Cincinnati is one of the most receptive A/C major markets in the country. In this laidback city, home of the late "WKRP," Pete Rose, and Johnny Bench, it's survival-of-the-fittest for the four principal A/C gladiators. Most of the PDs interviewed believe that a shakeout among the adult stations is likely, but, not surprisingly, each of them also pointed out that his station was around to stay.

### Comparing Outlets

Even more interesting is that the stations are evenly divided between the AM and FM bands. Cincinnati is one of the few remaining major markets to support two successful AM full-service A/C outlets.

Here's how the market stacks up: On AM, legendary WLW is attempting to modernize its sound following soft books in 1982 and '83. The station hired Randy Michaels, the PD from crosstown AM competitor WKRC, to supervise its rebuilding. Replacing Randy was Dave Mason, who now helms one of the most highly-rated full-service AM facilities without major league baseball.

On FM, WARM 98 (WRRM) became the dominant A/C two years ago and this spring earned its best-ever results, a 12 share among 25-49 adults. The station has a softer and somewhat more background sound than that of FM competitor WLLT (W-LITE). Although WLLT trails WARM by about three points, it too is enjoying its highest adult numbers.

### AM Battlers

Why does A/C do so spectacularly well in Cincinnati? WARM 98 PD Mark Tipton offered one theory. "The market has always been receptive to softer programming, probably because the pace of life here is easier. If you spend a few days in New York followed by a few days here, you'll note a great slowdown."

Dave Mason pointed out that the CHR rage hasn't hit this market with the impact it has in other areas. "CHR isn't dominant with adults as it is elsewhere. Some of the current successful CHRs, such as KIIS/Los Angeles or Z100/New York, are relatively new entities without a burdensome teen image, making them more comfortable for

### Ratings War

Cincinnati  
Market Rank: 28  
12+ Pop: 1,158,600

	S'81	F'81	S'82	F'82	S'83	F'83	'84
WRRM	@10	@8	@11	@11	@10	@9	@12
WKRC	@12	@10	@12	@10	@8	@9	@9
WLLT	-	@7	@6	@6	@9	@8	@9
WLW	@10	@8	@9	@5	@7	@6	@8

All Arbitron figures represent 25-49 adults, Monday-Sunday, 6a.m.-mid., metro survey area. The numbers are rounded off. (\* Indicates tie figure.)

adults to listen to. Here, however, the big CHR station (Q102) has been around a long time, and it certainly has that teen image."

Said Randy Michaels, "Another reason for A/C's strength is that both AMs are truly committed to full-service. Both have 24-hour news seven days a week, airborne traffic, sports, and strong personalities."

### Full-Service Fight?

I wondered how a market can support two full-service stations when most can't even support one. Dave Mason said, "One of the reasons WKRC continues to be popular is because we are still programming with the same configuration that we've been using for years. Our personalities have been here for a long time, and yes, we're consistent. I can't emphasize how important it is for our listeners to know what they're going to get when they turn us on. In our situation there are no surprises, and that's an advantage we have over WLW right now. 'KRC has



## Time Running Out?

Four major A/C stations are scoring well among 25-49 demos, but how long can Cincinnati support so many direct competitors?

done well compared to WLW because our foundation has not faltered one bit from what we were seven, eight years ago. On the other hand, a lot of changes have occurred at WLW: the on-air lineup has turned over a couple of times, the music mix has changed frequently, and the programming varies in block form from daypart to daypart. Certainly, we've updated the radio station, but we've not changed that much over the last few years."

Randy Michaels concedes that WLW needs updating. "WLW was in bad shape in the sense that it had lost the old-line personalities who made it a fine MOR station. Our job still consists of turning the image of the station around. The 30-year-olds felt that the station was for their parents."

Aside from the Reds, which is a big drawing card to the facility, Randy feels WLW has advantages over its AM competitor. "We're doing a better job with the services. WLW is the first up and last down with the airborne traffic, sports reports happen each hour of each day, and we have the largest news department in town. But while we have our differences, there are also a lot of similarities to 'KRC, considering that's where I came from."

Both programmers have strong feelings about the continuing success of their AM stations. Randy pointed out, "The keys to winning adults over to AM are to make sure the music is right, and that we lock up the events and personalities that will attract them."

Both appreciated each other's companionship on the AM band. "Without WLW," said Dave Mason, "I can see our cume straying over to FM much more than they do now."

### WLLT Repositions

On FM, music-oriented WARM 98 continues to roll. After being promoted to PD a couple of months ago, W-LITE PD Dickie Shannon announced that his outlet will be "undergoing fundamental changes in programming philosophy" to better separate itself from WARM 98.

"Here," said Shannon, "the accent is on the 'C' in A/C. I don't believe the format necessarily has to be soggy or wimpy, and it's our aim to become a more contemporary-feeling station."

Shannon said that his station's "Lite" image was clashing too much with WRRM's "Warm" image. As a result, he's directing his efforts towards more current music and foreground personalities. "We think there's a statement to be made about Light Rock, and it isn't Warm 98's Soft Rock. We want to be perceived as more contemporary, and 'hip'-sounding. We are looking for a center target of 25-34, which includes people who were growing up with radio in the early '70s."

### Looking Ahead

Can the market continue to support four stations of the same general format? Replied WARM 98's Mark Tipton, "Time will tell. We are successful, and we're definitely committed to it for the long term. I wouldn't believe that things will stay this way for long, however. It's even possible that more competitors will join the ranks, but the market can only comfortably accept the amount of competition it has now."

Dickie Shannon concluded, "I think there are too many A/C's here. We need to find a position for ourselves that listeners can grab and hold onto."

## 55KRC

AM RADIO



Dave Mason

## W-Lite 95 FM

LITE ROCK • LESS TALK



Dickie Shannon

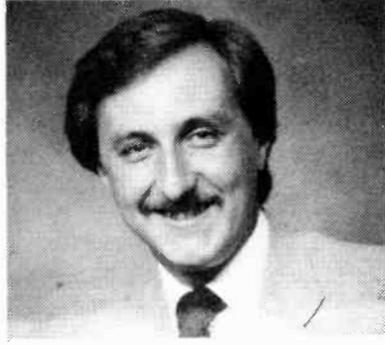
## 700 WLW



Randy Michaels

## WARM 98 FM

CINCINNATI'S SOFT ROCK





## KEEP A CHANGING MARKET FROM CATCHING YOU BY SURPRISE.

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

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

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

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

**ARBITRON RATINGS**

 ARBITRON RATINGS COMPANY  
a Control Data Company



©1984 Arbitron Ratings



LON HELTON

WHO'S PLAYING WHAT AND WHY

For Whom The Jingles Toll

Over the course of the last few weeks, I've received, er, a jingle from a number of people wanting suggestions concerning jingle packages. Although I'm never reticent about throwing in my two cents, I thought a quick "Insta-poll" on jingle usage at Country stations might prove more helpful.

Toward that end my assistant, Randy Alberts, and I called 40 Country stations and asked programmers whether or not they used jingles. If they did, we asked which particular package they were using, the cost, and the usage frequency. We also asked for their thoughts on jingles in general and their use on Country stations.

The stations were selected at random; balanced geographically and by market

size. Our sampling was comprised of 11 stations from the East, ten from the Midwest, ten from the South, and nine from the West; 13 were from large markets, 14 from medium markets, and 13 from small markets. In addition, we polled all 155 R&R reporting stations to compile the statistical data shown elsewhere on this page.

Following below are programmers' various comments:

**PD Bob Shannon, KEAN/Abilene:** "We use an Otis Conner jingle package (out of Dallas) called 'A Friend That You Can Turn To.' The cuts range from 2½ minutes down to five-second shotguns — about 120 cuts. We have jingles on the air primarily for their station identification value. We're an uptempo radio station that plays a lot of spots. We like them because you can come out of a stopset without having to talk."

**PD Steve Brown, WESC/Greenville:** "We designed a package for ourselves that stresses call letters; it was done by VTS in Asheville, NC. We got together with the company and told them what we wanted. They listened to examples we had in mind and then went off to produce them. The difference was we asked just for call letters. We're not trying to be cute. We want to provide a little variety on the air, where we can come on in different ways singing WESC.

"Jocks should always talk after jingles into the music. I read that Dan Rather has it in his contract that his face and voice will appear after every commercial break. When I read that, I figured a person on the air could also self-promote following spots and jingles. A jock's voice and rap is his self-promotion. and it can be especially effective after a nicely-produced jingle."

**PD Charlie Scott, KMAK/Fresno:** "It's a good way to reinforce your call letters in a very pleasant manner. We use the TM 'Everybody's Comin' Up A Winner' package, which we customized to 'Fresno's Country Music Station, KMAK.'

"The country audience is a little more active with their music and entertainment elements. When you sing your call letters and sing them well, it's a positive for the station."

REGION VS. MARKET SIZE

Who's Playin' 'Em?

	Yes					No			
	East	Midwest	South	West		East	Midwest	South	West
P1	3%	12%	3%	20%	P1	30%	15%	13%	11%
P2	21%	18%	29%	17%	P2	6%	22%	18%	14%
P3	25%	1%	32%	26%	P3	15%	12%	5%	9%

REGIONAL BREAKOUT

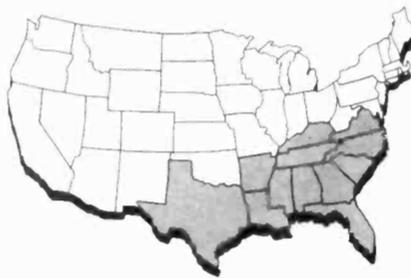
Where They Playin' 'Em?



EAST: 49%



MIDWEST: 51%



SOUTH: 64%



WEST: 66%

**OM Lee Rogers, KGHL/Billings:** "Jingles help solidify call letters in listeners' minds, plus they help boost jock morale. Most people on the air really get pumped up about them and really like to use them. It can be a psychological lift — a chance to be creative with segues and matching music flows.

"We use about half (16 cuts) of the TM 'Magic' package originally made for A/C stations. We were looking for something that was full and warm, but didn't have steel guitars and banjos in it. We look for jingles that portray the personality of our radio station — bright, warm, and adult. While the song following it may well have a steel guitar or banjo, we didn't want that type of image in our jingles. We didn't want our jingles to have a sharp edge to them.

"Unfortunately, at least for what I wanted, most of the country packages I listened to do had that sharp edge. While we don't deny that we're Country, we position ourselves more as an adult station and want our jingles to reflect that attitude. We wanted jingles with a real 'middle-ground' feel as opposed to a definite 'country' or 'rock' feeling."

**PD Fred James, KVOC/Casper:** "We use them to assist with identity, but I really don't like jingles. Most of the on-air spots have their own jingles, but call letters can get lost in jingles due to a tendency to blend in with the commercials."

**PD Dennis Bookey, KGA/Spokane:** "We use them on our AM to reinforce positioning phrases. On a significantly spot-loaded station like ours, they really do help with the transition back to music. Jingles help with the flow and act as a little decoration. There are so many elements you need to get out of on the AM; something to help you out of those dips, those dead spots. That's what jingles do.

"We're using TM's 'Everybody's Comin' Up A Winner' package. It works well because we use that line as a positioning phrase and always come back to it in our contests and promotions.

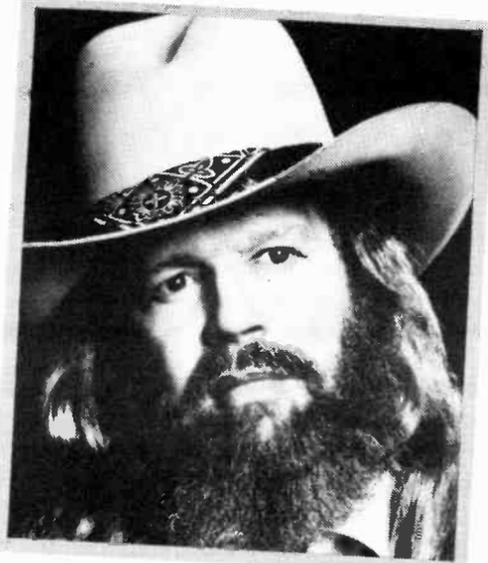
"We don't use them on our FM because I can set the flow enough with the music. Also, I've never found more than one decent package around at any one time, and I wouldn't want to use the same package on both my AM and FM.

"I don't believe there are very many good packages out there. Actually, many of them can make your station sound worse. When you have records that are fantastically produced, like what we have today in country, and you put something on the air that is bargain-basement quality, you've really degraded your radio station."

**PD Benjamin Martin, WTVY/Dothan:** "The jingles on a Country station should definitely have a country flavor for consistency's sake. The jingles should be similar in flavor to the music you're playing."

Continued on Page 44

# Columbia Records Have Never Sounded Better

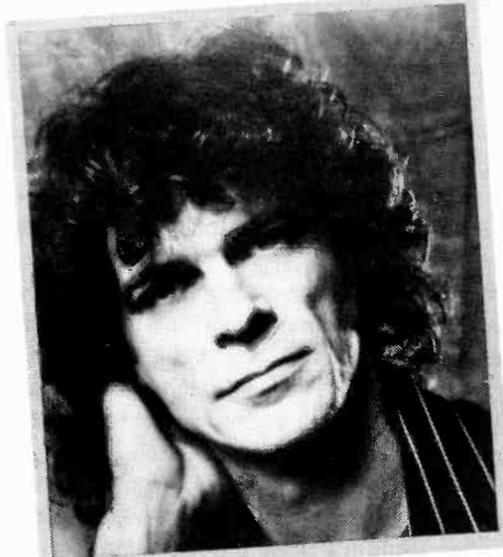


## DAVID ALLAN COE

1985 is sure to be David Allan Coe's biggest year ever. Here's why!

### "She Used To Love Me A Lot" 38-04688

The new single produced by Billy Sherrill from the January 1985 album "Darlin', Darlin' "



## B.J. THOMAS

### "The Girl Most Likely To" 38-04608

is the record most likely to move into heavy rotation this week at most stations.

R&R **36** BB **40** CB **42**

Produced by Bob Montgomery



## MARK GRAY

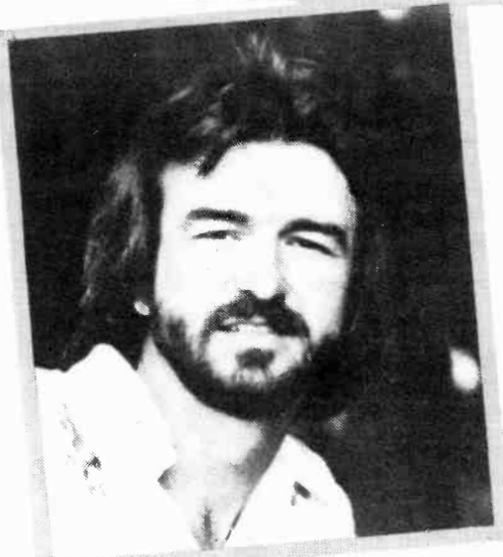
### "Diamond In The Dust" 38-04610

continues to shine as it hits

R&R **19** BB **18** CB **27**

A sparkling addition to your radio programming.

Produced by Bob Montgomery and Steve Buckingham



## CARL JACKSON

### "She's Gone, Gone, Gone" 38-04647

is still being touted by radio as the freshest sounding single out there. It's obvious that the listeners are also into Carl's sound.

Good phones wherever it's played.

R&R **NEW & ACTIVE** 58/8 BB **53** CB **66**

Produced by Stan Cornelius



Manufactured and Distributed  
by Columbia Records and Tapes

# For Whom The Jingles Toll

Continued from Page 42

**PD Steve McNee, WUSQ/Winchester:** "We use **Toby Arnold's** 'Producers' Series' jingles, which are customized for us. People have to look for what fits their individual format and work in their particular identifiers. They also need instrumental variety plus a cappella cuts to provide variety and spice.

"Our package is noticeably country — you wouldn't think you were listening to another station format if you heard just our jingles."

**PD Bob Call, KYGO/Denver:** "We just started using jingles this summer, going to **JAM** for some custom cuts. We were looking for a way to freshen up the way we sell the station. We don't burn up the jingles in any way — we only use one every three hours or so. But they're in there as surprises for the listeners. Plus jingles can say something, even in an indirect way, about the station's momentum.

"All the Country stations in Denver used jingles when we weren't. For a while that was an aid in our developing a distinctive sound. When we decided to add them, we wanted to come up with jingles that sounded like the music: a **Gatlin** type of three-part harmony, a **Janie Fricke** sound, and a **Ronnie Mil-sap/B.J. Thomas** kind of sound; a sound that could pass for strong contemporary and country. Make no mistake, the jingles are country. We have steel guitar and a very distinct, clear country rhythm."

**PD Rich Kimball, WBGW/Bangor:** "We use them to train the audience. We want to ingrain in their minds that when they hear a jingle, they *know* music is next. Just in case they've been snoozing through news or spots, it wakes them up to the fact that music is on the way."

## PLAYS PER HOUR

# How Often Are They

# Playin' 'Em?

1x	13%	5x	5%
2x	31%	6x	4%
3x	33%	7x	3%
4x	13%	8x	3%

**PD Clay Daniels, KXXY/Oklahoma City:** "We use customized jingles put together with TM. It's my feeling that if you're going to use jingles, you should spend the few extra dollars and get a customized package, making sure it sounds right for your station and market. Don't just say, 'Hey, I like that package. Let's use that one.' A jingle package should be carefully thought out and planned with the production company."

**PD Larry Coates, WXTU/Philadelphia:** "We're not using jingles now, although we may start very soon. One package I like right now is TM's 'Across the Country' set.

"A jingle package tightens up the presentation for a station that is targeted 'more music.' It also allows you to create a better overall flow, while providing a very effective sell of your call letters. The jocks say the calls so many times that they may not consistently sell them as well as they should. The listeners also hear them so many times that after a while hearing them becomes second nature — to the point where they lose their impact. Jingles are a good secondary way to sell your ID."

**PD Charles Moran, KRST/Albuquerque:** "We don't feel any of the jingle packages we've heard sound good with the Continuous Country format we use. If we found a package that fit, we would consider using it. There are certainly a number of places where they would work very well — like in the middle of long music sweeps. It's just a matter of finding something compatible with our sound."

**PD Ken Johnson, WYRK/Buffalo:** "We don't use them. Because we're a Continuous Country station, we have a very smooth sound and don't see jingles as being able to add anything to that. Using jingles eliminates a spot where we can inject some warmth and human contact. Putting jingles in a limited-talk format such as ours makes it sound more automated than it is."



# How Much Are They Payin'?

<b>Range:</b>	\$1000-\$8300
<b>Average:</b>	\$4350
<b>Mean:</b>	\$3975

**PD Darrell Ward, KYXX/Odessa:** "We don't use them. The last package we used got worn out, and I haven't heard any replacement jingles that fit what we're trying to project. We're a modern Country operation, and most of the Country packages come off sounding cornball: 'down home,' 'hayseed in your hair' kind of country. The last set we used was targeted to A/C stations. It blended tremendously well with the country music currently put out by Nashville. As a matter of fact, I will be getting into the jingle market again very soon and will primarily check out A/C demos."

**PD Bobby Sherman, KWJJ/Portland:** "We're not using jingles right now. But I do believe they're a fine way of establishing your calls and getting out a slug line, especially if you have a good, listenable package that blends in with your sound. We don't have them on the air now because I haven't found any that fit that description. Most of the packages I've listened to are very pop with too many strings; they're 'little symphonies.'

"What I would like to have is **Janie Fricke** singing my station call letters pretty. Or **Waylon Jennings** singing my call letters rough. I wouldn't even mind something with a little twang — as long as it was **Ricky Skaggs's** or **John Anderson's** kind of twang. Unfortunately, for the price I'd have to pay for a customized package, it just isn't worth it. I'd like to hear some solos instead of four people singing shotgun."

**OM Mac Allen, WKQS/Miami:** "We don't use jingles because I don't think they add anything to the programming. It's really a judgment call. If, as I am, you're trying to run continuous music — assuming your jocks are taking care of identifying your station — why add another element?"

"Currently, there are a lot of jingles in this market, and I've recently witnessed people punching out of them. When I asked why, they said, 'The song was over, wasn't it?' I'd never thought about it before, but it's interesting that some people perceive that jingles signal the record is over."

**PD J.D. Spangler, KSAN/San Francisco:** "I don't use them because I've never found any that I liked. I'm not a big jingles fan because they're like songs — they burn out. And the ones I've listened to either sound too country or too rock 'n roll. I've had trouble finding stuff that fits what I want to do. We've also been successful without jingles, although I'm open to the possibility of using them. I want to be real careful about putting something on the air that might screw up what we're doing."

Continued on Page 46

## MARKET SIZE

# What Size Are

# Playin' 'Em?

P1s represent markets between 1 and 33; P2s 34-132; and P3s 133-condensed.

Market Size	Yes	No
P1	38%	62%
P2	61%	39%
P3	69%	31%

Following 6 consecutive Top 10 singles

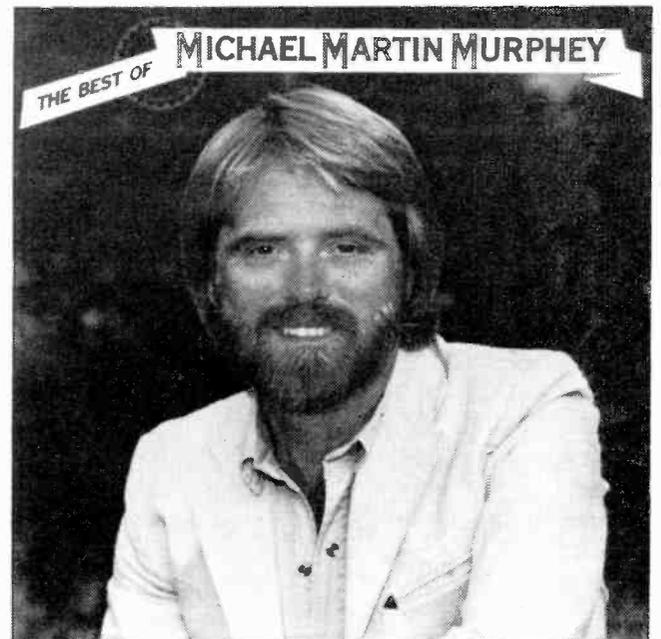
# MICHAEL MARTIN MURPHEY

delivers...

# "WHAT SHE WANTS"<sup>B-8243</sup>

The new single from the album,  
**THE BEST OF MICHAEL MARTIN MURPHEY**

featuring such hits as, <sup>ST-17143</sup>  
"Still Taking Chances," "Wildfire,"  
"What's Forever For," "Geronimo's  
Cadillac," "Cherokee Fiddle"  
and more.



Produced by Jim Ed Norman for JEN Productions, Inc.  
Direction: Gary Borman/Alive Enterprises  
Available on EMI America Records and High-Quality XDR<sup>®</sup> Cassettes.



© 1984 EMI America Records, a division of Capitol Records Inc.

# Nashville This Week



SHARON ALLEN

## Emphysema Fund Set Up "For E.T."

A fund to finance research for the treatment of emphysema has been established in memory of the Texas Troubadour, Ernest Tubb. "For E.T." represents "For Ongoing Research and Emphysema Treatment," and will operate in conjunction with the American Lung Association of Tennessee.

As you know, emphysema claimed the life of the legendary performer last summer. So, his oldest son Justin set up the fund at the request of fans, friends, and fellow performers.

Those wishing to make a donation to the fund should send it to: American Lung Association of Tennessee, P.O. Box 399, Nashville, TN 37202.

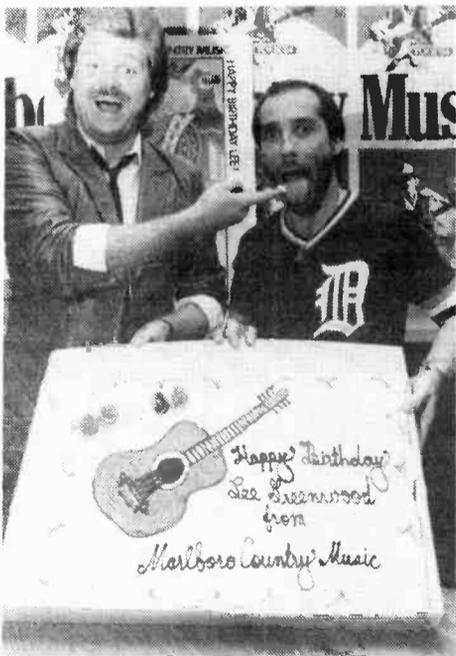
### Open That Door

Historically the Northeast corner of the U.S. has been the smallest contributor to the overall national sales picture for Nashville music. With this in mind, Ricky Skaggs has announced his first full-scale tour in that area. He is hoping to open doors for other country artists, and build the demand for country music in the Northeast with this tour.

The tour will begin February 9 with dates scheduled throughout the end of the month. Each day will take Skaggs into another major Northeastern city. Already scheduled are: Washington, DC; Salisbury, MD; Portland, ME; Montreal; Bangor, ME; Rochester; Buffalo; New York; Boston; Albany; Syracuse; and Hartford.

Any station in these areas may want to contact CBS directly for possible promotional tie-ins.

Meanwhile, Skaggs helped Lee Greenwood celebrate his birthday on the Detroit leg of the Marlboro Country Music concert series.



Skaggs & Greenwood: Tasty licks



Crossfire: Giving thanks for Turkey victory

### Wild Turkey Winners

Crossfire won the 1985 Wild Turkey Battle of Country Bands title, upstaging nine regional winning bands from across the nation.

Now, producer Jerry Free is looking for eight unpublished upbeat country songs to include on the group's album. (Recording an album is part of the prize package involved in the competition.)

Material, including a cassette tape and lyric sheet, can be sent to: Jerry Free c/o International Battle of Bands, 50 Lindsley Dr., Nashville, TN 37210.

### Waylon Feels Patriotic

Waylon Jennings says he feels encouraged about America, and to prove it he recorded the Sammy Johns song, "America." He felt the song was especially visual and would make a great video. He also knew exactly how he wanted the video. "He said he wanted beautiful shots of America and its people," explained Fusion Films producer Joanne Gardner.

So, in addition to on-location footage with Waylon you'll see scenes from an earlier video, "My Heroes Have Always Been Cowboys," a shot from Ronnie Milsap's "She Loves My Car," and stock footage from Film Search in New York.

Waylon's music and this video are very personal statements, perhaps described best in his own words:

While watching the '84 Olympics, I became caught up in the tremendous patriotism shown by the American people, the athletes as well as the spectators. To coin a worn-out phrase, "I felt very inspired" to write a song about America, but at that time I remembered a song from a 1973 Sammy Johns album. To me, this song is America today.

The best way to describe how I feel about America today is what's happening to the Statue of Liberty: she is being repaired.

## For Whom The Jingles Toll

Continued from Page 44

**PD Beverlee Bleisch, KJJY/Des Moines:** "Most of the packages are stereotypical country with a lot of twang. Our station sound is more contemporary than the jingles I've heard."

"A well-done set can add a sound and identity that's local and sticks in people's minds. Having a bad jingle package on the air is worse than having none. If it reinforces the hick stereotype that I'm trying to avoid, they act as a detriment."

**PD David Malmberg, K102/Minneapolis-St. Paul:** "Jingles are fabulous if they're done right, especially for personality-oriented formats. That's not what we are, so we don't use them. My particular programming style is 'the cleaner the better.' I perceive jingles as clutter to my format."

### Editor's Comments

Interestingly, no one was opposed to jingles just because they didn't think jingles belonged on the radio. This represents a shift in thinking for Country radio over the last few years. Perhaps CHR stations' success with heavy jingle use prompted this change in feelings. Among those programmers not presently using jingles, only a couple aren't using them because jingles won't work in their format. A large percentage of PDs aren't using jingles because they haven't found the right package — even af-

ter listening to countless Country and A/C demos. This especially holds true for Continuous Country stations. By and large, FM programmers who do air jingles have laid out extra bucks for a custom package to get exactly what they want.

Both users and non-users shared one overriding opinion: There isn't much to choose from out there. Jingle manufacturers will probably want to argue that point. But many programmers told me they were using old packages because, in the words of J.D. Spangler, nothing out there "knocked their socks off."

In the October 26 issue of R&R, Charlie Ochs appeared on these pages as a guest columnist, offering his views on the use of research. For a "rebuttal" to

some of the points made by Charlie, see this week's column by R&R's Ratings & Research editor, Jhan Hiber.



**WEPP ALUMNI MEETING** — With Bill White leaving WEPP's programming slot for WBCS/Milwaukee, the natural thing to do was to invite in all the WEPP ex-PDs for a surprise going away party. Among the stellar guests attending the gathering at the Pittsburgh Country outlet's transmitter site were new WEPP PD Dave Anthony, Bill White, WWWW/Detroit PD Barry Mardit, WHN/New York PD Joel Raab, and Johnathon Rhodes, former PD and present morning personality.



**MILE HIGH MARLBORO COUNTRY** — During the Denver stop on the Marlboro Country Concert tour, Louise Mandrell and Lee Greenwood attended a "Listeners Meet the Stars" party — which was also populated with folks from KLZ/Denver and label reps. On hand were (l-r) all-night personality Jay Westin, OM/PD Chuck Browning, RCA's Carson Schreiber, Group One's Art Wander, Louise, Lee, Mark Greenwood (Lee's son and drummer), midday jock Dan O'Brian, and MCA's Larry Hughes.

### Country Music's Top Ten

Proudly Welcomes

**WAZZ-FM/Greenville-New Bern, N.C.**

**WKCG-FM/Augusta, ME**

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

# Black/Urban Picture Page



**CLEVELAND GETS AMUZED** — Hometown artists, the Amuzement Park Band were the opener when Sheila E. came to Cleveland. Shown backstage (l-r) standing: the group's Ruben Locke Jr., Darryl Ellis, Paul Richmond, Aaron Jamal, and Rico McFarland. Kneeling are WDMT/Cleveland MD Eric Falson, Mirus VP Doc Remer, and Atlantic's Richard Nash.



**FOREVER AUTUMN AT WQQK** — Local Jammers Autumn performed at a free outdoor concert sponsored by Cats Records & Tapes and WQQK/Nashville. Shown (l-r) standing: WQQK's Lee Michaels, Autumn's Darryl Jones and George Cooper, Cats' Michael Ferraro, Cats' Randy Smith, WQQK's Sy Young. Kneeling are the band's Van Bradshaw and Cecil Thomas.



**EARLY NEW YEAR'S FOR WUSL** — Since they couldn't wait for 1985, WUSL/Philadelphia arranged for some confetti and ticker tape for the winner of their \$100,000 Bumper Blitz contest. Shown (l-r): PD Jeff Wyatt, WUSL's Lady B, winners Daniel Lewis, June Cain and Odess Myers, and WUSL's Beej In The Morning.



**MACDONALD & MACDONALD MEET ROBINSON** — PolyGram artist Ralph MacDonald recently visited Pam Robinson before she segued from KJLH to KACE/Los Angeles. Shown (l-r): PG's Jean MacDonald and Scott Brill, Ralph, Pam, and PG's Anthony Jiles.



**VANITY MIRRORED ON KDAY** — Motown's Vanity stopped by KDAY/Los Angeles for an on-air interview. Shown getting some autographs in afterwards are (l-r) KDAY's Miriam Willingham and Maxia Bane, Vanity, and KDAY's Rory Kaufman.



**SHEILA GLAM JAMS WITH WZAK** — Sheila E. (left) kicked off her first American tour with a pre-concert party in Cleveland. She's shown here with WZAK/Cleveland OM Lee Zapis.



**MARCEL GOES ONE WAY** — Members of MCA's One Way recently showed up at WDKX/Rochester. Seen here (l-r) are PD Andre Marcel, One Way's Corky Meadows, WDKX's Mary Elizabeth, the group's Dave Roberson and WDKX's Renie Hale.



**PACE LOADS PRIZES** — Douglas Pace, recent winner of V103/Baltimore's "Van Load of Goodies" promotion, is seen here loading (or unloading) some of the things he picked up on his \$1500 shopping spree from the station and local merchants. Included in Pace's spoils were Jacksons tickets, a year's worth of Pepsi and — proving that the station's listeners have diversified tastes — Linda Ronstadt and Barry Manilow LPs.

## DIALOGUE WITH JESSE JACKSON

# Broadcasters' Aim: Inform, Inspire, Direct

WALT LOVE

**F**ormer presidential candidate Reverend Jesse Jackson made a whistlestop in Los Angeles in late October, encouraging voters to participate in the national election. While en route to a Watts housing project, he took time out to chat with R&R about the YBPC, Black/Urban radio, and broadcasters' commitment to the black community.

Rev. Jackson opened the conversation by expressing his thanks to the YBPC and the country's Black/Urban radio for their efforts on behalf of voter registration and turnout. "Black programmers and disc jockeys were responsible for this election's record-breaking voter registration drive and turnout. No real money was spent on voter registration, so all the credit goes to them.

"Many people want to register to vote, but there are schemes to take their names from the voter registration rolls or deny them access. A disc jockey must be into his community and know the little things that make life better or miserable for those people."

### Primary Duties

He continued by zeroing in on broadcasters' primary duties. "A great communicator has at least three responsibilities to an audience. When we have access to people's minds and they lend us their ears, we're obligated to put something in their minds besides trash and noise. We're literally obligated to take this platform behind the

*"We must never allow our color to be a substitute for our ethics of treating people right."*

microphones and inform. But first we must be informed ourselves.

"If 7000 troops go into South Africa, and people are shot, beaten, and killed, we shouldn't go the entire day without mentioning this in our shows and newscasts. When the Secretary Of State mentions the oppressed people within the Soviet Union, we must say, 'What about the black people in South Africa.' It's our duty to keep these kinds of things in the forefront. We must inform the people at all times."

The second broadcaster responsibility centers on inspiration. "We must inspire people at all times. We must find joy in the most bleak moments. Our people know the

hardships of poor housing, poor education, poor health, black-on-black crime, and a host of other things. We must keep people's

spirits and hopes alive. If people keep hopping, they keep hoppin' — let nothing break the spirit of our people."

### Lead By Example

Moving on, Rev. Jackson expounded on the lead-by-example concept; positive role models are first and foremost with him. "Third on the list is giving direction by example. Suppose a disc jockey says on-air that report cards are coming out next Thursday, and that he and his wife are go-

ing to school to pick up their children's report cards. This sort of thing does a lot for parents, the children, and students in general. Leadership by direction is something that's needed in our community.

"Another example would be a disc jockey who said, 'I went downtown to 10 Main Street and registered to vote. I want all of you out there listening to match me and do the same. If you want to see my card, come on by the radio station.' It's also important to give publicity to those who work hard and effectively. Let's say some black youngsters were given scholarships to a good school. That deserves credit and exposure. And it inspires others to do the same."

Now that the election is over, what does Rev. Jackson think broadcasters should be doing? "There's a lot to do beyond the election. We must continue to register voters. There are still nearly seven million black people who aren't registered to vote. We must keep people informed about activities in their day-to-day lives. It all comes down to inform, inspire, and direct."

### Equity In Ownership

When questioned about increased minority ownership of broadcast facilities, he replied, "It's not enough to have a job, we must have equity; we must be able to share in ownership. In fact, if we have the audience and the talent on a radio station, then we should also have some of the ownership. There must be some correlation between new black officials and new black ownership in both radio and TV facilities."

Increased black ownership also calls for improved employer/employee relation-

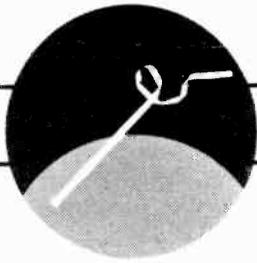
*"It's not enough to have a job, we must have equity, we must be able to share in ownership."*

ships. Rev. Jackson agreed wholeheartedly. "We must never allow our color to be a substitute for our ethics in treating people right. Station owners everywhere must beware, pay a fair wage, and offer good benefits to deserving and able workers. Those who take advantage of others who can't protect themselves will not continue to succeed."

Many thanks to Solar Chairman Dick Griffey for arranging this interview.



E L E K T R A



E X T R A

# LANDSLIDE FOR SOLAR

## "CONTAGIOUS" BY THE WHISPERS STARTS EPIDEMIC



"Contagious, the hit single by The Whispers, has created an epidemic at 95% of America's R&B radio stations and moves 24\* to 14\* in R&R AND 51\* TO 39\* in Billboard.

The diagnosis on the single is smash!

"So Good," The Whispers new album will arrive at radio this week.



## "OPERATOR" OVERLOAD

Midnight Star's smash single "Operator" moves to 22\* after hitting Breaker last week in R&R. With 94% of the stations on, all request lines are busy-busy-busy!!!

"Operator" moves on Billboard black singles chart, 68\* to 49.\*

CHR adds coming in with I-95, KMGX, KSFM, KMEL, KCAQ and KKHR.

Planetary Invasion, the long awaited followup to the double platinum "No Parking On The Dance Floor" releases on November 19th.

## RADIO GETS AMNESIA

Shalamar's "Amnesia" hit radio and R&R reports 30/10 and debuts in Billboard at 78\* with WWIN, WXYV, WDAS, WUSL, WHUR, WNHC, WAOK, KMJQ, WDIA, WTMP, WXOK, WENN, WKXI, WJAX, WBLX, WQQK, WORL, KAPE, WQKS, WBLZ, KMJM, WZEN, WDAO, WWWS, WVOL, KACE, KDAY, XHRM, KSOL, and KUKQ.

CHR jumps on Amnesia with adds at WCAU, Q100, K104, Z106, WPST, WKRZ, WHITE, I-95, Y100, WZLD, KAMZ, WZKS, WHYT,

WKDD, KBOS, KCAQ, KGOT and OK95.

The new Shalamar album, Heartbreak, releases on November 19th.



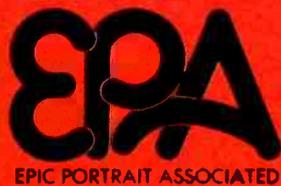
**SOLAR—THE PEOPLE'S CHOICE**



SOLAR RECORDS. RECORDS MANUFACTURED AND DISTRIBUTED BY ELEKTRA / ASYLUM RECORDS. A DIVISION OF WARNER COMMUNICATIONS INC. ©

Congratulations  
To The  
Young Black Programmers  
Coalition  
For Another Year Of  
Excellence

From All Your Friends At E/P/A,



# Black/Urban Radio



WALT LOVE

## Fall '84 Ratings Wars

by Sean Ross

Win or lose, Black/Urban stations do not, for the most part, change formats these days. Those which aren't doing as well as they'd like to usually hang in and fight it out with each other. The competition is always intense, as even Black/Urban broadcasters who have the format to themselves in their markets are facing renewed pressure from CHR, which, while still allowing some potentially useful records to slip away, has been capitalizing on the value of crossing some music from this format.

Here are some thumbnail sketches of several Black/Urban battles underway around the country.

### Baltimore

	Fall '83	Winter '84	Spring '84
WXYV	5.8	5.6	5.3
WWIN-FM	3.9	2.7	2.9
WWIN	3.6	4.1	2.6
WEBB	3.8	3.3	1.7

Longtime market leader WXYV (V103) has lost nearly three shares since early 1983. PD Roy Sampson is hoping to turn that around by exposing a lot of new product. Those three shares are roughly what WWIN-FM has picked up since coming into the market last year. The low-powered suburban-licensed FM began life as a spiritual cousin of WHUR/Washington, playing a wide and predominantly soft-to-midtempo mix. Since becoming PD, Keith Newman has toughened up a little, but WWIN-FM sits out the most scratch-happy of the new music. Both WWIN and WEBB continued to hang tough on AM, thanks to healthy teen shares. (WXYV is fourth, WWIN is fifth, and WEBB is sixth in teens.)

### Boston

	Fall '83	Win. '84	Spr. '84	Sum. '84
WXKS-FM*	7.9	7.5	8.1	7.5
WILD	1.6	2.1	1.9	2.4

(\* CHR station)

Despite Boston's history of ethnic unrest (even among whites) and traditionally low shares for Black radio, there's always been an audience for black music. (Market-leading AOR WBCN was known for playing songs such as "Upside Down" even when Urban and AOR were at their most divergent.) Sunny Joe White's WXKS-FM (Kiss 108), with its mixed airstaff and a lot of crossovers, has also managed to help unite the city around black music. In the summer, WILD PD Elroy Smith and MD Angela Thomas brought the AM daytimer its best book in recent memory by gradually moving the station away from its early '80s posture as Black-A/C hybrid "Magic 109" to a more mainstream Black approach.

### Charlotte

	Fall '83	Spring '84
WPEG	10.8	10.8
WGIV	3.4	2.3

Using Drake-Chenault's "Super Soul" package in some dayparts and live announcers in others, new PD Mike Rossi (from WDIA/Memphis) kept WPEG in a

strong second place among all metro stations. (Only Country WSOC-FM did better.) Against WPEG's 50-kw signal, which seems to show up in books everywhere from Winston-Salem to Spartanburg, SC, AM legend WGIV certainly has its work cut out. But new owners, revamped programming, increased action on AM now that WROQ (formerly WAYS) is rocking again, and publicity surrounding WGIV's 37th birthday this fall might help.

### Chicago

	Fall '83	Win. '84	Spr. '84	Sum. '84
WBMX-FM	4.9	4.8	4.8	5.2
WGCI-FM	4.7	5.8	6.1	4.7
WJPC	1.4	1.3	1.4	1.5
WGCI	0.9	0.9	1.2	1.0
WVON	0.8	1.2	1.0	1.0

There was a period here last year when CHR WLS, a station that had traditionally resisted crossovers, suddenly began playing Grandmaster Flash and Miquel Brown. It became one of the first CHRs outside the Northeast to play Shannon. That's pretty well abated now, and while WLS and CHR rival WBBM-FM will still play those hits that cross everywhere else, CHR programmers here are usually content to let most black records stay on the Black/Urban stations. Lee Michaels and WBMX-FM usually manage to beat Graham Armstrong and WGCI at least once a year. It would be an impressive achievement if 'BMX-FM can pull it off twice in a row. Even with high-



**DENVER TURNS CHINESE** — Denver native and Earth Wind & Fire vocalist Phillip Bailey brought his new "Chinese Wall" LP to KDKO/Denver for its world premiere. Shown here (l-r): KDKO's Kevin Brown, Bailey, and CBS's Kevin Knee.

profile morning man Doug Banks, WBMX has a more controlled, tougher sound than WGCI, which still plays some jazz and maintains high-profile announcers who have some leeway with music. Interestingly, Chicago now has a four-way Black battle going on AM with Blues on WVON, Richard Pegue's Black Adult WGCI, and hits on WBMX and WJPC.

### Cleveland

	Fall '83	Win. '84	Spr. '84	Sum. '84
WZAK	5.3	7.1	7.3	7.4
WDMT	3.8	3.6	4.2	4.8
WJMO	1.6	2.7	1.7	2.1

For a brief while, Barry Mayo consulted WDMT against his former WRKS colleague Don Kelly. Don was consulting WZAK, but then jumped to WDMT ("The New 108") when Mayo's GM duties prevented him from continuing. Both FMs have "more music" approaches and aggressive, street-wise playlists, with new WDMT PD Dean Dean going heavily for Eastern club records and novelties. Since Lynn Tolliver's WZAK didn't yield any ground in the summer, it looks like all three stations will continue helping the city's Black/Urban share grow. WJMO, WDMT and WZAK are all backed by exceptionally active promotional staffs. WJMO may also benefit from its anniversary this fall.

### Columbus

	Fall '83	Spring '84
WVKO	7.7	7.1

The day WVKO's veteran morning man K.C. Jones was promoted to PD, Columbus

got its second new Urban FM in only a few months. Now WCKX and WZZT are both gunning for the nine share that WVKO has garnered at times as an AM daytimer. Although it's since been stretched out a little, the format that scored that nine was musically-conservative, crossover-influenced and very oldies-conscious (WVKO was perhaps the only Urban to play both Van Halen's "I'll Wait" and Jerry Butler oldies.) With both Jones and Harry Lyles on board, don't expect FM to automatically take over Columbus.

### Detroit

	Fall '83	Win. '84	Spr. '84	Sum. '84
WJLB	5.0	5.7	5.9	5.8
WDRQ	5.3	4.3	4.6	3.7
WCHB	0.6	1.0	1.6	1.0
WGPR	1.3	1.1	1.3	1.3
WQBH	1.0	1.0	0.9	0.6

In what is perhaps the country's toughest Black/Urban battle, five books ago WJLB shouted to the top and has only been out once. That's a significant accomplishment in a city where nobody had been able to gain a foothold for more than a few months since the late '70s. WJLB's James Alexander and staff have done an admirable job of putting themselves in the community over the last year and a half. Fall finds Alexander modifying last year's "Eight Strong Songs" into a new promotion called "Haul & Call." WDRQ PD Steve Harris is working with a short list and a lot of giveaways. Masonic-owned WGPR, working with fewer dollars, remains known in the record community as a starter station, while both WQBH and WCHB have faced the low-powered AM's challenge with specialized block-programming. WCHB in particular has attracted some interest over the last year with its on-air "Apology Line."

### Jacksonville

	Fall '83	Spring '84
WJAX-FM	6.5	8.3
WPDQ	5.5	6.4

Jacksonville remains one of the last sizable American markets with no CHR station. To some extent, PD Chris Turner has taken advantage of that for awhile. Now, with WJAX's AM picking up some more traditional Black and Jazz programming, the FM suddenly has Rod Stewart, the Cars, Elton John and Cyndi Lauper in heavy rotation right alongside Whodini and "Sex-O-Matic." While AM legend WPDQ seemed to be similar to WJAX-FM briefly, it appears that new PD Bob Scott and MD Nat Jackson are reporting fewer crossovers. Both stations have long, aggressive lists and it would be nice to see a continuation of the "win-win" situation that currently exists in this city.



**WDXK GENERATES SPARKS**—Billy Sparks, seen in "Purple Rain" as the club manager, recently dropped by WDKX/Rochester to chat on-air with PD Andre Marcel and help promote the station's "Purple Rain" tour contest. Seen here (l-r): Mitch James, Marcel and Sparks.

# Fall '84 Ratings Wars

Continued from Page 51

## Los Angeles

	Fall '83	Win. '84	Spr. '84	Sum. '84
KJLH	2.4	2.2	2.3	2.0
KDAY	1.3	1.6	1.6	1.6
KACE	1.6	2.0	1.3	1.3
KUTE	2.1	1.1	1.3	1.3
KGFJ	1.0	1.1	0.6	0.7

Over the past twelve months, there's been much activity among the Southland's Black outlets. KJLH still lacks a PD and GM; former PD Eric "Rico" Reed is presently guiding the station. The new KJLH lineup includes several ex-KACE jocks. In turn, KACE's Alonzo Miller hired KJLH's Pam Robinson as MD. KACE continues to use its famous "It's In The Mix" line, something that several black artists were nice enough to work into their hits this year. But the music is a little more hit and cross-over-oriented and the once laid-back presentation is becoming slightly more up. Another KJLH alumni, Lawrence Tanter, seems to be adding a lot more jazz to the "Quiet Storm" format at KUTE. Down the hall at KGFJ, Barry Richards has only recently realigned his on-air sound and is running at least five promotions at once. KGFJ is now "L.A.'s Official Party Station." Having fought its way out of last place among Black stations last year, Jack Patterson's KDAY is still running the same high-profile, well-produced, mostly-currents format that began in 1983.

## Louisville

	Fall '83	Winter '84	Spring '84
WLOU	11.4	10.7	10.8
WJYL	3.3	7.0	5.7

WLOU wasn't doing badly as a daytimer; now it's 24-hours and #1 under Tony Fields. Its current strength and longstanding community involvement should make things interesting for new WJYL PD Vernon Wells. Wells and Inter-Urban inherited a station that had already been through at least three format changes recently. In the early days of WJYL's new Urban format, that meant walking the line between Van Stephenson and Jeffrey Osborne LP cuts. This is in direct contrast to WLOU, which has repeatedly stated its intention of supporting only black artists. At this writing, that includes sitting out all CHR crossovers including Hall & Oates.

## Memphis

	Fall '83	Spring '84
WDIA	9.5	8.4
WHRK	8.5	8.1
WLOK	6.8	7.4
KRNB	6.1	6.9
WKDJ	3.4	4.0

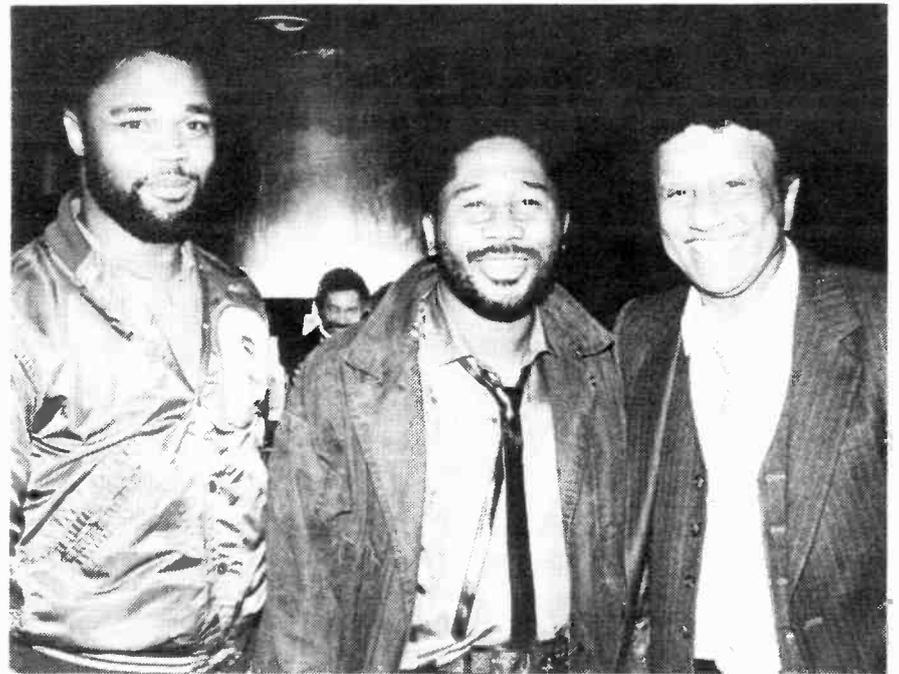
With more than a third of the city's radios turned to some form of Black/Urban, Memphis is another one of those great markets where everybody is doing pretty well. While some of the shock of WDIA's fall '83 resurgence has worn off, not enough has worn off to let anybody else in the #1 Black slot. PD Bobby O'Jay is up for an interesting fall sweep, spending some cash on TV but other wise deliberately keeping a low promotional profile. WLOK, with its block programming, has picked up the blues and Southern R&B torch from KRNB, which recently segued into an aggressive, new-music posture as "All Hit Magic 101" WHRK's Jim Maddox keeps his station the most conservative and crossover-oriented of the bunch.

## New York

	Fall '83	Win. '84	Spr. '84	Sum. '84
WRKS	4.8	5.6	5.1	5.4
WBLS	3.3	3.7	2.6	3.5
WKTU*	3.5	4.0	3.3	3.1

(\* CHR station)

In both Urban and CHR formats, New York operates under a completely different set of rules from the rest of the country. Artists such as Divine Sounds make it to CHR; records like "Master Of The Scratch" by O.C. & Crazy Eddie are the ones one has to go over to Urban radio to hear. WRKS's ratings have held up well under several circumstances: two PD changes in less than a year, WPLJ's effort to position itself as "WPLJacksons," and Z100's apparent positioning as the official New Edition FM. WBLS PD B.K. Kirkland managed to pull his new employer back into the threes right away. Whether WBLS will segue all the way into Inner City's "Quiet Storm" format remains to be seen, especially with non-mellow morning man Jim Snowden. As for CHR WKTU, many market observers insist the station still has to be considered a factor in the Urban race. WKTU's current musical universe, said to range from Billy Squier to the Fat Boys, isn't far removed from the summer of '81 when WKTU played everything from Coati Mundi's "Mi No Pop-eye" to Neil Diamond's "Hello Again."



**JACKSON'S DANGEROUS COMPANY** — Bar-Kays leader James Alexander recently visited Inner City Broadcasting's New York offices to promote the group's "Dangerous" LP. Shown (l-r): PolyGram's Wayman Jones, Alexander, and Inner City Exec. VP Hal Jackson.

## Norfolk

	Fall '83	Spring '84
WMYK	3.5	6.9
WOWI	7.8	4.8
WRAP	5.2	3.9
WQKS	2.1	3.4

The big story here was WMYK (K-94)'s recently-chronicled one-book conquest of Tidewater with a short list, a lot of crossovers (including Springsteen's "Cover Me") and a mixed airstaff. WQKS also has a salt-and-pepper image, a longer list, and a little more presentational flexibility. Some market observers say it's because of these two stations that there's a lot more Cyndi Lauper on all the Black outlets. WOWI's new PD Tony Gray is fighting the station's automated image with new AM man Roshan, the self-proclaimed "ugliest mother on the radio."

## Philadelphia

	Fall '83	Win. '84	Spr. '84	Sum. '84
WUSL	5.8	5.0	6.2	6.1
WDAS-FM	6.8	6.7	5.7	5.6
WDAS	2.0	1.6	1.6	1.9
WHAT	1.5	1.8	2.0	1.5

When WUSL (Power 99) first hit the air here, its Urban sound was more heavily

stylized than legendary Black outlet WDAS-FM, but WDAS-FM wasn't able to outflank WUSL in the community involvement arena. WUSL PD Jeff Wyatt has worked to make his station a part of the city, and that, plus a lot of high-powered promotions, may explain why WUSL has edged WDAS-FM by a half a share the last few books. This has, however, happened before and there's no sign that Joe Tamburro and the strength of WDAS's calls among Philly's minorities won't keep things moving back and forth for awhile. Musically, WUSL seems to lean more heavily on the clubs for product while WDAS emphasizes more "street" acts.

## San Diego

	Fall '83	Win. '84	Spr. '84	Sum. '84
XHRM	3.8	4.1	5.5	4.4
XHZ*	-	-	1.2	1.4

\*Fall '84 is its first sweep as an Urban outlet.

San Diego's Urban listeners remain the province of Mexican radio. At 92.5, it's Daryl Cox, Duff Lindsey, and XHRM with its long tradition of activity in the city's minority populace. On 90.3, Guy Perry is back at XHZ. The new "Noventa FM 90" is working with an eclectic playlist ranging

Continued on Page 54



**OSBORNE IN ST. LOUIS**—Seen here welcoming Jeffrey Osborne (c) at a reception following his October date in St. Louis are KMJM ("Majic 108") GM Gary Lewis and announcer Ron "the Showman" Williams.



**XHRM ASSISTS FUTURE**—XHRM/San Diego PD Darrell Cox and MD Duff Lindsey were brought backstage at a recent Herbie Hancock show and presented with a gold LP for the "Future Shock" LP. Seen here are Lindsey, Columbia's Junious Taylor, Hancock, and Cox.



# EVACUATE YOUR SEAT AND PUT IT ON THE RADIO

## JUNIE MORRISON

"Evacuate Your Seats"<sup>90191</sup>  
featuring the single "Tease Me"<sup>7-99693</sup>  
and the 12"<sup>0-96912</sup>

WYBC  
WAOK  
WDDO  
WEAS  
WGOV  
WOKS  
WENN  
WDAS  
WEUP  
WNOO

WPAL  
WLLE  
WDUR  
WAAA  
WIDO  
WYNN  
WQMG  
WEAL  
WPEG  
WRBD

WORL  
WANM  
WPDQ  
WJAX  
WRXB

WGCI  
WGPR  
WJLB  
WTLC  
WQBH

WDMT  
WCIN  
WAMO  
WBLK  
WUFO

WDXK  
WVKO  
WDAO  
WESL  
WDIA

WLOK  
KRNB  
WBMK  
KWTB  
KYDE  
WYLD-AM  
WTKL  
WGOK  
KYE  
KDKS  
WKXI

KEZM  
K104  
KNOK  
KCOH  
KMJQ  
KGBC  
KZEY  
KHYS  
KYOK  
KJLH  
KACE

## WORLD'S FAMOUS SUPREME TEAM

WRKS  
WDAS  
WUSL  
WWIN  
WEBB  
V103/BALT.  
WDJY  
WHUR

WAOK  
WIGO  
V103/ATL.  
WIBB  
WEAS  
WGOV  
WENN  
WATV

WEUP  
WNOO  
WPAL  
WDUR  
WAAA  
WVDM  
WQMG  
WEDR

"Radio Man"<sup>0-96914</sup>  
WRBD  
WORL  
WANM  
WPDQ  
WJAX  
WAWA  
WVOI  
WJMO  
WDMT  
WCIN  
WAMO  
WBLK  
WUFO  
WDXK  
WDAO

WZEN  
WDIA  
WHRK  
WLOK  
KRNB  
WBMK  
WKDJ  
WQOK

WYLD-AM  
WXOK  
WGOK  
KYE  
WKXI  
WOKJ  
K104/DALLAS  
KMJQ

KZEY  
KHYS  
KYOK  
KDAY  
KDKO

## GWEN GUTHRIE

single  
"Love In Moderation"<sup>7-99685</sup>  
Already on your desk



© 1984 Atlantic Recording Corp. A Warner Communications Co.

# Fall '84 Ratings Wars

Continued from Page 52

from Al Green's version of "Take Me To The River" to **Scritti Politti**. XHZ's new morning man **Denny Luell** comes from a similar position at A/C neighbor **KBZT**.

## San Francisco

	Fall '83	Win. '84	Spr. '84	Sum. '84
<b>KSOL</b>	4.7	3.8	5.1	6.1
<b>KBLX</b>	2.7	3.0	2.3	2.7
<b>KDIA</b>	2.1	2.2	3.0	2.2
<b>KRE</b>	—	—	0.4	0.4

If you spend 20 minutes in San Francisco, you will hear **UBC's KSOL**; **Marvin Robinson**, **Bernie Moody** and National PD **Jack Beach** have busted **KSOL** out of its traditional place in the fours to make it the #1 music station in the Bay Area. Billed as "More Music **KSOL**" and "The Rhythm Of The Streets," **KSOL** may be the last major market Urban in America where you can hear nearly a half-hour of cold segues and disco-mixing outside of Saturday night. **KDIA** is on its way to News/Talk, but new **CHR KMEL**, located very near **KSOL**, is playing lots of crossovers, and not just the obvious ones. **Inner-City's KRE** and **Jeff Harrison** are moving back towards the black hits in an effort to pick up some audience from **KDIA**, especially in the East Bay, where both stations are longtime legends.

