

I N S I D E:

**FCC ORDERS GULF TO SELL
KLTR & KTXQ**

The Commission orders the selloff of Gulf's Houston and Dallas FMs as a condition of approving two TV sales in those markets. Also this week, Harris surrenders its AM stereo struggle.

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**INDUSTRY MOURNS
MICHAELS, KNIGHT**

Tragically, B/A/M/D partner Lee Michaels was killed in a car crash this week, while KLZZ/San Diego PD Larry Knight succumbed to pneumonia-related complications.

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**1984'S MOST
QUOTABLE QUOTES**

The most striking commentaries of the past year, as compiled by R&R's editors.

Page 18, 32, 35, 37, 38, 39, 43

**JOHN A. GAMBLING:
A SILVER ANNIVERSARY
SALUTE**

Twenty-five years ago, John A. Gambling succeeded his father, John B. Gambling, as WOR/New York morning man. Jeff Green talks to John A. for a perspective on a unique radio dynasty.

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**PEOPLE IN THE NEWS
THIS WEEK**

- Tom Bresnahan VP/GM at KFKF-AM & FM
- Jim Snowden WDRQ PD
- Chuck Dees PD for WDJO
- Jack Collins VP/GM at KWED-FM
- Jerry Lee KMLD's GSM
- Sue Bell GSM at KQXT

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**SURVEYING CURRENT
EQUIPMENT**

In a two-page bonus supplement, R&R takes a look at new radio and studio-oriented equipment.

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**ARBITRON'S MULTI-WEEK
CUME RULE**

Jhan Hiber presents an exclusive, illustrated examination of Arbitron's newest sales tool — the Multi-Week Cume Rule.

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KJAZ CELEBRATES 25TH

Barbara Barnes visits KJAZ/Alameda on its silver anniversary as the Bay Area's Jazz showcase.

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**THIS PROMOTION
IS CLASSIFIED**

Dan O'Day suggests a novel method of promoting your airshift and station — via the personals in the classified section of your daily newspaper.

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Newsstand Price \$3.50



RADIO & RECORDS

CRAVENS NAMED KSRR VP/GM

**ABC Resets Chicago,
Houston Management**

Trumper WLS VP/GM; Gehron OM/PD; Casey Exits

In managerial changes within ABC's owned stations, three-year KSRR/Houston VP/GM Jeff Trumper has transferred to WLS-AM & FM/Chicago as VP/GM. He succeeds John Gehron, who returns to his former position as OM/PD, replacing exiting programmer Steve Casey. Taking over as VP/GM at KSRR is WABC/New York GSM John Cravens.

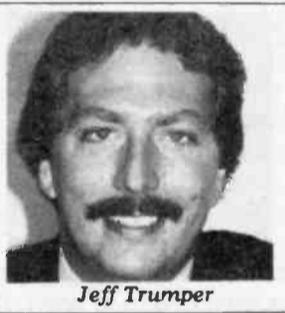
Commenting on Trumper's appointment, ABC Owned Radio Stations President Charles De Bare said, "Jeff brings to WLS a vast amount of experience in management and sales, and a knowledge of the Chicago market through several years as an Account Executive at the Chicago stations. He has done an outstanding job at KSRR, and we have every confidence that he will build upon WLS's longstanding position as one of America's top radio combinations and guide it to even greater accomplishments."

**KRQR
Names
Miller PD**

KZAP/Sacramento programmer Chris Miller has accepted the PD chair at CBS's KRQR/San Francisco, beginning January 2. Miller takes over for Jon Russell, whose future with the station has not been announced.

KRQR VP/GM George Sosson observed, "San Francisco is the most competitive AOR market in the country, and I needed a programming leader who can respond to that competitive pressure. Chris has an exceptional combination of marketing and advertising expertise, along with programming ability, and I'm delighted to have him join us."

In addition to an earlier stint with KZAP, Miller's 12 years in radio include programming stops at WQDR/Raleigh and KLLO/Houston. "I'll miss MILLER/See Page 10



Jeff Trumper

When asked about Gehron's return to the OM/PD position, Owned Stations VP/Operations Don Bouloukos noted, "John is

**WOLT ELEVATED TO PRESIDENT
H&W Restructures
Management Team**

At H&W Communications, Ken Wolt has been promoted to President/Chief Executive. Wolt, who had been supervising WZPL/