## Washington, DC

	Fall '83	Win. '84	Spr. '84	Sum. '84
<b>WKYS</b>	10.2	8.0	8.9	8.2
<b>WHUR</b>	5.9	5.2	7.3	7.1
<b>WDJY</b>	2.4	2.3	2.7	3.7
<b>WOL</b>	1.3	1.0	0.9	1.2

DC's overall #1 station, **WKYS** has been a major force under **Donnie Simpson** for five years. Through the strength of its calls and airstaff stability, **WKYS** has established a relationship with the market that allows for much programming flexibility, a wide library, and some "mood sweep" programming. At **WDJY**, **Dan O'Neil** has turned the former **OK100** back into a hip teen station for the first time in years, using a very tight list, few golds, and primarily uptempo music. **WHUR** remains unique among Black stations, playing its hits only two or three times a day, running an hour news block at

6pm before **Melvin Lindsey's** original "Quiet Storm" at 7pm. Market fixture **WOL**, after stabs at **Black-News/Talk** and **Black-A/C**, is now back in the mainstream. Nights on **WOL** are bartered out to the **Moonman** and oldies host the **More Better Man**.

## Black/Urban Radio

### ... And Yet Onward

A couple of other situations deserve a mention: In Atlanta, both **WIGO** and **WAOK** gained in the spring at the apparent expense of **WVEE**; it'll be interesting to see if **AM's** resurgence in that city continues. In Baton Rouge, new **FM KQXL** is attempting to overtake legendary **WXOK**. Charleston finds new **WWWZ (Z93)** PD **Marc Little** seeking to get the pole position back from **CHR WSSX**. In Cincinnati, **WCIN** is trying out its new "adult-oriented" format.

Houston has **Brute Bailey** battling to beat **CHR KKBQ** for a second book in a row, while **Steve Hedgewood** aims to prove that **KYOK's** spring '84 comeback wasn't a one-book phenomenon. In Jackson, MS, high-paid "Heavy" **Herb Kneeland** and **Tommy Marshall** are keeping **AM WKXI** very close to tight-listed **FM WJMI**. In Raleigh/Durham, it's new **FM WFXC** working to carry over listeners from sister **AM WDUR**, which has moved to a more adult approach.



**OCEAN, REYNOLDS RAP WITH WVOI**—WVOI/Toledo was the recent beneficiary of several artist visits. In the first picture, L.J. Reynolds (l) is shown with PD Maxx Myrick. In the second, WVOI's Leon Watson and Myrick flank Billy Ocean.



**MANGIONE IN LOS ANGELES**—Columbia artist Chuck Mangione recently brought his new "Disguise" LP by KACE/Los Angeles. Pictured (l-r): Columbia's Doug Wilkins, KACE PD Alonzo Miller, Mangione and KACE GM Jim Blakely.

# ACTION

## WKYS & MCA Keep 'Em In School

Checking around the country, we find that **WKYS/Washington, DC** had a great "Stay In School" contest coproduced by **MCA Records**. Here's the deal: The contest, which ran nearly four weeks, asked area high school students to sign a pledge to "Stay In School" through graduation. The pledge cards were available at all 25 **Kemp Mill** record stores in the metropolitan area. The school submitting the most pledges submitted won an IBM Personal Computer (donated by **MCA**) and a chance to host the **WKYS** "Smallstars" basketball team opener at the school in early December. Special guest players on the

**Smallstars** team will be **MCA** recording artists **New Edition**. The second-place school received a check for \$1000 donated to its student body fund. The third-place winner collected a \$500 check donation similarly earmarked.

## WVOI Turns The Heat Back On

**WVOI/Toledo** held a live broadcast to benefit families who do not have heat in their homes due to utility shut-offs. (This sort of thing seems to take place more and more each year.) **VOI** was still counting the money at presstime, and its humanitarian effort deserves a salute.

## More Action

Congratulations to **United Broadcasting's WJMO/Cleveland**, which celebrated its 25th anniversary last month... **WOKJ/Jackson, MS** air personality **Brett Lewis** has accepted the MD/morning position at **WKIE/Richmond**, working with PD **Jerry Carter**... **WFKX/Jackson, TN** has debuted an Urban Contemporary format. The station's new MD is **Bob Coleman**, formerly of **WLTH/Gary, IN**... At **Inner City's KGFJ/Los Angeles**, PD **Barry Richards** has hired **Kevin Flemming** as Assistant PD/MD. Kevin joins the station from **WWDN/Sumter, SC**. Also at **KGFJ**, **Alice Holmes** has been named Director of Music Research.

# THE BREAKER BAG™

## BREAKER THE BAG...

... is an authentic-looking portable stereo cassette deck/AM-FM Radio unit, made of 100% silver quilted nylon (18"x12"x4") with shoulder strap and velcro closure.

For your promotional needs have us silkscreen your call-letters or logo on the Breakerbag.

Call Customer Service  
(213) 553-4330

## SPECIAL INDUSTRY RATE AVAILABLE NOW!

\$19.95 includes postage & handling.  
Quantity Discounts Available  
Make check payable to: R&R  
(Please allow 2-4 weeks for delivery.)  
Ca. residents add 6 1/2% sales tax.

Please send me \_\_\_\_\_ Breaker Bags at \$19.95

NAME \_\_\_\_\_

STATION/AFFILIATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

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

MASTERCARD # \_\_\_\_\_

INTERBANK # \_\_\_\_\_

EXPIRATION DATE \_\_\_\_\_

VISA # \_\_\_\_\_

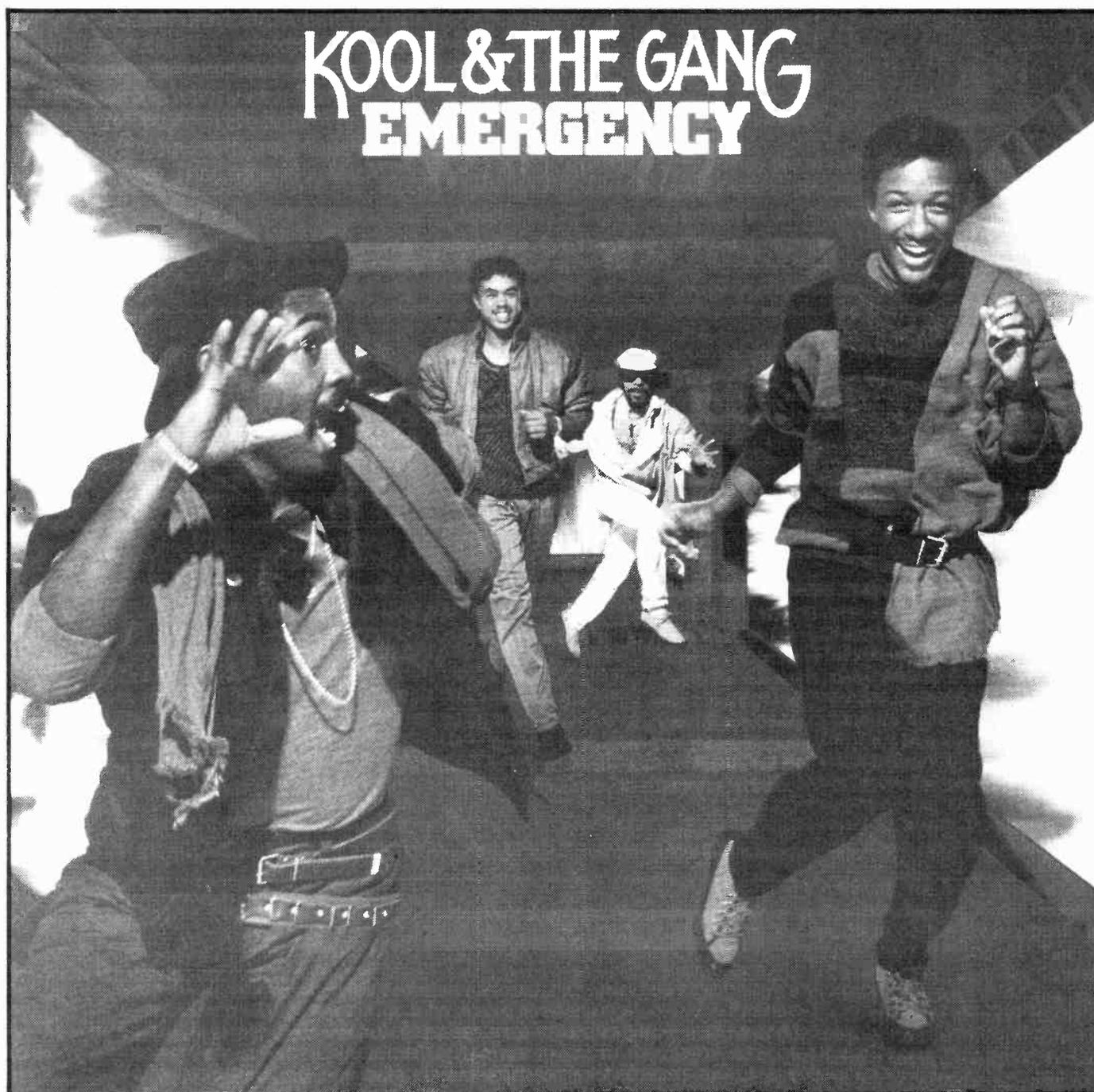
Radio & Records, 1930 Century Park West, Los Angeles, CA 90067

# "MISLED"

(880431-7)

The Smash Single From The Hot New Album

## "EMERGENCY"



# KOOL & THE GANG

We Salute The  
Young Black Programmers Coalition  
Annual Meeting

Houston, Nov. 16-19

*DeLuxe*  
RECORDS

Manufactured & Marketed by  
PolyGram Records



**CLIP OR SNIP!**

# Jazz Record Rep List

Here's R&R's first Jazz record rep guide for your convenience. Included are names, addresses, and phone numbers of label promotion representatives for both major and small record companies. Be sure to clip or snip for your bulletin board or rolodex!



**A&M**  
**Step Johnson**  
 National Promotion Director  
**Pam Whitaker**  
 National Promotion Coordinator  
 1416 N. LaBrea Avenue  
 Hollywood, CA 90028  
 (213) 469-2411



**ALLEGIANCE**  
**Mike Matthews**  
 National Promotion Director  
 7525 Fountain Avenue  
 Hollywood, CA 90046  
 (213) 851-8852



**ANTILLES/ISLAND**  
**Herb Corsack, VP**  
 14 East 4th Street, 3rd Floor  
 New York, NY 10022  
 (212) 477-8000



**ARISTA**  
**Vaughn Thomas**  
 Western Region Promotion Director  
 8370 Wilshire Boulevard  
 Beverly Hills, CA 90211  
 (213) 655-9222  
**Jean Pierre**  
 Administrative Assistant  
 6 West 57th Street  
 New York, NY 10019  
 (212) 489-7400



**ATLANTIC**  
**Mary Conroy**  
 National Director, Jazz-A/C  
 75 Rockefeller Plaza,  
 New York, NY 10019  
 (212) 484-8000



**A.V.I.**  
**Seth Marshall, GM**  
 7060 Hollywood Boulevard, #1212  
 Hollywood, CA 90028  
 (213) 462-7151



**BAINBRIDGE**  
**Stan Marshall, President**  
**Harlene Marshall**  
 Executive VP/Promotion Director  
 2507 Roscomare Road  
 Los Angeles, CA 90077  
 (213) 476-0631



**BEE HIVE**  
**Jim Neumann,**  
**Susan Neumann, Owners**  
 1130 Colfax Street  
 Evanston, IL 60201  
 (312) 328-5593

**BEE PEE**  
**Don Randl, President**  
 3787 Cahuenga Boulevard  
 North Hollywood, CA 91604  
 (818) 763-7388



**BREAKER**  
**John Taylor**  
 National Promotion Manager  
 8025 Deering Avenue  
 Canoga Park, CA 91304  
 (818) 703-8193



**CADENCE**  
**Larry Rays**  
 National Promotion Director  
 Cadence Building  
 Redwood, NY 13679  
 (315) 287-2852



**CAPITOL**  
**Ronnie Jones**  
 National Promotion Director  
 1750 N. Vine Street  
 Hollywood, CA 90028  
 (213) 462-6252



**CEXTON**  
**John Anello, Jr., President**  
 P.O. Box 703  
 Placentia, CA 92663  
 (714) 631-4074



**COLUMBIA**  
**Doug Wilkins**  
 National Promotion Director,  
 Progressive Jazz  
 1901 Century Park West  
 Los Angeles, CA 90067  
 (213) 556-4934



**CONCORD**  
**Ellen Findlay**  
 Promotion Director  
 Box 845  
 Concord, CA 94522  
 (415) 682-6770

**Joe Grippo**  
 Director, Marketing & Sales  
 2953-200 18th Street  
 Bayside, NY 11360  
 (212) 423-5933



**DELOS**  
**Ralph Junghelm**  
 National Promotion Director  
 P.O. Box 5565  
 Santa Monica, CA 90405-0565  
 (213) 396-7848



**DISCOVERY/TREND/  
 MUSICRAFT/AM-PM**  
**Patricia Nickerson**  
 Promotion Director  
 117 N. Las Palmas Avenue  
 Los Angeles, CA 90004  
 (213) 938-5482



**DR. JAZZ**  
**Bob Golden**  
 Director of Marketing & Operations  
 1414 Ave. Of The Americas,  
 6th Floor  
 New York, NY 10019  
 (212) 759-5565



**EAST COASTING**  
**Frederick Cohen,**  
**Susan Mingus, Owners**  
 P.O. Box 866, Ansonia Station  
 New York, NY 10023  
 (212) 877-1836/736-4749



**ECM**  
**Meredith Breitbarth**  
 Promotion Director  
 3 East 54th Street  
 New York, NY 10022  
 (212) 702-0312

**ECM/WB**  
**Kenny Puvogel**  
 National Album Promotion Director  
 3300 Warner Boulevard  
 Burbank, CA 91501  
 (818) 953-3723



**ELEKTRA/ASYLUM/MUSICIAN**  
**Greg Peck**  
 VP/Special Markets  
 75 Rockefeller Plaza  
 New York, NY 10022  
 (212) 484-7200



**EPIC**  
**Maurice Warfield**  
 West Coast Promotions  
 1901 Century Park West  
 Los Angeles, CA 90067  
 (213) 556-4778



**FANTASY**  
 (inc. Milestone, Galaxy,  
 Riverside, Prestige)  
**Dede Whiteside**  
 National Director/Album Promotion  
 10th & Parker Streets  
 Berkeley, CA 94710  
 (415) 549-2500 or  
 (800) 227-0466



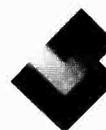
**FLYING FISH**  
**Rick Swenson**  
 Director/Promotions & Advertising  
 1304 W. Schubert  
 Chicago, IL 60614  
 (312) 528-5455



**GLAD-HAMP**  
**August Sims**  
 National Representative  
 1995 Broadway, #601  
 New York, NY 10023  
 (212) 787-1222



**GNP CRESCENDO**  
**Gene Norman, President**  
 8400 Sunset Boulevard, #4-A  
 Los Angeles, CA 90069  
 (213) 656-2614



**GRAMAVISION**  
**Diana Calthorpe, GM**  
 260 W. Broadway  
 New York, NY 10013  
 (212) 226-7057

Continued on Page 58



**Bobby Bland**

**Controllers**

**Randy Hall**

**Thelma Houston**

**Jesse Jackson**

**Kylmaxx**

**Alicia Myers**

**New Edition**

**One Way...**

**We Salute Our MCA Team**

**MCA RECORDS**  
*DELIVERING THE MUSIC OF THE 80'S*

Continued from Page 56



**GREENE STREET**  
Tom Rogan, VP/GM  
46 W. 11th Street  
New York, NY 10011  
(212) 674-1837



**GRP**  
Duke Dubois  
National Promotion Director  
Bud Katzel  
Director/Marketing & Distribution  
555 W. 57th Street  
New York, NY 10019  
(212) 245-7033

**HIGHTONE RECORDS**

**HIGHTONE**  
Larry Sloven, President  
P.O. Box 8064  
Emeryville, CA 94662  
(415) 521-8357



**INDIA NAVIGATION**  
Bob Cummins, President  
177 Franklin Street  
New York, NY 10013  
(212) 219-3670

**INNER CITY**

**INNER CITY**  
Dave Kratka  
National Promotion & Sales Director  
50 S. Buckhout Street  
Irvington, NY 10533  
(914) 591-5100 or  
West Coast: (619) 267-8828



**I.T.I./ALLEGIANCE**  
Mike Dion  
VP/Promotion & Publicity  
P.O. Box 2168  
Van Nuys, CA 91404  
(213) 768-8546



**JAM**  
Richard Spring, Owner  
1737 DeSales Street, N.W., #300  
Washington, DC 20036  
(202) 638-3355



**JAZZOLOGY**  
(inc. Circle, Audiophile,  
Southland, Progressive)  
George H. Buck, Jr., President  
3008 Wadsworth Mill Place  
Decatur, GA 30032  
(404) 288-1480



**MANHATTAN**  
(inc. Blue Note)  
Bruce Lundvall, President  
Stan Snyder, VP, Sales  
1370 Avenue Of The Americas  
New York, NY 10019  
(212) 757-7470

# Jazz Record Rep List

## MCA RECORDS

**MCA**  
Jheryl Busby  
VP/Black Music Director  
Ernie Singleton  
National Promotion Director  
70 Universal City  
Universal City, CA 91608  
(818) 508-4010



**MIRUS MUSIC**  
(inc. Lakeside)  
Doc Remer  
VP/Promotion, Publicity  
2440 Lakeside Avenue  
Cleveland, OH 44114  
(216) 241-0892



**MOSS MUSIC GROUP**  
(inc. Storyville, MMG)  
Carol Marunas  
Promotion/Creative Service Director  
48 W. 38th Street  
New York, NY 10018  
(212) 944-9560



**MUSE/SAVOY**  
Joe Fields, President  
160 W. 71st Street  
New York, NY 10023  
(212) 873-2020



**NIMBUS**  
Tom Albach, Owner  
P.O. Box 205  
Santa Barbara, CA 91302  
(805) 682-6873



**OMNISOUND**  
Bill Goodwin, President  
Linda Hay, VP/GM  
Box 128  
Delaware Water Gap, PA 18327  
(717) 421-5150



**PABLO**  
Brett Ales  
National Promotion Director  
451 N. Canon Drive  
Beverly Hills, CA 90210  
(213) 274-9831



**PALO ALTO**  
(inc. TBA, Tall Tree)  
Don Graham  
National Promotion Director  
Don Mupo  
Director/National Sales  
11030 Ventura Boulevard, #1-C  
Studio City, CA 91604  
(818) 506-6444



**PAUSA**  
Bill Stillfield  
National Promotion Director  
Box 10069  
Glendale, CA 91209  
(818) 244-7276



**PLUG**  
Gene Perla, President  
20 Martha Street  
Woodcliff, NJ 07675  
(201) 391-2486

## PolyGram Records

**POLYGRAM**  
Rowena Harris  
National Promotion Director  
Bob Gooding  
National Marketing Director  
810 7th Avenue, 12th Floor  
New York, NY 10019  
(212) 399-7033

## PolyGram Classics

**POLYGRAM CLASSICS**  
(inc. Verve, EmArcy, Verve MPS)  
Donald Elfman  
Promotion Manager  
810 7th Avenue, 12th Floor  
New York, NY 10019  
(212) 399-7070



**POLYGRAM SPECIAL IMPORTS**  
(inc. Black Saint/Soul Note, Owl)  
Paul Del Campo, Manager  
810 7th Avenue, 12th Floor  
New York, NY 10019  
(212) 399-7014



**PROGRESSIVE**  
Gus Statiras  
President/National Promotion  
Box 500  
Tifton, GA 31793  
(912) 382-8192



**PRO INDIE**  
Leon Ross  
General Manager  
Kevin Weir  
A&R Director  
P.O. Box 22153  
Phoenix, AZ 85028  
(602) 971-0979



**ROUNDER**  
(inc. Varrick, Philo)  
Brad Paul  
#1 Camp Street  
Cambridge, MA 02140  
(617) 354-0700



**SEABREEZE**  
John Brechler, President  
P.O. Box 690  
Bryn Mawr, CA 92318  
(714) 796-6110

**SHEMP**  
Hal Wilner, Owner  
Gene Kraut, VP  
611 Broadway, Suite 415  
New York, NY 10012  
(212) 420-1780

## SteepleChase Records

**STEEPLECHASE**  
Pete Crawford  
National Promotion Director  
3943 W. Lawrence Avenue  
Chicago, IL 60625  
(312) 463-6147



**STOMP OFF**  
Bob Erdos, President  
P.O. Box 342  
York, PA 17405  
(717) 854-9265



**THERESA**  
Allen Pittman,  
B. Kazuko Ishida, Owners  
Nana Kirk  
National Promotion Director  
1300 Solano Avenue  
Albany, CA 94706  
(415) 524-4908

## ti TIMELESS RECORDS

**TIMELESS**  
Ricky Schultz, President  
Cheryle Wenier  
National Promotion Manager  
17735 Collins Avenue  
Encino, CA 91316  
(818) 344-3848

**UPTOWN**  
Mark Feldman,  
Bob Sunenblick, Owners  
276 Pearl Street  
Kingston, NY 12401  
(914) 338-1834



**WINDHAM HILL**  
(inc. Hip Pocket, Dancing Cat,  
Lost Lake Arts, Open Air)  
Jeff Heiman  
VP/Promotion  
Michael Carlson  
Radio Promotion  
Box 4122 Pioneer Square Street  
Seattle, WA 98104  
(206) 223-0517



**Warner Brothers**  
(inc. Qwest, ECM, Watt)  
Oscar Fields  
3300 Warner Boulevard  
Burbank, CA 91501  
(818) 846-9090



**XANADU**  
Don Schiltten, President  
3242 Irwin Avenue  
Kingsbridge, NY 10463  
(212) 549-3655

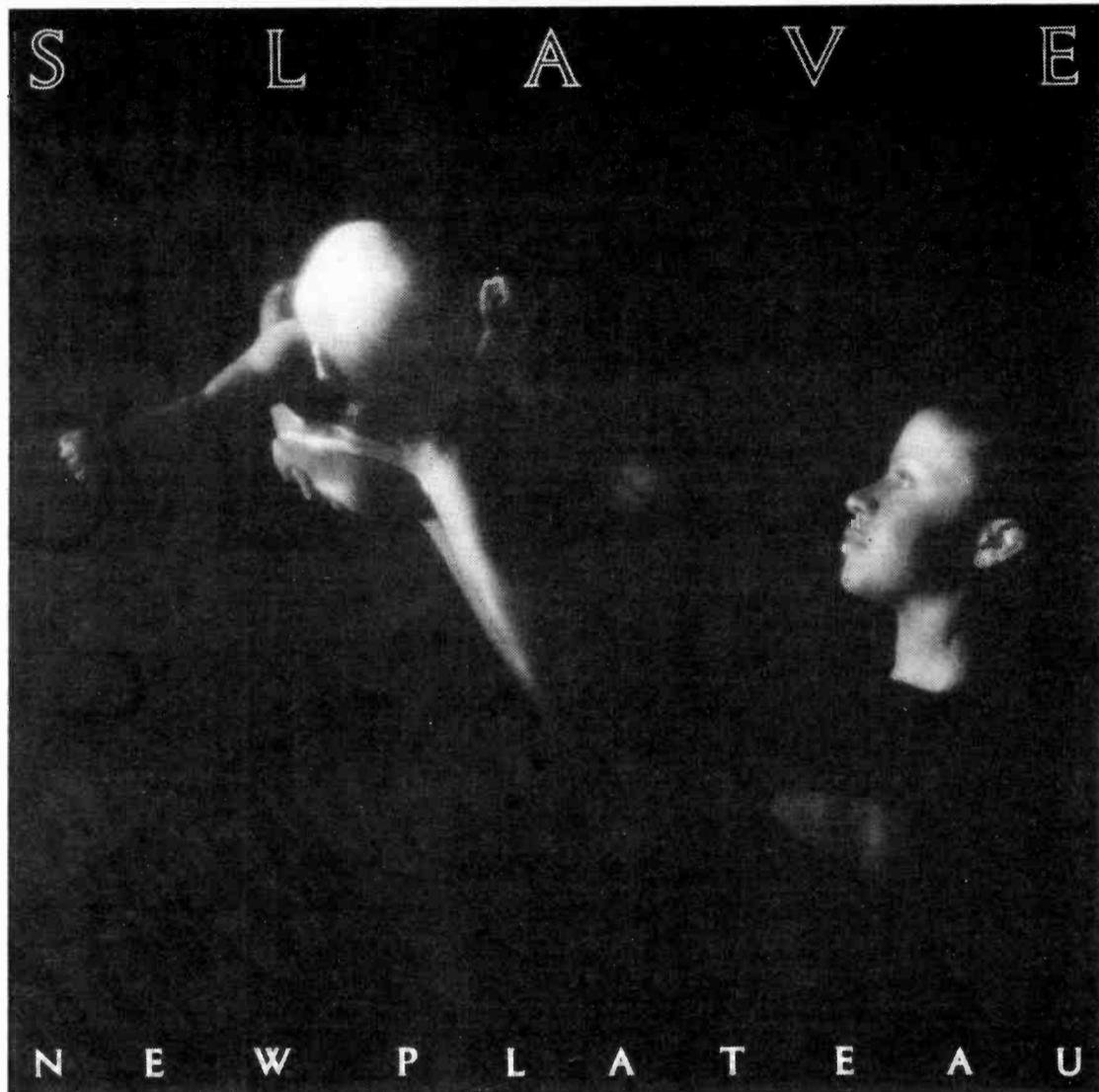


**ZEBRA**  
(inc. Timeless)  
Ricky Schultz, (Distributor)  
Cheryle Wenier  
National Promotion Manager  
17735 Collins Avenue  
Encino, CA 91316  
(818) 344-3848

# Slave's

C R U I S I N G

at the speed of sound.  
*(Catch the funky ride.)*



Slave's latest LP,  
— "New Plateau." —  
90238  
Their funkiest ever.

Includes the fueled and funky single, "Ooohh"  
7-99696

Produced by Jimmy Douglass  
Management: James Terhune



On Cotillion Records and Cassettes.  
Division of Atlantic Recording Corp.

© 1984 Atlantic Recording Corp. • A Warner Communications Co

# Marketplace

## AIRCHECKS

### CKLW Lives

The CRTC may have crushed the Big 8 Rock legend, but you can relive those thrilling days in a 4-hour tribute. Included are interviews with PD PAT HOLIDAY, former CKLWers BILL GABLE, MIKE MARSHALL and News Director DICK SMYTHE, as well as airchecks of the big names who resided at CKLW. Four 1-hour cassette package is \$21.50 shipping included.

**ORDER TODAY!**

**Aircheck  
Factory**

"Aircheck Acres"  
Wild Rose, WI 54984  
(715) 845-8259  
MC  
Visa  
COD

## COMEDY

Contemporary  
**COMEDY**

Hundreds renewed again!

**Free sample!**

Write on station letterhead to  
**Contemporary Comedy**  
5804-D Twining  
Dallas, TX 75227

**DIAL-L O G**

HUMOR, CONVERSATION, CALLS, CALENDAR & MORE

"I'm getting closer to reaching my goal... DIAL-LOG has really helped." Keith Carroll, WQCM **FREE SAMPLES.**

Write on station letterhead or phone: **10918 Foxmoore Ave. Richmond, VA 23233 (804) 270-7206 9AM-5PM EST**

## KNOCKERS\*!

The only **pre-recorded** comedy service in the world. Guests for your show: gags, comedy news reports, sounds, gimmicks, features, exclusive material.  
**No Free Samples.** Your **KNOCKERS\*!** sample cassette costs \$5 and gets you started right away with top-quality professional material. Catalog included with tape.

Send \$5 to **KNOCKERS\*!**  
Box 153 La Grange, IL 60525



**ELECTRIC WEENIE**  
RADIO'S MOST RESPECTED  
DJ GAG SHEET SINCE 1970  
RICK DEES, KIIS-FM: "Tom, you really are The Best. Really look forward to the arrival of The Weenie, such a shot in the arm for our Morning Team!"  
FOR FREE SAMPLES WRITE  
The Electric Weenie, P.O. Box 25-866  
Honolulu, Hawaii 96825 (808) 395-9600

## R&R MARKETPLACE ADVERTISING

Payable in advance. Orders must be typewritten and accompanied by check. One-inch minimum; additional space up to six inches available in increments of one-inch. Rates for R&R Marketplace (per inch):

	Per Insertion
1 Time	\$50.00
6 Insertions	\$45.00
13 Insertions	\$40.00
26 Insertions	\$35.00

Volume Rates Available

Additional \$10.00 per week charge for Blind Box ads.

Will include logo or other line art on ads of two inches or more if camera-ready art provided. Deadline for Marketplace ads is Friday noon, two weeks in advance of publication date. Marketplace ads are non-commissionable.

Submit to: **Marketplace**  
**RADIO & RECORDS 1930 Century Park West**  
**Los Angeles, Calif. 90067 (213) 553-4330**

## O'Liners

FREE SAMPLE ISSUE  
of radio's most popular humor service  
For sample, write on station letterhead to: **O'Liners**  
1237 Armacost Ave., Suite #6-R Los Angeles, CA 90025

## Disk Jockey Comedy

Hilarious 20-40 second comedy bits... 25 pages per month delivered to your mouth. For sample & info on FREE book of 100 Krazy Kommercials, write **HYPE, INK.**, 7805 Sunset Blvd., #206, Los Angeles, CA 90046.



## "Phantastic Phunnies"

Highly Respected! Hilarious! Original!  
Proven worldwide audience builder!

'Quick-quip,' Topical Humor!! Introductory month's 500 topical one-liners and 'BONUS'... Just \$2.00!! Phantastic Phunnies, 1343-A Stratford Drive, Kent, Ohio 44240.

## CONSULTANTS

Your Chance To Make That Big Move Is  
Only As Good As Your Aircheck...

Let a 21-year major market veteran produce one for you from your work tape. Call or write for rates.

**Stu Collins Broadcast Services**

174 King Henry Court, Palatine, IL 60067 (312) 991-1522

## PROFESSIONAL SERVICES

## RADIOACTIVITY

### READY TO MOVE UP?

... to a better position? We provide aircheck/resume refinement, aircheck analysis, and employment counseling for announcers.

... to better ratings and billings? We're a full-service consultancy for all-size market stations.

... to ownership? We offer turnkey services in all areas to move you into station ownership.

Free details/call or write today.

**3954 Peachtree Rd., Suite 202**

**Atlanta, GA 30319**

MC  
VISA

**(404) 266-1977**

Money Back  
Guarantee

## Tired Of Playing Record Company "Short Versions?"

When the album cuts or dance mixes are hotter? Chances are we can remedy that. Airchecks, medleys, and custom music beds also spliced. Call (216) 725-1902.

## Sick Of Your I.D. Package?

We specialize in contemporary original packages that sound as up-to-date as the music you play. From A/C to CHR to COUNTRY, we produce great music. Prices from original packages start at \$5,000; customized re-sings from just \$3,000. For demo cassette call or write:

**the MUSIC  
SOURCE**

615 E. Pike, Seattle, WA 98122  
(206) 323-6847

## FEATURES

**GALAXY**

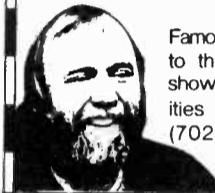
write:  
Box 20093R,  
Long Beach, CA 90801

\*Indicate COUNTRY or  
CONTEMPORARY Format

Free Sample Of  
**RADIO'S DAILY  
ON-AIR  
PREPARATION  
SERVICE!**

Airshift ready music notes, star facts, calendar, more!

## FREE FREE FREE



Famous PSYCHIC David Guardino, Psychic to the Stars, is available FREE for talk shows, phone interviews and news actualities... 24 hr. phone... just call... (702) 386-0702 or (702) 386-0827.

**MUSIC  
TRIVIA**

Authorized for Broadcast  
Market Exclusivity  
Satisfaction Guaranteed  
**FREE SAMPLE**  
**Huxley North Ltd.**  
2201 Brant Street, Suite 103  
Burlington, Ont., Canada L7R 3N8

## EMPLOYMENT/INSTRUCTION

### 10,000 RADIO, TV JOBS

- Over 10,000 Radio & TV jobs are published every year. Up to 98% of the nationwide openings can be found in THE AMERICAN RADIO JOB MARKET weekly paper.
- The most current and complete radio and television job publication in America.
- Subscribed to by nearly every major broadcast school, jr. colleges, colleges and universities.
- Complete listings for DJs, Program Directors, News people, Salesmen, Engineers, Production Directors.
- All major, medium & small markets.
- All formats: AOR, COUNTRY, MOR, CHR, BEAUTIFUL MUSIC, NEWS, TALK.
- Many openings for those men and women with little experience.
- Money Back Guarantee.**

Rates: One week \$6.00. SPECIAL 6 weeks \$14.95—you save \$21.00!

*American Radio*  
**JOB MARKET**

6215 Don Gaspar, Dept. R, Las Vegas, NV 89108



## PROGRAMMING

# TRAVELOG

(with Steve Roberts)

Judging by the response of TRAVELOG nationwide, we suggest you call for a demo immediately to find out what all the excitement is about! TRAVELOG is a 90-second radio feature, reviewing resort and vacation areas around the world, that truly grabs your listeners' attention and brings extra money into your station through local travel agency sponsorship, or for that matter, any travel-related business. Want to know more? Call or write today.

Overseas stations, this is an ideal feature for you!

**BROADCAST PRODUCTIONS EAST, INC.**

23 Rustic Ave., Medford, NY 11763

(516) 286-8125



# Marketplace

## Christmas Music

New cuts just added. Now 163 Christmas hits and seasonal songs on 10½-inch reels.

**THE MUSIC DIRECTOR!!**  
PROGRAMMING SERVICE  
Box 103 Indian Orchard,  
Massachusetts 01151-413-783-4626

**\$1,000 Special Discount** COUNTRY MUSIC LIBRARY  
1000 Selections Delivered On Premium Factory warranted FIDELIPAC or ScotchCarts  
Send your "want" list (in order by artist) or choose 1000 carts from our library lists! FIDELIPAC III \$5200 - or ScotchCart \$6200! 10" reels \$1200! QUALITY? None finer...CustoMusic Carts, Dallas, TX 75241-739-0532

The **CUSTOMUSIC CART**  
LAUREAN COMMUNICATIONS

## PERSONALITY

**INFO-BITS**  
FOR MODERN AIR TALENTS. THERE'S NEVER BEEN A SHEET LIKE IT. AT LAST A SERVICE FOR THE 1980s! FREE SAMPLE: INFO-BITS, % KFMB, SAN DIEGO, CALIFORNIA 92138. GREAT SHOWS EVERYDAY!!

## INCREASE SALES RESULTS

The radio and record industries are big markets to cover with a limited sales force. So why not put R&R Marketplace to work for you? It's a sure way to generate qualified sales leads. Just Call **(213)553-4330** for more information.



# Opportunities

### Openings

## NATIONAL

### GENERAL SALES MANAGER

Probably the most lucrative Sales Manager Position Offered Anywhere

Respond to: Radio & Records, 1930 Century Park West, #823, Los Angeles, Ca 90067. EOE

### Openings

### RADIO PERSONNEL NEEDED

NATIONAL, recognized as the leader in radio personnel placement, is currently receiving job orders for announcers, news people, programmers, and production personnel. Male and Female, from radio stations in all size markets coast-to-coast. As a registrant, NATIONAL will make a complete presentation in your behalf if your professional profile matches the job description. More and more radio stations are joining the many hundreds that use our service. Are you ready for a move? Let NATIONAL help!

For complete details and registration form, enclose \$1 postage and handling to:



**BROADCAST TALENT COORDINATORS**  
Dept. R, P.O. Box 20551  
Birmingham, AL 35216  
**(205) 822-9144 ACT NOW!**



### PRC MARKETING GROUP

### ALL ACCOUNT EXECS!

Earn extra \$2-300 dollars monthly at your present job. We work with AEs nationally. Write to: 85 Michigan Ave., Chicago, IL 60603. (312) 368-1909.

### Openings

## Studioline

### Urban Contemporary

New national Cable Stereo service searching for a MUSIC DIRECTOR for our mass appeal Urban Contemporary channel. Ideal candidate is now or has been MD at a truly mass appeal Urban/Contemporary radio station. We are a Satellite-delivered cable stereo programming service based in one of the most beautiful Northern Virginia suburbs of Washington, D.C. We offer good pay, excellent benefits and top flight facilities. Send resume and station composite or demo tape. Applicants from Eastern states preferred.

Attn: Jack Taddeo/Dir. of Programming  
Studioline Corp. of America  
11490 Commerce Park Drive  
Reston, Va 22091  
EOE

**Pete Salant** BROADCAST CONSULTANT  
Box 575 Cheshire, CT 06440

Recruiting air talent for immediate and future openings at CHR and A/C client stations in major and top 50 markets. Send cassette, resume and letter today! No calls please.

## EAST

**WOMP FM, Wheeling's premiere station**, is accepting T&Rs from personality-oriented jocks. Great stepping stone. Dwayne Bonds, Box 448, Bellaire, OH 43906. EOE M/F (11-16)

## WANTED:

Morning personality to quarterback info/news/sports/community service/music shift. Solid company, great benefits. Send aircheck, phone number, resume, salary requirements to: Dick Nable, WSYB, Box 249, Rutland, VT 05701. EOE

**News Reporter** for suburban NY AM/FM. One year experience. T&R/writing sample: ND, WNNJ/WIXL, Box 40, Newton, NJ 07860. EOE M/F (11-16)

**PD for suburban NY A/C-Gold AM** to lead, train, evaluate staff. T&R: GM, WNNJ, Box 40, Newton, NJ 07860. EOE M/F (11-16)

**Fulltime announcer/producer** position open at WKBO AM radio. T&R: Tim Burns, 3200 N. Front St. Ste. 201, Harrisburg, PA 17110. EOE M/F (11-16)

### Openings

### DYNAMIC MORNING ENTERTAINER NEEDED IMMEDIATELY

For a winning CHR in top 10 Northeastern market. T&R to: Radio & Records, 1930 Century Park west, #844, Los Angeles, CA 90067. EOE M/F

### America's Flagship AOR Station

Needs a morning show producer. Must have programming experience, extensive music knowledge and good production skills. Also the ability to motivate and inspire is an absolute necessity. T&R only. No calls. Send to: Charlie Kendall, WNEW-FM, 655 Third Avenue, New York, NY 10017. EOE

Golden opportunity for young broadcaster 90 miles from Boston. Progressive AM Oldies station needs nighttime personality. Call Dan Dubonnet: (207) 839-2513 EOE M/F (11-16)

**Z104/Frederick**, needs two hot rock entertainers & one news man. T&R: Kemosabi Joe, 6633 Mt. Phillip Rd., MD 21701. EOE M/F (11-16)

**WWCO needs a personality** for fulltime work. CT residents only. T&R: Mike Dowling, Box 2777, Waterbury, CT 06723. or call 758-2468 (11-16)

## SOUTH

Medium market AM/FM combo has immediate opening for copywriter/production. T&R: Tim Thomas, KIXS, Box 880, Killeen, TX 76540. EOE M/F (11-16)

**WTAW, College Station/Bryan** looking for immediate personality for evenings with two years minimum Country experience. T&R: Ron Elliott, Box 3008, Bryan, TX 77805. (11-16)

is looking for a MORNING CHARACTER to turn ATLANTA upside down!  
Y106FM is looking for you if you've got an act that's unique. You must offer more than schtick and service. Considering talent from all formats. This is your chance to let Atlanta drive to work with you! Katz Broadcasting Company is an equal opportunity employer.  
Send tape and resume to: Y106FM, c/o Doug McGuire, 200 Galleria Pkwy., Atlanta, GA 30339  
America's employee owned broadcast group  
a subsidiary of Katz Communications  
KATZ. THE BEST.

# First Media Corporation

We're always on the lookout for production specialists who can write, voice, and produce creative station promos that cut through the clutter.

Applicants must understand the importance of selling the station over your own air. Please send tapes of your best work to:

**Dan Mason**  
Executive Vice President  
First Media Corporation  
6420 Richmond Ave. 600  
Houston, TX 77057

First Media Corporation is an Equal Opportunity Employer

Serving the markets of:  
Washington, D. C., Atlanta, Houston, Phoenix, Provo/Salt Lake City, Seattle, Chicago

# Opportunities

## Openings

### MORNING ENTERTAINER

Top 20 Sunbelt market, beautiful city. Needs morning crazy with strong personality, humor, phones, bits, whatever it takes to get ratings and stand out in market. Big MONEY for Big talent! Rush T&R to: Radio & Records, 1930 Century Park West, #850, Los Angeles, CA 90067. EOE



### RISING STAR CHR

We're building a new team to win in the most exciting, desirable MAJOR MARKET in the Sunbelt. We'd like to hear from unique air personalities, production pros, innovative news people, and creative promotion people who are ready to go into battle. If you're an experienced, major market talent, this could be the challenge of your career. T&R to: Radio & Records, 1930 Century Park West, #852, Los Angeles, CA 90067. EOE

WIXV/195 needs one-to-one midday personality plus production. Females encouraged. T&R: Todd Martin, Box 897, Savannah, GA 31498. EOE M/F (11-16)

ND at hot 100kw CHR has possible opening for ND. T&R: John O'Dea, Box 5475, Fort Smith, AR 72913. EOE M/F (11-16)

## Chief Engineer

Exciting opportunity to build state-of-the-art Class C in growing San Antonio market. Young, expanding group needs strong, experienced Chief Engineer. Excellent benefits. Reply in strict confidence to: President, American Media, Inc., P.O. Box 230, Long Island, New York 11772 E.O.E. M/F (516) 475-5200

## AmericanMediaInc

### MEDIUM MARKET #1 CHR

Looking for a truly high-profile one-on-one morning personality who can create instant audience reaction. We'll give you freedom to create. You give us electricity on the air and visibility on the street. Excellent bucks and benefits, plus a REAL team atmosphere. Send cassette, resume, salary requirements and recent photograph to RADIO & RECORDS, 1930 Century Park West, #838, Los Angeles, CA 90067. EOE

### 3 POSITIONS AVAILABLE

Medium market in South. #1 . . . 100,000 watt Rocker seeks mature morning talent for mature audience. Good pipes, production, natural humor & creativity a must! Plus two other air shifts. T&R to: Radio & Records, 1930 Century Park West, #846, Los Angeles CA 90067. EOE

## Mighty TMA 1250AM

Come Live By The Sea

WTMA/Charleston, SC . . . low country Carolinas full-service A/C needs PD/morning entertainer . . . applicants must be warm and personable, with a light sense of humor. \$25,000 salary plus the opportunity to join an eleven station chain. Rush tape, resume with references to: David Amos, P.O. Box 31089, Charleston, SC 29417. EOE

## Openings

The east Caribbean's hottest CHR needs tapes for possible future openings. T&R: Jonathan Keyes, Isle 95-FM, Ste. V-2 Caravelle Arcade, Christiansted, St. Croix, USVI 00820. EOE M/F (11-6)

### GOAL-ORIENTED "Rising Star"

Wanted for PM Drive/MD at #1 Top 50 FM "More Music" A/C. Good adult voice, marketable, hard-working talents only. T&R to: Radio & Records, 1930 Century Park West, #848, Los Angeles, CA 90067. EOE M/F

Lost OM/announcer to major market. Need leader for high power Country FM. T&R/program philosophy: KATX, Ken Halbleib, Box 1420, Plainview, TX 79073. No calls. (11-16)

Natural sounding A/C air talent needed in western KY. Heavy production, good people, news background a plus. T&R: Mark Lovely, WHOP, Box 709, Hopkinsville, KY 42240. EOE M/F (11-16)

### NEWSPERSON

Top-rated CHR in South needs experienced news communicator with good voice and skilled in "people" or "human interest" news. Position available immediately. T&R to: Radio & Records, 1930 Century Park West, #837, Los Angeles, CA 90067. EOE M/F

AM Drive announcer needed for small market fulltime Country. Good salary. Great place to live. T&R: John Roach, PD, WLAG, Box 1429, La Grange, GA 30241. EOE M/F (11/16)

Immediate air talent opening at Z95. Mature pro & good attitude. Lots of sunshine & great opportunity. T&R: Al Carson, Z95, Box 9917, Corpus Christi, TX 78408. EOE M/F (11/16)

### MORNING TEAM OR JOCK NEEDED NOW!

Medium market 10k FM near Gulf Coast. Solid company, usual benefits. Humor and ability to relate a must. Tape, resume, references to: Radio & Records, 1930 Century Park West, #847, Los Angeles, CA 90067. EOE

FM 100 looking for experienced, up-tempo A/C PM drive & evening air talent. T&R: John Elliott, KHOO, Box 21088, Waco, TX 76702. EOE M/F (11-16)



### NEWS DIRECTOR FOR TOP-RATED CHR

Ability to write clean, clear, interesting copy and professional presentation a must. We want to BREAK local stories and create talk. Send letter explaining news philosophy, plus current cassette, resume and photo. Good bucks to the right talent. Radio & Records, 1930 Century Park West, #839, Los Angeles, CA 90067. EOE



Aggressive A/C has fulltime opening. Excellent company. T&R: Bill George, WQXY Ste. 2420, 1 American Place, Baton Rouge, LA 70825. EOE M/F (11-16)

Air talent opening. T&R/photo: Ralph Carroll, WCGQ, Box 1537, Columbus, GA 31994. No calls. EOE M/F (11-2)



Seeking a Dees prototype for morning show. A crazoid that can work the phones, and talk about this top 10 growth market. You'll have on-air freedom to create and entertain. Salary here for right person(s). Rush T&R to: Waylon Richards, 1219 W. 6th St., Austin, TX 78703. EOE

## Openings

### GROUP OPERATOR

In major Sunbelt markets needs Country, A/C personalities and news people. T&R to: Radio & Records, 1930 Century Park West, #845, Los Angeles, CA 90067. EOE M/F

WXQR now accepting T&Rs from enthusiastic talent for on-air personalities, production & newspeople. Kris Kelly, Box 760, Jacksonville, NC 28540. EOE M/F (11-16)

## General Manager

Exciting opportunity for successful Manager at state-of-the-art Class C in growing San Antonio market. Young, expanding group needs strong, experienced leader. Excellent benefits, incentives. Reply in strict confidence to: President, American Media, Inc., P.O. Box 230, Long Island, New York 11772 E.O.E. M/F (516) 475-5200

## AmericanMediaInc

Production Assistant. Copywriting essential. T&R: Bonnie Hurlman, 11 Greenway Plaza, Ste. 2022, Houston, TX 77046. EOE M/F (11-16)

Self-starting experienced news anchor/reporter to join award winning team in central TX. Call Lee Mozley: (817) 699-9933 5am-11am ctd. EOE M/F (11-16)

### SUNBELT FLORIDA GULF COAST

CHR — All Hits formats needs to fill positions of: team-oriented program director and all air shifts. Resume, tape, checkable references, and salary history in first letter to: Radio & Records, 1930 Century Park West, #849, Los Angeles, CA 90067. EOE

## MIDWEST

Still looking! Country morning talent/production needed ASAP! T&R: Jay Bouley, WXYQ, Box 247, Stevens Point, WI 54481. EOE M/F (11-16)

Sales/FM & PM drive-A/C. Experience needed, some production. T&R: KKCK, Box 240, Marshall, MN 56258. EOE M/F (507) 532-2282 or 532-5100 (11-16)

Personality announcer wanted to join AM team or do mid-days. MOR format. Experience necessary. T&R: George Roberts, Box 6000, Eau Claire, WI 54701. EOE M/F (11/16)

Immediate opening for night talent at A/C station. Great opportunity to learn & grow in an aggressive organization. T&R: Wayne Hiller, KLTA, Box 2027, Fargo, ND 58107. EOE M/F (11-16)



A premier opportunity exists at one of America's premier CHR stations. We're looking for the best . . . an up tempo entertainer who has mastered timing and proper delivery. If you feel your presentation fits our needs and warrants the salary we can offer, send a cassette and resume to:

### Dave Anthony KDWB-FM

P.O. Box 19630, St. Paul, MN 55119

(no calls please. EOE M/F)

Meirte's FM Country K102 opening for afternoon newscast. Solid writing and reporting skills a must. No calls. T&R: Dave Malmberg, Box 4485, St. Paul, MN 55104. EOE M/F (11-16)

Newsperson needed for Capitol City busy news team. Excellence in delivery, gathering & writing a must. T&R: John Torre, WCVS/WFMB, Box 2989, Springfield, IL 62708. EOE M/F (11-16)

WBOW/Terra Haute looking for creative A/C full service PD. Growth opportunity. T&R: Contemporary Media, Box 459, St. Charles, MO 63302. EOE M/F (11-16)

Bright up-tempo Country with high ratings seeks personality for evenings. Large group with advancement opportunity. T&R: Dale Carter, WYNG-FM, Box 6506, Evansville, IN 47712. EOE M/F (11-16)

## Openings

Millennium Communications is seeking air personality. Send T&R: Marc Little, VP/Programming, Box 30669, Charleston, SC 29418. EOE M/F (11-16)

### PROGRAM DIRECTOR

Midwest medium market CHR/AOR top tracks looking for experienced PD. \$18,000 to start plus incentives. Good voice and promotional skills a must. Great facilities and staff. Tape & resume to: Radio & Records, 1930 Century Park West, #851, Los Angeles, CA 90067 EOE

KBWS-FM in Sisseton 100kw top-rated A/C looking for Energetic & hardworking salesman. Letter and 1 page resume to Mark Kremer, Box 4, Eden, SD 57232. EOE M/F (11-16)

One of America's highest rated A/C's looking for serious pros in all dayparts. T&R/salary requirements: Ken Carson, WHNN, Box 96, Saginaw, MI 48606. EOE M/F (11-16)

## Lansing Metro A/C

Fast-growing WMMQ is seeking AM drive talent. Voice, maturity & personality a must. T&R: Jeff Crowe, Box 497, Charlotte, MI 48813. EOE M/F

Looking for an experienced salesperson for A/C format in Aurora, IL. Good pay & benefits. Call Bill Baker: (312) 898-6668 EOE M/F (11-16)

Experienced person needed for sports/air shift for soft AOR in Rocky Mountain resort town. Non-smokers & EOE. KMTN-FM, Box 927, Jackson Hole, WY 83001. (11-16)

WYFE seeks experienced AOR/CHR air talent. No beginners. C&R: Wes Davis, WYFE, 1901 Reidfarm Rd., Rockford, IL 61111. EOE M/F (11-16)



94.5 fm

Bloomington Broadcasting's 50,000-watt FM in the 62nd market is losing its very talented morning man to the top 20 on the West Coast. These are big shoes to fill, but if you're up to it we want to hear from you. We're a 25+ CHR, with high-profile personalities and weapons needed to win in this highly competitive market. You must be creative, funny and hardworking. In return, you'll receive excellent financial compensation, plus the chance to work in a brand new, state-of-the-art facility with a great group of radio pros. T&R to:

### Jim Owen, WKLO

60 Monroe Center, Grand Rapids, MI 49503  
Phone calls accepted • EOE M/F

KQKQ FM is looking for an overnight personality. We're one of the country's highest rated CHR's. Rush T&R: Jerry Dean, Box 31777, Omaha, NE 68131. EOE M/F (11-9)

HR105 FM a Tom Ingstad station, is searching for tight & bright night cooker. T&R: Chuck Knight, Box 2017, La Crosse, WI 54602. EOE M/F (11-9)

On-air/production/voice/MD needed. Progressive MW stations. T&R: Dan Jensen, OM, WDZ/WDZQ, 337 N. Water, Decatur, IL 62523. EOE M/F (11-9)

Rare opportunity. WLS looking for nighttime air personality who's entertaining & can follow direction. T&R: WLS, 360 N. Michigan Ave., Chicago, IL 60601. EOE M/F (11-9)

## WEST

### MAJOR MARKET WEST COAST

AOR station seeks experienced morning drive personality. Cassettes and resumes to: Radio & Records, 1930 Century Park West, #853, Los Angeles, CA 90067. EOE

# Opportunities

## Openings

**KSLY is looking** to fill a very rare key fulltime on-air position. Experienced evening CHR communicator needed. T&R: Joe Collins, Box 1400, San Luis Obispo, CA 93406. EOE M/F (11-16)

**Looking for morning person.** Energy with a smile & animation. T&R: John Berry, 1765 N. Fine, Fresno, CA 93727. EOE M/F (11-16)

**Opening for A/C evening personality.** Strong suit is production. T&R: Jay Hamilton, KQDI/K106, Box 6760, Great Falls, MT 59406. EOE M/F (11-16)

**Rare opening at Honolulu's top rated CHR.** Live in Hawaii — experience the great life. T&R immediately: OM Kimo Akane, 765 Amana, Honolulu, HI 96814. EOE M/F (11-16)

**KSLY has morning news position open** T&R: Joe Collins, OM, Box 1400, San Luis Obispo, CA 93406. No beginners. EOE M/F (11-16)

**Colorado CHR needs energized evening personality** to complete staff of pros. T&R/photo: Max Miller, Magic 99, 44 E. Spaulding, Pueblo West, CO 81007. EOE M/F (11-16)

**Northern CA hot CHR needs experienced morning man** who enjoys having fun. T&R: K-JOY, 110 N. Eldorado, Stockton, CA 95202. EOE M/F (11-16)

**Wanted: air talent for future openings.** Top-rated Country outlets in Las Vegas. T&R: Doug Shane, 1555 E. Flamingo Rd. Ste. 435, NV 89109. No calls. EOE M/F (11-16)

**Z-104 rocks this University town.** Need fun jock/production. More snow, less pay. T&R: Dan Gerard, 2600 N. Main, Logan, UT 84321. EOE M/F (11-16)



Expanding West Coast Group needs experienced CHR/AC/Country Programmers & Air Talents in competitive Medium Markets. Reply in Confidence to: Brian Burns, Rt. 2 Box 502, Eugene, Oregon 97401. No Calls. EOE M/F

Constant Communications Company

**KUDO FM, A/C opening for overnight jock.** A perfect opportunity in the only city that never closes. T&R: Bill Bauman, 66 E. Tropicana, Las Vegas, NV 89109. EOE M/F (11-9)

**AOR market leader has immediate parttime opening.** No calls. C&R: Pat Welsh, KATT, 4045 NW 64th St., Oklahoma City, OK 73116. EOE M/F (11-9)

## K-CUB 1290

THE COUNTRY STATION

### Experienced News Director/Anchor

For KCUB, Tucson's top Country station. Authoritative delivery a must. Requires writing and rewrites ability, flexibility, ability to work closely with management. Tape, resume, writing samples and salary requirements to: Jay Price, KCUB Radio, P.O. Box 50006, Tucson, AZ 85703. No calls please. EOE M/F

**California based chain seeks M/F air talent** for current openings. T&R: Lisa Schlitz, Box 220, Arroyo Grande, CA 93420. No calls/beginners. (11-9)

## Positions Sought

**Sports/news/DJ with three years experience.** B.S. communications degree. Enthusiastic, willing to relocate. JEFF: (916) 481-1962 or 481-3834 (11-9)

**Five year Chicago area pro.** Pipes & talent to prove it. A/C to news/talk. Chicago or Tampa. TIM: (312) 991-9147 after 7 p.m. est (11-9)

**Attention Country music stations!** BILL JAMES is available. 25 years experience. Desire PD/OM in medium/major market. (303) 330-2367 (11-16)

**Experienced news pro seeks anchor or street reporting position** in Southeast. Call BOB GARRETT: (305) 773-6503 or write Box 361802, Melbourne, FL 32936. (11-16)

**STEVE OLIVER** four years at KDWB, good numbers, hot production, seeking major/medium market position. Call STEVE MONSON: (612) 332-0809 Leave message (11-16)

**Natural sounding communicator** wants A/C or CHR opportunity. 12 years experience, currently in major market. Big voice, good production, family man. KIRK RUSSELL: (408) 378-3483 (11-16)

**Former KOPA/KXAM/KJ92** looking. Major or large medium market only. Will relocate. JAY: (714) 670-7821 or 739-2554 (11-16)

**The big story? Sportscaster!** Available? Yes! Ability? Let's take a look. Vivid descriptive PBP, college football, basketball, baseball experience. JOHN: (415) 479-6204 (11-16)

## Positions Sought

**Ambitious young DJ needs first job.** NYC Broadcast grad. Anywhere, any format. Skills: sales, production, news, copy. Call JOHNNY DEEL after 7 pm (718) 837-1373 (11-16)

**Format change.** Tired of small market anyway. 12 year pro looking for programming, music or air position. AOR A/C. LEN: (707) 668-5828 (11-16)

**Available yesterday!** One CHR A/C. Personality, voice. Experienced PM drive & MD that's team oriented. (Human optional, batteries not included) MARK SCOTT: (714) 979-7784 (11-16)

**Five year producer** of sports/talk show in Youngstown, OH, pursues first fulltime on-air job. Willing to relocate. BILL: (216) 755-0417 (11-16)

**15 years experience:** mornings, production, PD/ND, great delivery. Stable, family man seeking opportunity, medium/plus market. Prefer FL. LARRY KAY: (717) 653-2500 (11-16)

**Radio junkie/workaholic** looking for small market position. Finishing football PBP season. Want more. Sports reporting, DJ, production, traffic experience. DAN: (312) 335-0548 (11-16)

**Young black jock who loves CHR,** looking for move to medium market. Let's groove. Call MIKE: (704) 865-7166 (11-16)

**Pittsburgh afternoon drive personality** must move to Boston metro. Extensive production & copywriting experience. LINDSEY: (412) 731-7712 or 362-2144 (11-17)

**Mature, professional PD/OM/announcer** with 15 years experience. Good production, first phone & excellent references. Seeking stable station. BUD ANDREWS: (904) 744-5750 (11-16)

**Can do more than talk.** Seven years DJ. Currently MD & OM. Looking for Country format. East preferred. GLENN: (607) 324-5157 (11-16)

**Current on-air personality** medium market, seeks position including sports work. PBP experience. DAVE MURDOCK: (305) 275-6054 (11-16)

**March to the beat of a different "Traps."** GARY: (212) 722-8997 Room 1037. (11-16)

**Looking for a top quality DJ/productionist?** Look no further. You just found him. Associate degree in radio & years of experience. MARK ALAN STUART: (414) 533-8470 (11-16)

**AOR energetic A/C, TREVOR LEY** is looking for a PD/production/airshift in top 50 market. 11 years experience including KSJO, WDVE. (919) 775-2767 (11-16)

**Station went auto!** Want "live" gig CHR, AOR, A/C NE. MD/ PD experience. Creative copy/production, air, remotes. T&R ready! REGGIE: (501) 835-6552 (11-16)

## Scott Miller

A Canadian, who has spent the last 5 1/2 years at CKLW/CFXX Detroit, is looking to move to a U.S. CHR station. Call afternoons (519) 734-1831.

**Al Hamm-move over!** Good time music programmer. Majors experience. 18 year pro. PAUL: (317) 899-2278 (11-16)

**Versatile A/C, AOR jock** looking for northern CA team. Three years medium market experience. College grad with excellent references. DOUG MACY: (716) 873-5386 (11-16)

**Experienced young air personality** seeks position at innovative small market. CHR A/C station in AZ or western region. Will relocate. For T&R call NORRIS: (602) 967-0745 (11-16)

**Most people voted for Reagan.** I voted for me. That's how bad I need a job. Ten year A/C vet looking for medium/major market. LONNIE: (512) 993-8387 (11-16)

**KROK format change** 13 year pro seeks CHR medium-major market. AM/PM drive. MICHAEL STORY: (318) 688-2649 (11-16)

**Still looking for evening or overnight rock opportunity.** Degree, experienced, will consider any station that rocks. DAVE: (615) 883-5924 (11-16)

**Rocker with seven years.** Major/medium markets. Experience includes programming & music. Currently at top-rated station. (616) 784-1535 (11-16)

**Six years experience.** Have worked A/C, CHR, MOR, AOR & BM. Currently production manager at P3 CHR in Midwest. Willing to relocate. BILL ALAN: (317) 637-2938 (11-16)

**Dedicated, promotionally-minded** midday personality with heavy research background & six years experience looking for challenge in medium/major market. DAN: (517) 366-9051 (11-16)

## Looking For Agent

Medium market personality looking to relocate in larger market. Especially interested in Cleveland, Cincinnati, Chicago, Detroit, Buffalo, Pittsburgh, New York. MARK ALLEN (216) 964-8577

## Positions Sought

**Broadcast school grad.** One year as college CHR DJ looking for entry level A/C or CHR DJ position. Relocatable. Knowledgeable & energetic. ROB HOFFMANN: (718) 343-9327 (11-16)

## RON JORDAN

Fun, bizarre mornings. CHR, A/C, 12 years. Characters, satire, phone bits, and??? Pay me and promote me, and we win. I'm dead serious about personality radio, and I know you are about making money. So... let's talk! Why, I even have a Rick Dees sweater, and solid references. All calls welcome, but please, no wimps. (317) 844-6533

**Nightmare.** That describes my last radio job. I need a small market, stability. I'm not great, just good. 400 mile radius, NYC (518) 842-2296 (11-16)

**Gimme a break!** Cuz this guy's ready!! RALPH RICHARDS for your CHR/AOR station. Personality, production, professional. (216) 238-3028 (11-16)

**Help! Radio fanatic,** experienced pro & team player. Prefer East coast. ASHLEY SCHARGE: (718) 229-2094 (11-16)

## Your New Personality

Is just a phone call away. Stable male pro currently with a 44 share in six-station market looking for new challenge. Midwest or Texas preferred. Call CHRIS at (915) 267-6391.

**Air traffic talent.** Three years experience, clear voice & ready to move. Like CHR & Country. JANET YACKLE: (712) 362-2033 Estherville, IA (11-16)

**Young woman going crazy.** Do news/reporting talk host. Now reporting for newspapers, TV & radio. Need one fulltime job. ANGELA: (213) 727-1117 (11-16)

**PHIL BECKMAN** PD Oldies formatted WNSY, seeks PD/jock gig with stable A/C, CHR, Oldies. 18 years experience in major markets. S.E. Preferred. (804) 877-9944 (11-16)

**Presently employed, small market, IL,** looking, available now, single. Good on-air work, news production. Am able to go anywhere. (319) 355-4212 RANDY (11-16)

**Need a start.** Like mid-west. News, DJ, copywriting, production. Good female voice. Any airshift, have license. Available now. DIANE: (319) 322-9564 (11-16)

**Top PD now available.** 14 year veteran. BILL CONWAY: (918) 250-8740 I can help your station immediately. (11-16)

**Love being on-air!** Good production. Experience in on-air & was production director at KHSN. STEVE JENCKS: (503) 888-9735 (11-16)

**KEN COURTRIGHT** newscaster KYW, WJW, WGAR, WHK now with WKIS seeking fulltime FL coastal. Contact through: (904) 787-7900 leave message (11-16)

**Dependable, CHR, A/C, OM, PD, announcer,** 26 years experience. Available now, Greater Cincinnati, OH (513) 528-5793 (11-16)

**Personality loves promotional activities.** Member RPS, community active, PD/PR/MD? Relocatable. Five year pro. No time & temperature calls. (202) 882-7446 (11-9)

**24 year vet** currently Station Manager at top-rated AM/FM, seeks to move to new challenge. Proven voice & ability. Network experience. BRUCE JEANNONT: (603) 542-7735 (11-9)

**Announcer with small market experience** looking for larger market. Experienced in all facets of radio. Willing to relocate anywhere. TERRY: (913) 528-4766 (11-9)

**Nine years experience.** TIM SCOTT. Now in top 100, seeking PD position in eastern IA/western IL area. (319) 322-0468 (11-9)

**Truly unique personality** — minority veteran, versatile. A Country DJ at WFMS/Indianapolis & successful adult entertainer KEX/Portland. 12 years experience. (213) 734-4241 (11-9)

**Hi! I'm a hard-working, dependable team player** looking to join your team. If you're located in the NE, give me a call. (802) 468-5324 (11-9)

**Sportscaster/production wiz** willing to relocate. Has great experience in covering major college & pro teams. ROBERT NEWSUM: (312) 262-8912 or 274-3080 (11-9)

**Have mic will travel.** Experience in AOR, CHR & Jazz jock. Production wizard. Killer numbers. Great humor. With degree. JOHN STUART: (904) 932-7639 (11-9)

**Versatile, professional veteran PD/MD/air talent** ready for a new challenge. Currently employed. DALE: (305) 453-5039 (11-9)

## Positions Sought

**Wake up your evenings/overnights.** Enthusiastic, hard-working AOR/CHR NE rocker. FRANK: (201) 322-4593 (10-26) (11-16)

## Changes

### RADIO

**Dave A. Gneiser** appointed Local Sales Manager WMJG & WHND/Detroit.

**Frank J. Vulpi** named Account Executive WYNY/New York.

**Dana Hall** joins KNJO-FM/Thousand Oaks as Account Executive.

**Tom Anderson** appointed Account Executive KOIT AM & FM/San Francisco.

**Deborah Bevilacqua** joins WRFM/New York as Account Executive.

**Ann Kessler** appointed Account Executive KCNR AM & FM/Portland.

**Mike Casey** named Account Executive WRFM/New York.

**Leslie Griffin** joins WEEI/Boston as Account Executive.

**Sheeley Stile** named Account Executive WRFM/New York.

**Debra Harris** named Account Executive WEEI/Boston.

**Judy Levinsky** appointed Account Executive WRFM/New York.

**Judy Sullivan** named Sales Executive & Production Assistant WBLM/Lewiston.

**Steve Monn** named Account Executive WBLM/Lewiston.

**Kati Nickerson** joins KZOK & KJET/Seattle as Account Executive.

**Diane Tibaldi** appointed Account Executive WBLM/Lewiston.

**Steve Weyrick** named Account Executive KZOK & KJET/Seattle.

## Miscellaneous

**WKTY wants Country service.** Contact: David Fezler (608) 782-6430, 704 La Crosse St., La Crosse, WI 54601.

**WMID, commercial Jazz station** needs service from all labels. Bill Hopkins, WMID, 1825 Murray Ave., Atlantic City, NJ 08401.

Dates appearing at the end of each listing signify first week listed.

## R&R Opportunities Advertising

Radio & Records provides free (24 words or 3 lines) listings to radio stations and record companies in Openings. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought. All other advertising must run display. Changes must be mailed in on company letterhead.

### Deadline

To appear in the following week's issue, we must receive your ad by **Thursday 12 noon (PST)** prior to issue date.

### Display Advertising

**Display:** \$30 per inch per week (maximum 35 words per inch). Includes border and logo.

**Blind Box:** \$45 per inch per week (maximum 35 words per inch). Includes border, box number and postage/handling.

### Payable In Advance

**Display & Blind Box** advertising orders must be typewritten or printed and accompanied by check mailed to our office in advance.

For Opportunities you may place your free listings by phone only on **Wednesday, Thursday & Friday 9am-5pm (PST)** (213) 553-4330 or mail to: R&R Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

# The Music Section

## National Music Formats Added This Week

### BPI

John Sherman/Bob English (206) 624-8651

#### Adult Contemporary

JACK WAGNER "All I Need"  
BOB SEGER "Understanding"  
EDDIE RABBITT "The Best Year Of My Life"

#### Modern Country

ALABAMA "(There's A) Fire In The Night"  
GARY MORRIS "Baby Bye Bye"

### TM Programming

Cal Casey (214) 634-8511

#### TM Country

GARY MORRIS "Baby Bye Bye"  
ALABAMA "(There's A) Fire In The Night"  
JIM GLASER "Let Me Down Easy"  
EMMYLOU HARRIS "Someone Like You"  
KEITH STEGALL "Whatever Turns You On"

### Peters Productions, Inc.

Debbie Welsh (619) 565-8511

#### Country Lovin'

KEITH STEGALL "Whatever Turns You On"  
SAWYER BROWN "Leona"  
RICKY SKAGGS "Something In My Heart"

#### The Great Ones

CHICAGO "You're The Inspiration"  
JAMES INGRAM "Whatever We Imagine"  
EDDIE RABBITT "The Best Year Of My Life"  
BOB SEGER "Understanding"  
BARRY MANILOW "When October Goes"  
JOHN DENVER & SYLVIE VARTAN "Love Again"

### Drake-Chenault

Bob Laurence (818) 883-7400

#### XT-40

BOB SEGER "Understanding"  
MADONNA "Like A Virgin"  
RAY PARKER JR. "Jamie"  
CHICAGO "You're The Inspiration"  
NEW EDITION "Cool It Now"

#### Contempo 300

BOB SEGER "Understanding"

#### Great American Country

CHARLEY PRIDE "Missin' Mississippi"  
T.G. SHEPPARD "One Owner Heart"  
EDDY RAVEN "She's Gonna Win Your Heart"  
CONWAY TWITTY "Ain't She Somethin' Else"

### Century 21

Greg Stephens (214) 934-2121

#### The Z Format

GIUFFRIA "Call To The Heart"  
U2 "Pride (In The Name Of Love)"  
ELTON JOHN "In Neon"  
JOHN CAFFERTY "Tender Years"

#### The A/C Format

BARRY MANILOW "When October Goes"  
RICK SPRINGFIELD "Taxi Dancing"  
RAY PARKER JR. "Jamie"  
DON HENLEY "The Boys Of Summer"

#### Super-Country

GARY MORRIS "Baby Bye Bye"  
EMMYLOU HARRIS "Someone Like You"  
DAN SEALS "My Baby's Got Good Timing"  
SAWYER BROWN "Leona"

### Media General Broadcast Services

Bob Dumais (901) 320-4433

#### Action

BARRY MANILOW "When October Goes"  
COYOTE SISTERS "I've Got A Radio"  
SHEILA E. "The Belle Of St. Mark"  
CULTURE CLUB "The War Song"

#### Your Country

EDDY RAVEN "She's Gonna Win Your Heart"  
SAWYER BROWN "Leona"

#### Hit Rock

MADONNA "Like A Virgin"  
BOB SEGER "Understanding"  
DON HENLEY "The Boys Of Summer"  
CHICAGO "You're The Inspiration"

### Radio Arts

John Benedict (818) 841-0225

#### Country's Best

GUS HARDIN with EARL THOMAS CONLEY  
"All Tangled Up In Love"  
JIM GLASER "Let Me Down Easy"

#### Soft Contemporary

BARRY MANILOW "When October Goes"  
RAY PARKER JR. "Jamie"  
RICK SPRINGFIELD "Taxi Dancing"  
PATTI AUSTIN "All Behind Us Now"

#### Sound 10

BARRY MANILOW "When October Goes"  
MADONNA "Like A Virgin"  
CHICAGO "You're The Inspiration"  
SHEILA E. "The Belle Of St. Mark"  
JOHN CAFFERTY "Tender Years"  
RAY PARKER JR. "Jamie"  
PATTI AUSTIN "All Behind Us Now"

### Transtar Country

Tom Casey (213) 460-6383

CRYSTAL GAYLE "Me Against The Night"  
GAIL DAVIES "Jagged Edge Of A Broken Heart"  
MERLE HAGGARD & JANIE FRICKE  
"A Place To Fall Apart"  
GENE WATSON "Got No Reason Now For Going Home"  
DEBORAH ALLEN "Heartache And A Half"

# R&R JAZZ RADIO NATIONAL AIRPLAY/30

November 16, 1984

- 1 **WYNTON MARSALIS/Hot House Flowers (Columbia)**
- 2 **PAT METHENY/First Circle (WB)**
- 3 **DIANE SCHUUR/Deedles (GRP)**
- 4 **GROVER WASHINGTON JR./Inside Moves (Elektra)**
- 5 **DAVE VALENTIN/Kalahari (GRP)**
- 6 **BOB JAMES/12 (Columbia)**
- 7 **HANK CRAWFORD/Down On The Deuce (Milestone/Fantasy)**
- 8 **SHADOWFAX/The Dreams Of Children (Windham Hill)**
- 9 **CABO FRIO/Just Having Fun (Zebra)**
- 10 **JAZZ MONTEREY/Highlites 1958-1980 (Palo Alto)**
- 11 **FREE FLIGHT/Beyond The Clouds (Palo Alto)**
- 12 **JEAN-LUC PONTY/Open Mind (Atlantic)**
- 13 **BOBBE NORRIS & LARRY DUNLAP/Hoisted Sails (Palo Alto)**
- 14 **RICHARD ELLIOT/Initial Approach (ITI/Allegiance)**
- 15 **EARL KLUGH/Night Songs (Capitol)**
- 16 **WAYNE JOHNSON TRIO/Everybody's Painting Pictures (Zebra)**
- 17 **ALEXANDER ZONJIC/Romance With You (Inner City)**
- 18 **ART BLAKEY & JAZZ MESSENGERS/New York Scene (Concord)**
- 19 **JOE WILLIAMS/Nothin' But The Blues (Delos)**
- 20 **JOHN ABERCROMBIE/Night (WB)**
- 21 **MAHAVISHNU/Mahavishnu (WB)**
- 22 **TITO PUENTE & HIS LATIN ENSEMBLE/El Rey (Concord Picante)**
- 23 **AZYMUTH/Flame (Milestone/Fantasy)**
- 24 **CAL TJADER/Good Vibes (Concord Picante)**
- 25 **MAKOTO OZONE/Makoto Ozone (Columbia)**
- 26 **JACK DeJOHNETTE/Album Album (WB)**
- 27 **QUEST/Quest (Palo Alto)**
- 28 **JACK WILKINS/Captain Blued (Greene St./2001)**
- 29 **DIANNE REEVES/For Every Heart (TBA/Palo Alto)**
- 30 **SADAO WATANABE/Rendezvous (Elektra)**

DEBUT

DEBUT

DEBUT

Black/Urban stations contributing to Jazz:  
 WKND/Hartford, Melonae McClean; WGIV/Charlotte, Hal Harrill; WJAX/Jacksonville, Chris Turner; KJCB/Lafayette, Beatrice Evans; WYLD-FM/New Orleans, Dell Spencer; WGCI/Chicago, Graham Armstrong; WDMT/Cleveland, Dean-Dean Rufus; WVOI/Toledo, Maxx Myrick; XHRM/San Diego, Duff Lindsey.

## NEW & ACTIVE

- LONGNIE LISTON SMITH "Silhouettes" (Doctor Jazz) 14/9**  
 Rotations: Heavy 1/1, Medium 6/3, Light 4/2, Extra Adds 3, Total Adds 9, WBGO, WYRS, WZAM, WLOQ, WIAN, KKGO, KMCR, WFSS, KXPR. Medium: KERA, WBEE, WKND
- AL JARREAU "High Crime" (WB) 12/6**  
 Rotations: Heavy 4/1, Medium 4/2, Light 1/0, Extra Adds 3, Total Adds 6, WYRS, WJZZ, KTCJ, KCSC, KMHD, KJZZ. Heavy: WMGI, KRML, KIFM. Medium: WZAM.
- SCOTT HAMILTON QUINTET "Second Set" (Concord) 12/2**  
 Rotations: Heavy 2/0, Medium 4/0, Light 6/2, Extra Adds 0, Total Adds 2, WKSU, WUWM. Heavy: KLN, WHRO. Medium: WYRS, WFAE, KADX, WUSF
- LARRY CORYELL QUARTET "Comin' Home" (Muse) 11/2**  
 Rotations: Heavy 4/0, Medium 3/1, Light 4/0, Extra Adds 2, Total Adds 2, WMOT, KJAZ. Heavy: WKSU, WUSF, WVPE, KXPR. Medium: WUWM, KPLU, KRML
- JOHN SCOFIELD "Electric Outlet" (Gramavision) 11/1**  
 Rotations: Heavy 4/0, Medium 3/1, Light 4/0, Extra Adds 0, Total Adds 1, WGBH. Heavy: WNOP, KJZZ, KRVS, WVPE. Medium: WBFO, KERA.
- BOBBY SHEW & CHUCK FINDLEY "Trumpets No End" (Delos) 9/3**  
 Rotations: Heavy 2/0, Medium 3/2, Light 4/1, Extra Adds 0, Total Adds 3, WFAE, WNUR. Heavy: KADX, WVPE. Medium: WUWM, KLN.
- POCKET CHANGE "Out Of The Blue" (Brain Child) 9/2**  
 Rotations: Heavy 2/0, Medium 3/1, Light 4/1, Extra Adds 0, Total Adds 2, Heavy: WYRS, WZAM, KTCJ, WMGI. Medium: KUOP, WFSS.
- DAVID MATTHEWS "Super Funky Sex" (GNP Crescendo) 8/5**  
 Rotations: Heavy 0/0, Medium 3/1, Light 2/1, Extra Adds 3, Total Adds 5, WBFO, WLOQ, KJZZ, KPLU, KRML. Medium: WBBY, WFSS.
- COUNT BASIE "Kansas City 7" (Pablo) 8/4**  
 Rotations: Heavy 3/1, Medium 0/0, Light 2/0, Extra Adds 3, Total Adds 4, WBGO, WMOT, KBEM, KCSC. Heavy: WKSU, KPLU.
- BLUE WISP BIG BAND "Live At Carmelo's" (Mopros) 8/0**  
 Rotations: Heavy 2/0, Medium 5/0, Light 1/0, Extra Adds 0, Total Adds 0, Heavy: WBFO, WIAN. Medium: WMOT, WBEE, WNOP, KPLU, WUSF.
- BOBBY ENRIQUEZ "Live In Tokyo Vol. 2" (GNP Crescendo) 7/5**  
 Rotations: Heavy 2/0, Medium 2/2, Light 1/1, Extra Adds 2, Total Adds 5, WYRS, WLOQ, WNOP, KMCR, KJAZ. Heavy: KADX, WUSF.
- OSCAR PETERSON TRIO "The Good Life" (Pablo Live) 7/4**  
 Rotations: Heavy 2/0, Medium 0/0, Light 1/0, Extra Adds 4, Total Adds 4, WBGO, KCSC, KLN, KMCR. Heavy: WKSU, KPLU.
- CLIFFORD JORDAN QUARTET "Repetition" (Soul Note) 7/2**  
 Rotations: Heavy 3/1, Medium 2/0, Light 1/0, Extra Adds 1, Total Adds 2, KUHF, WNUR. Heavy: WBBY, KLCC. Medium: WBGO, KXPR.

Buy the way . . .  
 Radio airplay makes the difference!  
 What influences our record and tape buying? Here are the top three influences, according to a survey by USA Today

- Rank/Reason
1. Heard it on the radio
  2. Heard other music by artist on radio
  3. Recommended by friend

Advertise in Jazz Radio call Nina at 213-553-4330.

## MOST ADDED

- EARL KLUGH (11)  
Night Songs (Capitol)
- JACK WILKINS (10)  
Captain Blued (Green St./2001)
- LONGNIE LISTON SMITH (9)  
Silhouettes (Doctor Jazz)
- ALEXANDER ZONJIC (9)  
Romance With You (Inner City)
- BOBBE NORRIS & LARRY DUNLAP (7)  
Hoisted Sails (Palo Alto)
- MAKOTO OZONE (7)  
Makoto Ozone (Columbia)

## HOTTEST

- WYNTON MARSALIS (18)  
Hot House Flowers (Columbia)
- PAT METHENY (18)  
First Circle (WB)
- GROVER WASHINGTON JR. (16)  
Inside Moves (Elektra)
- BOB JAMES (14)  
12 (Columbia)
- DIANE SCHUUR (12)  
Deedles (GRP)

- SANDY OWEN "Montage" (Ivory) 6/6**  
 Rotations: Heavy 0/0, Medium 5/5, Light 1/1, Extra Adds 0, Total Adds 6, WBFO, WYRS, WLOQ, KKGO, WMGI, KXPR.
- STEVE BARGONETTI "Steve Bargonetti" (Qwest/WB) 6/4**  
 Rotations: Heavy 3/2, Medium 0/0, Light 1/0, Extra Adds 2, Total Adds 4, WNOP, KPLU, KRVS, WVPE. Heavy: WRTI.
- ROGER KELLAWAY "Creation" (Greene St./2001) 6/3**  
 Rotations: Heavy 0/0, Medium 4/3, Light 2/0, Extra Adds 3, KKGO, WFSS, WVOI. Medium: WGCI.
- RON McCROBY "The Other Whistler" (Concord) 6/3**  
 Rotations: Heavy 1/0, Medium 2/1, Light 3/2, Extra Adds 0, Total Adds 3, WBGO, KWMU, KLCC. Heavy: WYRS. Medium: KJAZ.
- ROSEMARY CLOONEY "Sings The Music Of Irving Berlin" (Concord) 6/0**  
 Rotations: Heavy 1/0, Medium 1/0, Light 4/0, Extra Adds 0, Total Adds 0, Heavy: WYRS. Medium: KUOP.
- HANK JONES & TOMMY FLANAGAN "I'm All Smiles" (Verve) 6/0**  
 Rotations: Heavy 2/0, Medium 1/0, Light 3/0, Extra Adds 0, Total Adds 0, Heavy: WBGO, WYRS. Medium: KJAZ.
- RALPH McDONALD "Universal Rhythm" (Polydor/PolyGram) 6/0**  
 Rotations: Heavy 1/0, Medium 5/0, Light 0/0, Extra Adds 0, Total Adds 0, Heavy: WJZZ. Medium: WZAM, WLOQ, KJZZ, KLSK, WGCI.
- ANDREAS VOLLENWEIDER "Pace Verde" (Columbia) 6/0**  
 Rotations: Heavy 2/0, Medium 2/0, Light 2/0, Extra Adds 0, Total Adds 0, Heavy: WBEE, WYBC. Medium: WMOT, WZAM.
- MR. SPATS "Mr. Spats" (Track) 5/5**  
 Rotations: Heavy 1/1, Medium 2/2, Light 2/2, Extra Adds 0, Total Adds 5, WBBY, KKGO, WFSS, WNUR, WMGI.
- ROY AYERS "In The Dark" (Columbia) 5/4**  
 Rotations: Heavy 0/0, Medium 3/3, Light 2/1, Extra Adds 0, Total Adds 4, KERA, WJZZ, KKGO, WVOI.
- MONTY ALEXANDER "Duke Ellington Song Book" (Verve) 5/2**  
 Rotations: Heavy 1/0, Medium 1/1, Light 3/1, Extra Adds 0, Total Adds 2, WUWM, KTCJ. Heavy: WBGO.
- DAVID MURRAY QUARTET "Morning Song" (Black Saint) 5/2**  
 Rotations: Heavy 2/1, Medium 2/0, Light 0/0, Extra Adds 1, Total Adds 2, KUHF, WNUR. Heavy: WDET. Medium: WRTI, KLCC.
- SUE RANEY w/BOB FLORENCE GROUP "Ridin' High" (Discovery) 5/1**  
 Rotations: Heavy 1/0, Medium 2/0, Light 2/1, Extra Adds 0, Total Adds 1, WGBH. Heavy: WYRS. Medium: WBGO, KPLU.
- MARVIS RIVERS "It's A Good Day" (Delos) 5/1**  
 Rotations: Heavy 1/0, Medium 2/0, Light 2/1, Extra Adds 0, Total Adds 1, WFSS. Heavy: WMOT. Medium: WYRS, KUHF.

## Regionalized Adds & Hots

Printed Adds are first ten provided by station. Hots are printed in order given by reporter. \* symbol denotes commercial station.

<b>EAST</b> WGBH/Boston Eric Jackson ATHOUTH JOHN SCOFIELD REITH JARRETT TETE HORTOLIU SUE RANEY SONNY ROLLINS MORRIS & DUNLAP ART BLAKEY HANK CRAWFORD JOHN SCOFIELD MANCE & RIVERA GEORGE COLEMAN WBFO/Buffalo John Hunt ALEXANDER ZONJIC SHADOWFAX MARAVISNU BOB JAMES WAYNE JOHNSON SANDY OWEN EARL KLUGH PAGE & SHELANDER ANDREW BOPELL DAVID MATTHEWS HOTT: EARL KLUGH MORRIS & DUNLAP ART BLAKEY JOHN SCOFIELD BLUE WISP BIG BAND WYRS/Stamford (*) Rick Patrone WYRS/Stamford (*) Tonal Entert GIL SCOTT HERON SHADOWFAX JEAN LUC PONTY PAT METHENY JOE WILLIAMS WOODS & SWANSEN DIANE SCHUUR JOHN ABERCROMBIE RICHARD ELLIOT CHARLIE BYRD HOTT: GIL SCOTT HERON ART BLAKEY SHADOWFAX ANDREAS VOLLENWEIDER JEAN LUC PONTY WYRS/Stamford (*) Rick Patrone WYRS/Stamford (*) Tonal Entert GIL SCOTT HERON SHADOWFAX JEAN LUC PONTY PAT METHENY JOE WILLIAMS WOODS & SWANSEN DIANE SCHUUR JOHN ABERCROMBIE RICHARD ELLIOT CHARLIE BYRD HOTT: GIL SCOTT HERON ART BLAKEY SHADOWFAX ANDREAS VOLLENWEIDER JEAN LUC PONTY	<b>SOUTH</b> WFAE/Charlotte Paul Stribling SHEW & FINDLEY HOTT: SHEW & FINDLEY DIANE SCHUUR WYNTON MARSALIS PAT METHENY MORRIS & DUNLAP HOTT: KEVIN NORMAN EG BUDENAUER ROY AYERS JOE WILLIAMS DAN SIEGEL MICHAEL HEDGES EARL KLUGH JAMAALADEEN TACUM HOTT: EARL KLUGH PAT METHENY GROVER WASHINGTON BOB JAMES JEAN LUC PONTY AL JARREAU KSAI/Dallas-Ft. Worth (*) Willis Cutton HOTT: PAT METHENY WYNTON MARSALIS GROVER WASHINGTON BOB JAMES DAVID VALENTIN	WFSF/Charlotteville Tom Henniss ROGER KELLAWAY MORRIS & DUNLAP SUN RA MR. SPATS VICTOR FELDMAN JOE WILLIAMS MAVIS RIVERS LONGNIE LISTON SMITH HOTT: DIANE SCHUUR JAZZ MONTEREY EARL KLUGH HANK CRAWFORD POCKET CHANGE WMI/Gainesville (*) Bill Herman MR. SPATS POCKET CHANGE SANDY OWEN HOTT: SANDY OWEN STEVE BARGONETTI GROVER WASHINGTON BOBBY BROOM DIANE SCHUUR ALEXANDER ZONJIC AL JARREAU MR. SPATS HOTT: PAT METHENY RICHARD ELLIOT JEAN LUC PONTY BOB JAMES EARL KLUGH	WMOT/Nashville Rick Forest ALEXANDER ZONJIC QUEST COUNT BASIE MONTY ALEXANDER LARRY CORYELL HOTT: WYNTON MARSALIS DALLAS JAZZ ORCHE WAYNE JOHNSON BOB JAMES DAN SIEGEL WZAM/Norfolk Bruce Dowdy VICTOR FELDMAN JEAN LUC PONTY JACK DEJOHNETTE SCHEM MUSIC LONNIE LISTON SMITH DIANE SCHUUR STEVE BOUTSAKIS BOB JAMES HOTT: PAT METHENY GROVER WASHINGTON DAVID VALENTIN VICTOR FELDMAN ALZYMUTH WYRS/Norfolk Carol Handley WYRS/Norfolk none HOTT: WYNTON MARSALIS SCOTT HAMILTON HEATH BROTHERS JAZZ MONTEREY STACY & JIMMY ROW WLOQ/Olando (*) Paul Gerardi SANDY OWEN ALEXANDER ZONJIC BOBBY ENRIQUEZ LONNIE LISTON SMITH DAVID MATTHEWS JACK WILKINS ROBERTS DIANE SCHUUR SADAO WATANABE KRIBRA PAT METHENY GROVER WASHINGTON DAVID VALENTIN WUSF/Tampa Bob Seymour JACK WILKINS JOHN ABERCROMBIE MORRIS & DUNLAP QUEST MARAVISNU HOTT: WYNTON MARSALIS PAT METHENY BOBBY ENRIQUEZ JAZZ MONTEREY
---	--	--	---

**55 Reporting Stations**  
**48 Current Reports**

**Editor's Note: R&R would like to welcome WZAM/Norfolk as a reporting station.**

**The following stations failed to report this week, therefore their playlists were frozen:**

**KKSN/Portland**  
**KSAW/Dallas-Ft. Worth**  
**WGCI/Chicago**

<b>MIDWEST</b> WNUR/Evanston Bill Dixon JACK DEJOHNETTE THELONIOUS MONK WOODS & SWANSEN CLIFFORD JORDAN DANIEL HUBBARD BILL EVANS AMINA CLAUDINE MY ROBERT SILVER MR. SPATS BUDDY TATE HOTT: JACK DEJOHNETTE WOODS & SWANSEN CLIFFORD JORDAN DAVID MATTHEWS CHARA FIAN MORRIS & DUNLAP FRED FLYNN MAKOTO OZONE WINDHAM HILL SAM JACK WILKINS HOTT: STEVE BARGONETTI RICHARD ELLIOT FREE FLIGHT DIRTY DOZEN BRASS WYRS/Columbus (*) Zool Strider JACK WILKINS MAKOTO OZONE MR. SPATS MARAVISNU EARL KLUGH HOTT: DAVE VALENTIN FRED FLYNN MORRIS & DUNLAP SHEARING & TORNE CLIFFORD JORDAN WDET/Detroit Judy Adams MONTEUX DETROIT DIANE SCHUUR HOTT: WYNTON MARSALIS HAMILT BLUJETT DAVID MURRAY JOHN ST. SALES DUAR JACK DEJOHNETTE WJZZ/Detroit (*) John Hill AL JARREAU BRUCE FORMAN ROY AYERS ANGELA BOPELL LOU RAMLS JAZZ MONTEREY SHADOWFAX KAZUMI MATANABE DIANE SCHUUR HOTT: JEAN LUC PONTY AL JARREAU BRUCE FORMAN GROVER WASHINGTON PAULINO DACEVA	KBEM/Minneapolis J.D. Bell WYNTON MARSALIS GEORGE KELLY JEAN LUC PONTY MORRIS & DUNLAP ALEXANDER ZONJIC HOTT: DAVID VALENTIN JOHN ABERCROMBIE JACK WILKINS ART BLAKEY HANK CRAWFORD KTC/Minneapolis (*) Ed Garret AL JARREAU EARL KLUGH MONTY ALEXANDER HOTT: CABO FRIO RICHARD ELLIOT GROVER WASHINGTON DIANE SCHUUR POCKET CHANGE KCSC/Oklahoma City Kevin Norman WYNTON MARSALIS JEAN LUC PONTY JOHN ABERCROMBIE EARL KLUGH MAKOTO OZONE COUNT BASIE ALEXANDER ZONJIC MARAVISNU AL JARREAU OSCAR PETERSON HOTT: PAT METHENY JAZZ MONTEREY BOB JAMES DIANE SCHUUR WYNTON MARSALIS WYRS/Southbend-Elkhart Tim Eby FREE FLIGHT JACK WILKINS STEVE BARGONETTI ART BLAKEY PETERSON FEED CABO FRIO ZOOT SINS OSKAY & O'DONNELL HOTT: DARJII & HANK JON APP BLAKEY MONTY ALEXANDER SHEW & FINDLEY DAVE VALENTIN GORDON BRISKEP SHADOWFAX KWMU/St. Louis Jim Wallace BELL KITCHNER NON RON McCROBY HOTT: HANK CRAWFORD PAT METHENY HOTT: MARAVISNU JOHN ABERCROMBIE JACK DEJOHNETTE SHADOWFAX	<b>WEST</b> KRML/Monterey (*) Rod Flores CABO FRIO JAZZ MONTEREY DAVID MATTHEWS HOTT: TITO PUENTE JAZZ MONTEREY DIANE SCHUUR PAT METHENY MORRIS & DUNLAP LYNTON MARSALIS MICHAEL CANNING Bill Shedd JANET LAWSON JAZZ MONTEREY RUBEN TATE ANTHONY DAVIS JOE WILLIAMS RON McCROBY RICHARD BIERACH FREDDIE HUBBARD HOTT: GROVER WASHINGTON WYNTON MARSALIS PAT METHENY DIRTY DOZEN BRASS TORIKO ARIYOSHI ART BLAKEY KLN/Long Beach Roger Smith HELEN BORGES HARK MURPHY JACKIE & ROY PETER WINGER TADD DAMERON HAROLD LAND BOB ANMONS OSCAR PETERSON MONTY ALEXANDER HOTT: JOE WILLIAMS SCOTT HAMILTON HOTT: HARK MURPHY JACKIE & ROY KKG/Los Angeles (*) Jeff Gehring HANK CRAWFORD LES MCCANN MODERN JAZZ QUART SHEARING & TORNE BELLESON & BROWN LAUREL HANSEN ARNOLD BOATMAN MR. SPATS ROY AYERS BOB TROMPSON RAINBOW JIMMY WITHERSPOON LONNIE LISTON SMITH ZZ HILL SANDY OWEN ROGER KELLAWAY HOTT: RICHARD ELLIOT FREE FLIGHT BOB JAMES DIANE SCHUUR GROVER WASHINGTON	KXPR/Sacramento Gary Vercelli MAKOTO OZONE CHEF BAKER FREDDIE HUBBARD JACK WILKINS RICHARD BIERACH SANDY OWEN LONNIE LISTON SMITH HOTT: LARRY CORYELL WYNTON MARSALIS WATSON & LUNDY JACKIE & ROY MAKOTO OZONE STACY & JIMMY ROW SHADOWFAX JACK DEJOHNETTE DAVID MATTHEWS HOTT: PAT METHENY GROVER WASHINGTON DIANE SCHUUR KUOP/Stockton Kristin Knudson WAYNE JOHNSON ALEXANDER ZONJIC MARAVISNU MORRIS & DUNLAP JOE WILLIAMS HOTT: GROVER WASHINGTON WYNTON MARSALIS CAL TJADER DAVID VALENTIN HANK CRAWFORD KPLU/Tacoma Charles Tomaras CHARLIE BYRD DAVID MATTHEWS STEVE BARGONETTI MAKOTO OZONE JACKIE & ROY HOTT: BOB BASTE MARAVISNU JOHN ABERCROMBIE BOB JAMES WAYNE JOHNSON
--	---	--	--

**The following stations called in a frozen playlist this week:**

**KADX/Denver**  
**KIFM/San Diego**  
**KJCB/Lafayette**  
**WBEE/Chicago**

# Black/Urban

## BREAKERS

"Breakers" are those newer records that have the greatest level of station activity on any given week.

### ROY AYERS In The Dark (Columbia)

69% of our reporting stations on it. Rotations: Heavy 0/0, Medium 14/3, Light 37/15, Extra Adds: 1, Total Adds 19 including WILD, KKDA-FM, WTMP, WZAK, WJLB, KJLH, XHRM, WXOK, Z93, WFXC, WQMG, WORL, WWDM, WVOI. A most added record. Debuts at number 40 on the Black/Urban chart.

### SYLVERS In One Love & Out The Other (Geffen)

61% of our reporting stations on it. Rotations: Heavy 1/0, Medium 22/0, Light 26/2, Extra Adds 0, Total Adds 2, WUSL, WXOK. Heavy: WWIN. Debuts at number 39 on the Black/Urban chart.

## NEW & ACTIVE

### JERMAINE JACKSON "Do What You Do" (Arista) 47/8

Rotations: Heavy 3/0, Medium 24/1, Light 20/7, Extra Adds 0, Total Adds 8, WBLZ, WRDW, WQMG, WBLX, WPLZ, WTOY, WLUM, KDKO. Heavy: WZAK, WATV, WJAX. Medium: WILD, WDJY, WAOK, WTMP, KDAY, KJLH, XHRM, KSOL, KOXL, JET94, WFXC, WJMI, WPDQ, WQOK, WORL, WANT, KAPE, WEAS, WANM, WQKS, WDAO, WWWS, KUKQ.

### FAT BOYS "Jailhouse Rap" (Sutra) 46/5

Rotations: Heavy 14/0, Medium 14/0, Light 18/5, Extra Adds 0, Total Adds 5, WDJY, WDRQ, KJLH, KIIZ, WKWM. Heavy: WRKS, WDAS, WVEE, KMJQ, KYOK, WBMX, WDMT, WJLB, WZEN-FM, KDAY, WPEG, WQOK, WPLZ, WTLC. Medium: WWIN, WILD, WAMO, KKDA-FM, KRNB, WHRK, WEDR, WZAK, KMJM, XHRM, WKXI, WEAS, WWDM, WWWS. Debuts at number 34 on the Black/Urban chart.

### RANDY HALL "A Gentleman" (MCA) 44/3

Rotations: Heavy 1/0, Medium 20/1, Light 23/2, Extra Adds 0, Total Adds 3, WTMP, WDMT, XHRM. Heavy: WJMI. Medium: WWIN, WAOK, KYOK, KRNB, WDIA, WGCI, WZAK, KSOL, KNOW, WPEG, WKXI, WJAX, WPDQ, WBLX, KAPE, KOKA, WANM, WTLC, WWWS.

### ALICIA MYERS "Appreciation" (MCA) 43/12

Rotations: Heavy 2/0, Medium 15/2, Light 26/10, Extra Adds 0, Total Adds 12, WWIN, WILD, WTMP, WZAK, XHRM, WRDW, WXOK, Z93, WBLX, KHYS, WTOY, WKWM. Heavy: WJAX, KOKA. Medium: WHUR, WAOK, KRNB, WDIA, WJLB, KACE, WATV, KJCB, WEAS, WANM, WTLC, WWWS, WVOI.

### DREAMBOY "I Promise (I Do Love You)" (Qwest/WB) 43/2

Rotations: Heavy 13/0, Medium 18/1, Light 12/1, Extra Adds 0, Total Adds 2, WZEN-FM, WJJS. Heavy: WVEE, KKDA-FM, KMJQ, KYOK, WZAK, WDRQ, WJLB, KSOL, WPEG, KIIZ, WQKS, WKWM, WWWS. Medium: WWIN, WILD, WRKS, KNOK-FM, WGCI, WDMT, WKND, WNHC, KNOW, WATV, WENN, WQMG, WBLX, WQOK, KHYS, WAAA, WVOI. Debuts at number 37 on the Black/Urban chart.

### ONE WAY "Don't Stop" (MCA) 42/1

Rotations: Heavy 3/0, Medium 20/0, Light 19/1, Extra Adds 0, Total Adds 1, WBMX. Heavy: KKDA-FM, WNHC, WXOK. Medium: WILD, WAOK, WVEE, KNOK-FM, KYOK, KRNB, WDIA, WTMP, WZAK, WJLB, XHRM, KSOL, WRDW, KOXL, WPEG, WQMG, KAPE, WDAO, WTLC, WWWS.

### PENNYE FORD "Change Your Wicked Ways" (Total Experience/RCA) 41/2

Rotations: Heavy 1/0, Medium 18/0, Light 22/2, Extra Adds 0, Total Adds 2, WQMG, KHYS. Heavy: KOKA. Medium: WAMO, WVEE, WYLD-FM, WDMT, WZAK, KACE, KSOL, KNOW, WATV, WPEG, WBLX, WQOK, KAPE, WEAS, WANM, WTLC, WWWS, KKDA-FM.

### BILLY OCEAN "Loverboy" (Jive/Arista) 38/16

Rotations: Heavy 1/0, Medium 16/3, Light 21/13, Extra Adds 0, Total Adds 16, WWIN, WTMP, WGCI, WBLZ, WZEN-FM, KNOW, KOXL, WXOK, WQMG, WANT, WWDM, WQKS, WAAA, WWWS, KDKO, KUKQ. Heavy: WVEE. Medium: WYLD-FM, WDMT, WZAK, KDAY, XHRM, WRDW, WFXC, WJAX, WQOK, K94, WANM, WTLC, WLUM.

### STYLISTICS "Give A Little Love" (Streetwise) 37/7

Rotations: Heavy 4/0, Medium 14/0, Light 19/7, Extra Adds 0, Total Adds 7, WZEN-FM, WKND, WRDW, WQMG, KHYS, WDAO, WKWM. Heavy: WILD, WRKS, WBMX, WATV. Medium: WWIN, WXYV, WDAS, WUSL, WYLD-FM, WTMP, WGCI, WDMT, WZAK, XHRM, WNHC, WPDQ, KOKA, WWWS.

### KLYMAXX "The Men All Pause" (MCA) 37/5

Rotations: Heavy 1/0, Medium 16/0, Light 18/3, Extra Adds 2, Total Adds 5, WXYV, KKDA-FM, WTMP, WATV, KJCB. Heavy: KDAY. Medium: WUSL, KNOK-FM, KRNB, WJLB, XHRM, KSOL, KNOW, WJMI, WLOU, WBLX, WQOK, WPLZ, KAPE, KOKA, WTLC, WWWS.

### WORLD'S FAMOUS SUPREME TEAM "Radio Man" (Island) 35/9

Rotations: Heavy 0/0, Medium 9/1, Light 26/8, Extra Adds 0, Total Adds 9, WDJY, KNOW, KOXL, WXOK, WATV, WFXC, KIIZ, WORL, WWDM. Medium: WUSL, WAOK, KKDA-FM, KRNB, WDMT, WQOK, KHYS, KDKO.

### RAY PARKER JR. "Jamie" (Arista) 34/32

Rotations: Heavy 1/1, Medium 6/5, Light 25/24, Extra Adds 2, Total Adds 32 including WXYV, WILD, WRKS, WDAS, WUSL, WHUR, WAOK, WVEE, KRNB, WDIA, WHRK, WEDR, WGCI, WDMT, KSOL. Medium: KDAY.

### DONNA SUMMER "Supernatural Love" (Geffen) 33/9

Rotations: Heavy 3/0, Medium 11/2, Light 19/7, Extra Adds 0, Total Adds 9, WWIN, WDAS, KYOK, KMJM, Z93, WQMG, WEAS, WWDM, WDAO. Heavy: WAOK, WJAX, KOKA. Medium: WVEE, KRNB, WDIA, KSOL, WNHC, WRDW, WPEG, WQOK, WANM.

### ANGELA BOFILL "Can't Slow Down" (Arista) 33/5

Rotations: Heavy 1/0, Medium 11/1, Light 21/4, Extra Adds 0, Total Adds 5, WDAS, WJLB, WXOK, WQMG, WPDQ. Heavy: WVEE. Medium: WXYV, KKDA-FM, WBMX, XHRM, WKND, WRDW, WFXC, WWWS, KDKO, KUKQ.

### WHODINI "Five Minutes Of Funk" (Jive/Arista) 32/0

Rotations: Heavy 22/0, Medium 9/0, Light 1/0, Extra Adds 0, Total Adds 0, Heavy: WWIN, WILD, WRKS, WDAS, KYOK, KRNB, WJLB, KMJM, WZEN-FM, KDAY, KJLH, KNOW, WATV, WENN, WPEG, WJMI, WKXI, WQOK, KHYS, WWDM, WQKS, WVOI. Medium: WUSL, WDJY, WVEE, KKDA-FM, WHRK, WYLD-FM, KIIZ, WBLX, WDAO. Debuts at number 38 on the Black/Urban chart.

### RUN D.M.C. "Hollis Crew" (Profile) 31/5

Rotations: Heavy 1/0, Medium 9/0, Light 21/5, Extra Adds 0, Total Adds 5, WWIN, WAOK, WVEE, WGCI, KJLH. Heavy: WDIA. Medium: KRNB, WDMT, WZAK, WATV, WKXI, KJCB, WQOK, KOKA, WANM.

### SHALAMAR "Amnesia" (Solar/Elektra) 30/10

Rotations: Heavy 2/0, Medium 8/1, Light 20/9, Extra Adds 0, Total Adds 10, WDAS, WDIA, WBLZ, WNHC, WXOK, WKXI, WQKS, WDAO, WWWS, WVOI. Heavy: WAOK, WJAX. Medium: WWIN, WZEN-FM, KDAY, XHRM, KSOL, WQOK, KUKQ.

### BRONNER BROTHERS "Self Conscious" (Neighbor) 29/1

Rotations: Heavy 4/0, Medium 12/0, Light 13/0, Extra Adds 0, Total Adds 1, KMJQ. Heavy: KYOK, WZEN-FM, WENN, WJAX. Medium: WEDR, WTMP, KMJM, WATV, WPEG, WFXC, WQMG, WJMI, KOKA, WANM, WAAA, WTLC.

### SHEILA E. "The Belle Of St. Mark" (WB) 27/7

Rotations: Heavy 1/0, Medium 12/2, Light 14/5, Extra Adds 0, Total Adds 7, WAOK, KYOK, WDMT, JET94, WQMG, WLUM, KDKO. Heavy: WVKO. Medium: WHUR, KNOK-FM, WBLZ, WZAK, KDAY, XHRM, KSOL, WATV, WJAX, WWWS.

### DIVINE SOUNDS "Changes (We Go Through)" (Specific/Fantasy) 27/4

Rotations: Heavy 4/0, Medium 9/0, Light 14/4, Extra Adds 0, Total Adds 4, KSOL, KOXL, KHYS, WTLC. Heavy: WAOK, WDIA, KOKA, WWWS. Medium: WDAS, WVEE, WEDR, WDMT, WZAK, WJLB, XHRM, WKXI, KDKO.

### KIDS AT WORK "Singing Hey Yea" (Sounds Of NY/CBS) 27/3

Rotations: Heavy 0/0, Medium 6/0, Light 20/2, Extra Adds 1, Total Adds 3, WBLX, WPLZ, WTOY. Medium: WWIN, WZEN-FM, WQMG, WPDQ, WQOK, WEAS.

## MOST ADDED

RAY PARKER JR. (32)  
Jamie (Arista)  
KOOL & THE GANG (25)  
Misled (De-Lite/PolyGram)  
ROY AYERS (19)  
In The Dark (Columbia)  
SADE (17)  
Hang On To Your Love (Portrait/CBS)  
BILLY OCEAN (16)  
Loverboy (Jive/Arista)

## HOTTEST

CHAKA KHAN (48)  
I Feel For You (WB)  
NEW EDITION (46)  
Cool It Now (MCA)  
PRINCE (34)  
Purple Rain (WB)  
ASHFORD & SIMPSON (32)  
Solid (Capitol)  
REBBIE JACKSON (26)  
Centipede (Columbia)

KOOL & THE GANG "Misled" (De-Lite/PolyGram) 25/25  
Rotations: Heavy 1/1, Medium 6/6, Light 18/18, Extra Adds 0, Total Adds 25 including WXYV, WDAS, WUSL, WDJY, WAOK, KNOK-FM, KYOK, KRNB, WHRK, WDMT, WDRQ, KJLH, KSOL, WFXC, WLOU.

## SIGNIFICANT ACTION

SADE "Hang On To Your Love" (Portrait/CBS) 24/17  
Rotations: Heavy 0/0, Medium 3/1, Light 21/16, Extra Adds 0, Total Adds 17 including KNOK-FM, WHRK, WEDR, WTMP, KJLH, WNHC, WFXC, KJCB, KHYS, KOKA, WANM, WAAA, WDAO, WWWS. Medium: WAOK, WQOK.

BAND OF GOLD "Love Songs Are Back Again" (RCA) 24/9  
Rotations: Heavy 4/2, Medium 6/1, Light 14/6, Extra Adds 0, Total Adds 9, WJLB, KSOL, WNHC, WATV, WJAX, WQOK, WPLZ, WANM, WLUM. Heavy: WAOK, WVEE. Medium: WTMP, WDMT, KAPE, KOKA, WWWS.

CHARME "Georgy Porgy" (RCA) 23/6  
Rotations: Heavy 0/0, Medium 12/3, Light 11/3, Extra Adds 0, Total Adds 6, WGCI, WZEN-FM, WXOK, KHYS, KOKA, WKWM. Medium: WILD, WYLD-FM, WZAK, KOXL, WLOU, KAPE, WANM, WTLC, WWWS.

KOKO-POP "I'm In Love With You" (Motown) 23/5  
Rotations: Heavy 3/0, Medium 10/1, Light 10/4, Extra Adds 0, Total Adds 5, WAOK, WGCI, KSOL, WQOK, KDKO. Heavy: KJLH, WRDW, WWWS. Medium: KKDA-FM, KNOK-FM, WDRQ, WJLB, KACE, XHRM, WVKO, WTLC, WVOI.

KIDDO "She's Got The Body" (A&M) 21/5  
Rotations: Heavy 1/0, Medium 9/3, Light 10/1, Extra Adds 1, Total Adds 5, WDAS, WUSL, WAOK, XHRM, WTOY. Heavy: WWWS. Medium: KMJQ, WZAK, WJLB, WQMG, WKWM, KDKO.

JUNIE MORRISON "Tease Me" (Island) 21/4  
Rotations: Heavy 0/0, Medium 4/0, Light 17/4, Extra Adds 0, Total Adds 4, KMJQ, KRNB, WJLB, WAAA. Medium: WAMO, WAOK, WJAX, WPDQ.

PAUL HARDCASTLE "Rain Forest" (Profile) 20/14  
Rotations: Heavy 2/1, Medium 6/3, Light 10/8, Extra Adds 2, Total Adds 14, WXYV, WILD, WDAS, WUSL, WVEE, KKDA-FM, KNOK-FM, KMJM, WZEN-FM, WXOK, WFXC, WJJS, WQOK, WAAA. Heavy: WZAK.

ERAMUS HALL "I Can't Keep My Head (I Always Lose It To You)" (Capitol) 20/3  
Rotations: Heavy 0/0, Medium 5/0, Light 14/2, Extra Adds 1, Total Adds 3, WEDR, WQMG, WTOY. Medium: WDIA, KJCB, WQOK, KAPE, KOKA.

CHOPS "Your Red Hot Love" (Atlantic) 20/1  
Rotations: Heavy 0/0, Medium 10/0, Light 10/1, Extra Adds 0, Total Adds 1, WZAK. Medium: WAMO, WEDR, WPEG, WQMG, WJAX, WPDQ, WLOU, WAAA, WDAO, WTLC.

LINDA CLIFFORD "Sneakin' Out" (Red Label) 18/11  
Rotations: Heavy 0/0, Medium 2/1, Light 16/10, Extra Adds 0, Total Adds 11, WVEE, KMJQ, WZAK, WJLB, WATV, WPEG, WKXI, WAAA, WTLC, WWWS, WVOI. Medium: WDIA.

NOLAN THOMAS "Yo' Little Brother" (Mirage/Atco) 17/3  
Rotations: Heavy 2/0, Medium 8/1, Light 7/2, Extra Adds 0, Total Adds 3, WUSL, KRNB, WVOI. Heavy: WRKS, WANM. Medium: WDMT, WZAK, WJLB, XHRM, WNHC, WQOK, WTLC.

CATCH "Indecisive" (Columbia) 16/2  
Rotations: Heavy 0/0, Medium 5/0, Light 11/2, Extra Adds 0, Total Adds 2, WXOK, WVOI. Medium: KRNB, WPDQ, KJCB, KAPE, KOKA.

ONE ON ONE "Gotta Thang" (Kee Wee) 16/2  
Rotations: Heavy 0/0, Medium 4/0, Light 12/2, Extra Adds 0, Total Adds 2, WGCI, KHYS. Medium: WDAS, WEDR, WKXI, WEAS.

NUANCE f/VICKI LOVE "Love Ride" (4th & Broadway/Island) 15/10  
Rotations: Heavy 1/1, Medium 2/0, Light 10/7, Extra Adds 2, Total Adds 10, WWIN, WRKS, WAOK, KKDA-FM, KMJQ, WZAK, KOXL, WQOK, WWDM, WANM. Medium: WUSL, KDAY.

OLLIE & JERRY "Electric Boogaloo" (Polydor/PolyGram) 15/9  
Rotations: Heavy 0/0, Medium 6/4, Light 9/5, Extra Adds 0, Total Adds 9, WVEE, WDRQ, WZEN-FM, XHRM, WPEG, WBLX, WORL, WDAO, KDKO. Medium: WDAS, KSOL.

PRINCE "Erotic City" (WB) 15/4  
Rotations: Heavy 10/0, Medium 0/0, Light 5/4, Extra Adds 0, Total Adds 4, WBLZ, KMJM, WXOK, WQKS. Heavy: WAMO, KKDA-FM, WDRQ, WJLB, KACE, KDAY, KIIZ, K94, WVKO, KUKQ.

NATIVE "Love Ain't No Holiday" (Becket) 15/3  
Rotations: Heavy 0/0, Medium 4/0, Light 11/3, Extra Adds 0, Total Adds 3, KRNB, Z93, WPEG. Medium: WAOK, WGCI, WQOK, KOKA.

HAROLD MELVIN & BLUE NOTES "I Really Love You" (Philly World/Atlantic) 14/1  
Rotations: Heavy 1/0, Medium 4/0, Light 9/1, Extra Adds 0, Total Adds 1, WKXI. Heavy: WPDQ. Medium: WXYV, WZAK, KAPE, WANM.

STEVIE WONDER "Lovelight In Flight" (Motown) 13/6  
Rotations: Heavy 7/3, Medium 2/0, Light 4/3, Extra Adds 0, Total Adds 6, WHUR, WYLD-FM, KMJM, WZEN-FM, KACE, WORL, WWDM. Heavy: KKDA-FM, WGCI, KJCB. Medium: WUSL, KIIZ.

MADONNA "Like A Virgin" (Sire/WB) 12/12  
Rotations: Heavy 2/2, Medium 2/2, Light 8/8, Extra Adds 0, Total Adds 12, WVEE, WBLZ, KJLH, XHRM, WFXC, WJAX, KIIZ, WJJS, WORL, WQKS, WKWM, KUKQ.

GAP BAND "Beep A Freak" (Total Experience/RCA) 11/11  
Rotations: Heavy 1/1, Medium 2/2, Light 8/8, Extra Adds 0, Total Adds 11, WWIN, WDAS, KYOK, WDIA, WHRK, KSOL, WNHC, WJAX, WQOK, WWWS, KUKQ.

ROCK MASTER SCOTT & DYNAMIC 3 "Request Line" (Reality/Fantasy) 11/6  
Rotations: Heavy 1/0, Medium 4/1, Light 5/4, Extra Adds 1, Total Adds 6, WDAS, KKDA-FM, KMJQ, WZAK, WDRQ, WANM. Heavy: WRDW. Medium: WRKS, WAOK, WWDM.

RAMSEY LEWIS "Quiet Storm" (Columbia) 11/3  
Rotations: Heavy 0/0, Medium 4/0, Light 7/3, Extra Adds 0, Total Adds 3, WPEG, KJCB, WAAA. Medium: KNOK-FM, KRNB, WDIA, WJAX.

LIMIT "Say Yeah" (Portrait/CBS) 10/3  
Rotations: Heavy 1/1, Medium 0/0, Light 9/2, Extra Adds 0, Total Adds 3, WKXI, KJCB, WQOK.

BRASS CONSTRUCTION "International" (Capitol) 10/2  
Rotations: Heavy 0/0, Medium 3/1, Light 7/1, Extra Adds 0, Total Adds 2, WDIA, WDAO. Medium: KJCB, WQOK.

CHUCK MANGIONE "Diana 'D'" (Columbia) 10/0  
Rotations: Heavy 0/0, Medium 3/0, Light 7/0, Extra Adds 0, Total Adds 0, Medium: KYOK, WYLD-FM, WKXI.

Breakers are those records that have achieved concurrent airplay at 60% of our reporting stations. New & Active records are receiving airplay at 25 or more stations. Records in Significant Action are receiving airplay from 10-24 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the Black/Urban chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart. Checkmarks signify the most added of the non-charted records.

# We've Got Sylvers, Gold and Platinum.

## **The Sylvers** **BREAKER**

"In One Love And Out The Other"



Produced by Leon F. Sylvers III

## **Dreamboy**

"I Promise (I Do Love You)"



Produced by Dreamboy

## **Al Jarreau**

"After All"



Produced by Jay Graydon

## **Sheila E.**

"The Belle Of St. Mark"



Produced by Sheila E. and The Starr ★ Company

**Warner Bros., Qwest and Geffen Records  
Salute The Young Black Programmers Coalition  
For Its Continuing Commitment  
To The Growth Of Our Industry**

# Black/Urban Regionalized Adds & Hots

Stations are listed by region. Hots are listed in order of their airplay activity.

## EAST

**WWIN/Baltimore**  
Keith Newman

NUANCE  
BILLY OCEAN  
JONZUN CREW  
ALICIA MYERS  
WISH  
RUN D.M.C.  
DONNA SUMMER  
SKYY  
GAP BAND  
ONYX  
Hottest:  
ASHFORD & SIMPSON  
CHAKA KHAN  
EUGENE WILDE  
PRINCE  
STAPLE SINGERS

**WXYV/Baltimore**  
Roy Sampson

KOOL & THE GANG  
RAY PARKER JR.  
JONZUN CREW  
AM-FM  
FURIOUS FIVE  
PAUL HARDCASTLE  
KLYMAXX  
Hottest:  
ASHFORD & SIMPSON  
FORCE MD'S  
EVELYN KING  
CHAMPAIGN  
JEFFREY OSBORNE

**WILD/Boston**  
Elroy R.C. Smith

RAY PARKER JR.  
MTUME  
ALICIA MYERS  
ROY AYERS  
SHIRLEY BROWN  
PAUL HARDCASTLE  
JERMAINE STEWART  
Hottest:  
CHAKA KHAN  
TIME  
EUGENE WILDE  
ASHFORD & SIMPSON  
WHODINI

**WKND/Hartford (4)**  
Jordan/McLean

MIDNIGHT STAR  
STYLISTICS  
Hottest:  
CHAKA KHAN  
NEW EDITION  
FORCE MD'S  
ASHFORD & SIMPSON  
JEFFREY OSBORNE

**WNHC/New Haven**  
James Jordan

KOOL & THE GANG  
BLACK IVORY  
SHALAMAR  
SADE  
RAY PARKER JR.  
GAP BAND  
BAND OF GOLD  
ELEANOR GRANT  
DUTCH  
Hottest:  
ASHFORD & SIMPSON  
CHAKA KHAN  
EVELYN KING  
DIANA ROSS  
CHAMPAIGN

**WRKS/New York**  
Taylor/Quartrone

RAY PARKER JR.  
ALICIA MYERS  
NUANCE  
Hottest:  
ASHFORD & SIMPSON  
NOLAN THOMAS  
NEW EDITION  
PAT BOYS  
CHAKA KHAN

**WUSL/Philadelphia**  
Wyatt/Buggs

NOLAN THOMAS  
KIDDO  
TEMPTATIONS  
RAY PARKER JR.  
KOOL & THE GANG  
PAUL HARDCASTLE  
SYLVERS  
Hottest:  
CHAKA KHAN  
FORCE MD'S  
DENIECE WILLIAMS  
TEENA MARIE

**WDAS/Philadelphia**  
Joe Tamburro

RAY PARKER JR.  
KOOL & THE GANG  
DONNA SUMMER  
SHALAMAR  
PAUL HARDCASTLE  
KIDDO  
ROCK MASTER SCOTT  
ANGELA BOFILL  
FONZI THORNTON  
GAP BAND  
Hottest:  
NEW EDITION  
PRINCE  
JEFFREY OSBORNE  
SLAVE  
TEMPTATIONS

**WAMO/Pittsburgh**  
Allen Harrison

none  
Hottest:  
PRINCE  
JEFFREY OSBORNE  
ASHFORD & SIMPSON  
PRINCE  
TINA TURNER

**WDJY/Washington, DC**  
Dan O'Neil

SOS BAND  
EUGENE WILDE  
WORLD FAMOUS SUPR  
PETER BROWN  
FAT BOYS  
KOOL & THE GANG  
MIDNIGHT STAR  
TEMPTATIONS  
Hottest:  
REBBIE JACKSON  
CHAKA KHAN  
PRINCE  
HALL & OATES  
JEFFREY OSBORNE

## SOUTH

**WAOK/Atlanta**  
Larry Tinsley

MIDNIGHT STAR  
KOOL & THE GANG  
RAY PARKER JR.  
SHEILA E  
NUANCE  
RUN D.M.C.  
SHERYL LEE RALPH  
KIDDO  
KOKO POP  
Hottest:  
CHAKA KHAN  
REBBIE JACKSON  
PRINCE  
NEW EDITION  
JEFFREY OSBORNE

**WVEE/Atlanta**  
Scotty Andrews

MADONNA  
RAY PARKER JR.  
LINDA CLIFFORD  
OLLIE & JERRY  
PRIME TIME  
SILHOUETTE  
PAUL HARDCASTLE  
RUN D.M.C.  
Hottest:  
NEW EDITION  
CHAKA KHAN  
PRINCE  
REBBIE JACKSON  
WHODINI

**WRDW/Augusta**  
Charlotte Logan

MIDNIGHT STAR  
ALICIA MYERS  
JERMAINE JACKSON  
SOS BAND  
TEENA MARIE  
STYLISTICS  
Hottest:  
STEVIE WONDER  
PRINCE  
NEW EDITION  
CHAKA KHAN  
REBBIE JACKSON  
WHODINI

**KNOW/Austin**  
Ken Rush

ROY AYERS  
WORLD FAMOUS SUPR  
DEODATO  
BILLY OCEAN  
JONZUN CREW  
Hottest:  
WHODINI  
SOS BAND  
WHODINI  
CHAKA KHAN  
ISLEY, JASPER & I

**KQXL/Baton Rouge**  
Gerard Raine

JACKSONS  
BILLY OCEAN  
MIDNIGHT STAR  
WORLD FAMOUS SUPR  
TOM BROWNE  
DIVINE SOUNDS  
NUANCE  
AZAR LAWRENCE  
Hottest:  
CHAKA KHAN  
NEW EDITION  
STEVIE WONDER  
REBBIE JACKSON  
PRINCE

**WXOK/Baton Rouge**  
Al Wallace

EVELYN KING  
CHARME  
SADE  
MIDNIGHT STAR  
PAUL HARDCASTLE  
WORLD FAMOUS SUPR  
SYLVERS  
ROY AYERS  
CATCH  
SHALAMAR  
WHISPERS  
ANGELA BOFILL  
ALICIA MYERS  
BILLY OCEAN  
PRINCE  
Hottest:  
NEW EDITION  
TIME  
ASHFORD & SIMPSON  
CONTROLLERS  
PRINCE  
LIONEL RICHIE

**WFXC/Durham**  
Alvin Stowe

KOOL & THE GANG  
RAY PARKER JR.  
PAUL HARDCASTLE  
ROY AYERS  
MADONNA  
SADE  
WORLD FAMOUS SUPR  
Hottest:  
ASHFORD & SIMPSON  
CHAKA KHAN  
PRINCE  
NEW EDITION  
WHODINI  
KNOK-FM/Ft. Worth  
Kenny Byrd  
PAUL HARDCASTLE  
KOOL & THE GANG  
DEODATO  
VANITY  
PATRICE RUSHEN  
SADE  
RONNIE LAWS  
Hottest:  
SOS BAND  
PRINCE  
MIDNIGHT STAR  
ASHFORD & SIMPSON  
DENIECE WILLIAMS

**WHUR/Washington, DC**  
Libby Lawson

JIMMY CASTOR  
RAY PARKER JR.  
VANITY  
STEVIE WONDER  
JAMES INGRAM  
Hottest:  
REBBIE JACKSON  
CHAKA KHAN  
STEVIE WONDER  
ASHFORD & SIMPSON

**WATV/Birmingham**  
Ron January

MIDNIGHT STAR  
THELMA HOUSTON  
ROY AYERS  
LINDA CLIFFORD  
KLYMAXX  
BAND OF GOLD  
WORLD FAMOUS SUPR  
KOOL & THE GANG  
RAY PARKER JR.  
Hottest:  
NEW EDITION  
LIONEL RICHIE  
PRINCE  
CHAMPAIGN  
CHAKA KHAN

**WENN/Birmingham**  
Michael Star

none  
Hottest:  
CHAKA KHAN  
NEW EDITION  
REBBIE JACKSON  
TIME  
TINA TURNER

**Z93/Charleston**  
Marc Little

PRIME TIME  
LILLO THOMAS  
ROY AYERS  
ALICIA MYERS  
NATIVE  
DONNA SUMMER  
RAY PARKER JR.  
Hottest:  
CHAKA KHAN  
GLENN JONES  
ASHFORD & SIMPSON  
JEFFREY OSBORNE  
DAZZ BAND

**WPEG/Charlotte**  
Mike Rossi

NATIVE  
KOOL & THE GANG  
RAMSEY LEWIS  
OLLIE & JERRY  
DYNAMIC BREAKERS  
LINDA CLIFFORD  
SADE  
Hottest:  
NEW EDITION  
CHAMPAIGN  
JUNIOR  
APOLLONIA 6  
BAR-KAYS  
JET94/Chattanooga  
Rich Phillips  
EVELYN KING  
SHEILA E  
TOM BROWNE  
MIDNIGHT STAR  
Hottest:  
WHAM!  
TINA TURNER  
JEFFREY OSBORNE  
TEMPTATIONS  
PRINCE  
KKDA-FM/Dallas  
Terri Avery  
ROY AYERS  
PAUL HARDCASTLE  
KLYMAXX  
NUANCE  
ROCK MASTER SCOTT  
Hottest:  
CHAKA KHAN  
ONE WAY  
PRINCE  
ASHFORD & SIMPSON  
DETROYT

**WJAX/Jacksonville (4)**  
Chris Turner

PEABO BRYSON  
GAP BAND  
MADONNA  
RAY PARKER JR.  
LEON LOVE  
BAND OF GOLD  
DAN HARTMAN  
YARBROUGH & PEOP  
TINA B  
Hottest:  
CHAKA KHAN  
ELTON JOHN  
WHODINI  
DURAN DURAN  
LIONEL RICHIE  
KIZ/Kileen  
Bibi St. John  
MADONNA  
FAT BOYS  
WORLD FAMOUS SUPR  
SOS BAND  
LILLO THOMAS  
Hottest:  
PRINCE  
SOS BAND  
EUGENE WILDE  
BAR-KAYS  
OHIO PLAYERS  
KJCB/Lafayette (4)  
Beatrice Evans  
KLYMAXX  
UB40  
SADE  
LIMIT  
RAMSEY LEWIS  
Hottest:  
CHAKA KHAN  
REBBIE JACKSON  
NEW EDITION  
GLENN JONES  
SOS BAND

**WQMG/Greensboro**  
Doc Foster

O'BRYAN  
JERMAINE JACKSON  
DONNA SUMMER  
JACKSONS  
SHEILA E  
MONICA NEAL  
ROY AYERS  
ANGELA BOFILL  
BILLY OCEAN  
EUGENE WILDE  
PENNYE FORD  
STYLISTICS  
ERAMUS HALL  
KOOL & THE GANG  
Hottest:  
REBBIE JACKSON  
CHAKA KHAN  
STEVIE WONDER  
PRINCE  
TIME

**KYOK/Houston**  
Steve Hedgewood

KOOL & THE GANG  
DONNA SUMMER  
SHEILA E  
HERB ALPERT  
MR. T  
GAP BAND  
Hottest:  
NEW EDITION  
WHODINI  
JERMAINE STEWART  
MIDNIGHT STAR  
KURTIS BLOW

**KMJQ/Houston**  
Jim Snowden

RICK JAMES  
EUGENE WILDE  
ISLEY, JASPER & I  
NUANCE  
JUNIE MORRISON  
LINDA CLIFFORD  
ROCK MASTER SCOTT  
CARS  
BRONNER BROTHERS  
Hottest:  
NEW EDITION  
JERMAINE STEWART  
PRINCE  
CHAKA KHAN  
TEENA MARIE

**WKXI/Jackson**  
Tommy Marshall

UB40  
MIDNIGHT STAR  
LINDA CLIFFORD  
HAROLD MELVIN  
DYNAMIC BREAKERS  
ELEANOR GRANT  
LIMIT  
SHALAMAR  
Hottest:  
NEW EDITION  
CHAKA KHAN  
GLENN JONES  
CHAMPAIGN  
ISLEY, JASPER & I

**WJMI/Jackson**  
Carl Haynes

none  
Hottest:  
ISLEY, JASPER & I  
WHODINI  
DENIECE WILLIAMS  
JACKSONS  
MIDNIGHT STAR  
CINDI TODD  
CHERRELLE  
ANGELA BOFILL  
JACKSONS  
RAY PARKER JR.  
Hottest:  
ASHFORD & SIMPSON  
JEFFREY OSBORNE  
NEW EDITION  
DENIECE WILLIAMS  
ISLEY, JASPER & I

**WEDR/Miami**  
Jackson/Jones

SADE  
NEWCLEUS  
MAN PARRISH  
MIDNIGHT STAR  
ERAMUS HALL  
RAY PARKER JR.  
UB40  
WOMACK & LABELLE  
Hottest:  
REBBIE JACKSON  
DENIECE WILLIAMS  
JUNIOR  
CHAMPAIGN  
TINA TURNER

**WBLX/Mobile**  
B.J. Taylor

BAR-KAYS  
OLLIE & JERRY  
RAY PARKER JR.  
JERMAINE JACKSON  
KIDS AT WORK  
D.C. EXPRESS  
ALICIA MYERS  
Hottest:  
CHAKA KHAN  
PRINCE  
TIME  
REBBIE JACKSON  
NEW EDITION

**WYLD-FM/New Orleans**  
Dell Spencer (4)

STEVIE WONDER  
GROVER WASHINGTON  
TEMPTATIONS  
Hottest:  
CHAKA KHAN  
NEW EDITION  
PRINCE  
CHAMPAIGN  
REBBIE JACKSON

**WLOU/Louisville**  
Tony Fields

TEENA MARIE  
KOOL & THE GANG  
SYLVESTER  
PATTI AUSTIN  
Hottest:  
CHAKA KHAN  
REBBIE JACKSON  
ASHFORD & SIMPSON  
STEVIE WONDER  
NEW EDITION

**WJSS/Lynchburg**  
Lad Goins

PAUL HARDCASTLE  
JOYCE KENNEDY  
MADONNA  
THELMA HOUSTON  
DREAMBOY  
Hottest:  
CHAKA KHAN  
STEVIE WONDER  
PRINCE  
NEW EDITION  
TIME

**KRNB-FM/Memphis**  
Jerry Mason

NATIVE  
NOLAN THOMAS  
WHISPERS  
MIDNIGHT STAR  
KOOL & THE GANG  
RAY PARKER JR.  
ELEANOR GRANT  
DUTCH  
UB40  
JUNIE MORRISON  
BLACK IVORY  
Hottest:  
NEW EDITION  
TINA TURNER  
ASHFORD & SIMPSON  
BAR-KAYS  
JEFFREY OSBORNE

**WDRM/Memphis**  
Maddox/Smith

SHEILA E  
KOOL & THE GANG  
SADE  
RAY PARKER JR.  
GAP BAND  
Hottest:  
STEVIE WONDER  
PRINCE  
LINN WHITE  
BAR-KAYS  
TIME

**WTOY/Roanoke**  
Scott Morris

MIDNIGHT STAR  
JERMAINE JACKSON  
ALICIA MYERS  
ERAMUS HALL  
KIDDO  
KIDS AT WORK  
SHANNON  
Hottest:  
CHAKA KHAN  
NEW EDITION  
REBBIE JACKSON  
PRINCE  
ASHFORD & SIMPSON

**WQOK/Nashville**  
Fred Harvey

GAP BAND  
WHODINI  
LIMIT  
NUANCE  
DAN HARTMAN  
KOOL & THE GANG  
BAND OF GOLD  
DYNAMIC BREAKERS  
PAUL HARDCASTLE  
KOKO POP  
Hottest:  
WHODINI  
ISLEY, JASPER & I  
JEFFREY OSBORNE  
MIDNIGHT STAR  
DENIECE WILLIAMS

**WYLD-FM/New Orleans**  
Dell Spencer (4)

STEVIE WONDER  
GROVER WASHINGTON  
TEMPTATIONS  
Hottest:  
CHAKA KHAN  
NEW EDITION  
PRINCE  
CHAMPAIGN  
REBBIE JACKSON

**K94/Norfolk**  
Bruce Dowdy

none  
Hottest:  
REBBIE JACKSON  
CHAMPAIGN  
JACKSONS  
CHAKA KHAN  
POINTER SISTERS

**WORLD/Orlando**  
Earl James

RAY PARKER JR.  
MADONNA  
JOYCE KENNEDY  
OLLIE & JERRY  
STEVIE WONDER  
ROY AYERS  
LILLO THOMAS  
EGYPTIAN LOVER  
O'BRYAN  
EUGENE WILDE  
WORLD FAMOUS SUPR  
Hottest:  
NEW EDITION  
CHAKA KHAN  
TIME  
RICK JAMES  
JACKSONS

**WPLZ/Petersburg**  
Hardy Jay

BAND OF GOLD  
KIDS AT WORK  
JOYCE KENNEDY  
JERMAINE JACKSON  
RICHARD D. FIELDS  
Hottest:  
WHODINI  
GLENN JONES  
FAT BOYS  
CONTROLLERS  
TEMPTATIONS

**KHYS/Port Arthur**  
Mark Petry

AL JARREAU  
SOS BAND  
TEMPTATIONS  
THELMA HOUSTON  
KENNY ROGERS  
STYLISTICS  
DIVINE SOUNDS  
PENNYE FORD  
ALICIA MYERS  
WOMACK & LABELLE  
ONE ON ONE  
SADE  
CHARME  
ROY AYERS  
Hottest:  
CHAKA KHAN  
NEW EDITION  
STEVIE WONDER  
REBBIE JACKSON  
PRINCE

**WANT/Richmond**  
Kirby Carmichael

THELMA HOUSTON  
EUGENE WILDE  
BILLY OCEAN  
LILLO THOMAS  
TOM BROWNE  
Hottest:  
NEW EDITION  
ASHFORD & SIMPSON  
CHAKA KHAN  
REBBIE JACKSON  
PRINCE

**WTOY/Roanoke**  
Scott Morris

MIDNIGHT STAR  
JERMAINE JACKSON  
ALICIA MYERS  
ERAMUS HALL  
KIDDO  
KIDS AT WORK  
SHANNON  
Hottest:  
CHAKA KHAN  
NEW EDITION  
REBBIE JACKSON  
PRINCE  
ASHFORD & SIMPSON

**KAPE/San Antonio**  
Mike Kelly

JOHNNIE TAYLOR  
PEABO BRYSON  
PATTI AUSTIN  
ROY AYERS  
Hottest:  
JEFFREY OSBORNE  
DAZZ BAND  
ASHFORD & SIMPSON  
ISLEY, JASPER & I

**WEAS/Savannah**  
Don Jones

THELMA HOUSTON  
DONNA SUMMER  
ROY AYERS  
TRINERE  
VERICHERI  
DYNAMIC BREAKERS  
SHIRLEY BROWN  
Hottest:  
NEW EDITION  
ASHFORD & SIMPSON  
CHAKA KHAN  
STEVIE WONDER  
PRINCE

**KOKA/Shreveport**  
B.B. Davis

PATRICE RUSHEN  
EUGENE WILDE  
NEWCLEUS  
UB40  
JOHNNIE TAYLOR  
CHARME  
SADE  
Hottest:  
NEW EDITION  
CHAKA KHAN  
JEFFREY OSBORNE  
GLENN JONES  
FORCE MD'S

**WVDM/Sumter**  
Kevin Flemming

STEVIE WONDER  
BILLY OCEAN  
DONNA SUMMER  
RAY PARKER JR.  
SADE  
NUANCE  
INTRUDERS  
WORLD FAMOUS SUPR  
ROY AYERS  
Hottest:  
JEFFREY OSBORNE  
CHAKA KHAN  
PRINCE  
NEW EDITION  
ASHFORD & SIMPSON

**WANN/Tallahassee**  
Joe Bullard

BAND OF GOLD  
PATRICE RUSHEN  
SADE  
NUANCE  
RAY PARKER JR.  
SAM HARRIS  
ROCK MASTER SCOTT  
Hottest:  
TIME  
CHAKA KHAN  
NEW EDITION  
BAR-KAYS  
ASHFORD & SIMPSON

**WDMT/Cleveland (4)**  
"Dean-Dean"

RANDY HALL  
KOOL & THE GANG  
RICK JAMES  
SHEILA E  
RAY PARKER JR.  
Hottest:  
CHAKA KHAN  
PRINCE  
NEW EDITION  
JEFFREY OSBORNE

**WGCI/Chicago (4)**  
Graham Armstrong

BILLY OCEAN  
KOKO POP  
CHARME  
RAY PARKER JR.  
RUN D.M.C.  
ONE ON ONE  
SADAO WATANABE  
ROGER KELLAWAY  
GROVER WASHINGTON  
Hottest:  
NEW EDITION  
CHAKA KHAN  
GLENN JONES  
PRINCE  
WHODINI

**WBLZ/Cincinnati**  
Brian Castle

JERMAINE JACKSON  
WHAM!  
PRINCE  
MTUME  
SHALAMAR  
MADONNA  
BILLY OCEAN  
GLENN JONES  
Hottest:  
PRINCE  
WHODINI  
JEFFREY OSBORNE  
ASHFORD & SIMPSON  
LIONEL RICHIE

**WZAK/Cleveland**  
Lynn Tolliver

THELMA HOUSTON  
JOYCE KENNEDY  
ROY AYERS  
FIRST LOVE  
LINDA CLIFFORD  
CHOPS  
SCRITTI POLITTI  
ROCK MASTER SCOTT  
NUANCE  
ALICIA MYERS  
Hottest:  
PRINCE  
REBBIE JACKSON  
EUGENE WILDE  
MIDNIGHT STAR  
PAUL HARDCASTLE

**KDKO/Englewood**  
Carlos Lando

MIDNIGHT STAR  
JERMAINE JACKSON  
KOOL & THE GANG  
BILLY OCEAN  
MTUME  
SHEILA E  
OLLIE & JERRY  
KOKO POP  
Hottest:  
DAZZ BAND  
JEFFREY OSBORNE  
BAR-KAYS  
FORCE MD'S  
TEENA MARIE

**KACE/Los Angeles**  
Miller/Robinson

none  
Hottest:  
PRINCE  
TINA TURNER  
SCRITTI POLITTI  
ASHFORD & SIMPSON  
PAUL HARDCASTLE

**WVDM/Sumter**  
Kevin Flemming

STEVIE WONDER  
BILLY OCEAN  
DONNA SUMMER  
RAY PARKER JR.  
SADE  
NUANCE  
INTRUDERS  
WORLD FAMOUS SUPR  
ROY AYERS  
Hottest:  
JEFFREY OSBORNE  
CHAKA KHAN  
PRINCE  
NEW EDITION  
ASHFORD & SIMPSON

**WANN/Tallahassee**  
Joe Bullard

BAND OF GOLD  
PATRICE RUSHEN  
SADE  
NUANCE  
RAY PARKER JR.  
SAM HARRIS  
ROCK MASTER SCOTT  
Hottest:  
TIME  
CHAKA KHAN  
NEW EDITION  
BAR-KAYS  
ASHFORD & SIMPSON

**WDMT/Cleveland (4)**  
"Dean-Dean"

RANDY HALL  
KOOL & THE GANG  
RICK JAMES  
SHEILA E  
RAY PARKER JR.  
Hottest:  
CHAKA KHAN  
PRINCE  
NEW EDITION  
JEFFREY OSBORNE

**WGCI/Chicago (4)**  
Graham Armstrong

BILLY OCEAN  
KOKO POP  
CHARME  
RAY PARKER JR.  
RUN D.M.C.  
ONE ON ONE  
SADAO WATANABE  
ROGER KELLAWAY  
GROVER WASHINGTON  
Hottest:  
NEW EDITION  
CHAKA KHAN  
GLENN JONES  
PRINCE  
WHODINI

**WBLZ/Cincinnati**  
Brian Castle

JERMAINE JACKSON  
WHAM!  
PRINCE  
MTUME  
SHALAMAR  
MADONNA  
BILLY OCEAN  
GLENN JONES  
Hottest:  
PRINCE  
WHODINI  
JEFFREY OSBORNE  
ASHFORD & SIMPSON  
LIONEL RICHIE

**WZAK/Cleveland**  
Lynn Tolliver

THELMA HOUSTON  
JOYCE KENNEDY  
ROY AYERS  
FIRST LOVE  
LINDA CLIFFORD  
CHOPS  
SCRITTI POLITTI  
ROCK MASTER SCOTT  
NUANCE  
ALICIA MYERS  
Hottest:  
PRINCE  
REBBIE JACKSON  
EUGENE WILDE  
MIDNIGHT STAR  
PAUL HARDCASTLE

**KDKO/Englewood**  
Carlos Lando

MIDNIGHT STAR  
JERMAINE JACKSON  
KOOL & THE GANG  
BILLY OCEAN  
MTUME  
SHEILA E  
OLLIE & JERRY  
KOKO POP  
Hottest:  
DAZZ BAND  
JEFFREY OSBORNE  
BAR-KAYS  
FORCE MD'S  
TEENA MARIE

**KACE/Los Angeles**  
Miller/Robinson

none  
Hottest:  
PRINCE  
TINA TURNER  
SCRITTI POLITTI  
ASHFORD & SIMPSON  
PAUL HARDCASTLE

**WTMP/Tampa**  
Dave Michaels

ALICIA MYERS  
GROVER WASHINGTON  
PATRICE RUSHEN  
FIRST LOVE  
ROY AYERS  
PEABO BRYSON  
SAM HARRIS  
RICKY HALL  
BILLY OCEAN  
KLYMAXX  
TINA B  
SADE  
Hottest:  
NEW EDITION  
CHAKA KHAN  
ASHFORD & SIMPSON  
JEFFREY OSBORNE  
LIONEL RICHIE

**WVDM/Sumter**  
Kevin Flemming

STEVIE WONDER  
BILLY OCEAN  
DONNA SUMMER  
RAY PARKER JR.  
SADE  
NUANCE  
INTRUDERS  
WORLD FAMOUS SUPR  
ROY AYERS  
Hottest:  
JEFFREY OSBORNE  
CHAKA KHAN  
PRINCE  
NEW EDITION  
ASHFORD & SIMPSON

**WDMT/Cleveland (4)**  
"Dean-Dean"

RANDY HALL  
KOOL & THE GANG  
RICK JAMES  
SHEILA E  
RAY PARKER JR.  
Hottest:  
CHAKA KHAN  
PRINCE  
NEW EDITION  
JEFFREY OSBORNE

**WGCI/Chicago (4)**  
Graham Armstrong

BILLY OCEAN  
KOKO POP  
CHARME  
RAY PARKER JR.  
RUN D.M.C.  
ONE ON ONE  
SADAO WATANABE  
ROGER KELLAWAY  
GROVER WASHINGTON  
Hottest:  
NEW EDITION  
CHAKA KHAN  
GLENN JONES  
PRINCE  
WHODINI

**WBLZ/Cincinnati**  
Brian Castle

JERMAINE JACKSON  
WHAM!  
PRINCE  
MTUME  
SHALAMAR  
MADONNA  
BILLY OCEAN  
GLENN JONES  
Hottest:  
PRINCE  
WHODINI  
JEFFREY OSBORNE  
ASHFORD & SIMPSON  
LIONEL RICHIE

**WZAK/Cleveland**  
Lynn Tolliver

THELMA HOUSTON  
JOYCE KENNEDY  
ROY AYERS  
FIRST LOVE  
LINDA CLIFFORD  
CHOPS  
SCRITTI POLITTI  
ROCK MASTER SCOTT  
NUANCE  
ALICIA MYERS  
Hottest:  
PRINCE  
REBBIE JACKSON  
EUGENE WILDE  
MIDNIGHT STAR  
PAUL HARDCASTLE

**KDKO/Englewood**  
Carlos Lando

MIDNIGHT STAR  
JERMAINE JACKSON  
KOOL & THE GANG  
BILLY OCEAN  
MTUME  
SHEILA E  
OLLIE & JERRY  
KOKO POP  
Hottest:  
DAZZ BAND  
JEFFREY OSBORNE  
BAR-KAYS  
FORCE MD'S  
TEENA MARIE

**KACE/Los Angeles**  
Miller/Robinson

none  
Hottest:  
PRINCE  
TINA TURNER  
SCRITTI POLITTI  
ASHFORD & SIMPSON  
PAUL HARDCASTLE

**WQKS/Williamsburg**  
Steve Crumbley

RAY PARKER JR.  
KOOL & THE GANG  
BILLY OCEAN  
MADONNA  
SHALAMAR  
PRINCE  
Hottest:  
ASHFORD & SIMPSON  
JERMAINE STEWART  
NEW EDITION  
PRINCE  
WHODINI

**WAAA/Winston-Salem**  
Eric St. James

KOOL & THE GANG  
BILLY OCEAN  
DYNAMIC BREAKERS  
RAMSEY LEWIS  
JUNIE MORRISON  
SADE  
LINDA CLIFFORD  
PAUL HARDCASTLE  
Hottest:  
NEW EDITION  
ASHFORD & SIMPSON  
CHAKA KHAN  
DAZZ BAND  
LIONEL RICHIE

**WVDM/Sumter**  
Kevin Flemming

STEVIE WONDER  
BILLY OCEAN  
DONNA SUMMER  
RAY PARKER JR.  
SADE  
NUANCE  
INTRUDERS  
WORLD FAMOUS SUPR  
ROY AYERS  
Hottest:  
JEFFREY OSBORNE  
CHAKA KHAN  
PRINCE  
NEW EDITION  
ASHFORD & SIMPSON

**WGCI/Chicago (4)**  
Graham Armstrong

BILLY OCEAN  
KOKO POP  
CHARME  
RAY PARKER JR.  
RUN D.M.C.  
ONE ON ONE  
SADAO WATANABE  
ROGER KELLAWAY  
GROVER WASHINGTON  
Hottest:  
NEW EDITION  
CHAKA KHAN  
GLENN JONES  
PRINCE  
WHODINI

**WBLZ/Cincinnati**  
Brian Castle

JERMAINE JACKSON  
WHAM!  
PRINCE  
MTUME  
SHALAMAR  
MADONNA  
BILLY OCEAN  
GLENN JONES  
Hottest:  
PRINCE  
WHODINI  
JEFFREY OSBORNE  
ASHFORD & SIMPSON  
LIONEL RICHIE

**WZAK/Cleveland**  
Lynn Tolliver

THELMA HOUSTON  
JOYCE KENNEDY  
ROY AYERS  
FIRST LOVE  
LINDA CLIFFORD  
CHOPS  
SCRITTI POLITTI  
ROCK MASTER SCOTT  
NUANCE  
ALICIA MYERS  
Hottest:  
PRINCE  
REBBIE JACKSON  
EUGENE WILDE  
MIDNIGHT STAR  
PAUL HARDCASTLE

**KDKO/Englewood**  
Carlos Lando

MIDNIGHT STAR  
JERMAINE JACKSON  
KOOL & THE GANG  
BILLY OCEAN  
MTUME  
SHEILA E  
OLLIE & JERRY  
KOKO POP  
Hottest:  
DAZZ BAND  
JEFFREY OSBORNE  
BAR-KAYS  
FORCE MD'S  
TEENA MARIE

**KACE/Los Angeles**  
Miller/Robinson

none  
Hottest:  
PRINCE  
TINA TURNER  
SCRITTI POLITTI  
ASHFORD & SIMPSON  
PAUL HARDCASTLE

The following stations reported a frozen playlist this week.  
**WENN/Birmingham**  
**WJMI/Jackson**  
**KDAY/Los Angeles**  
**K94/Norfolk**  
**WAMO/Pittsburgh**

## MIDWEST

**WBMX/Chicago**  
Lee Michaels

TOM BROWNE  
ONE WAY  
WISH  
BLACK IVORY  
Hottest:  
NEW EDITION  
GLENN JONES  
JECKYLL & HYDE  
DAZZ BAND  
TIME

**WGCI/Chicago (4)**  
Graham Armstrong

BILLY OCEAN  
KOKO POP  
CHARME  
RAY PARKER JR.  
RUN D.M.C.  
ONE ON ONE  
SADAO WATANABE  
ROGER KELLAWAY  
GROVER WASHINGTON  
Hottest:  
NEW EDITION  
CHAKA KHAN  
GLENN JONES  
PRINCE  
WHODINI

**WBLZ/Cincinnati**  
Brian Castle

JERMAINE JACKSON  
WHAM!  
PRINCE  
MTUME  
SHALAMAR  
MADONNA  
BILLY

WE'RE  
MAKING *Capitol* GAINS!

**W**ASHFORD & SIMPSON

SOLID

1

7710

96%

No. 4 HOTTEST

**W**ILLO/MELBA MOORE

(CAN'T TAKE HALF) ALL OF YOU

35

61/5

76%

**W**ERAMUS HALL

I CAN'T KEEP MY HEAD

SIGNIFICANT ACTION

**W**BRASS CONSTRUCTION

INTERNATIONAL

SIGNIFICANT ACTION

**W**RONNIE LAWS

CITY GIRL on your turntable!

Capitol would like to thank the  
Young Black Programmers Coalition  
for their continued support.

# R&R Country NATIONAL AIRPLAY/50

## November 16, 1984

Three Weeks	Two Weeks	Last Week		Total Reports/Adds	Heavy	Medium	Light	
13	9	6	1	JUDDS (WYNONNA & NAOMI)/Why Not Me (RCA/Curb)	155/0	137	17	1
3	3	1	2	A. MURRAY with D. LOGGINS/Nobody Loves Me Like You Do (Capitol)	152/0	128	18	6
11	6	5	3	GEORGE JONES/She's My Rock (Epic)	151/0	122	25	4
10	5	4	4	MICKEY GILLEY/Too Good To Stop Now (Epic)	146/0	106	34	6
1	1	2	5	EARL THOMAS CONLEY/Chance Of Lovin' You (RCA)	146/0	117	20	9
16	12	8	6	NITTY GRITTY DIRT BAND/I Love Only You (WB)	155/2	99	41	15
20	14	10	7	EDDIE RABBITT/The Best Year Of My Life (WB)	155/0	92	55	8
17	13	9	8	WAYLON JENNINGS/America (RCA)	151/2	97	50	4
4	4	3	9	JANIE FRICKE/Your Heart's Not In It (Columbia)	141/0	106	27	8
22	18	13	10	BELLAMY BROTHERS/World's Greatest Lover (MCA/Curb)	147/1	88	48	11
18	16	12	11	DOLLY PARTON/God Won't Get You (RCA)	140/0	75	51	14
24	20	14	12	GEORGE STRAIT/Does Fort Worth Ever Cross Your Mind (MCA)	145/1	84	48	13
27	23	16	13	REBA McENTIRE/How Blue (MCA)	154/2	55	86	13
2	2	7	14	JOHNNY LEE/You Could've Heard A Heart Break (Full Moon/WB)	130/0	82	34	14
21	19	17	15	TOM T. HALL/P.S. I Love You (Mercury/PG)	132/2	62	45	25
25	22	19	16	BARBARA MANDRELL/Crossword Puzzle (MCA)	145/2	33	99	13
34	29	25	17	CRYSTAL GAYLE/Me Against The Night (WB)	151/5	30	98	23
33	31	24	18	JOHN CONLEE/Years After You (MCA)	148/2	28	96	24
31	28	23	19	MARK GRAY/Diamond In The Dust (Columbia)	143/1	31	88	24
28	25	22	20	HANK WILLIAMS JR./All My Rowdy Friends Are Comin'... (WB/Curb)	129/1	41	73	15
-	38	31	21	ALABAMA/(There's A) Fire In The Night (RCA)	147/16	20	84	43
42	36	28	22	MERLE HAGGARD w/JANIE FRICKE/A Place To Fall Apart (Epic)	145/10	19	88	38
29	27	26	23	DAVID FRIZZELL & SHELLY WEST/It's A Be Together Night (Viva)	122/2	37	70	15
-	42	37	24	CONWAY TWITTY/Ain't She Somethin' Else (WB)	144/24	17	67	60
37	33	29	25	GENE WATSON/Got No Reason Now For Goin' Home (MCA/Curb)	129/5	25	80	24
38	35	32	26	GAIL DAVIES/Jagged Edge Of A Broken Heart (RCA)	129/12	20	70	39
41	34	30	27	DEBORAH ALLEN/Heartache And A Half (RCA)	134/5	16	79	39
-	47	40	28	OAK RIDGE BOYS/Make My Life With You (MCA)	137/21	10	80	47
-	40	36	29	RICKY SKAGGS/Something In My Heart (Epic)	133/14	12	79	42
-	43	39	30	T.G. SHEPPARD/One Owner Heart (WB/Curb)	135/19	14	63	58
26	24	20	31	CHARLY McCLAIN/Some Hearts Get All The Breaks (Epic)	100/0	30	56	14
7	7	11	32	RONNIE MILSAP/Prisoner Of The Highway (RCA)	83/0	32	33	18
5	10	15	33	LEE GREENWOOD/Fool's Gold (MCA)	79/0	36	30	13
-	46	42	34	ED BRUCE/You Turn Me On (Like A Radio) (RCA)	127/11	8	61	58
8	8	18	35	DON WILLIAMS/Maggie's Dream (MCA)	78/0	31	32	15
-	48	44	36	B.J. THOMAS/The Girl Most Likely To (Clev.Int./Col.)	108/12	8	57	43
48	44	41	37	KENDALLS/I'd Dance Every Dance With You (Mercury/PG)	112/4	5	67	40
6	21	35	38	JOHN SCHNEIDER/I've Been Around Enough To Know (MCA)	71/0	22	29	20
49	45	43	39	KEITH STEGALL/Whatever Turns You On (Epic)	92/3	11	49	32
BREAKER	40	46	40	EDDY RAVEN/She's Gonna Win Your Heart (RCA)	113/31	2	46	65
-	49	46	41	CHARLEY PRIDE/Missin' Mississippi (RCA)	109/6	1	55	53
12	11	21	42	STATLERS/One Takes The Blame (Mercury/PG)	66/0	21	26	19
-	50	47	43	SAWYER BROWN/Leona (Capitol/Curb)	105/10	6	44	55
9	17	27	44	EXILE/Give Me One More Chance (Epic)	68/0	23	22	23
-	-	49	45	MEL TILLIS w/GLEN CAMPBELL/Slow Nights (MCA)	89/6	2	48	39
39	37	34	46	MOE BANDY & JOE STAMPLEY/The Boy's Night Out (Columbia)	77/3	8	43	26
BREAKER	47	43	47	MEL McDANIEL/Baby's Got Her Blue Jeans On (Capitol)	94/20	3	32	59
DEBUT	48	44	48	JIM GLASER/Let Me Down Easy (Noble Vision)	90/20	2	32	56
DEBUT	49	45	49	W.NELSON & K.KRISTOFFERSON/How Do You Feel About Foolin... (Col.)	84/6	3	31	50
DEBUT	50	46	50	GARY MORRIS/Baby Bye Bye (WB)	83/51	3	20	60

### MOST ADDED

- DAN SEALS (55)  
My Baby's Got Good Timing (EMI America)
- GARY MORRIS (51)  
Baby Bye Bye (WB)
- EMMYLOU HARRIS (34)  
Someone Like You (WB)
- EDDY RAVEN (31)  
She's Gonna Win Your Heart (RCA)
- LACY J. DALTON (31)  
If That Ain't Love (Columbia)
- VERN GOSDIN (25)  
Slow Burning Memory (Complet/PG)
- G. HARDIN w/E. THOMAS CONLEY (24)  
All Tangled Up In Love (RCA)
- CONWAY TWITTY (24)  
Ain't She Somethin' Else (WB)
- OAK RIDGE BOYS (21)  
Make My Life With You (MCA)
- DAVID FRIZZELL (21)  
No Way Jose (Viva)
- JOHNNY PAYCHECK (21)  
I Never Got Over You (AMI)

### HOTTEST

- JUDDS (WYNONNA & NAOMI) (92)  
Why Not Me (RCA/Curb)
- ANNE MURRAY w/DAVE LOGGINS (79)  
Nobody Loves Me Like You Do (Capitol)
- EARL THOMAS CONLEY (52)  
Chance Of Lovin' You (RCA)
- JANIE FRICKE (49)  
Your Heart's Not In It (Columbia)
- GEORGE JONES (43)  
She's My Rock (Epic)
- NITTY GRITTY DIRT BAND (30)  
I Love Only You (WB)
- MICKEY GILLEY (30)  
Too Good To Stop Now (Epic)
- JOHNNY LEE (28)  
You Could've Heard A Heart... (Full Moon/WB)
- GEORGE STRAIT (28)  
Does Fort Worth Ever Cross Your Mind (MCA)
- BELLAMY BROTHERS (22)  
World's Greatest Lover (MCA/Curb)
- EDDIE RABBITT (20)  
The Best Year Of My Life (WB)

MOST ADDED & HOTTEST list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicate the total number of Country reporters adding the song this week or noting that the song is among their five hottest.

## BREAKERS

The information shown on the National Airplay 50, Breakers, New & Active and Significant Action, is current. The results shown are based on reports taken from our reporters on Monday, 11-12-84.

#### EDDY RAVEN

#### She's Gonna Win Your Heart (RCA)

On 73% of reporting stations. Rotations: Heavy 2, Medium 46, Light 65, Total Adds 31, WXXW, WCAO, WXTU, WNYR, WYNK, WZZK, KPLX, WAMZ, WSM, WQYK, WQHK, WBCS, WXCL, WIL, KYGO, KSN. A most added record. Moves 50-40 on the Country chart.

#### MEL McDANIEL

#### Baby's Got Her Blue Jeans On (Capitol)

On 61% of reporting stations. Rotations: Heavy 3, Medium 32, Light 59, Total Adds 20, WCAO, WXTU, WPOR, KMML, KASE, WYNK, WIRK, WUSQ, WONE, WFMS, KXXY, K102, KIK-FM, KUUY, KCUB. Debuts at number 47 on the Country chart.



# HANK'S PICKS For Week Of Nov. 17th

Last Week 60% Correct

## COLLEGE

- BOSTON COLLEGE over SYRACUSE
- ALABAMA over CINCINNATI
- FLORIDA over KENTUCKY
- NOTRE DAME over PENN STATE
- NEBRASKA over OKLAHOMA

## PROS

- DALLAS COWBOYS over BUFFALO BILLS
- WASHINGTON REDSKINS over PHILADELPHIA EAGLES
- DENVER BRONCOS over MINNESOTA VIKINGS
- SAN FRANCISCO 49ERS over TAMPA BAY BUCCANEERS
- NEW YORK GIANTS over ST. LOUIS CARDINALS



# Country

## NEW & ACTIVE

- JIM GLASER "Let Me Down Easy" (Noble Vision) 90/20**  
Rotations: Heavy 2, Medium 32, Light 56, Total Adds 20, WCAO, WWVA, WILQ, KEAN, KLV1, WEZL, WESC, WUSQ, WSLR, WONE, WFMS, WBCS, KCJB, WWJO, KCUB. Debuts at number 48 on the Country chart.
- MEL TILLIS with GLEN CAMPBELL "Slow Nights" (MCA) 89/6**  
Rotations: Heavy 2, Medium 48, Light 39, Total Adds 6, WCAO, WPOR, KYXX, KCJB, KOMA, KFTN. Heavy: KKYX, KVOO. Medium: WVAM, CHOW, KXYL, WLWI, KFGO, KNIX, KSON. Moves 49-45 on the Country chart.
- GUS HARDIN with EARL THOMAS CONLEY "All Tangled Up In Love" (RCA) 88/24**  
Rotations: Heavy 1, Medium 22, Light 65, Total Adds 24, WKKW, WCAO, WRKZ, KIX106, KASE, WYNK, WESC, WUSQ, KSO, WOW, KTTS, KFDI, KKAL, KUZZ, KJOT.
- WILLIE NELSON & KRIS KRISTOFFERSON "How Do You Feel About Foolin' Around?" (Columbia) 84/6**  
Rotations: Heavy 3, Medium 31, Light 50, Total Adds 6, KIX106, KEAN, WESC, KLLL, KWMT, WOW. Heavy: KKYX, WIRK, WTQR. Medium: WCAO, WEEP, KTPK, KKAL, KQIL, KRSY. Debuts at number 49 on the Country chart.
- GARY MORRIS "Baby Bye Bye" (WB) B3/51**  
Rotations: Heavy 3, Medium 20, Light 60, Total Adds 51 including WKKW, WAJR, WKYG, KRRV, WZZK, KIKK, WKIX, WTQR, WONE, KOMA, WXCL, KVOO, KRST, KYGO, KCKC. Debuts at number 50 on the Country chart.
- DAN SEALS "My Baby's Got Good Timing" (EMI America) 72/55**  
Rotations: Heavy 2, Medium 15, Light 55, Total Adds 55 including WYRK, WWVA, KHEY, WMC, WCMS, KRMD, WKKQ, WFMS, KTTS, KUGN, KMAK, KWJJ, KSOP, KMPS, KCUB.
- REX ALLEN JR. "Running Down Memory Lane" (Moon Shine) 64/17**  
Rotations: Heavy 0, Medium 18, Light 46, Total Adds 17, WCAO, WWVA, KRRV, WGTO, WESC, KYXX, WMNI, WFMS, WITL, WOW, WXCL, KUGN, KMAK, KVEG, KCBQ, KIGO, KCUB.
- WRIGHT BROTHERS "Eight Days A Week" (Mercury/PolyGram) 60/4**  
Rotations: Heavy 1, Medium 21, Light 38, Total Adds 4, KEAN, WESC, WCMS, KECK. Heavy: WOKK. Medium: WBGW, WSNO, WYII, KMML, KBMR, WOW, KFDI, KRKT, KRSY, KSOP.
- CARL JACKSON "She's Gone, Gone, Gone" (Columbia) 58/8**  
Rotations: Heavy 1, Medium 18, Light 39, Total Adds 8, WPOR, KRRV, KLLL, WIRK, KWMT, WTSO, KOMA, KTPK. Heavy: KKYX. Medium: WWVA, KIKK, WCXI, KKAL, KWJJ, KRSY.
- EMMYLOU HARRIS "Someone Like You" (WB) 55/34**  
Rotations: Heavy 1, Medium 12, Light 42, Total Adds 34 including WGNA, WNYR, WWVA, WZZK, KSSN, WCMS, KKYX, WCXI, WLUZ, KXXY, KTTS, KUGN, KFRE, KWJJ, KCUB.
- ROY CLARK "Another Lonely Night With You" (MCA/Churchill) 52/5**  
Rotations: Heavy 1, Medium 17, Light 34, Total Adds 5, WGTO, KLLL, WQYK, WMNI, WTSO. Heavy: KKYX. Medium: WGNA, WYII, WLWI, WITL, KTTS, KVOO, KQIL, KSOP, KIGO.

## SIGNIFICANT ACTION

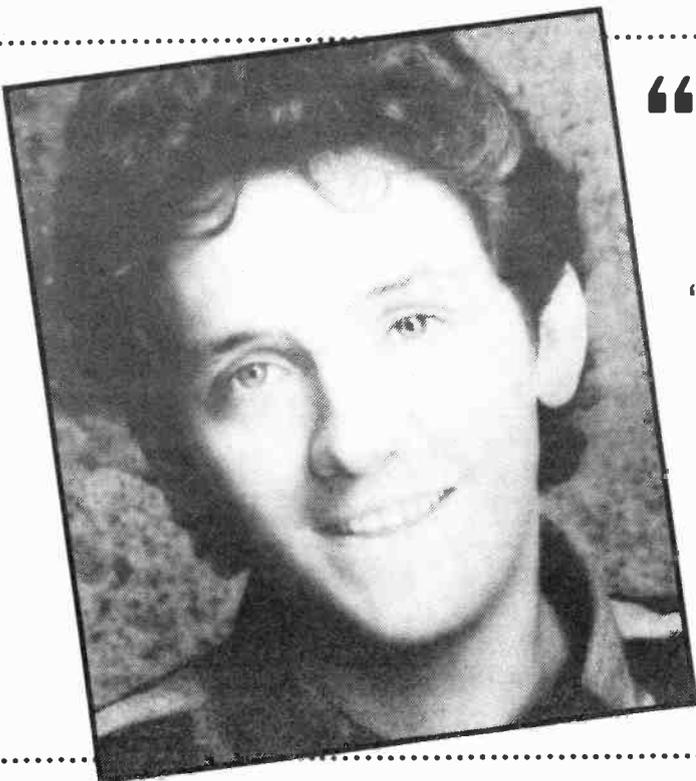
- LACY J. DALTON "If That Ain't Love" (Columbia) 44/31**  
Rotations: Heavy 0, Medium 9, Light 35, Total Adds 31 including WGNA, WTVY, WLWI, KKYX, WTQR, WOW, KFDI, KQIL, KCBQ, KCUB.
- BUTCH BAKER "Thinking 'Bout Leaving" (Mercury/PolyGram) 39/9**  
Rotations: Heavy 1, Medium 4, Light 34, Total Adds 9, WCAO, WXTU, KMML, WESC, KLLL, WLWI, WIRK, KWMT, KEBC, KMAK. Heavy: KXYL.
- PAM TILLIS "Goodbye Highway" (WB) 36/4**  
Rotations: Heavy 1, Medium 9, Light 26, Total Adds 4, WSNO, WESC, WAXX, KFGO. Heavy: WOKK. Medium: WWVA, KMML, WCXI, WWJO, KQIL, KSOP.
- JOHNNY PAYCHECK "I Never Got Over You" (AMI) 30/21**  
Rotations: Heavy 0, Medium 3, Light 27, Total Adds 21 including WWVA, WYII, KRRV, KMML, WTVY, KKYX, KSO, WOW, KTPK, KWJJ.
- RAY PRICE "What Am I Gonna Do Without You" (Viva) 28/3**  
Rotations: Heavy 0, Medium 4, Light 24, Total Adds 3, WGNA, WOW, KUZZ. Medium: KKYX, KTTS, KIGO. Light: WWVA, WOKK, WCMS, KEBC.
- VERN GOSDIN "Slow Burning Memory" (Compleat/PolyGram) 25/25**  
Rotations: Heavy 1, Medium 4, Light 20, Total Adds 25 including WSNO, WOKQ, WXBQ, WTVY, KRMD, WIRK, KTTS, KFDI, KUZZ, KMPS.
- HILLARY KANTER "Hey" (RCA) 24/16**  
Rotations: Heavy 0, Medium 1, Light 23, Total Adds 16 including WKYG, WWVA, WYII, KEAN, WXBQ, KRMD, WTSO, WOW, KRWQ, KCKC.
- LEON RAINES "Biloxi Lady" (Atlantic America) 23/6**  
Rotations: Heavy 0, Medium 2, Light 21, Total Adds 6, WVAM, WSNO, KKYX, KECK, KTTS, KRWQ. Medium: WWJO, KIGO. Light: KRRV, KXYL.
- DOTTIE WEST "Let Love Come Lookin' For You" (Permian) 22/10**  
Rotations: Heavy 0, Medium 3, Light 19, Total Adds 10, KIKK, WOKK, KKYX, WCXI, KFGO, KECK, KTTS, KUGN, KTOM, KIGO.
- THE SHOPPE "If You Think I Love You Now" (American Country) 22/1**  
Rotations: Heavy 0, Medium 2, Light 20, Total Adds 1, WTOD. Medium: WCXI, WAXX. Light: WVAM, WBGW, KXYL, WLWI, KKYX, KTOM, KMPS.

- KENNY ROGERS with KIM CARNES & JAMES INGRAM "What About Me?" (RCA) 22/0**  
Rotations: Heavy 3, Medium 8, Light 11, Total Adds 0. Heavy: WML, KCCY, KCKC. Medium: WGNA, WXBQ, WKSJ, WKIX, WUSN, WIRE.
- DAVID FRIZZELL "No Way Jose" (Viva) 21/21**  
Rotations: Heavy 0, Medium 3, Light 18, Total Adds 21 including WVAM, WSNO, KIKK, KRMD, KBMR, WAXX, KFDI, KUUY, KMAK, KTOM.
- TOM JONES "I'm An Old Rock 'N' Roller" (Mercury/PolyGram) 21/11**  
Rotations: Heavy 0, Medium 4, Light 17, Total Adds 11 including WVAM, WOKK, WCMS, KFGO, WCUZ, KEBC, KTTS, WTOD, KVOO, KFDI, KCKC.
- DAVID WILLS "Macon Love" (RCA) 21/8**  
Rotations: Heavy 0, Medium 3, Light 18, Total Adds 8, WYII, KHEY, WWOD, KFGO, KOMA, KTTS, KQIL, KSOP. Medium: KKYX, KRSY.
- LLOYD DAVID FOSTER "I'm Gonna Love You Right..." (Columbia) 20/7**  
Rotations: Heavy 0, Medium 1, Light 19, Total Adds 7, KMML, KHEY, WOKK, KEBC, WOW, WXCL, KTTS. Light: WSNO, KKYX, KRMD, KMPS.
- JACK GREENE "If It's Love (Then Bet It All)" (EMH) 20/4**  
Rotations: Heavy 0, Medium 3, Light 17, Total Adds 4, WCAO, KRSY, KSOP, KIGO. Medium: WYII, WKLO, WPAW. Light: WKYX, WOW, KTTS.
- GLEN CAMPBELL "A Lady Like You" (Atlantic America) 17/17**  
Rotations: Heavy 0, Medium 0, Light 17, Total Adds 17 including WSNO, WNYR, KASE, WKSJ, WIRK, WWWW, KVOO, KWJJ, KTOM, KSOP.
- JIMMY BUFFETT "Bigger Than The Both Of Us" (MCA) 17/10**  
Rotations: Heavy 0, Medium 2, Light 15, Total Adds 10, WSNO, KRRV, KIKK, KKYX, WIRK, KBMR, KEBC, KIOV, KTTS, KRSY, KCBQ.
- MICHAEL MARTIN MURPHEY "What She Wants" (EMI America) 15/14**  
Rotations: Heavy 0, Medium 1, Light 14, Total Adds 14 including WIXL, WWVA, KSSN, KISS-FM, KRMD, WTQR, KBMR, WCUZ, KRWQ, KQIL.
- RAZZY BAILEY "Touchy Situation" (MCA) 14/14**  
Rotations: Heavy 1, Medium 0, Light 13, Total Adds 14 including WVAM, WSNO, WYNK, WGTO, WTVY, WIRK, WCUZ, KRKT, KMAK, KRSY.
- ALABAMA "Rock On The Bayou" (RCA) 14/0**  
Rotations: Heavy 1, Medium 6, Light 7, Total Adds 0. Heavy: WAMZ. Medium: WKKW, WSNO, WKKQ, WITL, WTSO, KFDI. Light: WOKQ, WQYK, KOMA.
- SUSAN RAYE "Put Another Notch In Your Belt" (Westexas America) 13/0**  
Rotations: Heavy 0, Medium 4, Light 9, Total Adds 0. Medium: WBGW, WYII, KRKT, KQIL. Light: WIXY, WFNC, WAXX, WOW, KFDI, KRSY.
- ROBIN LEE "I Heard It On The Radio" (Evergreen) 11/4**  
Rotations: Heavy 0, Medium 1, Light 10, Total Adds 4, WVAM, WYII, KFGO, KRWQ. Medium: KMML. Light: WPTR, WLWI, WTOD, KRSY.
- MEMPHIS "Closer To Crazy" (A. Rose Records) 10/1**  
Rotations: Heavy 0, Medium 3, Light 7, Total Adds 1, KFGO. Medium: WVAM, KXYL, KIGO. Light: WBGW, KRRV, KSSN, KOMA, KRSY.
- DAVID ALLAN COE "She Used To Love Me A Lot" (Columbia) 8/8**  
Rotations: Heavy 0, Medium 2, Light 6, Total Adds 8, WSNO, KMML, WAMZ, KRMD, KBMR, WCXI, WCUZ, KWJJ.
- CHARLESTON EXPRESS "Sweet Love Don't Cry" (Soundwaves) 8/6**  
Rotations: Heavy 0, Medium 1, Light 7, Total Adds 6, WLWI, KKYX, KRMD, KFGO, WOW, WTOD. Light: KVOO, KSOP.
- STEVE EARLE "What'll You Do About Me?" (Epic) B/4**  
Rotations: Heavy 0, Medium 1, Light 7, Total Adds 4, WYII, KYXX, KFGO, KEBC. Medium: KIKK. Light: WSNO, WCMS, KVOO.

## COUNTRY ALBUM TRACKS

Cuts are listed in order, with the first cut receiving the heaviest airplay.

ARTIST/Song Title (Label)	Album Title
JOHN CONLEE/Working Man (MCA)	Blue Highway
GEORGE JONES w/BARBARA MANDRELL/Daisy Chain (Epic)	Lady's Choice
JANIE FRICKE/Another Man Like That (Columbia)	The First Word In Me...
GEORGE STRAIT/Any Old Time (MCA)	Does Forth Worth...
RICKY SKAGGS/Country Boy (Epic)	Country Boy
GLEN CAMPBELL/Letter To Home (Atlantic America)	Letter To Home
LOUISE MANDRELL/This Bed's Not Big Enough (RCA)	I'm Not Through...
EARL THOMAS CONLEY/Treadin' Water (RCA)	Treadin' Water
EARL THOMAS CONLEY/Love Don't Care (RCA)	Treadin' Water
KENNY ROGERS/Crazy (RCA)	What About Me
JUDDS/Girl's Night Out (RCA/Curb)	Why Not Me
JUDDS/Bye Bye Baby Blues (RCA/Curb)	Why Not Me
DAN SEALS/In San Antone (EMI America)	Rebel Heart
RAY STEVENS/Mississippi Squirrel Revival (MCA)	He Thinks He's Ray...
MEL TILLIS w/WILLIE NELSON/Texas On A Saturday Night (MCA)	New Patches
GEORGE STRAIT/The Fireman (MCA)	Does Fort Worth...



# "Whatever Turns You On"

34-04590

Is KEITH STEGALL satisfying musical tastes with his hit "WHATEVER TURNS YOU ON" is Keith Stegall's second hit single on Epic records.

**R&R 39 BB 27 CB 34**

Produced by Kyle Lehning  
Written by Keith Stegall and Donny Lowery

Charlie Monk Management - Charlie Monk Music  
40 Music Square East - Nashville, Tenn. 37203





# Adult/Contemporary

Continued from Back Page

## BREAKERS

### BARRY MANILOW

#### When October Goes (Arista)

75% of our reporters on it. Rotations: Heavy 5/1, Medium 57/10, Light 42/14, Total Adds 25 including WKBW, WPIX, KHOW, KMJI, KKL, KGW, KFMB, WWOM, V100, WAFB, K106, WMJJ, WING, WFMK, KOIL, and 10 more. Debuts at number 25 on the A/C chart.

### JACK WAGNER

#### All I Need (Qwest/WB)

75% of our reporters on it. Rotations: Heavy 23/0, Medium 56/6, Light 25/16, Total Adds 22 including WPRO, WLTT, WRMM, WCLR, WARM98, WMJI, KHOW, KMG, B100, V100, WRIE, WAFB, WRKA, WLAC-FM, KOIL, and 7 more. Moves 24-15 on the A/C chart.

### MELISSA MANCHESTER

#### Thief Of Hearts (Casablanca/PolyGram)

63% of our reporters on it. Rotations: Heavy 4/0, Medium 59/2, Light 24/4, Total Adds 6, KMJI, KFMB, WFSM, WGW, CK101, WAHR. Debuts at number 25 on the A/C chart.

### LAURA BRANIGAN

#### Ti Amo (Atlantic)

61% of our reporters on it. Rotations: Heavy 1/0, Medium 50/5, Light 33/8, Total Adds 13, WPIX, WSB-FM, WLLT, WISN, KMJI, KOST, KGW, KFMB, WRIE, WRKA, KDUK, KKPL, KMG.

### NEIL DIAMOND

#### Sleep With Me Tonight (Columbia)

61% of our reporters on it. Rotations: Heavy 8/0, Medium 49/1, Light 27/5, Total Adds 6, KUDL, KJR, WKYE, WLHT, WZLQ, KMG.

### CHICAGO

#### You're The Inspiration (WB)

60% of our reporters on it. Rotations: Heavy 5/2, Medium 35/21, Light 43/33, Total Adds 56 including WFBR, WKBW, WPIX, WTAE, WSB-FM, KVIL-FM, 97AIA, WCLR, WLLT, WISN, WMYX, KHOW, KOST, KKL, KGW, and 41 more. Debuts at number 24 on the A/C chart.

## ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 LIONEL RICHIE	137/0	127	8	2
2 WHAM!	130/1	108	21	1
3 PAUL McCARTNEY	136/1	108	26	2
4 CYNDI LAUPER	130/0	96	32	2
5 DARYL HALL & JOHN OATES	121/0	107	13	1
6 HONEYDRIPPERS	134/1	77	52	5
7 DENNIS DeYOUNG	121/0	87	31	3
8 K.ROGERS w/K.CARNES & J.INGRAM	116/0	67	41	8
9 JERMAINE JACKSON	127/2	43	78	6
10 AL JARREAU	117/3	66	44	7
11 BILLY OCEAN	95/0	54	33	8
12 STEVIE WONDER	98/0	35	52	11
13 BOB SEGER & SILVER BULLET BAND	119/24	12	80	27
14 JULIAN LENNON	111/10	21	73	17
15 JACK WAGNER	104/22	23	56	25
16 COREY HART	101/6	18	64	19
17 ANNE MURRAY w/DAVE LOGGINS	80/0	23	46	11
18 CHICAGO	73/0	14	49	10
20 JULIO IGLESIAS	85/0	25	51	9
21 STEPHEN STILLS f/M. FINNIGAN	93/7	11	71	11
21 BARRY MANILOW	104/25	5	57	42
22 AMERICA	74/0	21	42	11
23 ELTON JOHN	71/0	9	49	13
24 CHICAGO	83/56	5	35	43
25 MELISSA MANCHESTER	87/6	4	59	24

## MOST ADDED

**CHICAGO (56)**  
You're The Inspiration (WB)  
**RAY PARKER JR. (40)**  
Jamie (Arista)  
**STEVE PERRY (30)**  
Foolish Heart (Columbia)  
**BARRY MANILOW (25)**  
When October Goes (Arista)  
**J. CAFFERTY & BEAVER BROWN BAND (24)**  
Tender Years (Scotti Bros./CBS)  
**BOB SEGER & SILVER BULLET BAND (24)**  
Understanding (Capitol)

## HOTTEST

**LIONEL RICHIE (100)**  
Penny Lover (Motown)  
**WHAM! (86)**  
Wake Me Up Before You Go-Go (Columbia)  
**PAUL McCARTNEY (84)**  
No More Lonely Nights (Columbia)  
**DARYL HALL & JOHN OATES (79)**  
Out Of Touch (RCA)  
**DENNIS DeYOUNG (52)**  
Desert Moon (A&M)  
**CYNDI LAUPER (48)**  
All Through The Night (Portrait/CBS)

## NEW & ACTIVE

**JOE COCKER "Edge Of A Dream (Theme From 'Teachers')" (Capitol) 73/4**  
Rotations: Heavy 3/0, Medium 49/2, Light 21/2, Total Adds 4, KLSI, KWEB, KFOD, KRNO. Heavy: WKBW, KRBS, KALE. Medium: WFBR, KVIL-FM, WISN, KGW, B100, KBEST, WAEB, WICC, V100, WKYE, WKGW, KEY103, K106, WBT, WMAZ, WSFL, WRVA, WNAM, WSNY, KRNT, WTRX, WMGN, KOIL, KWAV, KIXI-FM, WWNR, WEIM, WKNE, WSKI, WTNV, KORQ, WSKY, WCKQ, WCHV, WAGE, KRLB, WKYX, WZLQ, WFFX, WJBC, KEEZ, WHNN, WJON, KKL, KTWO, KQSW, KFSB.

**RAY PARKER JR. "Jamie" (Arista) 72/40**  
Rotations: Heavy 0/0, Medium 29/12, Light 43/28, Total Adds 40, WKBW, WTAE, WSB-FM, 97AIA, WOMC, WISN, KHOW, KOST, B100, KEZR, KJR, WICC, WKYE, WGY, WBT, WKJJ, WMAZ, WSFL, WAVE, WHBY, KIOA, KOIL, KBOI, KWAV, WTNV, KORQ, WSKY, KRLB, WKYX, WZLQ, WYBS, KFSB, WXUS, KWEB, WBOW, KKL, KTWO, KRNO, KMG, KALE. Medium: WFBR, WRMM, WARM98, KGW, WAEB, WMGN, KIXI-FM, WWNR, WKNE, WSKI, WWPA, WCKQ, WCHV, WAGE, WFFX, KTYL, KQSW.

**PAT BENATAR "We Belong" (Chrysalis) 62/6**  
Rotations: Heavy 5/0, Medium 32/1, Light 25/5, Total Adds 6, 97AIA, WAFB, WAVE, WMHE, WTNV, KORQ. Heavy: KEZR, WKYE, WSFL, WCKQ, KALE. Medium: WARM98, WLLT, WLT, KMG, KEY103, CK101, WKJJ, WMAZ, 2WD, WRVA, WNAM, WHBC, WENS, WMGN, KFI, KWAV, WWNR, WEIM, WSKI, WWPA, WSKY, KTYL, WCIL, KEEZ, KWEB, WHNN, WJON, KKL, KQSW, KRBS.

**JOHN DENVER & SYLVIE VARTAN "Love Again" (RCA) 56/5**  
Rotations: Heavy 2/0, Medium 23/1, Light 31/4, Total Adds 5, KFMB, KBOI, WKNE, KKL, KMG. Heavy: WGY, WEIM. Medium: WPRO, KVIL-FM, WCCO, WRIE, WTRX, WMAZ, WRVA, WHBY, KRNT, KSL, KIXI-FM, WWNR, WSKI, WSKY, WGSV, WJBC, WCIL, WJON, KTWO, KRBS, KALE.

**RICK SPRINGFIELD with RANDY CRAWFORD "Taxi Dancing" (RCA) 52/19**  
Rotations: Heavy 2/0, Medium 18/3, Light 32/16, Total Adds 19, B100, KFMB, WAEB, WICC, WKYE, WKGW, WRVA, KIOA, WTRX, WHB, WMGN, KOIL, KBOI, KORQ, KRLB, WJBC, WXUS, WJON, KRNO. Heavy: KOST, KMG. Medium: WFBR, KVIL-FM, WSFL, WHBY, KWAV, KIXI-FM, WKNE, WSKI, WSKY, WCHV, WFFX, KTYL, WCIL, KQSW, KRBS.

**COYOTE SISTERS "I've Got A Radio" (Morocco/Motown) 47/0**  
Rotations: Heavy 1/0, Medium 23/0, Light 23/0, Total Adds 0. Heavy: WKBW. Medium: WISN, WCCO, KGW, WKYE, WMAZ, KRNT, WMGN, KSL, KIXI-FM, WWNR, WEIM, WKNE, WSKI, WAGE, WZLQ, WFFX, WJBC, WCIL, KEEZ, WJON, KKL, KRBS, KALE.

**JOHN CAFFERY & THE BEAVER BROWN BAND "Tender Years" (Scott Bros./CBS) 45/24**  
Rotations: Heavy 0/0, Medium 15/3, Light 30/21, Total Adds 24, 97AIA, WCCO, V100, KEY103, K106, WNAM, WSNY, KRNT, WTRX, WMGN, WWPA, KORQ, WCHV, WGSV, KRLB, WKYX, WFFX, KFSB, WHNN, WJON, KKL, KTWO, KRBS, KALE. Medium: WFBR, KEZR, WMAZ, WAVE, KOIL, KIXI-FM, WWNR, WSKI, WSKY, WCKQ, KTYL, KQSW.

**PATTI AUSTIN "All Behind Us Now" (Qwest/WB) 42/12**  
Rotations: Heavy 0/0, Medium 10/4, Light 32/8, Total Adds 12, WKGW, WRVA, WAVE, KIOA, KIXI-FM, WWPA, KRLB, WFFX, WYBS, WHNN, KRNO, KMG. Medium: WCCO, WMAZ, WMGN, KSL, WSKI, WSKY.

**DON HENLEY "The Boys Of Summer..." (Geffen) 39/6**  
Rotations: Heavy 0/0, Medium 14/0, Light 25/6, Total Adds 6, V100, WKYE, WYBS, WJON, KKL, KALE. Medium: WFBR, WMAZ, WSFL, KLU, KWAV, KIXI-FM, WWNR, WSKI, WWPA, WSKY, WCKQ, KRLB, WFFX, KQSW.

**EDDIE RABBITT "The Best Year Of My Life" (WB) 33/2**  
Rotations: Heavy 1/0, Medium 11/0, Light 21/2, Total Adds 2, WFBR, KIOA. Heavy: WAHR. Medium: WCCO, K106, WHBY, KRNT, KSL, WEIM, WSKI, KRLB, WFFX, WXUS, KWEB.

**BAND OF GOLD "Love Songs Are Back Again" (RCA) 33/1**  
Rotations: Heavy 2/0, Medium 21/0, Light 10/1, Total Adds 1, WING. Heavy: WAHR, WCHV. Medium: WPIX, WPRO, WSB-FM, KVIL-FM, KHOW, KGW, K106, WLAC-FM, WRVA, WHBY, KRNT, KLU, KFI, KIXI-FM, WGSV, WAGE, KWEB, KKL, KRNO, KMG, KALE.

**SHEILA E. "The Belle Of St. Mark" (WB) 32/6**  
Rotations: Heavy 0/0, Medium 11/1, Light 21/5, Total Adds 6, WICC, WTRX, KWAV, WKYX, WJON, KRBS. Medium: WSFL, WEIM, WSKI, WWPA, WCHV, KRLB, KTYL, WCIL, KEEZ, KQSW.

**STEVE PERRY "Foolish Heart" (Columbia) 30/30**  
Rotations: Heavy 0/0, Medium 3/3, Light 27/27, Total Adds 30, 97AIA, WCCO, WAEB, WICC, WKYE, WAVE, WHBY, WNAM, WMGN, KWAV, WWNR, WEIM, WTKO, WKNE, WSKI, WSKY, WCKQ, WCHV, WAGE, WKYX, KTYL, WCIL, KFSB, KEEZ, WHNN, WJON, WBOW, KTWO, KQSW, KRBS.

## SIGNIFICANT ACTION

**SHEENA EASTON "Strut" (EMI America) 28/1**  
Rotations: Heavy 12/0, Medium 13/1, Light 3/0, Total Adds 1, KFSB. Heavy: WTAE, KVIL-FM, KMG, K101, KEZR, WICC, WKYE, CK101, WKJJ, WSKI, WWPA, WKYX. Medium: WLT, WPJB, 2WD, WENS, WMHE, KWAV, WTNV, WSKY, WFFX, KTYL, KRNO, KQSW.

**MADONNA "Like A Virgin" (Sire/WB) 25/15**  
Rotations: Heavy 0/0, Medium 8/4, Light 17/11, Total Adds 15, KMG, V100, WPJB, K106, WKJJ, WNAM, WTRX, KOIL, KFI, KWAV, WWNR, WEIM, WSKI, WZLQ, WHNN. Medium: KGW, KTYL, KKL, KQSW.

**TINA TURNER "Better Be Good To Me" (Capitol) 25/3**  
Rotations: Heavy 6/0, Medium 13/3, Light 6/0, Total Adds 3, WICC, WHAS, WCHV. Heavy: KEZR, WPJB, CK101, WKJJ, WWPA, KRLB. Medium: KVIL-FM, KMG, V100, WENS, WMGN, WMHE, WTNV, WSKY, WKYX, KTYL.

**BARRY GIBB "Stay Alone" (MCA) 17/17**  
Rotations: Heavy 0/0, Medium 2/2, Light 15/15, Total Adds 17, WMAZ, WNAM, KSL, WWNR, WEIM, WKNE, WSKI, KORQ, WCHV, WGSV, WAGE, KRLB, KTYL, WCIL, KFSB, KBO, KQSW.

**ALABAMA "(There's A) Fire In The Night" (RCA) 14/11**  
Rotations: Heavy 0/0, Medium 5/3, Light 9/8, Total Adds 11, WFBR, WMAZ, WEIM, WCHV, WGSV, KRLB, WFFX, KTYL, KEEZ, KFQD, KQSW. Medium: WBT, WAHR.

**JAMES INGRAM "Whatever We Imagine" (WB) 14/8**  
Rotations: Heavy 0/0, Medium 3/2, Light 11/6, Total Adds 8, WCCO, WTKO, WKYX, KWEB, WJON, KKL, KRBS, KSL. Medium: 97AIA.

**CULTURE CLUB "The War Song" (Virgin/Epic) 14/0**  
Rotations: Heavy 2/0, Medium 7/0, Light 5/0, Total Adds 0. Heavy: WSKI, WCKQ. Medium: WMAZ, WSKY, KRLB, WKYX, KTYL, KEEZ, KQSW.

**JIMMY BUFFETT "Come To The Moon" (MCA) 13/11**  
Rotations: Heavy 0/0, Medium 1/1, Light 12/10, Total Adds 11, WSFL, KIXI-FM, WWNR, WEIM, WSKI, WCKQ, WAGE, WZLQ, WXUS, WHNN, KTWO.

**DANNY O'KEEFE "Along For The Ride" (Coldwater) 13/2**  
Rotations: Heavy 0/0, Medium 5/0, Light 8/2, Total Adds 2, WAGE, KEEZ. Medium: WCCO, K101, KIXI-FM, WEIM, WCHV.

**EVERLY BROTHERS "The Story Of Me" (Mercury/PolyGram) 10/9**  
Rotations: Heavy 0/0, Medium 2/2, Light 8/7, Total Adds 9, WHBY, KRNT, KIXI-FM, WWNR, WEIM, WKNE, KWEB, KFQD, KTWO.

**PEABO BRYSON "Learning The Ways Of Love" (Elektra) 10/3**  
Rotations: Heavy 0/0, Medium 2/1, Light 8/2, Total Adds 3, KFMB, WEIM, WSKI. Medium: WTKO.

**CHAKA KHAN "I Feel For You" (WB) 10/2**  
Rotations: Heavy 3/0, Medium 6/1, Light 1/1, Total Adds K101, WHAS. Heavy: WPJB, WKJJ, WKYX. Medium: KVIL-FM, KEZR, WENS, WWPA, WFFX.

# A/C Regional Adds & Hots

## EAST

### Parallel One

**WFBR/Baltimore**  
Andy Szulinski

CHICAGO  
ALABAMA  
POINTER SISTERS  
KOO & THE GANG  
EDDIE RABBITT  
RICK DEES  
Hottest:  
HALL & OATES  
DENNIS DEYOUNG  
LIONEL RICIE  
HONEYDRIPPERS  
WHAM!

**WBEN/Wufo**  
Roger Christian

none  
Hottest:  
STEVE WONDER  
HONEYDRIPPERS  
PAUL MCCARTNEY  
LIONEL RICIE  
JERMAINE JACKSON

**WKWB/Bufalo**  
Sandy Beach

BARRY MANILOW  
CHICAGO  
RAY PARKER JR.  
Hottest:  
WHAM!  
BILLY OCEAN  
DENNIS DEYOUNG  
LIONEL RICIE  
KOO & THE GANG  
COYOTE SISTERS  
LIONEL RICIE  
ELTON JOHN

**WPXI/New York**  
Anderson/Silverstein

Laura Branigan  
BARRY MANILOW  
CHICAGO  
Hottest:  
PAUL MCCARTNEY  
LIONEL RICIE  
CYNDI LAUPER  
DENNIS DEYOUNG  
JERMAINE JACKSON

**Y97/Pittsburgh**  
Jay Crosswell

none  
Hottest:  
KENNY ROGERS  
HALL & OATES  
DENNIS DEYOUNG  
BILLY OCEAN  
PAUL MCCARTNEY

**WTAE/Pittsburgh**  
Don Berns

RAY PARKER JR.  
JULIAN LENNON  
CHICAGO  
Hottest:  
HONEYDRIPPERS  
SHEENA EASTON  
WHAM!  
CHICAGO  
BRUCE SPRINGSTEEN

**WWSW/Washington D.C.**  
Bob Cummings

JACK WAGNER  
Hottest:  
LIONEL RICIE  
KENNY ROGERS  
PAUL MCCARTNEY  
DENNIS DEYOUNG  
AL JARREAU

**Parallel Two**

**WWOM/Albany**  
Knot/Holmberg

BOB SEGER  
BARRY MANILOW  
CHICAGO  
Hottest:  
PAUL MCCARTNEY  
HALL & OATES  
BILLY OCEAN  
LIONEL RICIE  
KENNY ROGERS

**WAEB/Allentown**  
Neal Newman

CHICAGO  
RICK SPRINGFIELD  
STEVE PERRY  
PHILIP BAILEY  
Hottest:  
HALL & OATES  
WHAM!  
PAUL MCCARTNEY  
CYNDI LAUPER  
HONEYDRIPPERS

**WICC/Bridgeport**  
Pantano/Broadbn

TINA TURNER  
RICK SPRINGFIELD  
SHEILA E.  
STEVE PERRY  
RAY PARKER JR.  
Hottest:  
LIONEL RICIE  
KENNY ROGERS  
WHAM!  
HALL & OATES  
HONEYDRIPPERS

**V100/Charleston, WV**  
Bob Spence

CHICAGO  
JACK WAGNER  
BARRY MANILOW  
JOHN CAFFERTY & B  
DON HENLEY  
MADONNA  
Hottest:  
CYNDI LAUPER  
PAUL MCCARTNEY  
WHAM!  
LIONEL RICIE  
HALL & OATES

## MIDWEST

### Parallel One

**WCLF/Chicago**  
DeYoung/Mayzel

JACK WAGNER  
CHICAGO  
Hottest:  
BILLY OCEAN  
PAUL MCCARTNEY  
LIONEL RICIE  
WHAM!  
KENNY ROGERS

**WTKO/Ithaca**  
Wayne Flak

JAMES INGRAM  
BARRY GIBB  
JACK WAGNER  
STEVE PERRY  
Hottest:  
LIONEL RICIE  
WHAM!  
HALL & OATES  
HONEYDRIPPERS  
CYNDI LAUPER

**WKNE/Keene, NH**  
Howard Corday

JOHN DENVER  
BARRY GIBB  
STEVE PERRY  
EVERLY BROTHERS  
CHICAGO  
Hottest:  
JULIAN LENNON  
HALL OATES  
JULIO IGLESIAS  
JERMAINE JACKSON  
PAUL MCCARTNEY

**WSKI/Montpelier, VT**  
Bruce Stebbins

STEVE PERRY  
JIMMY BUFFETT  
PEABO BRYSON  
BARRY GIBB  
Hottest:  
HALL & OATES  
PAUL MCCARTNEY  
AL JARREAU  
HONEYDRIPPERS  
JULIO IGLESIAS

**WTNY/Watertown, NY**  
Jay Donovan

BARRY MANILOW  
JACK WAGNER  
CHICAGO  
PAT BENATAR  
RAY PARKER JR.  
Hottest:  
WHAM!  
LIONEL RICIE  
PAUL MCCARTNEY  
JERMAINE JACKSON  
CYNDI LAUPER

**WVY/Schenectady**  
Mike Nell

CHICAGO  
RAY PARKER JR.  
Hottest:  
WHAM!  
PAUL MCCARTNEY  
HALL & OATES  
CYNDI LAUPER  
JERMAINE JACKSON

**WVPA/Williamsport, PA**  
Scott Masteller

BARRY MANILOW  
CHICAGO  
JOHN CAFFERTY & B  
PATTI AUSTIN  
Hottest:  
WHAM!  
HALL & OATES  
PAUL MCCARTNEY  
JULIO IGLESIAS  
SHEENA EASTON

**Parallel Three**

**WWNR/Beckley**  
Bailey/Stewart

CHICAGO  
MADONNA  
STEVE PERRY  
JIMMY BUFFETT  
EVERLY BROTHERS  
BARRY GIBB  
Hottest:  
LIONEL RICIE  
HALL & OATES  
HONEYDRIPPERS  
JERMAINE JACKSON  
STEPHEN STILLTS

138 Reporters  
131 Current Reports

## Parallel One

**WISN/Milwaukee**  
Harris/Murphy

LINDA RONSTADT  
LAURA BRANIGAN  
RAY PARKER JR.  
CHICAGO  
Hottest:  
LIONEL RICIE  
WHAM!  
HALL & OATES  
PAUL MCCARTNEY  
CYNDI LAUPER

**WVY/Indianapolis**  
Bennett/Collins

MADONNA  
JOHN CAFFERTY & B  
BARRY GIBB  
CHICAGO  
Hottest:  
DENNIS DEYOUNG  
WHAM!  
LIONEL RICIE  
JERMAINE JACKSON

**WVBC/Canton**  
Mike Dorn

Hottest:  
KENNY ROGERS  
LIONEL RICIE  
ELTON JOHN  
DENNIS DEYOUNG  
ANNE MURRAY

**WVMI/Cleveland**  
Mike Ivers

BOB SEGER  
STEPHEN STILLTS  
JACK WAGNER  
Hottest:  
LIONEL RICIE  
DENNIS DEYOUNG  
HALL & OATES  
WHAM!  
PAUL MCCARTNEY

**WVMA/Appleton-Oshkosh**  
Bennett/Collins

MADONNA  
JOHN CAFFERTY & B  
BARRY GIBB  
CHICAGO  
Hottest:  
DENNIS DEYOUNG  
WHAM!  
LIONEL RICIE  
JERMAINE JACKSON

**WVWC/Detroit**  
Barry Arrnbright

JULIAN LENNON  
STEPHEN STILLTS  
RAY PARKER JR.  
Hottest:  
LIONEL RICIE  
HALL & OATES  
CYNDI LAUPER  
JACK WAGNER

**Parallel Two**

**WVMI/Cleveland**  
Mike Ivers

BOB SEGER  
STEPHEN STILLTS  
JACK WAGNER  
Hottest:  
LIONEL RICIE  
DENNIS DEYOUNG  
HALL & OATES  
WHAM!  
PAUL MCCARTNEY

**Parallel Three**

**KFVS/Colorado Springs**  
Wes McShay

CHICAGO  
Hottest:  
WHAM!  
CYNDI LAUPER  
HONEYDRIPPERS  
PAUL MCCARTNEY

## Parallel One

**WVMI/Cleveland**  
Mike Ivers

BOB SEGER  
STEPHEN STILLTS  
JACK WAGNER  
Hottest:  
LIONEL RICIE  
DENNIS DEYOUNG  
HALL & OATES  
WHAM!  
PAUL MCCARTNEY

**WVMA/Appleton-Oshkosh**  
Bennett/Collins

MADONNA  
JOHN CAFFERTY & B  
BARRY GIBB  
CHICAGO  
Hottest:  
DENNIS DEYOUNG  
WHAM!  
LIONEL RICIE  
JERMAINE JACKSON

**WVBC/Canton**  
Mike Dorn

Hottest:  
KENNY ROGERS  
LIONEL RICIE  
ELTON JOHN  
DENNIS DEYOUNG  
ANNE MURRAY

**WVMI/Cleveland**  
Mike Ivers

BOB SEGER  
STEPHEN STILLTS  
JACK WAGNER  
Hottest:  
LIONEL RICIE  
DENNIS DEYOUNG  
HALL & OATES  
WHAM!  
PAUL MCCARTNEY

**WVMA/Appleton-Oshkosh**  
Bennett/Collins

MADONNA  
JOHN CAFFERTY & B  
BARRY GIBB  
CHICAGO  
Hottest:  
DENNIS DEYOUNG  
WHAM!  
LIONEL RICIE  
JERMAINE JACKSON

**WVWC/Detroit**  
Barry Arrnbright

JULIAN LENNON  
STEPHEN STILLTS  
RAY PARKER JR.  
Hottest:  
LIONEL RICIE  
HALL & OATES  
CYNDI LAUPER  
JACK WAGNER

**Parallel Two**

**WVMI/Cleveland**  
Mike Ivers

BOB SEGER  
STEPHEN STILLTS  
JACK WAGNER  
Hottest:  
LIONEL RICIE  
DENNIS DEYOUNG  
HALL & OATES  
WHAM!  
PAUL MCCARTNEY

**Parallel Three**

**KFVS/Colorado Springs**  
Wes McShay

CHICAGO  
Hottest:  
WHAM!  
CYNDI LAUPER  
HONEYDRIPPERS  
PAUL MCCARTNEY

## Parallel One

**WVMI/Cleveland**  
Mike Ivers

BOB SEGER  
STEPHEN STILLTS  
JACK WAGNER  
Hottest:  
LIONEL RICIE  
DENNIS DEYOUNG  
HALL & OATES  
WHAM!  
PAUL MCCARTNEY

**WVMA/Appleton-Oshkosh**  
Bennett/Collins

MADONNA  
JOHN CAFFERTY & B  
BARRY GIBB  
CHICAGO  
Hottest:  
DENNIS DEYOUNG  
WHAM!  
LIONEL RICIE  
JERMAINE JACKSON

**WVBC/Canton**  
Mike Dorn

Hottest:  
KENNY ROGERS  
LIONEL RICIE  
ELTON JOHN  
DENNIS DEYOUNG  
ANNE MURRAY

**WVMI/Cleveland**  
Mike Ivers

BOB SEGER  
STEPHEN STILLTS  
JACK WAGNER  
Hottest:  
LIONEL RICIE  
DENNIS DEYOUNG  
HALL & OATES  
WHAM!  
PAUL MCCARTNEY

**WVMA/Appleton-Oshkosh**  
Bennett/Collins

MADONNA  
JOHN CAFFERTY & B  
BARRY GIBB  
CHICAGO  
Hottest:  
DENNIS DEYOUNG  
WHAM!  
LIONEL RICIE  
JERMAINE JACKSON

**WVWC/Detroit**  
Barry Arrnbright

JULIAN LENNON  
STEPHEN STILLTS  
RAY PARKER JR.  
Hottest:  
LIONEL RICIE  
HALL & OATES  
CYNDI LAUPER  
JACK WAGNER

**Parallel Two**

**WVMI/Cleveland**  
Mike Ivers

BOB SEGER  
STEPHEN STILLTS  
JACK WAGNER  
Hottest:  
LIONEL RICIE  
DENNIS DEYOUNG  
HALL & OATES  
WHAM!  
PAUL MCCARTNEY

**Parallel Three**

**KFVS/Colorado Springs**  
Wes McShay

CHICAGO  
Hottest:  
WHAM!  
CYNDI LAUPER  
HONEYDRIPPERS  
PAUL MCCARTNEY

## Parallel One

**WVMI/Cleveland**  
Mike Ivers

BOB SEGER  
STEPHEN STILLTS  
JACK WAGNER  
Hottest:  
LIONEL RICIE  
DENNIS DEYOUNG  
HALL & OATES  
WHAM!  
PAUL MCCARTNEY

**WVMA/Appleton-Oshkosh**  
Bennett/Collins

MADONNA  
JOHN CAFFERTY & B  
BARRY GIBB  
CHICAGO  
Hottest:  
DENNIS DEYOUNG  
WHAM!  
LIONEL RICIE  
JERMAINE JACKSON

**WVBC/Canton**  
Mike Dorn

Hottest:  
KENNY ROGERS  
LIONEL RICIE  
ELTON JOHN  
DENNIS DEYOUNG  
ANNE MURRAY

**WVMI/Cleveland**  
Mike Ivers

BOB SEGER  
STEPHEN STILLTS  
JACK WAGNER  
Hottest:  
LIONEL RICIE  
DENNIS DEYOUNG  
HALL & OATES  
WHAM!  
PAUL MCCARTNEY

**WVMA/Appleton-Oshkosh**  
Bennett/Collins

MADONNA  
JOHN CAFFERTY & B  
BARRY GIBB  
CHICAGO  
Hottest:  
DENNIS DEYOUNG  
WHAM!  
LIONEL RICIE  
JERMAINE JACKSON

**WVWC/Detroit**  
Barry Arrnbright

JULIAN LENNON  
STEPHEN STILLTS  
RAY PARKER JR.  
Hottest:  
LIONEL RICIE  
HALL & OATES  
CYNDI LAUPER  
JACK WAGNER

**Parallel Two**

**WVMI/Cleveland**  
Mike Ivers

BOB SEGER  
STEPHEN STILLTS  
JACK WAGNER  
Hottest:  
LIONEL RICIE  
DENNIS DEYOUNG  
HALL & OATES  
WHAM!  
PAUL MCCARTNEY

**Parallel Three**

**KFVS/Colorado Springs**  
Wes McShay

CHICAGO  
Hottest:  
WHAM!  
CYNDI LAUPER  
HONEYDRIPPERS  
PAUL MCCARTNEY

## Parallel One

**WVMI/Cleveland**  
Mike Ivers

BOB SEGER  
STEPHEN STILLTS  
JACK WAGNER  
Hottest:  
LIONEL RICIE  
DENNIS DEYOUNG  
HALL & OATES  
WHAM!  
PAUL MCCARTNEY

**WVMA/Appleton-Oshkosh**  
Bennett/Collins

MADONNA  
JOHN CAFFERTY & B  
BARRY GIBB  
CHICAGO  
Hottest:  
DENNIS DEYOUNG  
WHAM!  
LIONEL RICIE  
JERMAINE JACKSON

**WVBC/Canton**  
Mike Dorn

Hottest:  
KENNY ROGERS  
LIONEL RICIE  
ELTON JOHN  
DENNIS DEYOUNG  
ANNE MURRAY

**WVMI/Cleveland**  
Mike Ivers

BOB SEGER  
STEPHEN STILLTS  
JACK WAGNER  
Hottest:  
LIONEL RICIE  
DENNIS DEYOUNG  
HALL & OATES  
WHAM!  
PAUL MCCARTNEY

**WVMA/Appleton-Oshkosh**  
Bennett/Collins

MADONNA  
JOHN CAFFERTY & B  
BARRY GIBB  
CHICAGO  
Hottest:  
DENNIS DEYOUNG  
WHAM!  
LIONEL RICIE  
JERMAINE JACKSON

**WVWC/Detroit**  
Barry Arrnbright

JULIAN LENNON  
STEPHEN STILLTS  
RAY PARKER JR.  
Hottest:  
LIONEL RICIE  
HALL & OATES  
CYNDI LAUPER  
JACK WAGNER

**Parallel Two**

**WVMI/Cleveland**  
Mike Ivers

BOB SEGER  
STEPHEN STILLTS  
JACK WAGNER  
Hottest:  
LIONEL RICIE  
DENNIS DEYOUNG  
HALL & OATES  
WHAM!  
PAUL MCCARTNEY

**Parallel Three**

**KFVS/Colorado Springs**  
Wes McShay

CHICAGO  
Hottest:  
WHAM!  
CYNDI LAUPER  
HONEYDRIPPERS  
PAUL MCCARTNEY

## Parallel One

**WVMI/Cleveland**  
Mike Ivers

BOB SEGER  
STEPHEN STILLTS  
JACK WAGNER  
Hottest:  
LIONEL RICIE  
DENNIS DEYOUNG  
HALL & OATES  
WHAM!  
PAUL MCCARTNEY

**WVMA/Appleton-Oshkosh**  
Bennett/Collins

MADONNA  
JOHN CAFFERTY & B  
BARRY GIBB  
CHICAGO  
Hottest:  
DENNIS DEYOUNG  
WHAM!  
LIONEL RICIE  
JERMAINE JACKSON

**WVBC/Canton**  
Mike Dorn

Hottest:  
KENNY ROGERS  
LIONEL RICIE  
ELTON JOHN  
DENNIS DEYOUNG  
ANNE MURRAY

**WVMI/Cleveland**  
Mike Ivers

BOB SEGER  
STEPHEN STILLTS  
JACK WAGNER  
Hottest:  
LIONEL RICIE  
DENNIS DEYOUNG  
HALL & OATES  
WHAM!  
PAUL MCCARTNEY

**WVMA/Appleton-Oshkosh**  
Bennett/Collins

MADONNA  
JOHN CAFFERTY & B  
BARRY GIBB  
CHICAGO  
Hottest:  
DENNIS DEYOUNG  
WHAM!  
LIONEL RICIE  
JERMAINE JACKSON

**WVWC/Detroit**  
Barry Arrnbright

JULIAN LENNON  
STEPHEN STILLTS  
RAY PARKER JR.  
Hottest:  
LIONEL RICIE  
HALL & OATES  
CYNDI LAUPER  
JACK WAGNER

**Parallel Two**

**WVMI/Cleveland**  
Mike Ivers

BOB SEGER  
STEPHEN STILLTS  
JACK WAGNER  
Hottest:  
LIONEL RICIE  
DENNIS DEYOUNG  
HALL & OATES  
WHAM!  
PAUL MCCARTNEY

**Parallel Three**

**KFVS/Colorado Springs**  
Wes McShay

CHICAGO  
Hottest:  
WHAM!  
CYNDI LAUPER  
HONEYDRIPPERS  
PAUL MCCARTNEY

## Parallel One

**WVMI/Cleveland**  
Mike Ivers

BOB SEGER  
STEPHEN STILLTS  
JACK WAGNER  
Hottest:  
LIONEL RICIE  
DENNIS DEYOUNG  
HALL & OATES  
WHAM!  
PAUL MCCARTNEY

**WVMA/Appleton-Oshkosh**  
Bennett/Collins

MADONNA  
JOHN CAFFERTY & B  
BARRY GIBB  
CHICAGO  
Hottest:  
DENNIS DEYOUNG  
WHAM!  
LIONEL RICIE  
JERMAINE JACKSON

**WVBC/Canton**  
Mike Dorn

Hottest:  
KENNY ROGERS  
LIONEL RICIE  
ELTON JOHN  
DENNIS DEYOUNG  
ANNE MURRAY

**WVMI/Cleveland**  
Mike Ivers

BOB SEGER  
STEPHEN STILLTS  
JACK WAGNER  
Hottest:  
LIONEL RICIE  
DENNIS DEYOUNG  
HALL & OATES  
WHAM!  
PAUL MCCARTNEY

**WVMA/Appleton-Oshkosh**  
Bennett/Collins

MADONNA  
JOHN CAFFERTY & B  
BARRY GIBB  
CHICAGO  
Hottest:  
DENNIS DEYOUNG  
WHAM!  
LIONEL RICIE  
JERMAINE JACKSON

**WVWC/Detroit**  
Barry Arrnbright

JULIAN LENNON  
STEPHEN STILLTS  
RAY PARKER JR.  
Hottest:  
LIONEL RICIE  
HALL & OATES  
CYNDI LAUPER  
JACK WAGNER

**Parallel Two**

**WVMI/Cleveland**  
Mike Ivers

BOB SEGER  
STEPHEN STILLTS  
JACK WAGNER  
Hottest:  
LIONEL RICIE  
DENNIS DEYOUNG  
HALL & OATES  
WHAM!  
PAUL MCCARTNEY

**Parallel Three**

**KFVS/Colorado Springs**  
Wes McShay

CHICAGO  
Hottest:  
WHAM!  
CYNDI LAUPER  
HONEYDRIPPERS  
PAUL MCCARTNEY

## Parallel One

**WVMI/Cleveland**  
Mike Ivers

BOB SEGER  
STEPHEN STILLTS  
JACK WAGNER  
Hottest:  
LIONEL RICIE  
DENNIS DEYOUNG  
HALL & OATES  
WHAM!  
PAUL MCCARTNEY

**WVMA/Appleton-Oshkosh**  
Bennett/Collins

MADONNA  
JOHN CAFFERTY & B  
BARRY GIBB  
CHICAGO  
Hottest:  
DENNIS DEYOUNG  
WHAM!  
LIONEL RICIE  
JERMAINE JACKSON

**WVBC/Canton**  
Mike Dorn

Hottest:  
KENNY ROGERS  
LIONEL RICIE  
ELTON JOHN  
DENNIS DEYOUNG  
ANNE MURRAY

**WVMI/Cleveland**  
Mike Ivers

BOB SEGER  
STEPHEN STILLTS  
JACK WAGNER  
Hottest:  
LIONEL RICIE  
DENNIS DEYOUNG  
HALL & OATES  
WHAM!  
PAUL MCCARTNEY

**WVMA/Appleton-Oshkosh**  
Bennett/Collins

MADONNA  
JOHN CAFFERTY & B  
BARRY GIBB  
CHICAGO  
Hottest:  
DENNIS DEYOUNG  
WHAM!  
LIONEL RICIE  
JERMAINE JACKSON

**WVWC/Detroit**  
Barry Arrnbright

JULIAN LENNON  
STEPHEN STILLTS  
RAY PARKER JR.  
Hottest:  
LIONEL RICIE  
HALL & OATES  
CYNDI LAUPER  
JACK WAGNER

**Parallel Two**

**WVMI/Cleveland**  
Mike Ivers

BOB SEGER  
STEPHEN STILLTS  
JACK WAGNER  
Hottest:  
LIONEL RICIE  
DENNIS DEYOUNG  
HALL & OATES  
WHAM!  
PAUL MCCARTNEY

**Parallel Three**

**KFVS/Colorado Springs**  
Wes McShay

CHICAGO  
Hottest:  
WHAM!  
CYNDI LAUPER  
HONEYDRIPPERS  
PAUL MCCARTNEY

The following stations failed to report this week, and their playlists were frozen.

**WSB/Atlanta**  
**W101/Tampa**  
**WHBC/Canton**  
**610TVN/Columbus**  
**WIVY/Jacksonville**  
**KKUA/Honolulu**  
**KOY/Phoenix**

Note: R&R welcomes KMGQ/Santa Barbara as an A/C reporting station.

# AOR / ALBUMS

## MOST ADDED

**GIUFFRIA (39)**  
Giuffria (Camel/MCA)  
**PHILIP BAILEY (27)**  
Chinese Walls (Columbia)  
**LOS LOBOS (21)**  
How Will The Wolf Survive? (Slash/WB)  
**BILLY IDOL (18)**  
Rebel Yell (Chrysalis)

## MOST HOTS

**BRYAN ADAMS (143)**  
Reckless (A&M)  
**PAT BENATAR (135)**  
Tropico (Chrysalis)  
**HONEYDRIPPERS (128)**  
Volume One (Es Paranza/Atlantic)  
**TEACHERS (115)**  
Soundtrack (Capitol)  
**U2 (114)**  
The Unforgettable Fire (Island)  
**JULIAN LENNON (111)**  
Valotte (Atlantic)

## NEW & ACTIVE

- BILLY IDOL/Rebel Yell (Chrysalis) 68/18 (53/17)**  
Adds include WBAB, KTXQ, KSRR, KMET, WAQY. Hots: 7 WLIR, KAZY, KLOS, CFOX, WPDH, KPLX, WHMD. Mediums 52 include WYYY, WBCN, WGRQ, WNEW, WMMR, WKLS, KLOL, WNOR, WMMS, KBPI, KROQ, KGB.
- HONEYMOON SUITE/Honeymoon Suite (WB) 67/8 (75/5)**  
Adds: WSHE, WMET, WXLN, WYFE, KWFM, WQBK, WIZN, WIQB. Hots: 12 include WHJY, KZEW, WQFM, KZOK, KLYV. Mediums: 52 include WGRQ, WKLS, KTXQ, KRQR, KOME, WCMF, WAQX, WAAF, KKDJ, KEZE.
- STONE FURY/Burns Like A Star (MCA) 56/6 (50/4)**  
Adds: WQFM, WAAL, WTPA, WLVO, WLAV, WZZQ. Hots: 1 KUFO. Mediums: 52 include WBAB, WHJY, KZEW, WYFN, KLOS, KGB, KRQR, KZOK, KFMG.
- BIG COUNTRY/Steeltown (Mercury/PolyGram) 54/15 (45/38)**  
Adds include WHJY, WKLS, WNOR, KRQR, WCMF, KLBK, KISS. Hots: 7 WLIR, WXRT, KOAK, CFOX, WPDH, KMBY, KFMF. Mediums: 37 include WRIF, KBCO, KAZY, KROQ, WTPA, KNCN, KLAQ, WIMZ.
- JOAN JETT/Glorious Results Of A Misspent Youth (Blackheart/MCA) 53/1 (58/6)**  
Adds: WXQR. Hots: 9 include WBCN, WBAB, WLIR, WNEW, WCKO, KRQR, KLPX, WXCS. Mediums: 44 include WMMR, WYSP, WHJY, DC101, KLOL, KSRR, WNOR, KMET, KROQ, KGB.
- GENERAL PUBLIC/All The Rage (IRS/A&M) 52/3 (52/8)**  
Adds: WIMZ, WLAV, WXCS. Hots: 14 include WBCN, WLIR, WXRT, KBCO, KROQ, KOAK, KMBY. Mediums: 35 include WBAB, WNEW, WMMR, KAZY, KLOS, WAQY, WAQX.
- STEVE MILLER BAND/Italian X-Rays (Capitol) 51/1 (58/8)**  
Adds: WYSP. Hots: 12 include WSHE, WXRT, KBCO, CFOX, WPDH, WTKX. Mediums: 38 include WGRQ, WMMR, DC101, WQFM, KMET, KFOG, KLBK, KLAQ, WTUE.
- LOS LOBOS/How Will The Wolf Survive? (Slash/WB) 43/21 (27/19)**  
Adds include KYYS, KDKB, WAQY, KNCN, KMJX, KILO, WWWV. Hots: 0. Mediums: 32 include WDVE, WHJY, KTXQ, WXRT, WMMS, KBCO, KLOS, KMET, WCMF, KKDJ.
- JULIE BROWN/Goddess In Progress (Rhino) 40/13 (40/23)**  
Adds include DC101, KSJO, KNCN, WDIZ, WAPL, WSKS, KZEL. Hots: 0. Mediums: 30 include WBCN, WMMR, WMMS, WQFM, KROQ, KRQR, WTPA, WQMF, KTYD.
- PHILIP BAILEY/Chinese Wall (Columbia) 31/27 (5/2)**  
Adds include WHJY, WMMS, WTPA, WIMZ, KKDJ, WRKI. Hots: 2 WLUP, KBCO. Mediums: 21 include WGRQ, WYFN, WXRT, WLVO, WFBQ, KATT.
- DENNIS DeYOUNG/Desert Moon (A&M) 31/4 (33/7)**  
Adds: KGB, WAAL, KLAQ, WYV. Hots: 7 CHUM, KSRR, KBPI, KMJX, WTKX, K97, WIQB. Mediums: 22 include KGGO, WBLM, WWWV, KLYV, KOZZ.
- QUEENSRYCHE/The Warning (EMI America) 29/4 (26/4)**  
Adds: KGB, WXKE, KLPX, WKLT. Hots: 2 KISS, CITI. Mediums: 27 include WGRQ, KTXQ, WQFM, KMET, WTPA, WAQX, KLAQ, WLVO, KFMG.
- STEVE PERRY/Street Talk (Columbia) 28/5 (27/0)**  
Adds: WMMS, WPDH, WTKX, WXKE, KUFO. Hots: 12 include WYSP, WNOR, KDKB, KGB, KGGO, KZEL. Mediums: 14 include WZXR, WYFE, WWWV, KQWB.
- DIO/The Last In Line (WB) 27/4 (25/4)**  
Adds: WDVE, KKDJ, KFIV, KLPX. Hots: 5 KZEW, KLOS, KMET, KGB, WSKS. Mediums: 20 include KLOL, KSRR, WYFN, WRIF, KDKB, WAAF.
- BRUCE COCKBURN/Stealing Fire (Gold Mtn./A&M) 25/4 (26/7)**  
Adds: DC101, KLBK, KNCN, WLAV. Hots: 9 include WBCN, WXRT, KBCO, WQBK, WIZN, KTCL, KTYD. Mediums: 14 include WMMS, KFOG, KLAQ, KILO, KOMP, KEZE.
- JOHN HUNTER/Famous At Night (Private I/CBS) 20/10 (9/5)**  
Adds include WXRT, WYDD, WPDH, WAQY, WOUR, WWWV. Hots: 0. Mediums: 15 include WMMR, WLUP, WQFM, KCAL, WZZO, WTPA, KLYV.
- RED ROCKERS/Schizophrenic Circus (415/Columbia) 20/8 (13/1)**  
Adds include WLLZ, WTPA, WCCC, KLBK, WQBK, KUFO, WIQB. Hots: 5 include WLIR, CHEZ, KMBY, WIZN. Mediums: 11 include WBCN, WXRT, KBCO, KROQ, KGB, KOAK.
- CHICAGO/Chicago 17 (WB) 20/6 (17/2)**  
Adds: WLUP, KKCI, WYDD, WPDH, WWCT, WHMD. Hots: 6 include WYSP, WSKS, KGGO, KLYV. Mediums: 12 include WMMS, WQFM, WIMZ, KMJX, WWWV.
- ALPHAVILLE/Forever Young (Atlantic) 19/4 (17/4)**  
Adds: WBAB, WIZN, WXCS, WIQB. Hots: 1 KOAK. Mediums: 14 include WMMS, KBCO, KROQ, WZZO, WTPA.
- WHO/Who's Last (MCA) 17/13 (11/11)**  
Adds include WMMS, KMET, WZXR, KQDS, WIQB. Hots: 4 WAAF, WKQQ, WDIZ, WLVO. Mediums: 7 include KLOL, KZEL, WRKI.
- MADONNA/Like A Virgin (Sire/WB) 16/7 (0/0)**  
Adds: WLIR, KOAK, WPLR, WYV, WIMZ, KMJX, WWCT. Hots: 6 include WMMS, KCAL, WZZO, WYDD, KLYV. Mediums: 5 include WKLC, WQBK, WBYG.
- UB40/Geffery Morgan (Virgin/A&M) 15/3 (15/2)**  
Adds: WSHE, WBYG, KFMQ. Hots: 4 include KBCO, KOAK, CHEZ. Mediums: 9 include WLIR, WXRT, KAZY, KROQ.
- SCORPIONS/Love At First Sting (Mercury/PolyGram) 15/2 (16/5)**  
Adds: WMET, KDKB. Hots: 2 WRIF, KKCI. Mediums: 12 include WBAB, WCMF, WAAF, WYV, WIMZ, WLAV, KATT.

**NEW & ACTIVE** — Records building in airplay and coming closest to charting. Numbers indicate total reports/total adds; for example, 40/20 means 40 reports and, of those, 20 added it this week. Figures in parentheses are last week's data. Checked records are those that were among the week's most added.

# GIUFFRIA



**AOR DOUBLE BREAKER  
ALBUM**

**26**

**HOT TRACK**

**27**

**CHR 124/31 52%**

PRONOUNCED

# JE'-FREE-AH

From the MCA LP, MCA-5524, "GIUFFRIA"

**MCA RECORDS**

DELIVERING THE MUSIC OF THE 80'S





# AOR / ALBUMS

Three Weeks Last  
Weeks Weeks Weeks

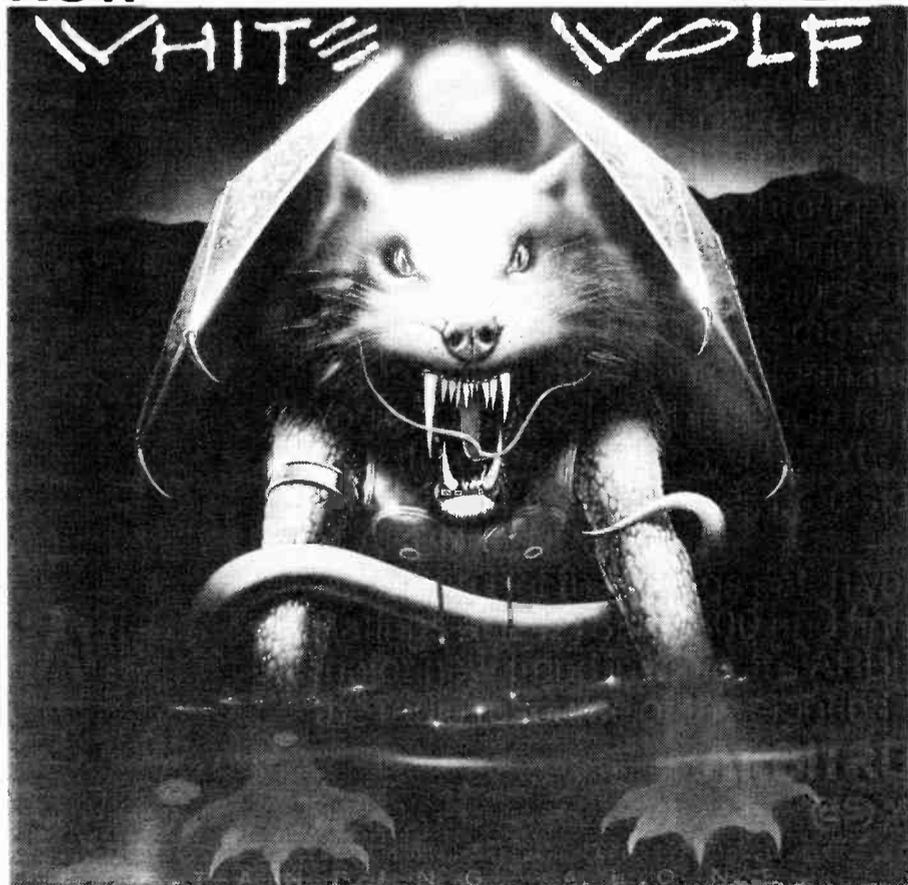
## 159 REPORTERS

Total Hot Medium Total  
Reports Rotation Rotation Adds All  
Rotations

—	—	1	1	<b>1</b>	<b>BRYAN ADAMS/Reckless (A&amp;M)</b>	"Run To You" (150)	"It's Only Love" (75)	150-143+	7-	0-		
5	3	2	2	<b>2</b>	<b>HONEYDRIPPERS/Volume One (Es Paranza/Atlantic)</b>	"Rockin'" (129)	"Sea Of Love" (110)	154-128+	26-	0-		
—	—	5	3	<b>3</b>	<b>PAT BENATAR/Tropico (Chrysalis)</b>	"We Belong" (146)	"Diamond" (33)	148+135+	11-	3+		
1	1	3	4	<b>4</b>	<b>TEACHERS/Soundtrack (Capitol)</b>	"Understanding" (142)	"Teacher" (104)	151=115-	36+	1+		
3	2	4	5	<b>5</b>	<b>U2/The Unforgettable Fire (Island)</b>	"Pride" (133)	"Wire" (46)	145-114-	29+	2+		
11	7	7	6	<b>6</b>	<b>JULIAN LENNON/Valotte (Atlantic)</b>	"Valotte" (146)	"Too Late For Goodbyes" (43)	149-111+	37-	2-		
6	6	8	7	<b>7</b>	<b>ROGER HODGSON/In The Eye Of The Storm (A&amp;M)</b>	"Had A Dream" (142)		144-88+	56-	0-		
4	4	6	8	<b>8</b>	<b>SURVIVOR/Vital Signs (Scotti Bros./CBS)</b>	"I Can't Hold Back" (124)	"High On You" (16)	135-99-	35+	2+		
—	10	10	10	<b>9</b>	<b>REO SPEEDWAGON/Wheels Are Turnin' (Epic)</b>	"I Dowanna Know" (143)	"Can't Fight" (43)	144+84+	59-	1=		
10	12	11	11	<b>10</b>	<b>BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia)</b>	"Born In The U.S.A." (119)	"Cover Me" (20)	131+89+	42-	7-		
8	9	12	12	<b>11</b>	<b>J. CAFFERTY &amp; THE.../Eddie &amp; The... (Scotti Bros./CBS)</b>	"Tender Years" (125)	"On The Dark Side" (27)	134-48+	84-	6-		
—	26	20	12	<b>12</b>	<b>DEEP PURPLE/Perfect Strangers (Mercury/PG)</b>	"Perfect Strangers" (109)	"Knocking" (54)	132+35+	94-	5-		
19	14	14	14	<b>13</b>	<b>PAUL McCARTNEY/Give My Regards To... (Columbia)</b>	"No More Lonely" (114)	"Bad Boy" (16)	124-54-	70+	3+		
—	—	21	14	<b>14</b>	<b>TOTO/Isolation (Columbia)</b>	"Stranger In Town" (128)		131+44+	85-	3-		
9	13	13	13	<b>15</b>	<b>SCANDAL f/PATTY SMYTH/The Warrior (Columbia)</b>	"Hands Tied" (106)	"Beat Of A Heart" (27)	119-52-	65-	4-		
15	15	16	16	<b>16</b>	<b>MOLLY HATCHET/The Deed Is Done (Epic)</b>	"Satisfied Man" (112)	"Stone" (12)	116-48=	68-	0-		
2	5	9	16	<b>17</b>	<b>DAVID BOWIE/Tonight (EMI America)</b>	"Blue Jean" (76)	"Neighborhood" (49)	110-60-	50+	1=		
14	16	18	18	<b>18</b>	<b>CARS/Heartbeat City (Elektra)</b>	"Hello Again" (101)		107-54+	53-	1-		
12	11	15	18	<b>19</b>	<b>HALL &amp; OATES/Big Bam Boom (RCA)</b>	"Out Of Touch" (78)	"Bank On Your Love" (23)	97-60-	36+	2+		
39	34	25	15	<b>20</b>	<b>JOHN PARR/John Parr (Atlantic)</b>	"Naughty Naughty" (116)		116+19+	96+	11-		
22	19	22	25	<b>21</b>	<b>PETER WOLF/Lights Out (EMI America)</b>	"I Need You Tonight" (104)		105-43+	62-	1-		
18	17	19	22	<b>22</b>	<b>HUEY LEWIS &amp; THE NEWS/Sports (Chrysalis)</b>	"Walking On A Thin Line" (86)		92-55-	37-	2=		
7	8	17	19	<b>23</b>	<b>TOMMY SHAW/Girls With Guns (A&amp;M)</b>	"Girls With Guns" (96)		98-42-	56-	1=		
—	—	28	17	<b>24</b>	<b>FRANKIE GOES TO.../Welcome To The... (ZTT/Island)</b>	"Two Tribes" (97)		103+21+	79+	6-		
—	25	24	17	<b>25</b>	<b>J. GEILS BAND/You're Getting Even... (EMI America)</b>	"Concealed Weapons" (102)		108+13-	93+	7=		
				<b>DEBUT</b>	<b>26</b>	<b>GIUFFRIA/Giuffria (Camel/MCA)</b>	"Call To The Heart" (113)	115	7	93	39	
35	33	32	32	<b>27</b>	<b>EUROGLIDERS/This Island (Columbia)</b>	"Heaven (Must Be There)" (103)		103+19+	79+	12+		
26	31	33	32	<b>28</b>	<b>KROKUS/The Blitz (Arista)</b>	"Our Love" (92)		96+14=	79+	14=		
30	29	30	33	<b>29</b>	<b>COREY HART/First Offense (EMI America)</b>	"It Ain't Enough" (94)		95+24+	70-	3+		
—	—	29	30	<b>30</b>	<b>DURAN DURAN/Arena (Capitol)</b>	"The Wild Boys" (86)		89+35=	51=	5-		
16	20	27	30	<b>31</b>	<b>SAMMY HAGAR/VOA (Geffen)</b>	"I Can't Drive 55" (52)	"VOA" (50)	90=25-	56-	12+		
13	18	26	27	<b>32</b>	<b>FIXX/Phantoms (MCA)</b>	"Sunshine" (62)	"Ourselves?" (20)	80-32-	46-	4=		
33	32	34	27	<b>33</b>	<b>VAN HALEN/1984 (WB)</b>	"Hot For Teacher" (78)		79-18+	60-	5-		
32	30	31	34	<b>34</b>	<b>TIMOTHY B. SCHMIT/Playin' It Cool (Asylum)</b>	"Playin' It Cool" (76)		84-21+	61-	5+		
37	36	37	31	<b>35</b>	<b>AC/DC/'74 Jailbreak (Atlantic)</b>	"Jailbreak" (82)		83=8+	74+	2-		
23	22	23	31	<b>36</b>	<b>DOKKEN/Tooth And Nail (Elektra)</b>	"Into The Fire" (75)		76-19-	56-	2+		
20	23	35	23	<b>37</b>	<b>JOHN WAITE/No Brakes (EMI America)</b>	"Tears" (64)		68-20-	47-	2+		
				<b>DEBUT</b>	<b>38</b>	<b>PLANET P PROJECT/Pink World (MCA)</b>	"What I See" (59)	"Behind The Barrier" (16)	80+	8+	70+	15-
				<b>DEBUT</b>	<b>39</b>	<b>AUTOGRAPH/Sign In Please (RCA)</b>	"Turn Up The Radio" (73)		78+	8+	65+	14+
17	21	36	35	<b>40</b>	<b>KISS/Animalize (Mercury/PG)</b>	"Heaven's" (64)	"Thrills" (12)	69-13-	55-	3+		

**OUT NOW**

FEATURING "SHADOWS IN THE NIGHT" **RCA**



## BREAKERS

**GIUFFRIA**  
Giuffria (Camel/MCA)

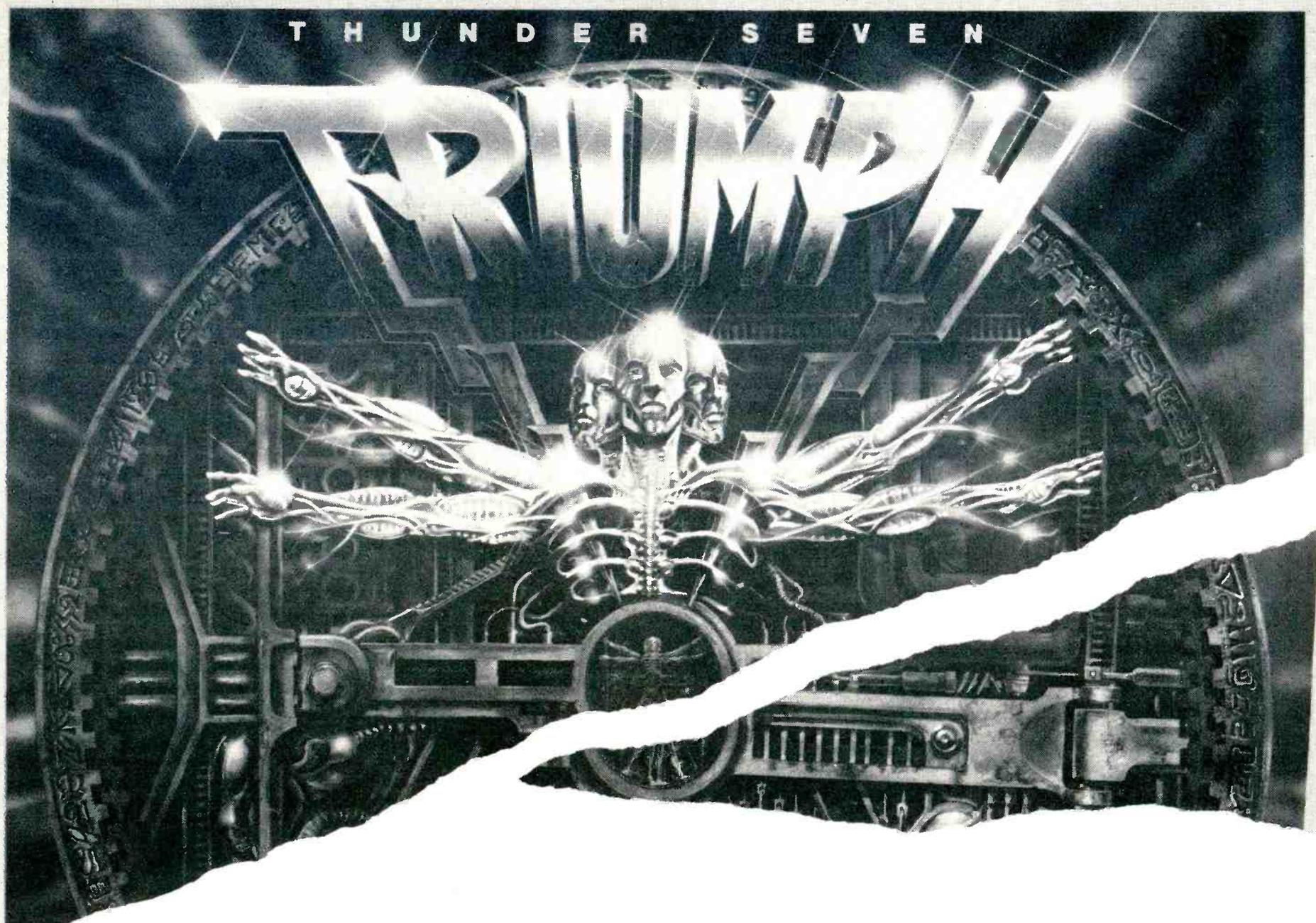
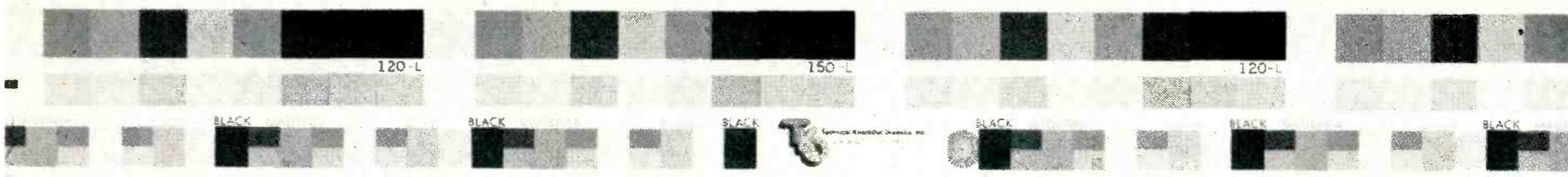
72% of our reporters on it. 115/39 including adds at: WIYY, WGRO, DC101, KLOL, WMET, KKCI, KRQR. Debuts at #26 on the Albums chart.

**PLANET P PROJECT**  
Pink World (MCA)

50% of our reporters on it 80/15 including adds at: WRIF, KUPD, KCAL, WPYX, WOUR, WFVY. Moves 43-38 on the Albums chart.

**AOR BREAKERS** — A record is a breaker the first week that it's reported by at least 50% of our AOR reporters. Total reports/total adds information listed; for example, 100/50 means 100 total station reports and, of those, 50 added it this week.

**AOR ALBUMS** — Album airplay data, with four-week trend of chart movement. Records showing significant upward momentum are bulleted. An album's most-reported tracks are listed, with number of stations reporting each song in parentheses. Current singles are **BOLDED**. Current week's total reports, hot and medium rotation reports, and total adds, are also listed. Symbols represent more (+), less (-), or equal (=) reports compared to last week's figures.



**1 2 3 4 5 6 ...**  
**THUNDER SEVEN**

MCA-5537

**Featuring: Spellbound  
Triumph's MCA Debut LP**

**MCA RECORDS** DELIVERING THE MUSIC OF THE 80'S

# R&R AOR /HOT TRACKS

# BREAKERS

Three Weeks	Two Weeks	Last Week	159 REPORTERS	Total	Hot	Medium	Total Adds
10	3	1	1 BRYAN ADAMS/Run To You (A&M)	150-	140+	10-	0-
8	4	2	2 PAT BENATAR/We Belong (Chrysalis)	146+	135+	10-	3+
11	10	5	3 JULIAN LENNON/Valotte (Atlantic)	146-	110+	36-	1-
-	17	11	4 DON HENLEY/The Boys Of Summer (After...) (Geffen)	150+	98+	52-	4-
1	1	3	5 U2/Pride (In The Name Of Love) (Island)	133-	107-	26+	0=
5	8	7	6 BOB SEGER/Understanding (Capitol)	142+	94-	48+	2=
6	9	6	7 ROGER HODGSON/Had A Dream (Sleeping...) (A&M)	142-	87+	55-	0-
12	11	9	8 REO SPEEDWAGON/I Dowanna Know (Epic)	143+	82+	60-	1-
7	7	8	9 HONEYDRIPPERS/Rockin' At Midnight (Es Paranza/Atl.)	129-	88-	41-	1-
2	2	4	10 SURVIVOR/I Can't Hold Back (Scotti Bros./CBS)	124-	97-	27+	0=
40	29	16	11 BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia)	119+	79+	40-	8-
21	16	14	12 HONEYDRIPPERS/Sea Of Love (Es Paranza/Atl.)	110+	89+	21=	6-
-	-	25	13 KINKS/Do It Again (Arista)	145+	23+	115+	20-
28	20	19	14 TOTO/Stranger In Town (Columbia)	128=	43+	84-	1-
30	19	18	15 J. CAFFERTY & BEAVER.../Tender... (Scotti Bros./CBS)	125+	39+	84-	7-
4	5	10	16 38 SPECIAL/Teacher Teacher (Capitol)	104-	76-	28-	0-
17	15	15	17 PAUL McCARTNEY/No More Lonely Nights (Columbia)	114-	53-	61+	3+
13	13	13	18 MOLLY HATCHET/Satisfied Man (Epic)	112-	46-	66-	1-
20	18	20	19 CARS/Hello Again (Elektra)	101-	53+	48-	2-
-	48	26	20 DEEP PURPLE/Perfect Strangers (Mercury/Pg)	109+	33+	73+	9-
35	28	23	21 SCANDAL f/PATTY SMYTH/Hands Tied (Columbia)	106=	43+	61-	6-
44	37	29	22 JOHN PARR/Naughty Naughty (Atlantic)	116+	19+	96+	11-
24	22	24	23 PETER WOLF/I Need You Tonight (EMI America)	104-	43+	61-	0-
9	12	17	24 TOMMY SHAW/Girls With Guns (A&M)	96-	42-	54-	1-
23	21	22	25 HUEY LEWIS & NEWS/Walking On A Thin... (Chrysalis)	86-	52-	34-	1-
43	38	33	26 EUROGLIDERS/Heaven (Must Be There) (Columbia)	103+	19+	79+	12+
-	-	45	27 GIUFFRIA/Call To The Heart (Camel/MCA)	113+	6+	92+	38-
3	6	12	28 DAVID BOWIE/Blue Jean (EMI America)	76-	44-	32+	0=
38	30	28	29 J. GEILS BAND/Concealed Weapons (EMI America)	102-	12-	88+	6=
45	32	30	30 FRANKIE GOES TO.../Two Tribes (ZTT/Island)	97=	16+	78+	5-
14	14	21	31 HALL & OATES/Out Of Touch (RCA)	78-	55-	23+	1+
36	33	32	32 COREY HART/It Ain't Enough (EMI America)	94+	24+	69-	3+
57	46	36	33 KROKUS/Our Love (Arista)	92+	14+	75+	14-
47	34	31	34 DURAN DURAN/The Wild Boys (Capitol)	86-	33-	50-	3-
-	-	48	35 BRYAN ADAMS/It's Only Love (A&M)	75+	32+	37+	23-
42	41	37	36 AC/DC/Jailbreak (Atlantic)	82=	8+	73+	2-
41	40	34	37 VAN HALEN/Hot For Teacher (WB)	78-	17=	60=	5-
25	24	27	38 DOKKEN/Into The Fire (Elektra)	75-	19-	55-	1+
49	43	39	39 TIMOTHY B. SCHMIT/Playin' It Cool (Asylum)	76-	19+	55-	5+
19	26	38	40 JOHN WAITE/Tears (EMI America)	64-	19-	44-	2+
31	39	41	41 FIXX/Sunshine In The Shade (MCA)	62-	25=	35-	3-
-	57	51	42 AUTOGRAPH/Turn Up The Radio (RCA)	73+	7+	61+	14+
15	23	35	43 KISS/Heaven's On Fire (Mercury/Pg)	64-	13-	50-	2+
-	-	58	44 BILLY IDOL/Catch My Fall (Chrysalis)	67+	7+	51+	18=
-	54	49	45 DEEP PURPLE/Knocking At Your Back... (Mercury/Pg)	54=	18+	35-	6-
16	27	40	46 SAMMY HAGAR/I Can't Drive 55 (Geffen)	52-	21-	30-	1+
52	45	47	47 HONEYMOON SUITE/Burning In Love (WB)	59-	6-	50-	8+
37	35	43	48 DAVID BOWIE/Neighborhood Threat (EMI America)	49-	24-	25-	2-
-	55	55	49 U2/Wire (Island)	46+	26+	18+	8+
-	-	60	50 PLANET P PROJECT/What I See (MCA)	59+	7+	50+	15-
18	25	42	51 ZEBRA/Bears (Atlantic)	45-	11-	34-	1+
-	58	57	52 STONE FURY/Break Down The Walls (MCA)	56+	1=	52+	6+
-	60	54	53 JULIAN LENNON/Too Late For Goodbyes (Atlantic)	43+	24+	17+	13+
29	36	44	54 GENERAL PUBLIC/Tenderness (IRS/A&M)	49=	13+	33-	3-
46	50	53	55 JETHRO TULL/Lap Of Luxury (Chrysalis)	46-	9-	37-	0-
48	47	46	56 TWISTED SISTER/I Wanna Rock (Atlantic)	37-	12+	25-	0=
-	-	-	57 CYNDI LAUPER/All Through The Night (Portrait/CBS)	45-	20-	25-	0-
-	-	-	58 SAMMY HAGAR/VOA (Geffen)	50+	8+	33+	17+
-	-	-	59 REO SPEEDWAGON/Can't Fight This Feeling (Epic)	43+	16+	26+	16=
-	-	-	60 BRYAN ADAMS/Summer Of '69 (A&M)	34+	14+	20+	9-

**GIUFFRIA**  
**Call To The Heart (Camel/MCA)**  
 71% of our reporters on it. 113/38 including adds at: WIYY, WGRQ, WCKO, KSHE, KLB, KEZO. Moves 45-27 on the Hot Tracks chart.

## NEW & ACTIVE

- BIG COUNTRY "Where The Rose Is Sown" (Mercury/PolyGram) 44/14 (38/32)**  
 Adds include WHJY, WKLS, WNOR, KLB, KISS, KZEL. Hots: 6 WLIR, KQAK, CFOX, WPDH, KMBY, KFME. Mediums: 30 include KBCO, KROQ, WTPA, WAQY, KLAQ, WIMZ, KQDS.
- LOS LOBOS "Don't Worry Baby" (Slash/WB) 41/22 (24/17)**  
 Adds include WDVE, KYYS, KBCO, KAZY, KLOS, KDKB, WAQY, WAAF, KNCN, KMJX, WRXL, KISS, KATT, KFMG, KILQ, KWFM. Hots: 0. Mediums: 30 include WHJY, KTXQ, WMMs, KMET, WCMF, WOUR, KLB, KLAQ, WLAV, KKDJ.
- BRYAN ADAMS "Kids Wanna Rock" (A&M) 35/7 (29/27)**  
 Adds: WHJY, KRQR, KOME, KXZL, KEZO, KWXL, KTYD. Hots: 16 include KTXQ, KZEW, WRIF, KLOS, KMET, KGB, KHCN, WCMF, WDIZ, KFMG, KILQ. Mediums: 18 include WMET, WEBN, WOUR, WAAF, WQMF, KQDS, KEZE.
- PAT BENATAR "Diamond Field" (Chrysalis) 33/16 (19/19)**  
 Adds include WEBN, KLOS, KZAP, WRXL, KICT, KFMG, KWFM. Hots: 9 KTXQ, WRIF, KSHE, KGB, WAAF, KISS, KPOI, WBLM, WWWW. Mediums: 20 include WGRQ, WDVE, WKLS, KQDS, KATT, KEZO, KEZE.
- JOAN JETT "New Orleans" (Blackheart/MCA) 33/3 (34/9)**  
 Adds: WAQY, WWTR, WXQR. Hots: 6 WBCN, WBAB, WNEW, WCKO, KRQR, KPLX. Mediums: 27 include WHJY, KLQ, KSRR, WRIF, KBCO, KMET, KGB, WCMF, WOUR, WAAF, KLB, KFMG, KILQ, KWFM.
- PAT BENATAR "A Crazy World Like This" (Chrysalis) 32/7 (26/26)**  
 Adds: KRQR, WCMF, WFYV, WTKX, KWFM, WBLM, KWXL. Hots: 14 include KAZY, WTPA, WHCN, WDIZ, WAPL, WLVO, KILQ, KKDJ. Mediums: 18 include WBAB, WDVE, WPYX, WAQX, KLAQ, WTUE, KQDS, WIOT, KZEL, KOMP.
- STEVE MILLER BAND "Golden Opportunities" (Capitol) 32/5 (33/10)**  
 Adds: WYSP, KFOG, WAQY, WQBK, WXCS. Hots: 2 WPDH, WTKX. Mediums: 29 include WGRQ, WMMR, DC101, WQFM, WTPA, WOUR, KLAQ, WFYV, WKDF, WTUE, WIOT, KILQ, KOMP.
- PHILIP BAILEY "Easy Lover" (Columbia) 31/27 (5/3)**  
 Adds include WHJY, WMMs, WTPA, WIMZ, KKDJ, WRKI. Hots: 2 WLUP, KBCO. Mediums: 21 include WGRQ, WYNF, WXRT, KBPI, KFOG, WPYX, WZZO, WKLC, WCMF, WLVO, WFBQ, KATT.
- RICK SPRINGFIELD "Bruce" (Mercury/PolyGram) 31/21 (12/12)**  
 Adds include WNEW, KTXQ, WMET, WTPA, WCMF, KLAQ, WIMZ, WDIZ, WRXL, WIOT, KICT, KOMP. Hots: 1 WMMs. Mediums: 19 include WIYY, WKLC, WAQX, WZXR, WLAV.
- QUEENSRYCHE "Take Hold Of The Flame" (EMI America) 29/4 (26/4)**  
 Adds: KGB, WXKE, KLPX, WKLT. Hots: 2 KISS, CITI. Mediums: 27 include WGRQ, KTXQ, KZEW, WYNF, WQFM, KMET, WTPA, WCMF, WAQX, WOUR, KLAQ, WLVO, WTUE, KQDS, KFMG.
- JULIE BROWN "The Homecoming Queen's Got A Gun" (Rhino) 28/11 (30/19)**  
 Adds include DC101, WMMs, KRQR, WTPA, KNCN, WDIZ, WAPL, WIOT, KZEL, KWFM. Hots: 0. Mediums: 22 include WBCN, WMMR, WQFM, WCMF, WAQX, KLAQ, KICT.
- U2 "The Unforgettable Fire" (Island) 24/3 (25/1)**  
 Adds: WIYY, KSRR, KWXL. Hots: 14 include KLQ, KAZY, KFOG, WAPL, KICT, KILQ. Mediums: 10 include WBAB, KLOS, KLB, WZXR.
- BRUCE COCKBURN "If I Had A Rocket Launcher" (Gold Mtn./A&M) 23/6 (22/7)**  
 Adds: DC101, KBCO, KFOG, KLB, KNCN, WLAV. Hots: 8 WBCN, WXRT. Mediums: 13 include WMMs, KLAQ, KILQ, KOMP, KEZE.
- HALL & OATES "Bank On Your Love" (RCA) 23/3 (21/4)**  
 Adds: KMDD, KWFM, KFMQ. Hots: 7 CHOM, WLUP, WRIF, KQAK, KICT, CITI, KMBY. Mediums: 14 include WBAB, DC101, KSHE, KFOG, KRQR, KFMG, KILQ, KEZE.
- JOHN HUNTER "Tragedy" (Private I/CBS) 19/9 (9/5)**  
 Adds include WYDD, WPDH, WAQY, WOUR, WWWW, KLYV. Hots: 0. Mediums: 14 include WMMR, WLUP, WQFM, WZZO, WTPA.
- ALPHAVILLE "Big In Japan" (Atlantic) 19/5 (16/4)**  
 Adds: WBAB, KBCO, WIZN, WXCS, WIQB. Hots: 1 KQAK. Mediums: 14 include WMMs, KROQ, WZZO, WTPA.
- BRYAN ADAMS "One Night Love Affair" (A&M) 18/4 (18/17)**  
 Adds: KOME, WLVO, WXL, WRUF. Hots: 7 include KYYS, KISS, WAPL, KMBY, WQBK. Mediums: 11 include WKLS, WRIF, WAQX, KATT, KWHL.
- JETHRO TULL "Under Wraps" (Chrysalis) 18/3 (18/4)**  
 Adds: KBCO, WIZN, WYER. Hots: 4 include KAZY, KMBY. Mediums: 13 include WGRQ, WDVE, KMET, KLB, WLAV.
- RED ROCKERS "Blood From A Stone" (415/Columbia) 16/11 (4/2)**  
 Adds include WLLZ, KQAK, WTPA, WCCC, KLB, KMBY, WIQB. Hots: 3 WLIR, CHEZ, WIZN. Mediums: 9 include WBCN, WXRT, KBCO, KGB.
- SURVIVOR "High On You" (Scotti Bros./CBS) 16/6 (10/1)**  
 Adds: WHJY, WTKX, WSKS, KILQ, KUFO, WYER. Hots: 2 KLQ, KLB. Mediums: 12 include WYNF, WMET, WFYV, WZXR, KATT, WRUF.
- JOAN JETT "I Love You Love Me Love" (Blackheart/MCA) 16/2 (18/1)**  
 Adds: WTPA, WXQR. Hots: 4 include WLIR, WCKO, WXCS. Mediums: 12 include WMMR, WYSP, DC101, KMET, KNCN, KISS, WWWW.
- DAVID BOWIE "Tonight" (EMI America) 15/6 (6/1)**  
 Adds: WLIR, WYSP, WTKX, WIQB, WBYG, WCPZ. Hots: 11 include WMMR, WLUP, WXRT. Mediums: 3 include WBAB.
- UB40 "If It Happens Again" (Virgin/A&M) 15/3 (15/2)**  
 Adds: WSHE, WBYG, KFMQ. Hots: 4 include KBCO, KQAK, CHEZ. Mediums: 9 include WLIR, WXRT, KAZY, KROQ, WPDH.
- SCORPIONS "I'm Leaving You" (Mercury/PolyGram) 15/2 (16/5)**  
 Adds: WMET, KDKB. Hots: 1 WRIF. Mediums: 13 include WBAB, KUPD, WCMF, WAAF, WFYV, KATT.
- FIXX "Less Cities, More Moving People" (MCA) 15/1 (16/0)**  
 Adds: KBCO. Hots: 8 include KFOG, KQAK, CFOX, WHCN, CHEZ, KMBY. Mediums: 7 include KROQ, KGB, WAPL, WXL, KLPX.

**HOT TRACKS** — Track airplay data for songs from all configurations, including albums, EPs, and 45s. Shows four-week trend of chart movement. Records showing significant upward momentum are bulleted. Current week's total reports, hot and medium rotation reports, and total adds, are also listed. Symbols represent more (+), less (-), or equal (=) reports compared to last week's figures.

**AOR BREAKERS** — A record is a breaker the first week that it's reported by at least 50% of our AOR reporters. Total reports/total adds information listed; for example, 100/50 means 100 total station reports and, of those, 50 added it this week.

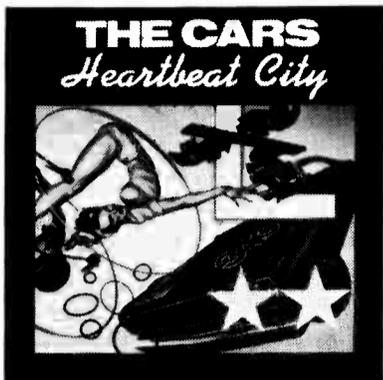
### MOST ADDED

GIUFFRIA (38)
Call To The Heart (Camel/MCA)
PHILIP BAILEY (27)
Easy Lover (Columbia)
BRYAN ADAMS (23)
It's Only Love (A&M)
LOS LOBOS (22)
Don't Worry Baby (Slash/WB)
RICK SPRINGFIELD (21)
Bruce (Mercury/PolyGram)
KINKS (20)
Do It Again (Arista)

### MOST HOTS

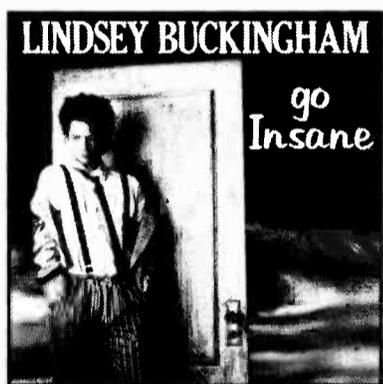
BRYAN ADAMS (140)
Run To You (A&M)
PAT BENATAR (135)
We Belong (Chrysalis)
JULIAN LENNON (110)
Valotte (Atlantic)
U2 (107)
Pride (In The Name Of Love) (Island)
DON HENLEY (98)
The Boys Of Summer... (Geffen)
SURVIVOR (97)
I Can't Hold Back (Scotti Bros./CBS)
BOB SEGER & THE SILVER BULLET BAND (94)
Understanding (Capitol)

# ELEKTRA 4-PLAY...OUR WAY



"HELLO AGAIN" from the Cars!  
The fourth single, and a  
12" remix from Arthur Baker.  
HEARTBEAT CITY...Here we come, again.

**HOT TRACK** 19  
**CHR** 23  
**ALBUM** 18



GO INSANE with Lindsey Buckingham.  
LP and single hit top 5 positions!...  
edited 2nd single, "Slow Dancing,"  
is sure to be a fast hit.



Dokken's TOOTH AND NAIL  
State of the art rockin',  
featuring "Into the Fire."  
And now "Just Got Lucky."

**CURRENTLY ON TOUR!**



Timmy's PLAYIN' IT COOL, why don't you?  
"Playin' it Cool"  
Timothy B. Schmit.

**HOT TRACK** 39  
**ALBUM** 34













**Dallas/Ft. Worth**  
**92.5 WAFM FM**  
 VP/Programming: John Shomby  
 MD: Pamela Steele

ADD: JOHN CAPPERTY & B/On The Dark Side  
 SHEILA E./The Ball of St. Mark  
 RAY PARKER JR./Jama

ON: SCANDAL/Hands Tied  
 U2/Prison In The Name Of  
 BOB SEGER/Understanding  
 CHICAGO/You're The Inspiration

**Tampa**  
**Q103**  
 Ops Mgr: Mason Dixon  
 PD: Steve Rivers

ADD: 02/Prison In The Name Of  
 PHILIP BAILEY/Easy Lover

ON: BRYAN ADAMS/Run To You  
 REO SPEEDWAGON/Downs Know  
 JEROME JACOBSON/What You Do  
 JACKSONS/Body

**Minneapolis**  
**AP 101**  
 PD: Dave Anthony  
 MD: Don Michaels

ADD: 02/Prison In The Name Of  
 PHILIP BAILEY/Easy Lover

ON: BRYAN ADAMS/Run To You  
 REO SPEEDWAGON/Downs Know  
 JEROME JACOBSON/What You Do  
 JACKSONS/Body

**St. Louis**  
**KW 106.5 FM**  
 PD: Steve Perun  
 Prog. Assistant: Brian Bridgman

ADD: 02/Prison In The Name Of  
 PHILIP BAILEY/Easy Lover

ON: BRYAN ADAMS/Run To You  
 REO SPEEDWAGON/Downs Know  
 JEROME JACOBSON/What You Do  
 JACKSONS/Body

**Kansas City**  
**KBEQ**  
 PD: Pat McKay  
 MD: Karen Barber

ADD: 02/Prison In The Name Of  
 PHILIP BAILEY/Easy Lover

ON: BRYAN ADAMS/Run To You  
 REO SPEEDWAGON/Downs Know  
 JEROME JACOBSON/What You Do  
 JACKSONS/Body

**Tacoma-Seattle**  
**KBO**  
 PD: Ric Hansen  
 MD: Sandy Louie

ADD: 02/Prison In The Name Of  
 PHILIP BAILEY/Easy Lover

ON: BRYAN ADAMS/Run To You  
 REO SPEEDWAGON/Downs Know  
 JEROME JACOBSON/What You Do  
 JACKSONS/Body

**Norfolk**  
**WNVZ**  
 PD: Jeff Morgan  
 MD: Greg South

ADD: 02/Prison In The Name Of  
 PHILIP BAILEY/Easy Lover

ON: BRYAN ADAMS/Run To You  
 REO SPEEDWAGON/Downs Know  
 JEROME JACOBSON/What You Do  
 JACKSONS/Body

**Atlanta**  
**94-C**  
 PD: Jim Morrison  
 MD: Jeff McCartney

ADD: 02/Prison In The Name Of  
 PHILIP BAILEY/Easy Lover

ON: BRYAN ADAMS/Run To You  
 REO SPEEDWAGON/Downs Know  
 JEROME JACOBSON/What You Do  
 JACKSONS/Body

**Cleveland**  
**WJL 98.5**  
 Ops Mgr: C.C. Matthews  
 MD: Tom Jeffries

ADD: 02/Prison In The Name Of  
 PHILIP BAILEY/Easy Lover

ON: BRYAN ADAMS/Run To You  
 REO SPEEDWAGON/Downs Know  
 JEROME JACOBSON/What You Do  
 JACKSONS/Body

**Chicago**  
**WVTV FM 95**  
 Ops. Mgr.: Steve Casey  
 MD: Tim Kelly

ADD: 02/Prison In The Name Of  
 PHILIP BAILEY/Easy Lover

ON: BRYAN ADAMS/Run To You  
 REO SPEEDWAGON/Downs Know  
 JEROME JACOBSON/What You Do  
 JACKSONS/Body

**Chicago**  
**B96**  
 PD: Buddy Scott  
 MD: Dave Robbins

ADD: 02/Prison In The Name Of  
 PHILIP BAILEY/Easy Lover

ON: BRYAN ADAMS/Run To You  
 REO SPEEDWAGON/Downs Know  
 JEROME JACOBSON/What You Do  
 JACKSONS/Body

**Sacramento**  
**KWOD 105**  
 PD: Tom Chese  
 MD: Mr. Ed

ADD: 02/Prison In The Name Of  
 PHILIP BAILEY/Easy Lover

ON: BRYAN ADAMS/Run To You  
 REO SPEEDWAGON/Downs Know  
 JEROME JACOBSON/What You Do  
 JACKSONS/Body

**Atlanta**  
**93**  
 PD: John Young  
 MD: Chris Thomas

ADD: 02/Prison In The Name Of  
 PHILIP BAILEY/Easy Lover

ON: BRYAN ADAMS/Run To You  
 REO SPEEDWAGON/Downs Know  
 JEROME JACOBSON/What You Do  
 JACKSONS/Body

**MIDWEST**  
**Q95 WHT**  
 Detroit PD: Gary Berkowitz

ADD: 02/Prison In The Name Of  
 PHILIP BAILEY/Easy Lover

ON: BRYAN ADAMS/Run To You  
 REO SPEEDWAGON/Downs Know  
 JEROME JACOBSON/What You Do  
 JACKSONS/Body

**Cincinnati**  
**Q102**  
 Ops Mgr: Jim Fox  
 MD: Dave Allen

ADD: 02/Prison In The Name Of  
 PHILIP BAILEY/Easy Lover

ON: BRYAN ADAMS/Run To You  
 REO SPEEDWAGON/Downs Know  
 JEROME JACOBSON/What You Do  
 JACKSONS/Body

**Detroit**  
**WCZY 95.5 Fm**  
 PD: Lee Douglas  
 Asst PD: Steve Kelly

ADD: 02/Prison In The Name Of  
 PHILIP BAILEY/Easy Lover

ON: BRYAN ADAMS/Run To You  
 REO SPEEDWAGON/Downs Know  
 JEROME JACOBSON/What You Do  
 JACKSONS/Body

**Milwaukee**  
**WMTI 94**  
 Ops. Mgr.: Dallas Cole  
 MD: Kelly Wallace

ADD: 02/Prison In The Name Of  
 PHILIP BAILEY/Easy Lover

ON: BRYAN ADAMS/Run To You  
 REO SPEEDWAGON/Downs Know  
 JEROME JACOBSON/What You Do  
 JACKSONS/Body

**Phoenia**  
**PD: Reggie Blackwell**  
 MD: Art Morales

ADD: 02/Prison In The Name Of  
 PHILIP BAILEY/Easy Lover

ON: BRYAN ADAMS/Run To You  
 REO SPEEDWAGON/Downs Know  
 JEROME JACOBSON/What You Do  
 JACKSONS/Body

**Miami**  
**WISN 99.7 FM**  
 PD: Keith Isley  
 MD: Mark Shands

ADD: 02/Prison In The Name Of  
 PHILIP BAILEY/Easy Lover

ON: BRYAN ADAMS/Run To You  
 REO SPEEDWAGON/Downs Know  
 JEROME JACOBSON/What You Do  
 JACKSONS/Body

**Minneapolis**  
**WLOL 99.7 FM**  
 PD: Tac Hammer  
 Asst. PD/MD: Gregg Swedberg

ADD: 02/Prison In The Name Of  
 PHILIP BAILEY/Easy Lover

ON: BRYAN ADAMS/Run To You  
 REO SPEEDWAGON/Downs Know  
 JEROME JACOBSON/What You Do  
 JACKSONS/Body

**Chicago**  
**WLSV AM 87**  
 Ops. Mgr.: Steve Casey  
 MD: Tim Kelly

ADD: 02/Prison In The Name Of  
 PHILIP BAILEY/Easy Lover

ON: BRYAN ADAMS/Run To You  
 REO SPEEDWAGON/Downs Know  
 JEROME JACOBSON/What You Do  
 JACKSONS/Body

**St. Louis**  
**FM 103.5 KLITE**  
 PD: Bob Scott  
 MD: John Frost

ADD: 02/Prison In The Name Of  
 PHILIP BAILEY/Easy Lover

ON: BRYAN ADAMS/Run To You  
 REO SPEEDWAGON/Downs Know  
 JEROME JACOBSON/What You Do  
 JACKSONS/Body

**Denver**  
**Q103 FM KOAQ**  
 PD: Jack Regan  
 MD: Alan Sledge

ADD: 02/Prison In The Name Of  
 PHILIP BAILEY/Easy Lover

ON: BRYAN ADAMS/Run To You  
 REO SPEEDWAGON/Downs Know  
 JEROME JACOBSON/What You Do  
 JACKSONS/Body

**Los Angeles**  
**KISFM 102.7**  
 VP/Prog.: Gerry De Francesco  
 Assistant PD: Mike Schaefer

ADD: 02/Prison In The Name Of  
 PHILIP BAILEY/Easy Lover

ON: BRYAN ADAMS/Run To You  
 REO SPEEDWAGON/Downs Know  
 JEROME JACOBSON/What You Do  
 JACKSONS/Body

**Miami**  
**WISN 99.7 FM**  
 PD: Keith Isley  
 MD: Mark Shands

ADD: 02/Prison In The Name Of  
 PHILIP BAILEY/Easy Lover

ON: BRYAN ADAMS/Run To You  
 REO SPEEDWAGON/Downs Know  
 JEROME JACOBSON/What You Do  
 JACKSONS/Body

**Minneapolis**  
**WLOL 99.7 FM**  
 PD: Tac Hammer  
 Asst. PD/MD: Gregg Swedberg

ADD: 02/Prison In The Name Of  
 PHILIP BAILEY/Easy Lover

ON: BRYAN ADAMS/Run To You  
 REO SPEEDWAGON/Downs Know  
 JEROME JACOBSON/What You Do  
 JACKSONS/Body

**Chicago**  
**WLSV AM 87**  
 Ops. Mgr.: Steve Casey  
 MD: Tim Kelly

ADD: 02/Prison In The Name Of  
 PHILIP BAILEY/Easy Lover

ON: BRYAN ADAMS/Run To You  
 REO SPEEDWAGON/Downs Know  
 JEROME JACOBSON/What You Do  
 JACKSONS/Body

**St. Louis**  
**FM 103.5 KLITE**  
 PD: Bob Scott  
 MD: John Frost

ADD: 02/Prison In The Name Of  
 PHILIP BAILEY/Easy Lover

ON: BRYAN ADAMS/Run To You  
 REO SPEEDWAGON/Downs Know  
 JEROME JACOBSON/What You Do  
 JACKSONS/Body

**Denver**  
**Q103 FM KOAQ**  
 PD: Jack Regan  
 MD: Alan Sledge

ADD: 02/Prison In The Name Of  
 PHILIP BAILEY/Easy Lover

ON: BRYAN ADAMS/Run To You  
 REO SPEEDWAGON/Downs Know  
 JEROME JACOBSON/What You Do  
 JACKSONS/Body

**Los Angeles**  
**KISFM 102.7**  
 VP/Prog.: Gerry De Francesco  
 Assistant PD: Mike Schaefer

ADD: 02/Prison In The Name Of  
 PHILIP BAILEY/Easy Lover

ON: BRYAN ADAMS/Run To You  
 REO SPEEDWAGON/Downs Know  
 JEROME JACOBSON/What You Do  
 JACKSONS/Body

# R&R

## RADIO & RECORDS

# 213

# 553-4330

## 'The Call That Gets It All'

**Opportunities**

Contemporary Hit Radio

Nashville This Week

Adult/Contemporary

Black/Urban Radio

What's New

Marketplace

Management

On The Records

Networks/Program Suppliers

MUSIC FEATURES

NEW & ACTIVE

Washington Report

BREAKERS

CALENDAR

Pro-Motions

Significant Action

Most Added

National Airplay

Chart Parallel One Playlists

Country

Hot Hits

Ratings Research

### The largest weekly promotional idea exchange

### Written for radio professionals by radio professionals

# Subscribe Today!

## WEST

Continued from Page 69

**Hot Hits**

**K-PLUW FM 101.5**

PD: Jeff King Seattle

MD: Damien

- H 2 1 MIAMI/Make Me Up Before You
  - 2 PRINCE/Purple Rain
  - 3 CHAKA KHAN/Feel For You
  - 4 TINA TURNER/Better Be Good To Me
  - 5 BILLY OCEAN/Caribbean Queen
  - 6 SHERRA BARTON/Strut
  - 7 HALL & OATES/Out Of Touch
  - 8 NEW EDITION/Cool It Now
  - 9 CULTURE CLUB/The Mar Song
  - 10 CYNDI LAUPER/All Through The Night
  - 11 PAUL MCCARTNEY/No More Lonely Nights
  - 12 DIANA ROSS/Sweet Away
  - 13 BOWEN/Blue Jean
  - 14 BOWEN/Blue Jean
  - 15 JOHN CAFFERTY & B/On The Dark Side
  - 16 LIONEL RICHIE/Penny Lover
  - 17 DAVID BOWIE/Blue Jean
  - 18 DURAN DURAN/The Wild Boys
  - 19 KENNY ROGERS/What About Me?
  - 20 PAT BENATAR/We Belong
  - 21 CHAKA KHAN/Feel For You
  - 22 CAROL HELLIO/Again
  - 23 STEVE WONDER/I Just Called To Say Hello
  - 24 U2/Pride In The Name Of
  - 25 POINTER SISTERS/We So Excited
  - 26 BANANARAMA/The Mild Life
  - 27 BRUCE SPRINGSTEEN/Born In The U.S.A.
  - 28 COREY HART/It Ain't Enough
  - 29 RUBY LEWIS & NEWS/Walking On A Thin Line
  - 30 DAN HARTMAN/We Are The Young
  - 31 JERRY LUISI & NEWS/Walking On A Thin Line
  - 32 FRANKIE GOES TO THE HOLY TRIEBES
  - 33 PAUL MCCARTNEY/No More Lonely Nights
  - 34 BRYAN ADAMS/Run To You
  - 35 BRUCE SPRINGSTEEN/Born In The U.S.A.
  - 36 CAROL HELLIO/Again
  - 37 TOTO/Stranger In Town
  - 38 PETER HOLT/I Need You Tonight
  - 39 SHEILA E./The Belle Of St. Mark
  - 40 JACK WAGNER/All I Need
  - 41 JOHN WAITE/Tears
  - 42 DON HEWLEY/The Boys Of Summer...
  - 43 JERRINE JACKSON/Do What You Do
  - 44 THOMPSON TWINS/The Gap
- ADDS: JOHN CAFFERTY & B/Tender Years  
JULIAN LENNON/Valotte  
SCANDAL/Hands Tied
- ON: RICK SPRINGFIELD/Bruce  
RAY PARKER JR./Jamie  
DAN HEWLEY/The Boys Of Summer...

**Hitradio**

**KMJK Portland**

PD: Jon Barry

MD: Steve Naganuma

- H 2 1 MIAMI/Make Me Up Before You
  - 2 HALL & OATES/Out Of Touch
  - 3 PRINCE/Purple Rain
  - 4 TINA TURNER/Better Be Good To Me
  - 5 CHAKA KHAN/Feel For You
  - 6 LIONEL RICHIE/Penny Lover
  - 7 CYNDI LAUPER/All Through The Night
  - 8 PAUL MCCARTNEY/No More Lonely Nights
  - 9 TIME/Jungle Love
  - 10 DURAN DURAN/The Wild Boys
  - 11 DAVID BOWIE/Blue Jean
  - 12 SHERRA BARTON/Strut
  - 13 BOWEN/Blue Jean
  - 14 BOWEN/Blue Jean
  - 15 JOHN CAFFERTY & B/On The Dark Side
  - 16 LIONEL RICHIE/Penny Lover
  - 17 DAVID BOWIE/Blue Jean
  - 18 DURAN DURAN/The Wild Boys
  - 19 KENNY ROGERS/What About Me?
  - 20 PAT BENATAR/We Belong
  - 21 CHAKA KHAN/Feel For You
  - 22 CAROL HELLIO/Again
  - 23 STEVE WONDER/I Just Called To Say Hello
  - 24 U2/Pride In The Name Of
  - 25 POINTER SISTERS/We So Excited
  - 26 BANANARAMA/The Mild Life
  - 27 BRUCE SPRINGSTEEN/Born In The U.S.A.
  - 28 COREY HART/It Ain't Enough
  - 29 RUBY LEWIS & NEWS/Walking On A Thin Line
  - 30 DAN HARTMAN/We Are The Young
  - 31 JERRY LUISI & NEWS/Walking On A Thin Line
  - 32 FRANKIE GOES TO THE HOLY TRIEBES
  - 33 PAUL MCCARTNEY/No More Lonely Nights
  - 34 BRYAN ADAMS/Run To You
  - 35 BRUCE SPRINGSTEEN/Born In The U.S.A.
  - 36 CAROL HELLIO/Again
  - 37 TOTO/Stranger In Town
  - 38 PETER HOLT/I Need You Tonight
  - 39 SHEILA E./The Belle Of St. Mark
  - 40 JACK WAGNER/All I Need
  - 41 JOHN WAITE/Tears
  - 42 DON HEWLEY/The Boys Of Summer...
  - 43 JERRINE JACKSON/Do What You Do
  - 44 THOMPSON TWINS/The Gap
- ADDS: PHILIP BAILEY/Easy Lover  
RICK SPRINGFIELD/Bruce
- ON: BOB SEGER/Understanding  
CHICAGO/You're The Inspiration  
RAY PARKER JR./Jamie  
DAN HEWLEY/The Boys Of Summer...

**Hot Hits**

**105KITS San Francisco**

PD: Bob Garrett

MD: Craig Roberts

- H 1 BILLY OCEAN/Caribbean Queen
  - 2 STEVE WONDER/I Just Called To Say Hello
  - 3 MIAMI/Make Me Up Before You
  - 4 PRINCE/Purple Rain
  - 5 TINA TURNER/Better Be Good To Me
  - 6 CHICAGO/Hard Habit To Break
  - 7 DURAN DURAN/The Wild Boys
  - 8 CULTURE CLUB/The Mar Song
  - 9 HALL & OATES/Out Of Touch
  - 10 CHAKA KHAN/Feel For You
  - 11 NEW EDITION/Cool It Now
  - 12 CYNDI LAUPER/All Through The Night
  - 13 PAUL MCCARTNEY/No More Lonely Nights
  - 14 SHERRA BARTON/Strut
  - 15 BOWEN/Blue Jean
  - 16 BOWEN/Blue Jean
  - 17 JOHN CAFFERTY & B/On The Dark Side
  - 18 LIONEL RICHIE/Penny Lover
  - 19 DAVID BOWIE/Blue Jean
  - 20 DURAN DURAN/The Wild Boys
  - 21 KENNY ROGERS/What About Me?
  - 22 PAT BENATAR/We Belong
  - 23 CHAKA KHAN/Feel For You
  - 24 CAROL HELLIO/Again
  - 25 STEVE WONDER/I Just Called To Say Hello
  - 26 U2/Pride In The Name Of
  - 27 POINTER SISTERS/We So Excited
  - 28 BANANARAMA/The Mild Life
  - 29 BRUCE SPRINGSTEEN/Born In The U.S.A.
  - 30 COREY HART/It Ain't Enough
  - 31 RUBY LEWIS & NEWS/Walking On A Thin Line
  - 32 DAN HARTMAN/We Are The Young
  - 33 JERRY LUISI & NEWS/Walking On A Thin Line
  - 34 FRANKIE GOES TO THE HOLY TRIEBES
  - 35 PAUL MCCARTNEY/No More Lonely Nights
  - 36 BRYAN ADAMS/Run To You
  - 37 BRUCE SPRINGSTEEN/Born In The U.S.A.
  - 38 CAROL HELLIO/Again
  - 39 TOTO/Stranger In Town
  - 40 NEW EDITION/Cool It Now
  - 41 RUBY LEWIS & NEWS/Walking On A Thin Line
  - 42 JOHN WAITE/Tears
  - 43 DON HEWLEY/The Boys Of Summer...
  - 44 JERRINE JACKSON/Do What You Do
  - 45 THOMPSON TWINS/The Gap
- ADDS: JULIAN LENNON/Valotte  
SCANDAL/Hands Tied  
JOHN WAITE/Tears  
JACKSONS/Body  
RBO SPEEDWAGON/I Dowanna Know  
PETER HOLT/I Need You Tonight  
DAN HARTMAN/We Are The Young  
SHEILA E./The Belle Of St. Mark  
DON HEWLEY/The Boys Of Summer...  
DAZZ BAND/Let It All Blow  
ROGER HODGSON/Had A Dream
- ON: JULIAN LENNON/Valotte  
SCANDAL/Hands Tied  
JOHN WAITE/Tears  
JACKSONS/Body  
RBO SPEEDWAGON/I Dowanna Know  
PETER HOLT/I Need You Tonight  
DAN HARTMAN/We Are The Young  
SHEILA E./The Belle Of St. Mark  
DON HEWLEY/The Boys Of Summer...  
DAZZ BAND/Let It All Blow  
ROGER HODGSON/Had A Dream

## KS 103FM

### HOT HITS!

PD: Dave Parks San Diego  
MD/Assist. PD: Mike Preston

- H 3 1 MIAMI/Make Me Up Before You
  - 2 PRINCE/Purple Rain
  - 3 CHAKA KHAN/Feel For You
  - 4 TINA TURNER/Better Be Good To Me
  - 5 BILLY OCEAN/Caribbean Queen
  - 6 SHERRA BARTON/Strut
  - 7 HALL & OATES/Out Of Touch
  - 8 NEW EDITION/Cool It Now
  - 9 CULTURE CLUB/The Mar Song
  - 10 CYNDI LAUPER/All Through The Night
  - 11 PAUL MCCARTNEY/No More Lonely Nights
  - 12 DIANA ROSS/Sweet Away
  - 13 BOWEN/Blue Jean
  - 14 BOWEN/Blue Jean
  - 15 JOHN CAFFERTY & B/On The Dark Side
  - 16 LIONEL RICHIE/Penny Lover
  - 17 DAVID BOWIE/Blue Jean
  - 18 DURAN DURAN/The Wild Boys
  - 19 KENNY ROGERS/What About Me?
  - 20 PAT BENATAR/We Belong
  - 21 CHAKA KHAN/Feel For You
  - 22 CAROL HELLIO/Again
  - 23 STEVE WONDER/I Just Called To Say Hello
  - 24 U2/Pride In The Name Of
  - 25 POINTER SISTERS/We So Excited
  - 26 BANANARAMA/The Mild Life
  - 27 BRUCE SPRINGSTEEN/Born In The U.S.A.
  - 28 COREY HART/It Ain't Enough
  - 29 RUBY LEWIS & NEWS/Walking On A Thin Line
  - 30 DAN HARTMAN/We Are The Young
  - 31 JERRY LUISI & NEWS/Walking On A Thin Line
  - 32 FRANKIE GOES TO THE HOLY TRIEBES
  - 33 PAUL MCCARTNEY/No More Lonely Nights
  - 34 BRYAN ADAMS/Run To You
  - 35 BRUCE SPRINGSTEEN/Born In The U.S.A.
  - 36 CAROL HELLIO/Again
  - 37 TOTO/Stranger In Town
  - 38 PETER HOLT/I Need You Tonight
  - 39 SHEILA E./The Belle Of St. Mark
  - 40 JACK WAGNER/All I Need
  - 41 JOHN WAITE/Tears
  - 42 DON HEWLEY/The Boys Of Summer...
  - 43 JERRINE JACKSON/Do What You Do
  - 44 THOMPSON TWINS/The Gap
- ADDS: PRINCE/Purple Rain  
GENERAL PUBLIC/Tenderness  
CHICAGO/You're The Inspiration  
THOMPSON TWINS/The Gap  
BOB SEGER/Understanding
- ON: RAY PARKER JR./Jamie  
DAN HEWLEY/The Boys Of Summer...

**MUSIC MAN**

Denver

PD: Doug Erickson

MD: Gloria Avila

- H 3 1 MIAMI/Make Me Up Before You
  - 2 PRINCE/Purple Rain
  - 3 BILLY OCEAN/Caribbean Queen
  - 4 HALL & OATES/Out Of Touch
  - 5 CHAKA KHAN/Feel For You
  - 6 TINA TURNER/Better Be Good To Me
  - 7 CHAKA KHAN/Feel For You
  - 8 BOWEN/Blue Jean
  - 9 STEVE WONDER/I Just Called To Say Hello
  - 10 PAUL MCCARTNEY/No More Lonely Nights
  - 11 BRUCE SPRINGSTEEN/Cover Me
  - 12 CAROL HELLIO/Again
  - 13 SHERRA BARTON/Strut
  - 14 PAT BENATAR/We Belong
  - 15 LIONEL RICHIE/Penny Lover
  - 16 RUBY LEWIS & NEWS/Walking On A Thin Line
  - 17 DURAN DURAN/The Wild Boys
  - 18 SURVIVOR/I Can't Hold Back
  - 19 CAROL HELLIO/Again
  - 20 PRINCE/Let's Go Crazy
  - 21 BRUCE SPRINGSTEEN/Born In The U.S.A.
  - 22 TINA TURNER/What's Love Got To Do With It
  - 23 JOHN WAITE/Missing You
  - 24 JERRINE JACKSON/Do What You Do
  - 25 NEW EDITION/Cool It Now
  - 26 JOHN CAFFERTY & B/On The Dark Side
  - 27 DAVID BOWIE/Blue Jean
  - 28 CULTURE CLUB/The Mar Song
  - 29 BRYAN ADAMS/Run To You
  - 30 MADONNA/Like A Virgin
  - 31 BOB SEGER/Understanding
  - 32 TOTO/Stranger In Town
  - 33 RBO SPEEDWAGON/I Dowanna Know
  - 34 DON HEWLEY/The Boys Of Summer...
  - 35 JOHN WAITE/Tears
  - 36 RAY PARKER JR./Jamie
  - 37 PETER HOLT/I Need You Tonight
  - 38 JULIAN LENNON/Valotte
  - 39 JERRINE JACKSON/Do What You Do
  - 40 U2/Pride In The Name Of
  - 41 GIUFFRIA/Call To The Heart
- ADDS: 24, 29  
CHICAGO/You're The Inspiration  
JOHN CAFFERTY & B/Tender Years  
J. GILLIS BAND/Concealed Weapons  
PHILIP BAILEY/Easy Lover
- ON: SHEILA E./The Belle Of St. Mark  
SCANDAL/Hands Tied  
DAN HARTMAN/We Are The Young

## KWSS 94.5FM

San Jose  
PD: Dave Van Stone  
MD: Robin Kipps

- H 1 PRINCE/Purple Rain
  - 2 MIAMI/Make Me Up Before You
  - 3 TINA TURNER/Better Be Good To Me
  - 4 DENNIS DEYOUNG/Desert Moon
  - 5 HALL & OATES/Out Of Touch
  - 6 CYNDI LAUPER/All Through The Night
  - 7 CHAKA KHAN/Feel For You
  - 8 LIONEL RICHIE/Penny Lover
  - 9 DAVID BOWIE/Blue Jean
  - 10 BILLY OCEAN/Caribbean Queen
  - 11 BOWEN/Blue Jean
  - 12 SHERRA BARTON/Strut
  - 13 RUBY LEWIS & NEWS/Walking On A Thin Line
  - 14 TONY SHAM/Girls With Guns
  - 15 POINTER SISTERS/We So Excited
  - 16 PAT BENATAR/We Belong
  - 17 DURAN DURAN/The Wild Boys
  - 18 NEW EDITION/Cool It Now
  - 19 CULTURE CLUB/The Mar Song
  - 20 KENNY ROGERS/What About Me?
  - 21 U2/Pride In The Name Of
  - 22 COREY HART/It Ain't Enough
  - 23 BRUCE SPRINGSTEEN/Born In The U.S.A.
  - 24 STEVE WONDER/I Just Called To Say Hello
  - 25 MADONNA/Like A Virgin
  - 26 SURVIVOR/I Can't Hold Back
  - 27 TOTO/Stranger In Town
  - 28 SHEILA E./The Belle Of St. Mark
- ADDS: RICK SPRINGFIELD/Bruce  
RAY PARKER JR./Jamie  
CHICAGO/You're The Inspiration
- ON: BRYAN ADAMS/Run To You  
JERRINE JACKSON/Do What You Do  
FRANKIE GOES TO THE HOLY TRIEBES  
JULIAN LENNON/Valotte  
JOHN WAITE/Tears  
FRANKIE GOES TO THE HOLY TRIEBES  
DAN HARTMAN/We Are The Young  
DON HEWLEY/The Boys Of Summer...

## FM 102

Sacramento  
PD: Rick Gillette  
MD: Chris Collins

- H 1 BILLY OCEAN/Caribbean Queen
  - 2 CHAKA KHAN/Feel For You
  - 3 NEW EDITION/Cool It Now
  - 4 MIAMI/Make Me Up Before You
  - 5 TIME/Jungle Love
  - 6 KENNY ROGERS/What About Me?
  - 7 DURAN DURAN/The Wild Boys
  - 8 HALL & OATES/Out Of Touch
  - 9 TINA TURNER/Better Be Good To Me
  - 10 CYNDI LAUPER/All Through The Night
  - 11 LIONEL RICHIE/Penny Lover
  - 12 SHERRA BARTON/Strut
  - 13 JERRINE JACKSON/Do What You Do
  - 14 STEVE WONDER/I Just Called To Say Hello
  - 15 JEFFREY OSBORNE/Don't Stop Believin'
  - 16 SHEILA E./The Belle Of St. Mark
  - 17 MADONNA/Like A Virgin
  - 18 DAN HARTMAN/We Are The Young
  - 19 PAT BENATAR/We Belong
  - 20 PAUL MCCARTNEY/No More Lonely Nights
  - 21 DENNIS DEYOUNG/Desert Moon
  - 22 BOWEN/Blue Jean
  - 23 SHERRA BARTON/Strut
  - 24 CHICAGO/Hard Habit To Break
  - 25 JACK WAGNER/All I Need
  - 26 DAZZ BAND/Let It All Blow
  - 27 THOMPSON TWINS/The Gap
  - 28 SAN HELENE/Sugar Don't Bite
  - 29 MIDNIGHT SYNTAX/Operator
  - 30 MADONNA/Supernatural Love
- ADDS: GENERAL PUBLIC/Tenderness  
SHALAMAR/Handz On Me  
PHILIP BAILEY/Easy Lover  
DAN HEWLEY/The Boys Of Summer...
- ON: RICK SPRINGFIELD/Taxi Dancing  
RAY PARKER JR./Jamie  
SURVIVOR/I Can't Hold Back  
ROGER HODGSON/Had A Dream  
BILLY IDOL/Catch My Fall  
JOE COCKER/Edge Of A Dream...  
BRYAN ADAMS/Run To You

**KPKE 96 FM**

Denver

PD: Tim Fox

Asst. PD: Mark Bolke

- H 2 1 MIAMI/Make Me Up Before You
  - 2 BILLY OCEAN/Caribbean Queen
  - 3 HALL & OATES/Out Of Touch
  - 4 LIONEL RICHIE/Penny Lover
  - 5 CYNDI LAUPER/All Through The Night
  - 6 STEVE WONDER/I Just Called To Say Hello
  - 7 CHAKA KHAN/Feel For You
  - 8 TINA TURNER/Better Be Good To Me
  - 9 PRINCE/Purple Rain
  - 10 JACK WAGNER/All I Need
  - 11 CHICAGO/Hard Habit To Break
  - 12 ELTON JOHN/Who Wears These Shoes
  - 13 SURVIVOR/I Can't Hold Back
  - 14 ROGER HODGSON/Had A Dream
  - 15 DENNIS DEYOUNG/Desert Moon
  - 16 MADONNA/Lucky Star
  - 17 SHERRA BARTON/Strut
  - 18 SPECIAL/Teacher Teacher
  - 19 CAROL HELLIO/Again
  - 20 PAT BENATAR/We Belong
  - 21 PAUL MCCARTNEY/No More Lonely Nights
  - 22 RUBY LEWIS & NEWS/Walking On A Thin Line
  - 23 BOWEN/Blue Jean
  - 24 SAMMY HAGAR/I Can't Drive 55
  - 25 MADONNA/Like A Virgin
  - 26 TOTO/Stranger In Town
  - 27 RBO SPEEDWAGON/I Dowanna Know
  - 28 JULIAN LENNON/Valotte
  - 29 JERRINE JACKSON/Do What You Do
  - 30 CHICAGO/You're The Inspiration
- ADDS: 28, 29, 30  
PHILIP BAILEY/Easy Lover  
COREY HART/It Ain't Enough  
TONY SHAM/Girls With Guns  
BRYAN ADAMS/Run To You  
DURAN DURAN/The Wild Boys  
DAN HARTMAN/We Are The Young
- ON: 28, 29, 30

## KUBE 93FM

Seattle  
PD: Bob Case  
MD: Wendy Christopher

- H 1 MIAMI/Make Me Up Before You
  - 2 CHAKA KHAN/Feel For You
  - 3 PRINCE/Purple Rain
  - 4 BILLY OCEAN/Caribbean Queen
  - 5 HALL & OATES/Out Of Touch
  - 6 SHERRA BARTON/Strut
  - 7 TINA TURNER/Better Be Good To Me
  - 8 PAUL MCCARTNEY/No More Lonely Nights
  - 9 BOWEN/Blue Jean
  - 10 LIONEL RICHIE/Penny Lover
  - 11 CYNDI LAUPER/All Through The Night
  - 12 DAVID BOWIE/Blue Jean
  - 13 DURAN DURAN/The Wild Boys
  - 14 JACK WAGNER/All I Need
  - 15 SURVIVOR/I Can't Hold Back
  - 16 DENNIS DEYOUNG/Desert Moon
  - 17 PAT BENATAR/We Belong
  - 18 COREY HART/It Ain't Enough
  - 19 RUBY LEWIS & NEWS/Walking On A Thin Line
  - 20 SAMMY HAGAR/I Can't Drive 55
  - 21 CAROL HELLIO/Again
  - 22 BRUCE SPRINGSTEEN/Born In The U.S.A.
  - 23 SHEILA E./The Belle Of St. Mark
  - 24 JULIAN LENNON/Valotte
  - 25 CULTURE CLUB/The Mar Song
  - 26 U2/Pride In The Name Of
  - 27 MADONNA/Like A Virgin
  - 28 PETER HOLT/I Need You Tonight
  - 29 JERRINE JACKSON/Do What You Do
  - 30 TIME/Jungle Love
  - 31 BRYAN ADAMS/Run To You
  - 32 RBO SPEEDWAGON/I Dowanna Know
  - 33 TOTO/Stranger In Town
  - 34 DON HEWLEY/The Boys Of Summer...
- ADDS: NEW EDITION/Cool It Now  
BOB SEGER/Understanding  
CHICAGO/You're The Inspiration  
RAY PARKER JR./Jamie

**KZZP Phoenix**

MD: Steve Goddard

- H 1 MIAMI/Make Me Up Before You
  - 2 PRINCE/Purple Rain
  - 3 BILLY OCEAN/Caribbean Queen
  - 4 DENNIS DEYOUNG/Desert Moon
  - 5 HALL & OATES/Out Of Touch
  - 6 STEVE WONDER/I Just Called To Say Hello
  - 7 TINA TURNER/Better Be Good To Me
  - 8 CHICAGO/Hard Habit To Break
  - 9 DAVID BOWIE/Blue Jean
  - 10 SHERRA BARTON/Strut
  - 11 CYNDI LAUPER/All Through The Night
  - 12 LIONEL RICHIE/Penny Lover
  - 13 JOHN CAFFERTY & B/On The Dark Side
  - 14 CHAKA KHAN/Feel For You
  - 15 KENNY ROGERS/What About Me?
  - 16 BOB SEGER/Understanding
  - 17 CULTURE CLUB/The Mar Song
  - 18 PAUL MCCARTNEY/No More Lonely Nights
  - 19 ELTON JOHN/Who Wears These Shoes
  - 20 SURVIVOR/I Can't Hold Back
  - 21 COREY HART/It Ain't Enough
  - 22 RUBY LEWIS & NEWS/Walking On A Thin Line
  - 23 BOWEN/Blue Jean
  - 24 POINTER SISTERS/We So Excited
  - 25 MADONNA/Lucky Star
  - 26 DURAN DURAN/The Wild Boys
  - 27 PAT BENATAR/We Belong
  - 28 PRINCE/Let's Go Crazy
  - 29 TONY SHAM/Girls With Guns
  - 30 JULIAN LENNON/Valotte
  - 31 BOB SEGER/Understanding
  - 32 DIANA ROSS/Sweet Away
  - 33 CAROL HELLIO/Again
  - 34 TOTO/Stranger In Town
  - 35 NEW EDITION/Cool It Now
  - 36 RBO SPEEDWAGON/I Dowanna Know
  - 37 JOHN WAITE/Tears
  - 38 SCANDAL/Hands Tied
  - 39 JERRINE JACKSON/Do What You Do
  - 40 BRUCE SPRINGSTEEN/Born In The U.S.A.
- ADDS: NONE
- ON: BRYAN ADAMS/Run To You  
U2/Pride In The Name Of

**EAST**  
Most Added® Hottest  
Bailey w/ Collins  
Ray Parker Jr.  
Steve Perry  
WHAM!  
Chaka Khan  
Duran Duran

# CHR ADDED & HOT

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

**SOUTH**  
Most Added® Hottest  
Bailey w/ Collins  
Pointer Sisters  
Ray Parker Jr.  
D. Hall & J. Oates  
Duran Duran  
Chaka Khan

### EAST

#### Parallel Two

**WFLY/Albany, NY**  
Clark/Lawrence  
Kool & The Gang  
Giuffria  
JACK WAGNER  
RICK SPRINGFIELD  
THOMPSON TWINS  
Hottest:  
PRINCE 2-1  
WHAM! 3-2  
CHAKA KHAN 6-5  
SHEENA EASTON 9-8  
DURAN DURAN 15-9

**Q100/Albany, NY**  
Geronimo/Landon  
BANANARAMA  
RAY PARKER JR.  
PHILIP BAILEY  
Hottest:  
WHAM! 2-1  
PRINCE 2-2  
SHEENA EASTON 4-3  
DURAN DURAN 12-7  
CHAKA KHAN 17-8

**WMAR/Baltimore, MD**  
Wimmer/Payne  
JOHN CAFFERTY & B  
Kool & The Gang  
U2  
THOMPSON TWINS  
GIUFFRIA  
ASPFORD & SIMPSON  
Hottest:  
CHAKA KHAN 5-1  
TINA TURNER 6-5  
SHEENA EASTON 11-7  
HALL & OATES 14-8  
HONEYDRIPPERS 21-9

**WBEN-FM/Buffalo, NY**  
Roger Christian  
FRANKIE GOES TO H  
SHEILA E.  
ASPFORD & SIMPSON  
RAY PARKER JR.  
STEVE PERRY  
CHICAGO  
Hottest:  
BILLY OCEAN 1-1  
CHAKA KHAN 2-2  
WHAM! 5-3  
HONEYDRIPPERS 12-4  
PAT BENATAR 19-5

**WVBC/Charleston, WV**  
Chris Bailey  
PHILIP BAILEY  
Kool & The Gang  
Pointer Sisters  
Steve Perry  
Barry Gibb  
Time  
Hottest:  
HONEYDRIPPERS 14-9  
NEW EDITION 26-20  
PETER WOLF 28-22  
CARS 35-26  
BRYAN ADAMS 36-30  
K104/Elia, PA  
BM Shannon  
CHAKA KHAN  
PHILIP BAILEY  
STEVE PERRY  
NEW EDITION  
LAURA BRANIGAN  
BILLY SATELLITE  
Kool & The Gang  
Stone Fury  
Hottest:  
FRANKIE GOES TO H  
SHEILA E.  
SAMMY HAGAR 4-1  
LIONEL RICHIE 3-2  
HALL & OATES 6-3  
38 SPECIAL 9-6  
PAUL MCCARTNEY 14-7

**WERC/Exeter, PA**  
Scott McKay  
RAY PARKER JR.  
JOHN CAFFERTY & B  
JEFFREY OSBORNE  
POINTER SISTERS  
STEVE PERRY  
PHILIP BAILEY  
Hottest:  
PRINCE 1-1  
DURAN DURAN 13-9  
CARS 20-11  
PETER WOLF 21-15  
JOHN WAITE 22-17

**WTIC-FM/Hartford, CT**  
Mike West  
DAN BARTMAN  
BRYAN ADAMS  
RICK SPRINGFIELD  
Hottest:  
WHAM! 1-1  
NEW EDITION 3-2  
HALL & OATES 8-4  
DURAN DURAN 21-10  
PAT BENATAR 18-15

**WKEE/Huntington, WV**  
Gary Miller  
RAY PARKER JR.  
CHICAGO  
GIUFFRIA  
JACK WAGNER  
MADONNA  
Hottest:  
CHAKA KHAN 3-1  
HALL & OATES 2-2  
CYNDI LAUPER 7-3  
SHEENA EASTON 8-4  
LIONEL RICHIE 6-6

**WLAN-FM/Lancaster, PA**  
Jerry Michaels  
RAY PARKER JR.  
PHILIP BAILEY  
GIUFFRIA  
JACK WAGNER (dp)  
JOHN CAFFERTY & B  
SALAMAR  
STEVE PERRY  
Hottest:  
HALL & OATES 3-1  
PRINCE 4-2  
SHEENA EASTON 6-3  
TINA TURNER 4-3  
HUEY LEWIS & NEWS 19-14

**KC101/New Haven, CT**  
Star Rybak  
CHICAGO  
PHILIP BAILEY  
CARS  
JOHN CAFFERTY & B  
Hottest:  
PRINCE 1-1  
CHAKA KHAN 2-2  
WHAM! 3-3  
DURAN DURAN 11-9  
JACK WAGNER 26-21

**Z108/Philadelphia, PA**  
Devie/Tiller  
RICK SPRINGFIELD  
CHICAGO  
Kool & The Gang  
PHILIP BAILEY  
DON HENLEY  
Hottest:  
CHAKA KHAN 3-2  
JACK WAGNER 11-6  
PAUL MCCARTNEY 13-9  
DURAN DURAN 17-10  
REBBIE JACKSON 23-19

**WSPK/Poughkeepsie, NY**  
Dayton/Anthony  
THOMPSON TWINS  
Hottest:  
PRINCE 2-1  
WHAM! 3-2  
CHAKA KHAN 6-5  
SHEENA EASTON 9-8  
DURAN DURAN 15-9

**Q100/Albany, NY**  
Geronimo/Landon  
BANANARAMA  
RAY PARKER JR.  
PHILIP BAILEY  
Hottest:  
WHAM! 2-1  
PRINCE 2-2  
SHEENA EASTON 4-3  
DURAN DURAN 12-7  
CHAKA KHAN 17-8

**WMAR/Baltimore, MD**  
Wimmer/Payne  
JOHN CAFFERTY & B  
Kool & The Gang  
U2  
THOMPSON TWINS  
GIUFFRIA  
ASPFORD & SIMPSON  
Hottest:  
CHAKA KHAN 5-1  
TINA TURNER 6-5  
SHEENA EASTON 11-7  
HALL & OATES 14-8  
HONEYDRIPPERS 21-9

**WBEN-FM/Buffalo, NY**  
Roger Christian  
FRANKIE GOES TO H  
SHEILA E.  
ASPFORD & SIMPSON  
RAY PARKER JR.  
STEVE PERRY  
CHICAGO  
Hottest:  
BILLY OCEAN 1-1  
CHAKA KHAN 2-2  
WHAM! 5-3  
HONEYDRIPPERS 12-4  
PAT BENATAR 19-5

**WVBC/Charleston, WV**  
Chris Bailey  
PHILIP BAILEY  
Kool & The Gang  
Pointer Sisters  
Steve Perry  
Barry Gibb  
Time  
Hottest:  
HONEYDRIPPERS 14-9  
NEW EDITION 26-20  
PETER WOLF 28-22  
CARS 35-26  
BRYAN ADAMS 36-30  
K104/Elia, PA  
BM Shannon  
CHAKA KHAN  
PHILIP BAILEY  
STEVE PERRY  
NEW EDITION  
LAURA BRANIGAN  
BILLY SATELLITE  
Kool & The Gang  
Stone Fury  
Hottest:  
FRANKIE GOES TO H  
SHEILA E.  
SAMMY HAGAR 4-1  
LIONEL RICHIE 3-2  
HALL & OATES 6-3  
38 SPECIAL 9-6  
PAUL MCCARTNEY 14-7

**WERC/Exeter, PA**  
Scott McKay  
RAY PARKER JR.  
JOHN CAFFERTY & B  
JEFFREY OSBORNE  
POINTER SISTERS  
STEVE PERRY  
PHILIP BAILEY  
Hottest:  
PRINCE 1-1  
DURAN DURAN 13-9  
CARS 20-11  
PETER WOLF 21-15  
JOHN WAITE 22-17

**WTIC-FM/Hartford, CT**  
Mike West  
DAN BARTMAN  
BRYAN ADAMS  
RICK SPRINGFIELD  
Hottest:  
WHAM! 1-1  
NEW EDITION 3-2  
HALL & OATES 8-4  
DURAN DURAN 21-10  
PAT BENATAR 18-15

**WKEE/Huntington, WV**  
Gary Miller  
RAY PARKER JR.  
CHICAGO  
GIUFFRIA  
JACK WAGNER  
MADONNA  
Hottest:  
CHAKA KHAN 3-1  
HALL & OATES 2-2  
CYNDI LAUPER 7-3  
SHEENA EASTON 8-4  
LIONEL RICHIE 6-6

**WLAN-FM/Lancaster, PA**  
Jerry Michaels  
RAY PARKER JR.  
PHILIP BAILEY  
GIUFFRIA  
JACK WAGNER (dp)  
JOHN CAFFERTY & B  
SALAMAR  
STEVE PERRY  
Hottest:  
HALL & OATES 3-1  
PRINCE 4-2  
SHEENA EASTON 6-3  
TINA TURNER 4-3  
HUEY LEWIS & NEWS 19-14

**KC101/New Haven, CT**  
Star Rybak  
CHICAGO  
PHILIP BAILEY  
CARS  
JOHN CAFFERTY & B  
Hottest:  
PRINCE 1-1  
CHAKA KHAN 2-2  
WHAM! 3-3  
DURAN DURAN 11-9  
JACK WAGNER 26-21

### Parallel Three

**WFBG/Ahtona, PA**  
Steve Kelsay  
none  
Hottest:  
PRINCE 1-1  
WHAM! 2-2  
LIONEL RICHIE 3-3  
CHAKA KHAN 6-6  
TINA TURNER 11-11

**WZON/Bangor, ME**  
Michael O'Hara  
THOMPSON TWINS  
RICK SPRINGFIELD  
POINTER SISTERS  
STEVE PERRY  
PHILIP BAILEY  
Hottest:  
WHAM! 1-1  
CYNDI LAUPER 6-4  
PAT BENATAR 13-7  
HONEYDRIPPERS 12-9  
LIONEL RICHIE 9-6

**WIGY/Bath, ME**  
Bob Anderson  
U2  
RAY PARKER JR.  
SHEILA E.  
JACK WAGNER  
PHILIP BAILEY  
Hottest:  
HALL & OATES 4-2  
CHAKA KHAN 10-6  
PAUL MCCARTNEY 12-9  
HONEYDRIPPERS 16-13  
JULIAN LENNON 23-18

**103CIR/Beckley, WV**  
Bob Spencer  
none  
Hottest:  
STEVE WONDER 1-1  
BILLY OCEAN 2-2  
KENNY ROGERS 3-3  
WHAM! 4-4  
HALL & OATES 5-5

**WOAY/Beckley, WV**  
Jim Martin  
PHILIP BAILEY  
LAURA BRANIGAN  
FIXX (dp)  
GIUFFRIA (dp)  
Kool & The Gang  
STEVE PERRY  
TOTO  
Hottest:  
PRINCE 4-1  
BILLY OCEAN 3-3  
DURAN DURAN 14-5  
SAMMY HAGAR 9-6  
NEW EDITION 32-22

**WKZ/Chambersburg, PA**  
Matthews/Alexander  
PHILIP BAILEY  
JACKSONS  
SHEILA E.  
RICK DEES (dp)  
RICK SPRINGFIELD (dp)  
FRANKIE GOES TO H (dp)  
RAY PARKER JR. (dp)  
BILLY IDOL (dp)  
Hottest:  
WHAM! 2-1  
LIONEL RICHIE 12-7  
CYNDI LAUPER 11-9  
PAUL MCCARTNEY 15-11  
SURVIVOR 21-17

**WZYU/Fredrick, MD**  
Kemosabi Joe  
JOHN CAFFERTY & B  
DENNIS DEYOUNG  
Hottest:  
WHAM! 1-1  
CHAKA KHAN 4-3  
CYNDI LAUPER 8-4  
LIONEL RICHIE 13-6  
SHEENA EASTON 12-8

**WPST/Trenton, NJ**  
Tom Taylor  
ASPFORD & SIMPSON  
PHILIP BAILEY  
Kool & The Gang  
JEFFREY OSBORNE  
JACK WAGNER  
Hottest:  
WHAM! 3-1  
HALL & OATES 8-5  
SURVIVOR 16-10  
DURAN DURAN 12-16  
MADONNA D-31

**WRCK/Utica, NY**  
Jim Reitz  
STEVE PERRY  
RICK SPRINGFIELD  
RICK SPRINGFIELD  
STONE FURY (dp)  
PHILIP BAILEY  
ALPHAVILLE  
JACKSONS  
Hottest:  
PRINCE 1-1  
SURVIVOR 5-3  
WHAM! 6-4  
PAT BENATAR 14-9  
DURAN DURAN 20-10

**WKRZ-FM/Wilkes-Barre, PA**  
Don Hallert  
FIXX  
ALPHAVILLE  
FIONA  
MADONNA  
CHICAGO  
RICK SPRINGFIELD  
PHILIP BAILEY  
Hottest:  
WHAM! 3-2  
SHEENA EASTON 6-5  
HALL & OATES 7-6  
CHAKA KHAN 8-7  
TINA TURNER 9-8

**WHTF/York, PA**  
Michael Barzynski  
CHICAGO  
PHILIP BAILEY  
RAY PARKER JR.  
STEVE PERRY  
Hottest:  
WHAM! 3-1  
BILLY OCEAN 2-2  
TINA TURNER 4-3  
HALL & OATES 6-5  
DURAN DURAN 14-8

**Q108/York, PA**  
Mark McKenzie  
NEW EDITION  
JACK WAGNER  
Hottest:  
PRINCE 1-1  
WHAM! 2-2  
HALL & OATES 3-3  
LIONEL RICHIE 8-4  
PAUL MCCARTNEY 10-5

### WJBO/Portland, ME

**Phoenia/O'Neil**  
PHILIP BAILEY  
ASPFORD & SIMPSON  
FIXX  
POINTER SISTERS  
Kool & The Gang  
Hottest:  
WHAM! 1-1  
JULIAN LENNON 4-3  
CHAKA KHAN 7-4  
DURAN DURAN 16-6  
ROGER HODGSON 29-29

**WOMP-FM/Wheeling, WV**  
Dwayne Bonds  
JOHN CAFFERTY & B  
POINTER SISTERS  
FIXX  
GENERAL PUBLIC  
Hottest:  
TINA TURNER 2-1  
HALL & OATES 8-5  
CYNDI LAUPER 13-7  
PAT MCCARTNEY 14-7  
HONEYDRIPPERS 12-9

**WSQV/Williamsport, PA**  
Michael Cruz  
PHILIP BAILEY  
RAY PARKER JR.  
CHICAGO  
GIUFFRIA  
REBBIE JACKSON  
LAURA BRANIGAN  
FIXX  
STEVE PERRY  
SALAMAR  
Hottest:  
WHAM! 1-1  
SURVIVOR 4-2  
HALL & OATES 6-3  
TINA TURNER 8-4  
CHAKA KHAN 9-5

**103CIR/Beckley, WV**  
Bob Spencer  
none  
Hottest:  
STEVE WONDER 1-1  
BILLY OCEAN 2-2  
KENNY ROGERS 3-3  
WHAM! 4-4  
HALL & OATES 5-5

**WOAY/Beckley, WV**  
Jim Martin  
PHILIP BAILEY  
LAURA BRANIGAN  
FIXX (dp)  
GIUFFRIA (dp)  
Kool & The Gang  
STEVE PERRY  
TOTO  
Hottest:  
PRINCE 4-1  
BILLY OCEAN 3-3  
DURAN DURAN 14-5  
SAMMY HAGAR 9-6  
NEW EDITION 32-22

**WKZ/Chambersburg, PA**  
Matthews/Alexander  
PHILIP BAILEY  
JACKSONS  
SHEILA E.  
RICK DEES (dp)  
RICK SPRINGFIELD (dp)  
FRANKIE GOES TO H (dp)  
RAY PARKER JR. (dp)  
BILLY IDOL (dp)  
Hottest:  
WHAM! 2-1  
LIONEL RICHIE 12-7  
CYNDI LAUPER 11-9  
PAUL MCCARTNEY 15-11  
SURVIVOR 21-17

**WZYU/Fredrick, MD**  
Kemosabi Joe  
JOHN CAFFERTY & B  
DENNIS DEYOUNG  
Hottest:  
WHAM! 1-1  
CHAKA KHAN 4-3  
CYNDI LAUPER 8-4  
LIONEL RICHIE 13-6  
SHEENA EASTON 12-8

**WPST/Trenton, NJ**  
Tom Taylor  
ASPFORD & SIMPSON  
PHILIP BAILEY  
Kool & The Gang  
JEFFREY OSBORNE  
JACK WAGNER  
Hottest:  
WHAM! 3-1  
HALL & OATES 8-5  
SURVIVOR 16-10  
DURAN DURAN 12-16  
MADONNA D-31

**WRCK/Utica, NY**  
Jim Reitz  
STEVE PERRY  
RICK SPRINGFIELD  
RICK SPRINGFIELD  
STONE FURY (dp)  
PHILIP BAILEY  
ALPHAVILLE  
JACKSONS  
Hottest:  
PRINCE 1-1  
SURVIVOR 5-3  
WHAM! 6-4  
PAT BENATAR 14-9  
DURAN DURAN 20-10

**WKRZ-FM/Wilkes-Barre, PA**  
Don Hallert  
FIXX  
ALPHAVILLE  
FIONA  
MADONNA  
CHICAGO  
RICK SPRINGFIELD  
PHILIP BAILEY  
Hottest:  
WHAM! 3-2  
SHEENA EASTON 6-5  
HALL & OATES 7-6  
CHAKA KHAN 8-7  
TINA TURNER 9-8

**WHTF/York, PA**  
Michael Barzynski  
CHICAGO  
PHILIP BAILEY  
RAY PARKER JR.  
STEVE PERRY  
Hottest:  
WHAM! 3-1  
BILLY OCEAN 2-2  
TINA TURNER 4-3  
HALL & OATES 6-5  
DURAN DURAN 14-8

**Q108/York, PA**  
Mark McKenzie  
NEW EDITION  
JACK WAGNER  
Hottest:  
PRINCE 1-1  
WHAM! 2-2  
HALL & OATES 3-3  
LIONEL RICHIE 8-4  
PAUL MCCARTNEY 10-5

### WBCY/Charlottesville, NC

**Bob Kaghian**  
JOHN CAFFERTY & B  
PHILIP BAILEY  
BOB SEGER  
POINTER SISTERS  
SAMMY HAGAR (dp)  
Hottest:  
WHAM! 6-5  
HALL & OATES 9-6  
TINA TURNER 11-7  
BILLY OCEAN 10-8  
SURVIVOR 15-9

**WJZR/Charlottesville, NC**  
Chrysler/Daniels  
DON HENLEY  
MADONNA  
RAY PARKER JR.  
STEVE PERRY  
JOHN DENVER  
GIUFFRIA  
FRANKIE GOES TO H  
SHEILA E.  
PRINCE 1-1  
CHAKA KHAN 13-5  
SAMMY HAGAR 8-6  
SHEENA EASTON 9-7  
NEW EDITION 23-18

**WQUT/Johnson City, TN**  
Chuck Anthony  
JULIAN LENNON  
DON HENLEY  
MADONNA  
U2 (dp)  
Hottest:  
WHAM! 6-5  
HALL & OATES 9-6  
TINA TURNER 11-7  
BILLY OCEAN 10-8  
SURVIVOR 15-9

**WQKI/Knoxville, TN**  
Gary Adkins  
PHILIP BAILEY  
U2  
BARRY GIBB  
STEVE PERRY  
ASPFORD & SIMPSON  
MELISSA MANCHESTE  
Kool & The Gang  
Hottest:  
PRINCE 1-1  
CHAKA KHAN 13-5  
SAMMY HAGAR 8-6  
SHEENA EASTON 9-7  
NEW EDITION 23-18

**WFMJ/Lexington, KY**  
Fox/Mosley  
JOHN BARR  
STEVE PERRY  
Kool & The Gang  
Hottest:  
PRINCE 1-1  
HUEY LEWIS & NEWS 14-9  
TOMMY STAM 18-11  
COREY BART 19-12  
DURAN DURAN 32-24

**KKYK/Little Rock, AR**  
Mark McCain  
SURVIVOR  
BRYAN ADAMS  
Hottest:  
BILLY OCEAN 2-1  
WHAM! 3-2  
CHAKA KHAN 11-4  
HALL & OATES 9-5  
LIONEL RICHIE 14-10

**FM100/Memphis, TN**  
John Conley  
RAY PARKER JR.  
BOB SEGER  
NEW EDITION  
MADONNA  
Hottest:  
WHAM! 2-2  
TINA TURNER 5-3  
SURVIVOR 12-10  
DURAN DURAN 22-18  
BRYAN ADAMS 29-21

**WABB-FM/Mobile, AL**  
Fram/Fuller  
RAY PARKER JR.  
BOB SEGER  
Kool & The Gang  
STEVE PERRY  
Hottest:  
HALL & OATES 5-2  
CYNDI LAUPER 6-4  
CHAKA KHAN 14-9  
HUEY LEWIS & NEWS 20-14  
DURAN DURAN 23-19

**G100/Mobile, AL**  
Griffith/Ocean  
CHICAGO  
SHEILA E. (dp)  
DON HENLEY  
NEW EDITION  
RAY PARKER JR.  
Kool & The Gang (dp)  
GIUFFRIA (dp)  
Hottest:  
BILLY OCEAN 2-1  
STEVE WONDER 1-2  
HALL & OATES 12-9  
HONEYDRIPPERS 15-10  
JERMAINE JACKSON 24-19

**KTFM/San Antonio, TX**  
Thorman/Nasty  
JOHN WAITE  
EURYTHMICS (dp)  
EURYTHMICS (dp)  
Kool & The Gang (dp)  
ASPFORD & SIMPSON (dp)  
Hottest:  
BILLY OCEAN 2-1  
STEVE WONDER 1-2  
HALL & OATES 12-9  
HONEYDRIPPERS 8-3  
JERMAINE JACKSON 24-19

**Z88/Tampa, FL**  
Johnny Walker  
RICK SPRINGFIELD  
U2  
RAY PARKER JR.  
CHICAGO  
SHEILA E.  
Hottest:  
DURAN DURAN 2-1  
NEW EDITION 14-4  
JACK WAGNER 6-5  
PAT BENATAR 15-12  
MADONNA D-22

**WSEZ/Winston-Salem, NC**  
Rob Leonard  
SURVIVOR  
PAT BENATAR  
Hottest:  
CHAKA KHAN 12-9  
DURAN DURAN 16-13  
SHEENA EASTON 21-15  
HONEYDRIPPERS 24-16  
BOB SEGER 25-21

**WKRZ-FM/Monroe, LA**  
Rhymes/Shea  
JOHN CAFFERTY & B  
J. GEILS BAND  
FIXX (dp)  
GENERAL PUBLIC (dp)  
POINTER SISTERS  
PHILIP BAILEY  
Hottest:  
HALL & OATES 3-1  
TINA TURNER 6-4  
CYNDI LAUPER 9-5  
LIONEL RICHIE 11-7  
PAUL MCCARTNEY 13-8

**KWES/Odessa-Midland, TX**  
John Clay  
RAY PARKER JR.  
HONEYDRIPPERS (dp)  
LINDSEY BUCKINGRA  
Hottest:  
CHAKA KHAN 1-1  
NEW EDITION 14-7  
DURAN DURAN 15-10  
VAN HALEN 21-18  
PAT BENATAR D-26

### WQVE-FM/New Orleans, LA

**Kevin McCarthy**  
RICK SPRINGFIELD  
BRUCE SPRINGSTEEN  
ASPFORD & SIMPSON  
RAY PARKER JR.  
POINTER SISTERS  
Hottest:  
CHAKA KHAN 1-1  
CYNDI LAUPER 8-6  
DURAN DURAN 12-7  
NEW EDITION 19-9  
MADONNA D-20

**WRNO/New Orleans, LA**  
Mike Costello  
JOHN CAFFERTY & B  
EURYTHMICS  
SAM BARRIS  
FIXX  
GENERAL PUBLIC  
Hottest:  
TINA TURNER 2-1  
WHAM! 4-2  
COREY BART 5-4  
DAVID BOWIE 7-7  
DENNIS DEYOUNG 10-10

**KISR/Ft. Smith**  
Rick Hayes  
PHILIP BAILEY  
JOHN CAFFERTY & B  
RAY PARKER JR.  
U2  
RICK SPRINGFIELD  
Hottest:  
PRINCE 1-1  
WHAM! 3-2  
CHAKA KHAN 12-7  
SHEENA EASTON 17-10  
HONEYDRIPPERS 22-13

**Y106/Orlando, FL**  
Stacy/Steel  
RAY PARKER JR.  
PHILIP BAILEY  
RICK SPRINGFIELD  
MIDNIGHT STAR (dp)  
DON HENLEY  
JACK WAGNER  
Hottest:  
PRINCE 1-1  
SHEENA EASTON 24-16  
BRYAN ADAMS 29-20  
BRUCE SPRINGSTEEN 33-26  
MADONNA 38-28

**WRVQ/Richmond, VA**  
Bob McNeill  
SHEILA E. (dp)  
MADONNA  
RICK SPRINGFIELD  
PRINCE 2-1  
WHAM! 4-3  
HALL & OATES 6-5  
CHAKA KHAN 9-7  
DURAN DURAN 21-18

**KITY/San Antonio, TX**  
McGee/Upton  
BRYAN ADAMS  
JERMAINE JACKSON  
MADONNA  
CHICAGO  
RAY PARKER JR.  
Hottest:  
PRINCE 1-1  
HALL & OATES 2-2  
WHAM! 9-3  
CYNDI LAUPER 7-5  
DURAN DURAN 18-13

**KTFM/San Antonio, TX**  
Thorman/Nasty  
JOHN WAITE  
EURYTHMICS (dp)  
EURYTHMICS (dp)  
Kool & The Gang (dp)  
ASPFORD & SIMPSON (dp)  
Hottest:  
BILLY OCEAN 2-1  
STEVE WONDER 1-2  
HALL & OATES 12-9  
HONEYDRIPPERS 8-3  
JERMAINE JACKSON 24-19

**Z88/Tampa, FL**  
Johnny Walker  
RICK SPRINGFIELD  
U2  
RAY PARKER JR.  
CHICAGO  
SHEILA E.  
Hottest:  
DURAN DURAN 2-1  
NEW EDITION 14-4  
JACK WAGNER 6-5  
PAT BENATAR 15-12  
MADONNA D-22

**WSEZ/Winston-Salem, NC**  
Rob Leonard  
SURVIVOR  
PAT BENATAR  
Hottest:  
CHAKA KHAN 12-9  
DURAN DURAN 16-13  
SHEENA EASTON 21-15  
HONEYDRIPPERS 24-16  
BOB SEGER 25-21

**WKRZ-FM/Monroe, LA**  
Rhymes/Shea  
JOHN CAFFERTY & B  
J. GEILS BAND  
FIXX (dp)  
GENERAL PUBLIC (dp)  
POINTER SISTERS  
PHILIP BAILEY  
Hottest:  
HALL & OATES 3-1  
TINA TURNER 6-4  
CYNDI LAUPER 9-5  
LIONEL RICHIE 11-7  
PAUL MCCARTNEY 13-8

**KWES/Odessa-Midland, TX**  
John Clay  
RAY PARKER JR.  
HONEYDRIPPERS (dp)  
LINDSEY BUCKINGRA  
Hottest:  
CHAKA KHAN 1-1  
NEW EDITION 14-7  
DURAN DURAN 15-10  
VAN HALEN 21-18  
PAT BENATAR D-26

### WQUT/Johnson City, TN

**Chuck Anthony**  
JULIAN LENNON  
DON HENLEY  
MADONNA  
U2 (dp)  
Hottest:  
WHAM! 6-5  
HALL & OATES 9-6  
TINA TURNER 11-7  
BILLY OCEAN 10-8  
SURVIVOR 15-9

**WQKI/Knoxville, TN**  
Gary Adkins  
PHILIP BAILEY  
U2  
BARRY GIBB  
STEVE PERRY  
ASPFORD & SIMPSON  
MELISSA MANCHESTE  
Kool & The Gang  
Hottest:  
PRINCE 1-1  
CHAKA KHAN 13-5  
SAMMY HAGAR 8-6  
SHEENA EASTON 9-7  
NEW EDITION 23-18

**WFMJ/Lexington, KY**  
Fox/Mosley  
JOHN BARR  
STEVE PERRY  
Kool & The Gang  
Hottest:  
PRINCE 1-1  
HUEY LEWIS & NEWS 14-9  
TOMMY STAM 18-11  
COREY BART 19-12  
DURAN DURAN 32-24

**KKYK/Little Rock, AR**  
Mark McCain  
SURVIVOR  
BRYAN ADAMS  
Hottest:  
BILLY OCEAN 2-1  
WHAM! 3-2  
CHAKA KHAN 11-4  
HALL & OATES 9-5  
LIONEL RICHIE 14-10

**FM100/Memphis, TN**  
John Conley  
RAY PARKER JR.  
BOB SEGER  
NEW EDITION  
MADONNA  
Hottest:  
WHAM! 2-2  
TINA TURNER 5-3  
SURVIVOR 12-10  
DURAN DURAN 22-18  
BRYAN ADAMS 29-21

**WABB-FM/Mobile, AL**  
Fram/Fuller  
RAY PARKER JR.  
BOB SEGER  
Kool & The Gang  
STEVE PERRY  
Hottest:  
HALL & OATES 5-2  
CYNDI LAUPER 6-4  
CHAKA KHAN 14-9  
HUEY LEWIS & NEWS 20-14  
DURAN DURAN 23-19

**G100/Mobile, AL**  
Griffith/Ocean  
CHICAGO  
SHEILA E. (dp)  
DON HENLEY  
NEW EDITION  
RAY PARKER JR.  
Kool & The Gang (dp)  
GIUFFRIA (dp)  
Hottest:  
BILLY OCEAN 2-1  
STEVE WONDER 1-2  
HALL & OATES 12-9  
HONEYDRIPPERS 15-10  
JERMAINE JACKSON 24-19

**KTFM/San Antonio, TX**  
Thorman/Nasty  
JOHN WAITE  
EURYTHMICS (dp)  
EURYTHMICS (dp)  
Kool & The Gang (dp)  
ASPFORD & SIMPSON (dp)  
Hottest:  
BILLY OCEAN 2-1  
STEVE WONDER 1-2  
HALL & OATES 12-9  
HONEYDRIPPERS 8-3  
JERMAINE JACKSON 24-19

**Z88/Tampa, FL**  
Johnny Walker  
RICK SPRINGFIELD  
U2  
RAY PARKER JR.  
CHICAGO  
SHEILA E.  
Hottest:  
DURAN DURAN 2-1  
NEW EDITION 14-4  
JACK WAGNER 6-5  
PAT BENATAR 15-12  
MADONNA D-22

**WSEZ/Winston-Salem, NC**  
Rob Leonard  
SURVIVOR  
PAT BENATAR  
Hottest:  
CHAKA KHAN 12-9  
DURAN DURAN 16-13  
SHEENA EASTON 21-15  
HONEYDRIPPERS 24-16  
BOB SEGER 25-21

**WKRZ-FM/Monroe, LA**  
Rhymes/Shea  
JOHN CAFFERTY & B  
J. GEILS BAND  
FIXX (dp)  
GENERAL PUBLIC (dp)  
POINTER SISTERS  
PHILIP BAILEY  
Hottest:  
HALL & OATES 3-1  
TINA TURNER 6-4  
CYNDI LAUPER 9-5  
LIONEL RICHIE 11-7  
PAUL MCCARTNEY 13-8

**KWES/Odessa-Midland, TX**  
John Clay  
RAY PARKER JR.  
HONEYDRIPPERS (dp)  
LINDSEY BUCKINGRA  
Hottest:  
CHAKA KHAN 1-1  
NEW EDITION 14-7  
DURAN DURAN 15-10  
VAN HALEN 21-18  
PAT BENATAR D-26

### WQVE-FM/New Orleans, LA

**Kevin McCarthy**  
RICK SPRINGFIELD  
BRUCE SPRINGSTEEN  
ASPFORD & SIMPSON  
RAY PARKER JR.  
POINTER SISTERS  
Hottest:  
CHAKA KHAN 1-1  
CYNDI LAUPER 8-6  
DURAN DURAN 12-7  
NEW EDITION 19-9  
MADONNA D-20

**WRNO/New Orleans, LA**  
Mike Costello  
JOHN CAFFERTY & B  
EURYTHMICS  
SAM BARRIS  
FIXX  
GENERAL PUBLIC  
Hottest:  
TINA TURNER 2-1  
WHAM! 4-2  
COREY BART 5-4  
DAVID BOWIE 7-7  
DENNIS DEYOUNG 10-10

**KISR/Ft. Smith**  
Rick Hayes  
PHILIP BAILEY  
JOHN CAFFERTY & B  
RAY PARKER JR.  
U2  
RICK SPRINGFIELD  
Hottest:  
PRINCE 1-1  
WHAM! 3-2  
CHAKA KHAN 12-7  
SHEENA EASTON 17-10  
HONEYDRIPPERS 22-13

**Y106/Orlando, FL**  
Stacy/Steel  
RAY PARKER JR.  
PHILIP BAILEY  
RICK SPRINGFIELD  
MIDNIGHT STAR (dp)  
DON HENLEY  
JACK WAGNER  
Hottest:  
PRINCE 1-1  
SHEENA EASTON 24-16  
BRYAN ADAMS 29-20  
BRUCE SPRINGSTEEN 33-26  
MADONNA 38-28

**WRVQ/Richmond, VA**  
Bob McNeill  
SHEILA E. (dp)  
MADONNA  
RICK SPRINGFIELD  
PRINCE 2-1  
WHAM! 4-3  
HALL & OATES 6-5  
CHAKA KHAN 9-7  
DURAN DURAN 21-18

**KITY/San Antonio, TX**  
McGee/Upton  
BRYAN ADAMS  
JERMAINE JACKSON  
MADONNA  
CHICAGO  
RAY PARKER JR.  
Hottest:  
PRINCE 1-1  
HALL & OATES 2-2  
WHAM! 9-3  
CYNDI LAUPER 7-5  
DURAN DURAN 18-13

**KTFM/San Antonio, TX**  
Thorman/Nasty  
JOHN WAITE  
EURYTHMICS (dp)  
EURYTHMICS (dp)  
Kool & The Gang (dp)  
ASPFORD & SIMPSON (dp)  
Hottest:  
BILLY OCEAN 2-1  
STEVE WONDER 1-2  
HALL & OATES 12-9  
HONEYDRIPPERS 8-3  
JERMAINE JACKSON 24-19

**Z88/Tampa, FL**  
Johnny Walker  
RICK SPRINGFIELD  
U2  
RAY PARKER JR.  
CHICAGO  
SHEILA E.  
Hottest:  
DURAN DURAN 2-1  
NEW EDITION 14-4  
JACK WAGNER 6-5  
PAT BENATAR 15-12  
MADONNA D-22

**WSEZ/Winston-Salem, NC**  
Rob Leonard  
SURVIVOR  
PAT BENATAR  
Hottest:  
CHAKA KHAN 12-9  
DURAN DURAN 16-13  
SHEENA EASTON 21-15  
HONEYDRIPPERS 24-16  
BOB SEGER 25-21

**WKRZ-FM/Monroe, LA**  
Rhymes/Shea  
JOHN CAFFERTY & B  
J. GEILS BAND  
FIXX (dp)  
GENERAL PUBLIC (dp)  
POINTER SISTERS  
PHILIP BAILEY  
Hottest:  
HALL & OATES 3-1  
TINA TURNER 6-4  
CYNDI LAUPER 9-5  
LIONEL RICHIE 11-7  
PAUL MCCARTNEY 13-8

**KWES/Odessa-Midland, TX**  
John Clay  
RAY PARKER JR.  
HONEYDRIPPERS (dp)  
LINDSEY BUCKINGRA  
Hottest:  
CHAKA KHAN 1-1  
NEW EDITION 14-7  
DURAN DURAN 15-10  
VAN HALEN 21-18  
PAT BENATAR

**MIDWEST**  
Most Added Hottest

Chicago  
Ray Parker Jr.  
Bailey w/Collins

WHAMI  
Chaka Khan  
Hall & Oates

**CHR ADDS & HOTS**

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

**WEST**  
Most Added Hottest

Bailey w/ Collins  
Ray Parker Jr.  
Chicago

Chaka Khan  
WHAMI  
Daryl Hall & John Oates

**MIDWEST**  
Parallel Two

**WKDD/Akron, OH**

Matt Patrick  
U2 (dp)  
CHICAGO  
RAY PARKER JR.  
FIXX  
PHILIP BAILEY  
Hottest:  
WHAMI 2-1  
CYNDI LAUPER 9-5  
CHAKA KHAN 8-8  
SURVIVOR 15-11  
DURAN DURAN 26-17

**WAHC/Appleton-Oshkosh**

Chris Caine  
PAT BENATAR  
BOB SEGER  
NEW EDITION  
Hottest:  
WHAMI 2-1  
KISS 4-2  
DURAN DURAN 18-13  
CHAKA KHAN 21-15  
MADONNA D-28

**WAKU/Appleton-Oshkosh**

Rosa/Bradleigh  
PHILIP BAILEY  
CHICAGO  
LINDSEY BUCKINGHA  
SHEILA E.  
BILLY IDOL (dp)  
Hottest:  
WHAMI 2-1  
BALL & OATES 5-3  
CHAKA KHAN 8-5  
PAUL MCCARTNEY 15-12  
DURAN DURAN 29-21

**82X/Columbus, OH**

Cook/Celia  
CHICAGO  
JOHN CAFFERTY & B  
GIUFFRIA  
Hottest:  
CHAKA KHAN 7-1  
WHAMI 2-2  
BALL & OATES 4-4  
DURAN DURAN 16-11  
SHEENA EASTON 24-20

**KIK/Davenport, IA**

Jim O'Hara  
CHICAGO  
RICK SPRINGFIELD  
EUROGLIDERS  
THOMPSON TWINS (dp)  
GIUFFRIA (dp)  
RAY PARKER JR.  
Hottest:  
WHAMI 1-1  
LIONEL RICIE 5-2  
CHAKA KHAN 14-8  
DURAN DURAN 15-9  
SURVIVOR 24-20

**WGTZ/Dayton, OH**

King/Robertson  
TOTO  
BRUCE SPRINGSTEEN  
BOB SEGER  
Hottest:  
BALL & OATES 2-1  
WHAMI 3-2  
CYNDI LAUPER 8-3  
LIONEL RICIE 10-4  
MADONNA D-21

**KZIO/Duluth, MN**

Barry Knight  
CHICAGO  
RAY PARKER JR.  
JOHN CAFFERTY & B  
FIXX  
PHILIP BAILEY  
Hottest:  
SHEENA EASTON 1-1  
WHAMI 2-2  
CHAKA KHAN 7-4  
DURAN DURAN 16-10  
JACK WAGNER 23-16

**WKDQ/Evanville, IN**

Payne/Chase  
SAMMY BAGAR  
PETER WOLF  
TOTO  
BOB SEGER  
CHICAGO  
PHILIP BAILEY  
BARRY GIBB  
Hottest:  
TINA TURNER 7-5  
CHAKA KHAN 8-6  
SURVIVOR 18-14  
DURAN DURAN 25-18  
NEW EDITION 30-23

**WBTO/Evanville, IN**

Taylor/Ashton  
BOB SEGER  
SURVIVOR  
Hottest:  
CHAKA KHAN 6-1  
WHAMI 2-2  
CYNDI LAUPER 15-9  
SHEENA EASTON 14-12  
DURAN DURAN 25-21

**WMEE/Ft. Wayne**

Scott Dugan  
PHILIP BAILEY  
CHICAGO  
JOHN CAFFERTY & B  
Hottest:  
WHAMI 3-1  
CHAKA KHAN 10-3  
BALL & OATES 5-4  
CYNDI LAUPER 9-6  
SHEENA EASTON 11-7

**WGRD/Grand Rapids, MI**

Swarz/Stevens  
FIXX  
RAY PARKER JR.  
Hottest:  
WHAMI 2-1  
BALL & OATES 3-2  
TINA TURNER 5-3  
PRINCE 1-4  
DURAN DURAN 29-22

**WZPL/Indianapolis, IN**

Jim Miles  
WHAMI  
SURVIVOR  
DENNIS DEYOUNG  
RICK SPRINGFIELD  
MIDNIGHT STAR  
BANANARAMA  
RAY PARKER JR.  
SHEILA E.  
Hottest:  
CHAKA KHAN 10-2  
LIONEL RICIE 4-3  
JACK WAGNER 17-8  
MADONNA 29-20  
RICK SPRINGFIELD D-30

**WJXQ/Jackson, MI**

Ryan/Cheeks  
ALPHAVILLE (dp)  
PHILIP BAILEY (dp)  
STEVE PERRY (dp)  
BILLY SATELLITE (dp)  
STONE FURY (dp)  
BANANARAMA (dp)  
KOO & THE GANG (dp)  
UB40 (dp)  
Hottest:  
SURVIVOR 1-1  
SAMMY BAGAR 2-2  
BRYAN ADAMS 26-5  
REO SPEEDWAGON 13-9  
BOB SEGER 36-23

**WKFR/Kalamazoo, MI**

Weinacht/Chapman  
CHICAGO  
JOHN CAFFERTY & B  
MADONNA  
SHEILA E.  
RICK SPRINGFIELD (dp)  
Hottest:  
WHAMI 2-2  
BALL & OATES 3-3  
CYNDI LAUPER 8-5  
DURAN DURAN 24-17  
JULIAN LENNON 33-23

**Z29B/Kansas City, MO**

Collins/Welsh  
none  
Hottest:  
WHAMI 1-1  
DURAN DURAN 17-12  
TOTO 28-23  
MADONNA 33-28  
CHICAGO 35-31

**WVIC/Lansing, MI**

Martin/Kitredge  
JACK WAGNER  
MADONNA  
STEVE PERRY  
Hottest:  
LIONEL RICIE 3-1  
BALL & OATES 6-4  
CYNDI LAUPER 8-6  
PAT BENATAR 11-7  
PAUL MCCARTNEY 14-11

**T104/Madison, WI**

Little/Hudson  
TIME  
BILLY IDOL  
PHILIP BAILEY  
SHEILA E.  
Hottest:  
WHAMI 1-1  
SHEENA EASTON 2-2  
TINA TURNER 3-3  
BALL & OATES 12-6  
BONEYDRIPPERS 15-10

**Z96/Milwaukee, WI**

Michalek/Kelly  
none  
Hottest:  
WHAMI 1-1  
DAVID BOWIE 7-7  
TOMMY SHAW 8-8  
HONEYDRIPPERS 11-11  
CHAKA KHAN 13-13

**KJ103/Oklahoma City, OK**

Bin Cahin  
RICK DEES  
JULIAN LENNON  
PHILIP BAILEY  
Hottest:  
CHAKA KHAN 2-1  
WHAMI 6-2  
DURAN DURAN 23-7  
BONEYDRIPPERS 18-14  
MADONNA 26-21

**KOFM/Oklahoma City, OK**

Miller/Cooper  
BRUCE SPRINGSTEEN  
RICK SPRINGFIELD  
JACK WAGNER  
RAY PARKER JR.  
Hottest:  
WHAMI 1-1  
SHEENA EASTON 3-2  
CYNDI LAUPER 6-4  
SAMMY BAGAR 8-5  
HONEYDRIPPERS 12-7

**WBNO/Bloomington, IL**

Justin/Robbins  
PHILIP BAILEY  
STEVE PERRY  
POINTER SISTERS  
SHEILA E.  
BILLY SATELLITE (dp)  
FIXX (dp)  
Hottest:  
WHAMI 2-1  
BALL & OATES 5-4  
TINA TURNER 7-5  
CHAKA KHAN 10-6  
CYNDI LAUPER 11-7

**KQKQ/Omaha, NE**

Taylor/Daen  
CHICAGO  
DON HENLEY  
JOHN CAFFERTY & B  
POINTER SISTERS  
RICK SPRINGFIELD  
Hottest:  
WHAMI 2-1  
CHAKA KHAN 6-5  
MADONNA 30-8  
DURAN DURAN 15-11  
KISS 18-13

**KZ93/Peoria, IL**

Edwards/Maloney  
JACK WAGNER  
JERMAINE JACKSON  
BRUCE SPRINGSTEEN  
DAN HARTMAN  
Hottest:  
BILLY OCEAN 2-1  
DENNIS DEYOUNG 3-2  
WHAMI 6-4  
LIONEL RICIE 9-5  
BALL & OATES 13-8

**WZOK/Rockford, IL**

Klipper B. McGee  
none  
Hottest:  
PRINCE 1-1  
BILLY OCEAN 2-2  
BALL & OATES 3-3  
WHAMI 4-4  
TINA TURNER 5-5

**US3/South Bend, IN**

J.K. Dearing  
BRYAN ADAMS  
SURVIVOR  
Hottest:  
STEVE WONDER 2-1  
BILLY OCEAN 3-2  
WHAMI 8-5  
SHEENA EASTON 12-7  
LIONEL RICIE 18-8

**WRQN/Toledo, OH**

Schaffer/Mitchell  
KOO & THE GANG  
STEVE PERRY  
CHICAGO  
FIXX  
ASHFORD & SIMPSON (dp)  
SHALAMAR  
LIMITS (dp)  
EURYTHMICS  
JACKSONS  
Hottest:  
CHAKA KHAN 6-4  
SURVIVOR 11-8  
NEW EDITION 25-19  
TOMMY SHAW 26-20  
REO SPEEDWAGON 38-33

**KAY107/Tulsa, OK**

Blain/Stephens  
CHICAGO  
ROGER BODGSON  
EUROGLIDERS  
Hottest:  
HALL & OATES 3-1  
HUEY LEWIS & NEWS 10-8  
COREY HART 17-13  
HONEYDRIPPERS 20-16  
CARS 33-26

**KEYN-FM/Wichita, KS**

Taylor/Brown  
CHICAGO  
ASHFORD & SIMPSON  
PHILIP BAILEY  
JOHN CAFFERTY & B  
RICK SPRINGFIELD  
Hottest:  
WHAMI 2-1  
BALL & OATES 3-2  
LIONEL RICIE 7-4  
HUEY LEWIS & NEWS 13-12  
DURAN DURAN 20-14

**KKRD/Wichita, KS**

Oliver/Williams  
JOHN CAFFERTY & B  
RAY PARKER JR.  
PHILIP BAILEY  
RICK SPRINGFIELD  
SHEILA E.  
EUROGLIDERS  
Hottest:  
WHAMI 2-1  
BALL & OATES 6-2  
LIONEL RICIE 10-3  
CYNDI LAUPER 11-7  
CHAKA KHAN 12-8

**WHOT/Youngstown, OH**

Dick Thompson  
STEVE PERRY (dp)  
POINTER SISTERS  
BOB SEGER  
ASHFORD & SIMPSON  
CHICAGO  
BANANARAMA  
JEFFREY OSBORNE  
ALPHAVILLE  
Hottest:  
CHAKA KHAN 10-7  
SHEENA EASTON 13-9  
HONEYDRIPPERS 16-11  
JULIAN LENNON 24-17  
REO SPEEDWAGON 34-24

**WYFM/Youngstown, OH**

Jeff Tobin  
MADONNA  
CHICAGO  
HONEYDRIPPERS  
Hottest:  
CHAKA KHAN 7-1  
WHAMI 3-2  
SURVIVOR 8-6  
HUEY LEWIS & NEWS 12-7  
CULTURE CLUB 24-10

**KKLS-FM/Rapid City, SD**

Sherwin/Piper  
CHICAGO  
RAY PARKER JR.  
MADONNA  
LINDSEY BUCKINGHA  
SCANDAL  
Hottest:  
BALL & OATES 1-1  
PRINCE 3-3  
TINA TURNER 10-7  
WHAMI 17-10  
REO SPEEDWAGON 22-15

**99KG/Salina, KS**

Denny Collier  
POINTER SISTERS  
THOMPSON TWINS (dp)  
ALPHAVILLE (dp)  
KOO & THE GANG  
Hottest:  
CHAKA KHAN 3-1  
WHAMI 4-2  
BALL & OATES 8-5  
NEW EDITION 29-18  
CARS 40-31

**KKRC/Sioux Falls, SD**

Dan Kiseley  
MADONNA  
CSICAGO  
ROGER BODGSON  
DON HENLEY  
Hottest:  
WHAMI 2-2  
BALL & OATES 3-3  
CHAKA KHAN 10-7  
CYNDI LAUPER 9-8  
DURAN DURAN 12-9

**KWTO-FM/Springfield, MO**

Mike Schmidt  
SCANDAL  
CHICAGO  
U2  
LAURA BRANIGAN  
Hottest:  
PRINCE 2-1  
WHAMI 1-2  
CHAKA KHAN 12-5  
CYNDI LAUPER 13-6  
LIONEL RICIE 15-9

**WCIL-FM/Carbondale, IL**

Tony Wahkus  
JACK WAGNER  
U2 (dp)  
Hottest:  
SHEENA EASTON 9-1  
CHAKA KHAN 3-3  
DURAN DURAN 14-6  
NEW EDITION 13-7  
VAN HALEN 20-9

**KQCR/Cedar Rapids, IA**

Gary Dixon  
NEW EDITION  
CHICAGO  
PHILIP BAILEY  
STEVE PERRY  
RAY PARKER JR.  
JOHN CAFFERTY & B  
J. GEILS BAND (dp)  
LINDSEY BUCKINGHA (dp)  
Hottest:  
CHAKA KHAN 1-1  
WHAMI 2-2  
HONEYDRIPPERS 6-3  
DURAN DURAN 25-16  
MADONNA D-25

**KCMQ/Columbia, MO**

Dave McCormick  
RAY PARKER JR.  
CHICAGO  
LINDSEY BUCKINGHA  
J. GEILS BAND (dp)  
FRANKIE GOES TO H (dp)  
Hottest:  
PRINCE 2-1  
TINA TURNER 3-2  
HONEYDRIPPERS 13-6  
BALL & OATES 14-8  
LIONEL RICIE 16-9

**Y94/Fargo, ND**

Collins/Anderson  
RAY PARKER JR.  
POINTER SISTERS  
GIUFFRIA  
EUROGLIDERS  
Hottest:  
PRINCE 1-1  
BALL & OATES 3-2  
TINA TURNER 5-3  
PAUL MCCARTNEY 12-9  
HONEYDRIPPERS 23-16

**KKXL-FM/Grand Forks, ND**

Don Nordine  
TOTO  
SCANDAL  
MADONNA  
CHICAGO  
Hottest:  
PRINCE 1-1  
WHAMI 2-2  
BALL & OATES 8-3  
LIONEL RICIE 10-5  
CHAKA KHAN 16-10

**WAZY-FM/Lafayette, IN**

Stacy/Sparrow  
BOB SEGER  
POINTER SISTERS  
KOO & THE GANG  
U2  
CHICAGO  
Hottest:  
PRINCE 1-1  
WHAMI 2-2  
CHAKA KHAN 8-4  
HONEYDRIPPERS 31-15  
SHEILA E. 40-34

**KFRX/Lincoln, NE**

Tracy Johnson  
RAY PARKER JR.  
GIUFFRIA  
CHICAGO  
HOTTEST:  
CHAKA KHAN 3-1  
WHAMI 2-2  
BALL & OATES 5-4  
TINA TURNER 6-5  
CYNDI LAUPER 11-9

**WTKR/Racine-Milwaukee**

Pat Martin  
REBBIE JACKSON  
Hottest:  
JACK WAGNER 2-1  
BONEYDRIPPERS 3-2  
WHAMI 1-3  
DURAN DURAN 14-5  
NEW EDITION 18-6

**KKXS/Bakersfield, CA**

Squires/Kemper  
VAN HALEN (dp)  
BILLY IDOL  
Hottest:  
BALL & OATES 2-1  
CYNDI LAUPER 4-3  
LIONEL RICIE 7-4  
TWISTED SISTER 9-6  
SHEENA EASTON 17-10

**KQXR/Bakersfield, CA**

Bonnie Knox  
JULIAN LENNON  
PHILIP BAILEY  
POINTER SISTERS  
JEFFREY OSBORNE  
RICK SPRINGFIELD  
RAY PARKER JR.  
REBBIE JACKSON  
BILLY IDOL  
Hottest:  
CHAKA KHAN 2-1  
TINA TURNER 4-3  
BALL & OATES 5-4  
DURAN DURAN 23-17  
MADONNA D-29

**KFBS/Boise, ID**

Doss/Gregory  
PHILIP BAILEY  
BILLY IDOL  
Hottest:  
CHAKA KHAN 4-3  
DURAN DURAN 23-17  
MADONNA D-29

**KKFM/Colorado Springs, CO**

Finney/Anderson  
RAY PARKER JR.  
CHICAGO  
RICK SPRINGFIELD  
PHILIP BAILEY  
JOHN CAFFERTY & B  
Hottest:  
LIONEL RICIE 3-1  
BALL & OATES 8-4  
SURVIVOR 14-6  
PAUL MCCARTNEY 12-8  
PAT BENATAR 17-10

**KBOS/Fresno, CA**

Kris Van Kamp  
GENERAL PUBLIC  
U2  
RAY PARKER JR.  
BILLY IDOL  
KISS (dp)  
J. GEILS BAND  
Hottest:  
WHAMI 5-1  
DURAN DURAN 16-6  
NEW EDITION 17-9  
MADONNA 30-21  
BRUCE SPRINGSTEEN 37-22

**WDBR/Springfield, IL**

Moore/Lawley  
PHILIP BAILEY  
GENERAL PUBLIC (dp)  
FRANKIE GOES TO H (dp)  
Hottest:  
WHAMI 2-1  
CHAKA KHAN 3-2  
BALL & OATES 4-3  
CYNDI LAUPER 8-6  
SHEENA EASTON 11-7

**WSPT/Stevens Point, WI**

Bouley/Tracy  
CHICAGO  
RAY PARKER JR.  
PHILIP BAILEY  
LINDSEY BUCKINGHA  
J. GEILS BAND (dp)  
FRANKIE GOES TO H (dp)  
Hottest:  
PRINCE 2-1  
TINA TURNER 3-2  
HONEYDRIPPERS 13-6  
BALL & OATES 14-8  
LIONEL RICIE 16-9

**KDVV/Topeka, KS**

Rabat/Parmley  
PHILIP BAILEY  
SHALAMAR (dp)  
DONNA SUMMER  
THOMPSON TWINS  
NEW EDITION  
POINTER SISTERS  
STEVE PERRY  
Hottest:  
PAT BENATAR 16-10  
BRYAN ADAMS 19-11  
CARS 30-25  
LIONEL RICIE 7-4  
CYNDI LAUPER 11-8  
DURAN DURAN 24-20

**KFMW/Waterloo, IA**

Mark Potter  
BRUCE SPRINGSTEEN (dp)  
FIXX  
RAY PARKER JR.  
SHEILA E.  
J. GEILS BAND (dp)  
JACK WAGNER  
U2  
Hottest:  
BALL & OATES 3-1  
WHAMI 2-2  
DURAN DURAN 23-13  
HUEY LEWIS & NEWS 25-17  
PAT BENATAR 33-22

**WEST**

Parallel Two

**KNMO/Albuquerque-Santa Fe**

Stucker/Maltind  
MADONNA  
JULIAN LENNON  
REO SPEEDWAGON  
DAN HARTMAN  
JOHN CAFFERTY & B  
GIUFFRIA  
CHICAGO  
RAY PARKER JR.  
JERMAINE JACKSON  
Hottest:  
PRINCE 1-1  
BALL & OATES 3-2  
TINA TURNER 4-3  
CYNDI LAUPER 5-4  
CHAKA KHAN 7-5

**KKXX/Bakersfield, CA**

Squires/Kemper  
VAN HALEN (dp)  
BILLY IDOL  
Hottest:  
BALL & OATES 2-1  
CYNDI LAUPER 4-3  
LIONEL RICIE 7-4  
TWISTED SISTER 9-6  
SHEENA EASTON 17-10

**KHOP/Modesto-Stockton, CA**

David Kraham  
GENERAL PUBLIC  
PHILIP BAILEY  
LINDSEY BUCKINGHA  
KOO & THE GANG  
POINTER SISTERS  
Hottest:  
PRINCE 1-1  
CHAKA KHAN 7-4  
HONEYDRIPPERS 11-6  
CULTURE CLUB 15-8  
HUEY LEWIS & NEWS 18-11

**KQAO/Oxnard-Ventura, CA**

Thomas/Jay  
BILLY IDOL  
JULIAN LENNON  
RICK SPRINGFIELD  
CHICAGO  
VAN HALEN  
Hottest:  
CHAKA KHAN 2-1  
CULTURE CLUB 5-5  
NEW EDITION 10-7  
DURAN DURAN 12-8  
MADONNA D-25

**KSXD/Salem, OR**

Lan E. Mitchell  
STEVE PERRY  
POINTER SISTERS  
RICK SPRINGFIELD  
KOO & THE GANG  
GENERAL PUBLIC (dp)  
PHILIP BAILEY (dp)  
FRANKIE GOES TO H (dp)  
TIME (dp)  
Hottest:  
WHAMI 1-1  
DURAN DURAN 20-2  
CHAKA KHAN 3-3  
SAMMY BAGAR 6-4  
HONEYDRIPPERS 38-20

**KDON-FM/Salinae-Monterey**

Kirk Clett  
U2  
FIXX  
PHILIP BAILEY  
POINTER SISTERS  
STEVE PERRY  
Hottest:  
WHAMI 1-1  
CHAKA KHAN 6-2  
TINA TURNER 3-3  
MADONNA 34-17  
NEW EDITION 35-25

**KMGX/Fresno, CA**

Carey Edwards  
CHICAGO  
RICK SPRINGFIELD  
RAY PARKER JR.  
PHILIP BAILEY  
PETER WOLF  
SHALAMAR  
STEVE PERRY  
Hottest:  
NEW EDITION 3-1  
CHAKA KHAN 1-2  
TIME 5-3  
DURAN DURAN 14-8  
MADONNA 27-14

**KYNO-FM/Fresno, CA**

Walker/Davis  
RICK SPRINGFIELD  
SHEILA E.  
GENERAL PUBLIC  
STEVE PERRY  
EURYTHMICS  
MIDNIGHT STAR (dp)  
Hottest:  
DURAN DURAN 2-1  
MADONNA 20-2  
WHAMI 9-8  
CYNDI LAUPER 10-9  
TINA TURNER 12-11

**KIKI/Honolulu, HI**

Kong/ShiNido  
POINTER SISTERS  
DONNA SUMMER  
KOO & THE GANG  
PHILIP BAILEY  
JULIAN LENNON  
ANNE MURRAY  
Hottest:  
WHAMI 2-1  
CHAKA KHAN 5-4  
LIONEL RICIE 7-4  
CYNDI LAUPER 11-8  
DURAN DURAN 24-20

**KQMQ/Honolulu, HI**

Kimo Akane  
RICK SPRINGFIELD  
ROGER BODGSON  
PHILIP BAILEY  
FRANKIE GOES TO H  
U2  
POINTER SISTERS  
CHICAGO  
Hottest:  
WHAMI 2-1  
PRINCE 5-2  
CHAKA KHAN 4-3  
BALL & OATES 7-4  
DAVID BOWIE 6-5

**KYYA/BHings, MT**

Charlie Fox  
NEW EDITION  
JOHN CAFFERTY & B  
RAY PARKER JR.  
KISS (dp)  
Hottest:  
WHAMI 2-1  
TINA TURNER 3-2  
CYNDI LAUPER 5-4  
CHAKA KHAN 18-7  
HUEY LEWIS & NEWS 14-10

**KBOZ-FM/Bozeman, MT**

Michael Heese  
RAY PARKER JR.  
JACK WAGNER (dp)  
BOB SEGER  
SCANDAL  
MADONNA  
CHICAGO  
Hottest:  
WHAMI 2-2  
BALL & OATES 4-3  
TINA TURNER 7-4  
CHAKA KHAN 8-5  
PETER WOLF 26-19

**KCDO/Bozeman, MT**

# PARALLELS

**Parallel I:** Selected stations in major markets that are format dominant and/or exert a significant national influence.

**Parallel II:** Selected stations in secondary markets that are format dominant and/or exert a significant local or regional influence. This parallel may also contain some major market stations that do not qualify for parallel one status.

**Parallel III:** Selected stations in smaller markets that are format dominant and/or exert a significant local influence. This parallel may contain some secondary market stations that do not qualify for parallel two status.

### 239 Reports

**JOHN DOE**  
*"Hit Song" (Anylabel)*  
LP: Hit Song

Regional	100/25	44%	National Summary
Reach	100	25	Up 51
E 33%			Debuts 20
M 21%			Same 4
S 50%			Down 0
W 19%			Adds 25

**EXAMPLE**

100/25 — 100 CHR reporting stations on it this week including 25 new adds.

44% — Percentage of this week's reporters playing it.

Regional Reach — Percentage of reporters playing the song within each region.

National Summary

Up 51 — Number of stations moving it up on the charts.

Debuts 20 — Number of stations debuting the song this week.

Same 4 — Number of stations reporting no movement this week. (On to On, Add to On, 31-31, etc.)

Down 0 — Number of stations moving it down on their charts.

Adds 25 — Total number of stations adding it this week.

**RYAN ADAMS**  
*Run To You (A&M)*  
LP: Reckless

Regional	216/7	90%	National Summary
Reach	216	7	Up 121
E 93%			Debuts 37
M 90%			Same 1
S 90%			Down 0
W 90%			Adds 7

**PAT BENATAR**  
*We Belong (Chrysalis)*  
LP: Tropic

Regional	231/5	97%	National Summary
Reach	231	5	Up 201
E 96%			Debuts 8
M 94%			Same 1
S 94%			Down 0
W 100%			Adds 5

**BRYAN ADAMS**  
*Run To You (A&M)*  
LP: Reckless

Regional	216/7	90%	National Summary
Reach	216	7	Up 121
E 93%			Debuts 37
M 90%			Same 1
S 90%			Down 0
W 90%			Adds 7

**LAURA BRANIGAN**  
*LP: Self Control*

Regional	70/8	29%	National Summary
Reach	70	8	Up 8
E 38%			Debuts 49
M 23%			Same 0
S 28%			Down 0
W 38%			Adds 8

**LAURA BRANIGAN**  
*LP: Self Control*

Regional	70/8	29%	National Summary
Reach	70	8	Up 8
E 38%			Debuts 49
M 23%			Same 0
S 28%			Down 0
W 38%			Adds 8

**LAURA BRANIGAN**  
*LP: Self Control*

Regional	70/8	29%	National Summary
Reach	70	8	Up 8
E 38%			Debuts 49
M 23%			Same 0
S 28%			Down 0
W 38%			Adds 8

**LAURA BRANIGAN**  
*LP: Self Control*

Regional	70/8	29%	National Summary
Reach	70	8	Up 8
E 38%			Debuts 49
M 23%			Same 0
S 28%			Down 0
W 38%			Adds 8

**LAURA BRANIGAN**  
*LP: Self Control*

Regional	70/8	29%	National Summary
Reach	70	8	Up 8
E 38%			Debuts 49
M 23%			Same 0
S 28%			Down 0
W 38%			Adds 8

**LAURA BRANIGAN**  
*LP: Self Control*

Regional	70/8	29%	National Summary
Reach	70	8	Up 8
E 38%			Debuts 49
M 23%			Same 0
S 28%			Down 0
W 38%			Adds 8

**LAURA BRANIGAN**  
*LP: Self Control*

Regional	70/8	29%	National Summary
Reach	70	8	Up 8
E 38%			Debuts 49
M 23%			Same 0
S 28%			Down 0
W 38%			Adds 8

**LAURA BRANIGAN**  
*LP: Self Control*

Regional	70/8	29%	National Summary
Reach	70	8	Up 8
E 38%			Debuts 49
M 23%			Same 0
S 28%			Down 0
W 38%			Adds 8

**LAURA BRANIGAN**  
*LP: Self Control*

Regional	70/8	29%	National Summary
Reach	70	8	Up 8
E 38%			Debuts 49
M 23%			Same 0
S 28%			Down 0
W 38%			Adds 8

**LAURA BRANIGAN**  
*LP: Self Control*

Regional	70/8	29%	National Summary
Reach	70	8	Up 8
E 38%			Debuts 49
M 23%			Same 0
S 28%			Down 0
W 38%			Adds 8

**LAURA BRANIGAN**  
*LP: Self Control*

Regional	70/8	29%	National Summary
Reach	70	8	Up 8
E 38%			Debuts 49
M 23%			Same 0
S 28%			Down 0
W 38%			Adds 8

**LAURA BRANIGAN**  
*LP: Self Control*

Regional	70/8	29%	National Summary
Reach	70	8	Up 8
E 38%			Debuts 49
M 23%			Same 0
S 28%			Down 0
W 38%			Adds 8

**LAURA BRANIGAN**  
*LP: Self Control*

Regional	70/8	29%	National Summary
Reach	70	8	Up 8
E 38%			Debuts 49
M 23%			Same 0
S 28%			Down 0
W 38%			Adds 8

**LAURA BRANIGAN**  
*LP: Self Control*

Regional	70/8	29%	National Summary
Reach	70	8	Up 8
E 38%			Debuts 49
M 23%			Same 0
S 28%			Down 0
W 38%			Adds 8

**CHICAGO**  
*You're The Inspiration (WB)*  
LP: Chicago 17

Regional	178/78	75%	National Summary
Reach	178	78	Up 11
E 78%			Debuts 34
M 78%			Same 55
S 78%			Down 11
W 78%			Adds 78

**J. CAFFERTY...**  
*Tender Years (Scotti Bros./CBS)*  
LP: Eddie And The Cruiser's Soundtrack

Regional	130/52	54%	National Summary
Reach	130	52	Up 13
E 64%			Debuts 13
M 54%			Same 60
S 54%			Down 0
W 54%			Adds 52

**DURAN DURAN**  
*The Wild Boys (Capitol)*  
LP: Arena

Regional	233/0	97%	National Summary
Reach	233	0	Up 17
E 98%			Same 17
M 97%			Down 0
S 97%			Adds 0

**CARS**  
*Hello Again (Elektra)*  
LP: Heartbeat City

Regional	208/5	87%	National Summary
Reach	208	5	Up 18
E 79%			Debuts 23
M 85%			Same 23
S 85%			Down 1
W 85%			Adds 5

**FIXX**  
*Sunshine In The Shade (MCA)*  
LP: Phantoms

Regional	61/27	28%	National Summary
Reach	61	27	Up 2
E 38%			Debuts 2
M 28%			Same 31
S 28%			Down 0
W 28%			Adds 27

**FRANKIE GOES TO HOLLYWOOD**  
*Two Tribes (ZTT/Island)*  
LP: Welcome To The Pleasure Dome

Regional	88/17	37%	National Summary
Reach	88	17	Up 35
E 59%			Debuts 8
M 37%			Same 16
S 37%			Down 3
W 37%			Adds 17

**SHEILA E.**  
*The Belle Of St. Mark (WB)*  
LP: Glamorous Life

Regional	145/25	61%	National Summary
Reach	145	25	Up 23
E 58%			Debuts 23
M 61%			Same 52
S 61%			Down 0
W 61%			Adds 25

**EUROGLIDERS**  
*Heaven Must Be There (Columbia)*  
LP: This Island

Regional	88/10	36%	National Summary
Reach	88	10	Up 11
E 43%			Debuts 5
M 36%			Same 10
S 36%			Down 0
W 36%			Adds 10

**GIUFFRIA**  
*Call To The Heart (Camel/MCA)*  
LP: The Awakening

Regional	124/31	52%	National Summary
Reach	124	31	Up 3
E 57%			Debuts 21
M 52%			Same 67
S 52%			Down 0
W 52%			Adds 31

**SAMMY HAGAR**  
*I Can't Drive 55 (Geffen)*  
LP: VOA

Regional	172/3	72%	National Summary
Reach	172	3	Up 120
E 68%			Debuts 12
M 72%			Same 52
S 72%			Down 15
W 72%			Adds 3

**FRANKIE GOES TO HOLLYWOOD**  
*Two Tribes (ZTT/Island)*  
LP: Welcome To The Pleasure Dome

Regional	88/17	37%	National Summary
Reach	88	17	Up 35
E 59%			Debuts 8
M 37%			Same 16
S 37%			Down 3
W 37%			Adds 17

**FRANKIE GOES TO HOLLYWOOD**  
*Two Tribes (ZTT/Island)*  
LP: Welcome To The Pleasure Dome

Regional	88/17	37%	National Summary
Reach	88	17	Up 35
E 59%			Debuts 8
M 37%			Same 16
S 37%			Down 3
W 37%			Adds 17

**FRANKIE GOES TO HOLLYWOOD**  
*Two Tribes (ZTT/Island)*  
LP: Welcome To The Pleasure Dome

Regional	88/17	37%	National Summary
Reach	88	17	Up 35
E 59%			Debuts 8
M 37%			Same 16
S 37%			Down 3
W 37%			Adds 17

**FRANKIE GOES TO HOLLYWOOD**  
*Two Tribes (ZTT/Island)*  
LP: Welcome To The Pleasure Dome

Regional	88/17	37%	National Summary
Reach	88	17	Up 35
E 59%			Debuts 8
M 37%			Same 16
S 37%			Down 3
W 37%			Adds 17

**FRANKIE GOES TO HOLLYWOOD**  
*Two Tribes (ZTT/Island)*  
LP: Welcome To The Pleasure Dome

Regional	88/17	37%	National Summary
Reach	88	17	Up 35
E 59%			Debuts 8
M 37%			Same 16
S 37%			Down 3
W 37%			Adds 17

**FRANKIE GOES TO HOLLYWOOD**  
*Two Tribes (ZTT/Island)*  
LP: Welcome To The Pleasure Dome

Regional	88/17	37%	National Summary
Reach	88	17	Up 35
E 59%			Debuts 8
M 37%			Same 16
S 37%			Down 3
W 37%			Adds 17

**FRANKIE GOES TO HOLLYWOOD**  
*Two Tribes (ZTT/Island)*  
LP: Welcome To The Pleasure Dome

Regional	88/17	37%	National Summary
Reach	88	17	Up 35
E 59%			Debuts 8
M 37%			Same 16
S 37%			Down 3
W 37%			Adds 17

**FRANKIE GOES TO HOLLYWOOD**  
*Two Tribes (ZTT/Island)*  
LP: Welcome To The Pleasure Dome

Regional	88/17	37%	National Summary
Reach	88	17	Up 35
E 59%			Debuts 8
M 37%			Same 16
S 37%			Down 3
W 37%			Adds 17

**FRANKIE GOES TO HOLLYWOOD**  
*Two Tribes (ZTT/Island)*  
LP: Welcome To The Pleasure Dome

Regional	88/17	37%	National Summary
Reach	88	17	Up 35
E 59%			Debuts 8
M 37%			Same 16
S 37%			Down 3
W 37%			Adds 17

**FRANKIE GOES TO HOLLYWOOD**  
*Two Tribes (ZTT/Island)*  
LP: Welcome To The Pleasure Dome

Regional	88/17	37%	National Summary
Reach	88	17	Up 35
E 59%			Debuts 8
M 37%			Same 16
S 37%			Down 3
W 37%			Adds 17

**FRANKIE GOES TO HOLLYWOOD**  
*Two Tribes (ZTT/Island)*  
LP: Welcome To The Pleasure Dome

Regional	88/17	37%	National Summary
Reach	88	17	Up 35
E 59%			Debuts 8
M 37%			Same 16
S 37%			Down 3
W 37%			Adds 17

**FRANKIE GOES TO HOLLYWOOD**  
*Two Tribes (ZTT/Island)*  
LP: Welcome To The Pleasure Dome

Regional	88/17	37%	National Summary
Reach	88	17	Up 35
E 59%			Debuts 8
M 37%			Same 16
S 37%			Down 3
W 37%			Adds 17

**FRANKIE GOES TO HOLLYWOOD**  
*Two Tribes (ZTT/Island)*  
LP: Welcome To The Pleasure Dome

Regional	88/17	37%	National Summary
Reach	88	17	Up 35
E 59%			Debuts 8
M 37%			Same 16
S 37%			Down 3
W 37%			Adds 17

**FRANKIE GOES TO HOLLYWOOD**  
*Two Tribes (ZTT/Island)*  
LP: Welcome To The Pleasure Dome

Regional	88/17	37%	National Summary
Reach	88	17	Up 35
E 59%			Debuts 8
M 37%			Same 16
S 37%			Down 3
W 37%			Adds 17

**FRANKIE GOES TO HOLLYWOOD**  
*Two Tribes (ZTT/Island)*  
LP: Welcome To The Pleasure Dome

Regional	88/17	37%	National Summary
Reach	88	17	Up 35
E 59%			Debuts 8
M 37%			Same 16
S 37%			Down 3
W 37%			Adds 17

**FRANKIE GOES TO HOLLYWOOD**  
*Two Tribes (ZTT/Island)*  
LP: Welcome To The Pleasure Dome

Regional	88/17	37%	National Summary
Reach	88	17	Up 35
E 59%			Debuts 8
M 37%			Same 16
S 37%			Down 3
W 37%			Adds 17

**FRANKIE GOES TO HOLLYWOOD**

**Sammy Hagar Continued**

103CIR 23-23  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

103CIR 23-23  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**D. HALL & J. OATES**  
*Out Of Touch (RCA)*  
LP: Big Bam Boom

Regional Reach 237/0  
S 1008  
M 984  
W 1009

National Summary 89%  
DEBITS 0  
SAME 0  
DOWN 12  
ADD 0

**Regional Reach 237/0**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 237/0**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 237/0**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 237/0**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 237/0**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 237/0**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 237/0**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 237/0**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 237/0**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**DAN HARTMAN**  
*We Are The Young (MCA)*  
LP: I Can Dream About You

Regional Reach 178/5  
S 734  
M 768  
W 808

National Summary 74%  
DEBITS 0  
SAME 47  
DOWN 2  
ADD 5

**Regional Reach 178/5**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 178/5**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 178/5**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 178/5**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 178/5**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 178/5**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 178/5**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 178/5**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 178/5**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 178/5**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Roger Hodgson Continued**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 178/5**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 178/5**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 178/5**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 178/5**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 178/5**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 178/5**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 178/5**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 178/5**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 178/5**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 178/5**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**JACKSONS**  
*Body (Epic)*  
LP: Victory

Regional Reach 133/4  
S 664  
M 448  
W 488

National Summary 56%  
DEBITS 52  
SAME 70  
DOWN 2  
ADD 4

**Regional Reach 133/4**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 133/4**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 133/4**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 133/4**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 133/4**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 133/4**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 133/4**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 133/4**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 133/4**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 133/4**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Rebbie Jackson Continued**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 133/4**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 133/4**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 133/4**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 133/4**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 133/4**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 133/4**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 133/4**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 133/4**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 133/4**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 133/4**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Cyndi Lauper Continued**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 228/0**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 228/0**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 228/0**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 228/0**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 228/0**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 228/0**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 228/0**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 228/0**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 228/0**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

**Regional Reach 228/0**

WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12  
WOL 14-12

Continued On Next Column

Continued On Next Column

Continued On Next Column

Continued On Next Column

Paul McCartney Continued. Includes album 'No More Lonely Lies' (Columbia) LP: Soundtrack Give My Regards... with regional and national sales data.

Ray Parker Jr. Continued. Includes album 'Lampie (Arista)' LP: Chartbusters with regional and national sales data.

Lionel Richie. Includes album 'Penny Lover (Motown)' LP: Can't Slow Down with regional and national sales data.

SCANDAL. Includes album 'Hands Tied (Columbia)' LP: The Warrior with regional and national sales data.

BOB SEGER. Includes album 'Understanding (Capitol)' LP: Teacher Soundtrack with regional and national sales data.

BRUCE SPRINGSTEEN Continued. Includes album 'Born In The U.S.A. (Columbia)' LP: Born In The U.S.A. with regional and national sales data.

BRUCE SPRINGSTEEN Continued. Includes album 'Survivor (Scotti Bros./CBS)' LP: Vital Signs with regional and national sales data.

MADONNA. Includes album 'Like A Virgin (Sire/WB)' LP: Like A Virgin with regional and national sales data.

STEVE PERRY. Includes album 'Foolish Heart (Columbia)' LP: Street Talk with regional and national sales data.

REO SPEEDWAGON. Includes album 'I Dowanna Know (Epic)' LP: Wheels Are Turnin' with regional and national sales data.

RICK SPRINGFIELD. Includes album 'Bruce (Mercury/PolyGram)' LP: Beautiful Feelings with regional and national sales data.

RICK SPRINGFIELD & RANDY CRAWFORD. Includes album 'Taxi Dancing (RCA)' LP: Hard To Hold Soundtrack with regional and national sales data.

BRUCE SPRINGSTEEN Continued. Includes album 'Survivor (Scotti Bros./CBS)' LP: Vital Signs with regional and national sales data.

BRUCE SPRINGSTEEN Continued. Includes album 'Survivor (Scotti Bros./CBS)' LP: Vital Signs with regional and national sales data.

PAUL McCARTNEY. Includes album 'No More Lonely Lies (Columbia)' LP: Soundtrack Give My Regards... with regional and national sales data.

JEFFREY OSBORNE. Includes album 'Don't Stop (A&M)' LP: Don't Stop with regional and national sales data.

REO SPEEDWAGON. Includes album 'I Dowanna Know (Epic)' LP: Wheels Are Turnin' with regional and national sales data.

RICK SPRINGFIELD. Includes album 'Bruce (Mercury/PolyGram)' LP: Beautiful Feelings with regional and national sales data.

BRUCE SPRINGSTEEN Continued. Includes album 'Survivor (Scotti Bros./CBS)' LP: Vital Signs with regional and national sales data.

BRUCE SPRINGSTEEN Continued. Includes album 'Survivor (Scotti Bros./CBS)' LP: Vital Signs with regional and national sales data.

BRUCE SPRINGSTEEN Continued. Includes album 'Survivor (Scotti Bros./CBS)' LP: Vital Signs with regional and national sales data.

PAUL McCARTNEY. Includes album 'No More Lonely Lies (Columbia)' LP: Soundtrack Give My Regards... with regional and national sales data.

JEFFREY OSBORNE. Includes album 'Don't Stop (A&M)' LP: Don't Stop with regional and national sales data.

REO SPEEDWAGON. Includes album 'I Dowanna Know (Epic)' LP: Wheels Are Turnin' with regional and national sales data.

RICK SPRINGFIELD. Includes album 'Bruce (Mercury/PolyGram)' LP: Beautiful Feelings with regional and national sales data.

BRUCE SPRINGSTEEN Continued. Includes album 'Survivor (Scotti Bros./CBS)' LP: Vital Signs with regional and national sales data.

BRUCE SPRINGSTEEN Continued. Includes album 'Survivor (Scotti Bros./CBS)' LP: Vital Signs with regional and national sales data.

BRUCE SPRINGSTEEN Continued. Includes album 'Survivor (Scotti Bros./CBS)' LP: Vital Signs with regional and national sales data.

PAUL McCARTNEY. Includes album 'No More Lonely Lies (Columbia)' LP: Soundtrack Give My Regards... with regional and national sales data.

JEFFREY OSBORNE. Includes album 'Don't Stop (A&M)' LP: Don't Stop with regional and national sales data.

REO SPEEDWAGON. Includes album 'I Dowanna Know (Epic)' LP: Wheels Are Turnin' with regional and national sales data.

RICK SPRINGFIELD. Includes album 'Bruce (Mercury/PolyGram)' LP: Beautiful Feelings with regional and national sales data.

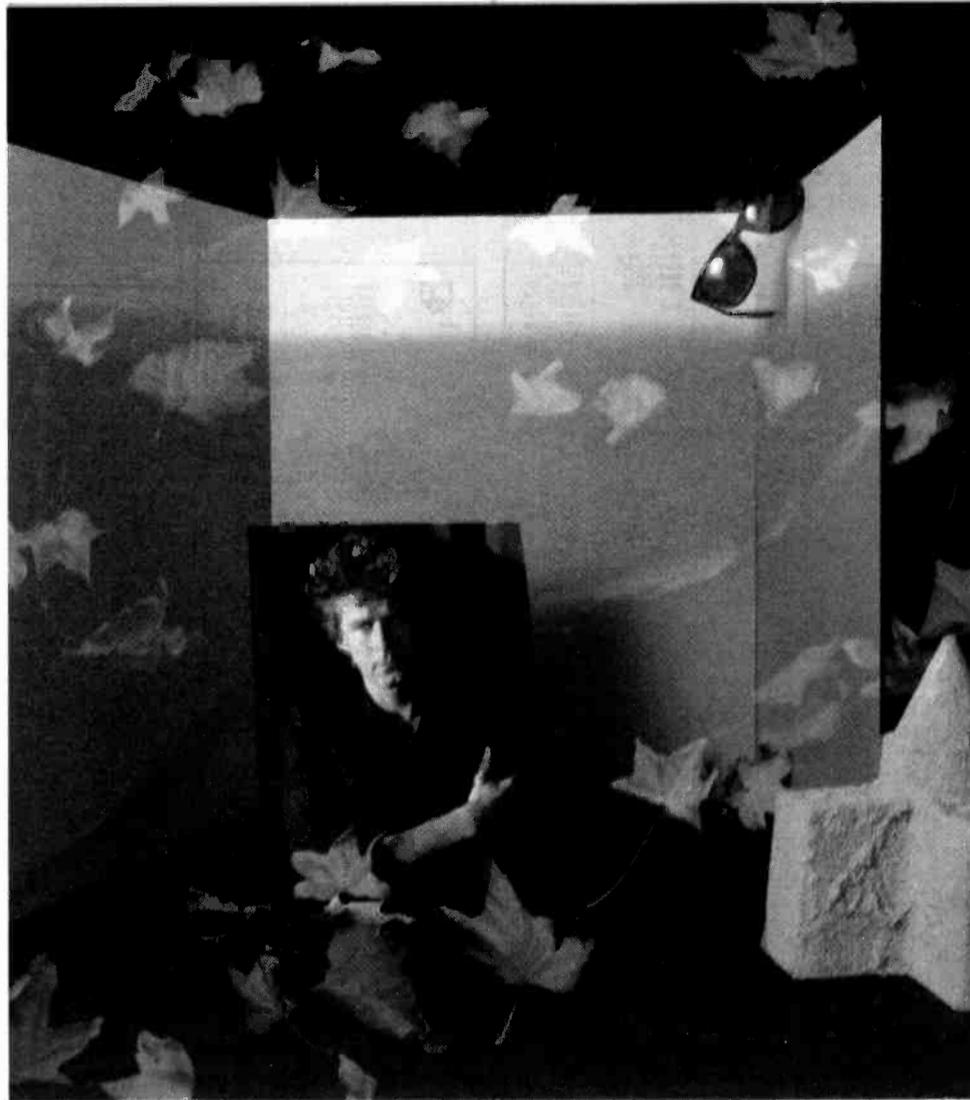
BRUCE SPRINGSTEEN Continued. Includes album 'Survivor (Scotti Bros./CBS)' LP: Vital Signs with regional and national sales data.

BRUCE SPRINGSTEEN Continued. Includes album 'Survivor (Scotti Bros./CBS)' LP: Vital Signs with regional and national sales data.

BRUCE SPRINGSTEEN Continued. Includes album 'Survivor (Scotti Bros./CBS)' LP: Vital Signs with regional and national sales data.



# DON henley



BUILDING  
THE  
PERFECT  
BEAST

FEATURING

“SUNSET GRILL”  
“ALL SHE WANTS TO DO IS DANCE”  
and  
“THE BOYS OF SUMMER”



AVAILABLE ON GEFFEN RECORDS AND CASSETTES • COMING SOON ON COMPACT DISC  
ON VHS 24027 9-24028  
PRODUCED BY DON HENLEY, DANNY KORTCHMAR AND GREG LADANY • MANAGED BY FRONT LINE MANAGEMENT • © 1984 THE DAVID GEFFEN COMPANY

# Contemporary Hit Radio

Continued from Back Page

## CHART EXTRAS

Chart Extras are records above the 60% airplay level without sufficient chart activity to debut on the National Airplay/40 this week.

### DON HENLEY

**The Boys Of Summer (After The Boys Of...)** (Geffen)  
79% of our reporters on it. Moves: Up 46, Debuts 48, Same 80, Down 0, Adds 14 including WHTT, WHYT, KIIS-FM, FM102, KNBQ, Z106, KKRC. Complete airplay in Parallels.

## BREAKERS

### CHICAGO

#### You're The Inspiration (WB)

75% of our reporters on it. Moves: Up 11, Debuts 34, Same 55, Down 1, Adds 78 including B104, Z100, B96, KDWB-FM, KIMN, KPKE, KIIS-FM. Complete airplay in Parallels.

### RAY PARKER JR.

#### Jamie (Arista)

74% of our reporters on it. Moves: Up 5, Debuts 31, Same 63, Down 0, Adds 79 including WCAU-FM, 94Q, 93FM, WGCL, KHTR, KOPA, KWSS. Complete airplay in Parallels.

### SHEILA E.

#### The Belle Of St. Mark (WB)

61% of our reporters on it. Moves: Up 45, Debuts 23, Same 52, Down 0, Adds 26 including WNYS, CHUM, KAFM, KHTR, WBEN-FM, Z98, KF95. Complete airplay in Parallels.

### ROGER HODGSON

#### Had A Dream (Sleeping With The Enemy) (A&M)

60% of our reporters on it. Moves: Up 48, Debuts 9, Same 75, Down 0, Adds 11 including PRO-FM, KDWB-FM, KWK, KHFI, 94TYX, KQMQ, KHYT. Complete airplay in Parallels.

## NEW & ACTIVE

### JACKSONS "Body" (Epic) 133/4

Moves: Up 52, Debuts 5, Same 70, Down 2, Adds 4, WRCK, WRQN, WIKZ, KHTX, WXKS-FM 31-24, WNYS 26-23, I95 28-25, Q103 25-18, WVIC-FM 27-22, WKEE 39-35, WHTF 29-25, WSSX 23-17, WABB-FM 27-21, Z102 27-24, SLY96 29-24.

### JOHN CAFFERTY & BEAVER BROWN BAND "Tender Years" (Scotti Bros./CBS) 130/52

Moves: Up 2, Debuts 13, Same 63, Down 0, Adds 52 including WBLI, WCAU-FM, B94, Z93, KAFM, B97, WHYT, KDWB-FM, KIMN, KOPA, KPLUS, KC101, KXX106, KHYT, WYKS.

### U2 "Pride (In The Name Of Love)" (Island) 130/19

Moves: Up 49, Debuts 15, Same 47, Down 0, Adds 19, including WASH, Q105, KWOD, WMAR, WANS-FM, WQUT, WOKI, Z98, WKDD, KBOS, KQMQ, KDON-FM, WIGY, WCIL-FM.

### GIUFFRIA "Call To The Heart" (Camel/MCA) 124/31

Moves: Up 3, Debuts 23, Same 67, Down 0, Adds 31 including 93FM, WCZY, KDWB-FM, Q103, KITS, KPLUS, WFLY, WGMF, WJZR, 94TYX, 92X, KNMQ, WQCM, Y94.

### JACK WAGNER "All I Need" (Qwest/WB) 114/21

Moves: Up 61, Debuts 9, Same 21, Down 2, Adds 21 including B94, WHTX, WASH, KITS, WFLY, WKEE, WPST, Q106, WZYP, Y106, WVIC, WIGY, KF95, KFMW, KRSP. See Parallels, debuts at number 36 on the CHR chart.

### BILLY IDOL "Catch My Fall" (Chrysalis) 110/17

Moves: Up 26, Debuts 17, Same 50, Down 0, Adds 17 including WXKS-FM, PRO-FM, WHYT, KWOD, WSPK, Z104, KXXX, KQXR, KF95, KBOS, KCAQ, WIKZ, KTRS, KCBN, KIST.

### JEFFREY OSBORNE "Don't Stop" (A&M) 106/11

Moves: Up 33, Debuts 6, Same 56, Down 0, Adds 11, WERZ, 93Q, WPST, KBFM, KRGV, WHOT, KQXR, WHSL, K96, SLY96, OK95, WXKS-FM 32-27, WASH 29-24, 94Q 14-11, Z93 23-18.

### PHILIP BAILEY with PHIL COLLINS "Easy Lover" (Columbia) 98/98

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 98 including WHTT, WXKS-FM, WNYS, WPHD, CKOI, WHTX, PRO-FM, WAVA, 94Q, I95, Q105, KIMN, KPKE, Q103, KMJK, FM102.

### KISS "Heaven's On Fire" (Mercury/PolyGram) 97/3

Moves: Up 48, Debuts 3, Same 41, Down 2, Adds 3, KBOS, KO93, KYA, WCAU-FM 39-35, PRO-FM 33-29, KPLUS 23-16, WHTF 33-29, KZZB 29-23, WZYP 39-35, WOKI 14-11, WAHC 4-2, KQKQ 18-13, KXXX 10-9, WKSF 19-14, KF95 20-16.

### FRANKIE GOES TO HOLLYWOOD "Two Tribes" (ZTT/Island) 89/17

Moves: Up 25, Debuts 8, Same 36, Down 3, Adds 17 including WNYS, Z93, B96, WBEN-FM, K104, 98PXY, WKFM, WSSX, WJZR, KQMQ, KSKD, OK100, KNIN, WDBR.

### J. GEILS BAND "Concealed Weapons" (EMI America) 89/13

Moves: Up 14, Debuts 7, Same 55, Down 0, Adds 13, PRO-FM, WHYT, KIMN, WDCC, KX104, KBOS, KO93, KHYT, KTDY, KNOE-FM, KQCR, WDBR, WSPT, KFMW, WXKS-FM 34-25, WERZ 40-32.

### RICK SPRINGFIELD "Bruce" (Mercury/PolyGram) 87/45

Moves: Up 0, Debuts 7, Same 35, Down 0, Adds 45 including B104, WPHD, B94, Z93, B97, KWK, KMJK, KITS, KWSS, KNBQ, WBBQ, KQKQ, KYNO-FM, WKSF.

## MOST ADDED

PHILIP BAILEY w/PHIL COLLINS (98)  
Easy Lover (Columbia)  
RAY PARKER JR. (79)  
Jamie (Arista)  
CHICAGO (78)  
You're The Inspiration (WB)  
JOHN CAFFERTY & BEAVER BROWN (52)  
Tender Years (Scotti Bros./CBS)  
STEVE PERRY (51)  
Foolish Heart (Columbia)  
POINTER SISTERS (47)  
Neutron Dance (Planet/RCA)

## HOTTEST

WHAM! (137)  
Wake Me Up Before You Go-Go (Columbia)  
CHAKA KHAN (129)  
I Feel For You (WB)  
DARYL HALL & JOHN OATES (116)  
Out Of Touch (RCA)  
DURAN DURAN (104)  
The Wild Boys (Capitol)  
TINA TURNER (67)  
Better Be Good To Me (Capitol)  
PRINCE (62)  
Purple Rain (WB)

### REBBIE JACKSON "Centipede" (Columbia) 87/8

Moves: Up 37, Debuts 15, Same 26, Down 1, Adds 8, WBLI, WKTI, KQXR, KF95, WSQV, T94, WGLF, WRKR, WXKS-FM 22-19, WPLJ 13-11, Z100 20-16, Z93 3-2, WNVZ 24-17, WHYT 12-9, Z106 23-19.

### EUROGLIDERS "Heaven (Must Be There)" (Columbia) 86/10

Moves: Up 11, Debuts 5, Same 60, Down 0, Adds 10, CHUM, WSPK, WZYP, WRNO, KLIK, KAY107, KKRD, KCPX, Y94, KTRS, WOKI 39-34, KEYN-FM 33-29, KO93 31-22, WOMP-FM 40-36, KOZE 26-21.

### THOMPSON TWINS "The Gap" (Arista) 76/15

Moves: Up 7, Debuts 2, Same 52, Down 0, Adds 15, KS103, WFLY, WMAR, WSPK, WQID, WNOK-FM, KLIK, WZON, WQCM, Q101, WGLF, 99KG, KDVV, KCBN, KRSP.

### RICK SPRINGFIELD with RANDY CRAWFORD "Taxi Dancing" (RCA) 75/25

Moves: Up 5, Debuts 4, Same 41, Down 0, Adds 25 including WCZY, WTIC-FM, WRCK, KXX106, WNOK-FM, KX104, Y106, KLIK, WKFR, KEYN-FM, KKRD, KQXR, KKF, KHYT, KTDY.

### LAURA BRANIGAN "Ti Amo" (Atlantic) 70/8

Moves: Up 8, Debuts 5, Same 49, Down 0, Adds 8, WNVZ, K104, WOAY, WSQV, Q101, WGLF, KWTO-FM, SLY96, WPST d-37, WJZR 39-37, KSET-FM 23-11, KLIK d-34, KO93 26-17, KCPX 35-30, WZON 32-28.

### FIXX "Sunshine In The Shade" (MCA) 61/27

Moves: Up 1, Debuts 2, Same 31, Down 0, Adds 27 including WBLI, CKOI, WKF, KSET-FM, WRNO, WKDD, WRQN, KMGX, KDON-FM, WKHI, KTDY, WBNQ, KFMW, KGOT, KCDQ.

### DONNA SUMMER "Supernatural Love" (Geffen) 58/8

Moves: Up 3, Debuts 2, Same 45, Down 0, Adds 8, KAMZ, KIKI, KKQV, KNIN, KCMQ, KDVV, KRSP, OK95, WCAU-FM on, WHYT on, FM102 d-30, WJZR d-40, KSET-FM 34-30, WRQN on, KHTX 32-30, KIST 28-23.

### VAN HALEN "Hot For Teacher" (WB) 54/3

Moves: Up 22, Debuts 1, Same 25, Down 3, Adds 3, WNVZ, KXXX, KCAQ, WCAU-FM 34-29, 93FM 27-21, KHTR 27-24, Z106 40-35, WRCK 32-26, WQUT 27-23, KX104 23-20, WJXQ 30-26, ZZ99 30-24, WLXK 25-19, WCIL-FM 20-9.

### STEVE PERRY "Foolish Heart" (Columbia) 51/51

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 51 including B104, WPHD, WERZ, KZZB, KSET-FM, WHHY-FM, WJXQ, WHOT, KDON-FM, WQCM, WKSF, Q101, WHSL, KDVV, KBIM.

## SIGNIFICANT ACTION

### POINTER SISTERS "Neutron Dance" (Planet/RCA) 47/47

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 47 including 94Q, KBQ, WVSR, WERZ, WBBQ, KWIC, WQID, WBCY, KOFM, KQKQ, WHOT, KQXR, KIKI, KQMQ, KHOP.

### BANANARAMA "The Wild Life" (London/PolyGram) 45/13

Moves: Up 9, Debuts 2, Same 21, Down 0, Adds 13, WXKS-FM, WCAU-FM, Q100, WKZR-FM, WQID, WJZR, WZPL, WJXQ, WHOT, KF95, KHYT, OK100, K96.

### KOOL & THE GANG "Misled" (De-Lite/PolyGram) 43/43

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 43 including 94Q, WGCL, WFLY, WMAR, WVSR, K104, WBBQ, KZZB, WQID, KSET-FM, WJXQ, WRQN, KIKI, KHOP, KSKD, KCPX.

### GENERAL PUBLIC "Tenderness" (IRS/A&M) 43/18

Moves: Up 1, Debuts 1, Same 23, Down 0, Adds 18 including WHTT, FM102, KS103, WRNO, KBOS, KYNO-FM, KHOP, KSKD, WOMP-FM, WKSF, KILE, WDBR, KCDQ, KTRS, KBIM.

### ASHFORD & SIMPSON "Solid" (Capitol) 35/16

Moves: Up 3, Debuts 1, Same 15, Down 0, Adds 16 including WNYS, PRO-FM, Z93, KBQ, WMAR, WBEN-FM, WPST, KZZB, WOKI, WQUE-FM, KTFM, WRQN, KEYN-FM, WHOT, WJBQ.

### SHALAMAR "Amnesia" (Solar/Elektra) 31/13

Moves: Up 1, Debuts 4, Same 13, Down 0, Adds 13, Q103, FM102, WLAN-FM, KWIC, KOFM, WRQN, KMGX, WSQV, T94, WPFM, WBNQ, KDVV, KTRS, Y100 d-34, OK95 28-26.

### EURHYTHMICS "Sexcrime (Nineteen Eighty-Four)" (RCA) 31/9

Moves: Up 0, Debuts 2, Same 20, Down 0, Adds 9, WXKS-FM, CKGM, WZLD, KTFM, WRQN, KYNO-FM, KO93, WKSF, KILE, WPHD on, CKOI on, KPLUS on, WERZ d-40, KWIC on, WBNQ d-33.

### TIME "Jungle Love" (WB) 24/4

Moves: Up 11, Debuts 2, Same 7, Down 0, Adds 4, WVSR, Z104, KSKD, WKSF, WLON-FM 35-30, KIIS-FM 22-12, KMJK 15-9, FM102 12-5, Z106 9-8, KAMZ 30-20, Y106 31-27, KMGX 5-3, KCAQ 8-6, WJQB 37-33, WCIL-FM 19-11.

### LINDSEY BUCKINGHAM "Slow Dancing" (Elektra) 18/7

Moves: Up 0, Debuts 0, Same 11, Down 0, Adds 7, WKAU, KHOP, KWES, KQCR, KKLS-FM, WSPT, KHTX, WLAN-FM on, WSPK on, WRCK on, KWIC on, WJXQ on-dp.

### BILLY SATELLITE "I Wanna Go Back" (Capitol) 17/16

Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 16 including WPHD, Q103, K104, WGMF, KWIC, WJZR, KSET-FM, KTFM, WJXQ, OK100, KKQV, WHSL, KTRS, KHTX, OK95.

### JOHN PARR "Naughty Naughty" (Atlantic) 16/1

Moves: Up 2, Debuts 0, Same 13, Down 0, Adds 1, WFMI, K104 32-29, WRCK on, WHTF on, KWIC on, WJZR on, WJXQ on-dp, WRQN on-dp, WFBG on, OK100 38-28.

### ALPHAVILLE "Big In Japan" (Atlantic) 15/7

Moves: Up 0, Debuts 1, Same 7, Down 0, Adds 7, WRCK, WKZR-FM, WJXQ, WHOT, KKQV, 99KG, KHTX, WXKS-FM d-40, 93FM on, WERZ on, WHTF on, KWIC on.

### JOHN DENVER & SYLVIE VARTAN "Love Again" (RCA) 15/1

Moves: Up 0, Debuts 0, Same 14, Down 0, Adds 1, WJZR, WXKS-FM on, PRO-FM on, Y100 on, WHYT on, WNOK-FM on, WOKI on, WZKS on, WZPL on-dp, KBIM on-dp.

### MIDNIGHT STAR "Operator" (Solar/Elektra) 12/8

Moves: Up 1, Debuts 2, Same 1, Down 0, Adds 8, WXKS-FM, KWIC, WZLD, KAMZ, Y106, WZPL, KYNO-FM, WJAD, I95 d-38, KCAQ 40-37.

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.

WEEK

9

**AIR Priorities**

WEEK

9

**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, November 21, 1984

TITLE	ARTIST	LABEL
IN NEON	ELTON JOHN	GEFFEN
LET IT ALL BLOW	DAZZ BAND	MOTOWN
AMNESIA	SHALAMAR	SOLAR ELEKTRA
I WANNA GO BACK	BILLY SATELITTE	CAPITOL
FOOLISH HEART	STEVE PERRY	COLUMBIA

**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, November 22, 1984

TITLE/CUTS	ARTIST	LABEL
IN THE EYE OF THE STORM "Jeopardy" "Afraid"	ROGER HODGSON	A&M
RUSSIANS AND AMERICANS "One"	AL STEWART	JEM/PASSPORT

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.

© 1984 Active Industry Research, Inc.

**AIR**

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

# Contemporary Hit Radio

Three Two Last  
Weeks Weeks Weeks

4	2	2	1	WHAMI/Wake Me Up Before You Go-Go (Columbia)
6	5	3	2	DARYL HALL & JOHN OATES/Out Of Touch (RCA)
3	1	1	3	PRINCE/Purple Rain (WB)
13	8	6	4	CHAKA KHAN/I Feel For You (WB)
15	9	7	5	CYNDI LAUPER/All Through The Night (Portrait/CBS)
9	6	4	6	TINA TURNER/Better Be Good To Me (Capitol)
17	12	8	7	LIONEL RICHIE/Penny Lover (Motown)
21	15	13	8	PAUL McCARTNEY/No More Lonely Nights (Columbia)
12	11	9	9	SHEENA EASTON/Strut (EMI America)
40	26	19	10	DURAN DURAN/The Wild Boys (Capitol)
29	22	14	11	HONEYDRIPPERS/Sea Of Love (Es Paranza/Atlantic)
22	18	15	12	SURVIVOR/I Can't Hold Back (Scotti Bros./CBS)
28	21	16	13	HUEY LEWIS & NEWS/Walking On A Thin... (Chrysalis)
2	3	5	14	BILLY OCEAN/Caribbean Queen (No More Love...) (Jive/Arista)
24	20	17	15	COREY HART/It Ain't Enough (EMI America)
34	28	21	16	PAT BENATAR/We Belong (Chrysalis)
7	7	10	17	DENNIS DeYOUNG/Desert Moon (A&M)
23	19	18	18	CULTURE CLUB/The War Song (Virgin/Epic)
1	4	11	19	STEVIE WONDER/I Just Called To Say I Love You (Motown)
11	10	12	20	DAVID BOWIE/Blue Jean (EMI America)
-	34	26	21	JULIAN LENNON/Valotte (Atlantic)
37	32	27	22	NEW EDITION/Cool It Now (MCA)
-	36	29	23	CARS/Hello Again (Elektra)
27	24	23	24	38 SPECIAL/Teacher Teacher (Capitol)
30	27	25	25	SAMMY HAGAR/I Can't Drive 55 (Geffen)
DEBUT	34	27	26	MADONNA/Like A Virgin (Sire/WB)
-	38	32	27	JERMAINE JACKSON/Do What You Do (Arista)
-	38	32	28	REO SPEEDWAGON/I Dowanna Know (Epic)
39	35	31	29	PETER WOLF/I Need You Tonight (EMI America)
-	37	31	30	BRYAN ADAMS/Run To You (A&M)
-	35	31	31	TOTO/Stranger In Town (Columbia)
-	40	33	32	JOHN WAITE/Tears (EMI America)
19	17	20	33	K.ROGERS w/K.CARNES & J.INGRAM/What About Me? (RCA)
33	30	28	34	TOMMY SHAW/Girls With Guns (A&M)
-	40	33	35	BRUCE SPRINGSTEEN/Born In The U.S.A (Columbia)
DEBUT	39	32	36	JACK WAGNER/All I Need (Qwest/WB)
-	39	32	37	DAN HARTMAN/We Are The Young (MCA)
DEBUT	39	32	38	BOB SEGER & SILVER BULLET BAND/Understanding (Capitol)
DEBUT	39	32	39	SCANDAL f/PATTY SMYTH/Hands Tied (Columbia)
-	39	38	40	SAM HARRIS/Sugar Don't Bite (Motown)

N&A Begins on Page 94

# Adult/Contemporary

2	1	1	1	LIONEL RICHIE/Penny Lover (Motown)
7	4	2	2	WHAMI/Wake Me Up Before You Go-Go (Columbia)
11	7	4	3	PAUL McCARTNEY/No More Lonely Nights (Columbia)
14	11	7	4	CYNDI LAUPER/All Through The Night (Portrait/CBS)
10	8	6	5	DARYL HALL & JOHN OATES/Out Of Touch (RCA)
19	13	8	6	HONEYDRIPPERS/Sea Of Love (Es Paranza/Atlantic)
4	3	3	7	DENNIS DeYOUNG/Desert Moon (A&M)
1	2	5	8	K.ROGERS w/K.CARNES & J.INGRAM/What About Me? (RCA)
25	18	11	9	JERMAINE JACKSON/Do What You Do (Arista)
20	15	12	10	AL JARREAU/After All (WB)
5	6	10	11	BILLY OCEAN/Caribbean Queen (No More Love...) (Jive/Arista)
3	5	9	12	STEVIE WONDER/I Just Called To Say I Love You (Motown)
-	-	22	13	BOB SEGER & SILVER BULLET BAND/Understanding (Capitol)
-	24	18	14	JULIAN LENNON/Valotte (Atlantic)
BREAKER	22	20	15	JACK WAGNER/All I Need (Qwest/WB)
-	22	20	16	COREY HART/It Ain't Enough (EMI America)
12	12	14	17	A. MURRAY w/D. LOGGINS/Nobody Loves Me... (Capitol)
6	9	13	18	CHICAGO/Hard Habit To Break (WB)
21	19	19	19	JULIO IGLESIAS/Moonlight Lady (Columbia)
-	-	23	20	STEPHEN STILLS f/M. FINNIGAN/Can't Let Go (Atlantic)
BREAKER	17	16	21	BARRY MANILOW/When October Goes (Arista)
9	10	15	22	AMERICA/Special Girl (Capitol)
BREAKER	9	10	15	ELTON JOHN/Who Wears These Shoes? (Geffen)
BREAKER	9	10	15	CHICAGO/You're The Inspiration (WB)
BREAKER	9	10	15	MELISSA MANCHESTER/Thief Of Hearts (Casablanca/PG)

N&A Begins on Page 73

Three Two Last  
Weeks Weeks Weeks

10	3	1	1	BRYAN ADAMS/Run To You (A&M)
8	4	2	2	PAT BENATAR/We Belong (Chrysalis)
11	10	5	3	JULIAN LENNON/Valotte (Atlantic)
-	17	11	4	DON HENLEY/The Boys Of Summer (After...) (Geffen)
1	1	3	5	U2/Pride (In The Name Of Love) (Island)
5	8	7	6	BOB SEGER/Understanding (Capitol)
6	9	6	7	ROGER HODGSON/Had A Dream (Sleeping...) (A&M)
12	11	9	8	REO SPEEDWAGON/I Dowanna Know (Epic)
7	7	8	9	HONEYDRIPPERS/Rockin' At Midnight (Es Paranza/Atl.)
2	2	4	10	SURVIVOR/I Can't Hold Back (Scotti Bros./CBS)
40	29	16	11	BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia)
21	16	14	12	HONEYDRIPPERS/Sea Of Love (Es Paranza/Atl.)
-	-	25	13	KINKS/Do It Again (Arista)
28	20	19	14	TOTO/Stranger In Town (Columbia)
30	19	18	15	J. CAFFERTY & BEAVER.../Tender... (Scotti Bros./CBS)
4	5	10	16	38 SPECIAL/Teacher Teacher (Capitol)
17	15	15	17	PAUL McCARTNEY/No More Lonely Nights (Columbia)
13	13	13	18	MOLLY HATCHET/Satisfied Man (Epic)
20	18	20	19	CARS/Hello Again (Elektra)
-	48	26	20	DEEP PURPLE/Perfect Strangers (Mercury/PG)
35	28	23	21	SCANDAL f/PATTY SMYTH/Hands Tied (Columbia)
44	37	29	22	JOHN PARR/Naughty Naughty (Atlantic)
24	22	24	23	PETER WOLF/I Need You Tonight (EMI America)
9	12	17	24	TOMMY SHAW/Girls With Guns (A&M)
23	21	22	25	HUEY LEWIS & NEWS/Walking On A Thin... (Chrysalis)
43	38	33	26	EUROGLIDERS/Heaven (Must Be There) (Columbia)
-	-	45	27	GIUFFRIA/Call To The Heart (Camel/MCA)
3	6	12	28	DAVID BOWIE/Blue Jean (EMI America)
38	30	28	29	J. GEILS BAND/Concealed Weapons (EMI America)
45	32	30	30	FRANKIE GOES TO.../Two Tribes (ZTT/Island)

Complete Tracks Chart  
Begins On Page 78

# Black/Urban

9	5	3	1	ASHFORD & SIMPSON/Solid (Capitol)
12	7	7	2	JEFFREY OSBORNE/Don't Stop (A&M)
1	1	2	3	CHAKA KHAN/I Feel For You (WB)
14	8	6	4	DAZZ BAND/Let It All Blow (Motown)
2	2	1	5	NEW EDITION/Cool It Now (MCA)
13	9	8	6	LIONEL RICHIE/Penny Lover (Motown)
4	4	5	7	PRINCE/Purple Rain (WB)
19	14	12	8	ISLEY/JASPER/ISLEY/Look The Other... (CBS Associated)
18	13	11	9	GLENN JONES/Show Me (RCA)
3	3	4	10	REBBIE JACKSON/Centipede (Columbia)
7	6	9	11	CHAMPAIGN/Off And On Love (Columbia)
10	10	10	12	TINA TURNER/Better Be Good To Me (Capitol)
21	15	13	13	DENIECE WILLIAMS/Black Butterfly (Columbia)
-	36	24	14	WHISPERS/Contagious (Solar/Elektra)
27	19	15	15	DARYL HALL & JOHN OATES/Out Of Touch (RCA)
28	24	16	16	FORCE MD'S/Tears (Tommy Boy)
23	18	17	17	E. "CHAMPAGNE" KING/Just For The Night (RCA)
-	32	26	18	S.O.S. BAND/No One's Gonna Love You (Tabu/CBS)
26	22	19	19	BAR-KAYS/Sex-O-Matic (Mercury/PG)
33	30	20	20	MTUME/C.O.D. (I'll Deliver) (Epic)
32	25	21	21	RICK JAMES/You Turn Me On (Gordy/Motown)
-	-	32	22	MIDNIGHT STAR/Operator (Solar/Elektra)
39	26	23	23	TEENA MARIE/Lovergirl (Epic)
-	34	28	24	TEMPTATIONS/Treat Her Like A Lady (Gordy/Motown)
36	28	25	25	AL JARREAU/After All (WB)
35	29	27	26	JERMAINE STEWART/The Word Is Out (Arista)
25	21	18	27	APOLLONIA 6/Sex Shooter (WB)
-	-	35	28	THELMA HOUSTON/You Used To Hold Me So... (MCA)
-	38	31	29	JACKSONS/Body (Epic)
38	33	30	30	SLAVE/Ooohh (Cotillion/Atco)
-	40	33	31	JOYCE KENNEDY/Stronger Than Before (A&M)
-	-	34	32	EUGENE WILDE/Gotta Get You... (Phil. World/Atl.)
-	-	37	33	TOM BROWNE/Secret Fantasy (Arista)
DEBUT	39	32	34	FAT BOYS/Jailhouse Rap (Sutra)
-	-	39	35	L. THOMAS w/ M. MOORE/...All of You (Capitol)
6	11	14	36	TIME/Jungle Love (WB)
DEBUT	6	11	14	DREAMBOY/I Promise (I Do Love You) (Qwest/WB)
DEBUT	6	11	14	WHODINI/Five Minutes Of Funk (Jive/Arista)
BREAKER	6	11	14	SYLVERS/In One Love & Out The Other (Geffen)
BREAKER	6	11	14	ROY AYERS/In The Dark (Columbia)

N&A Begins on Page 66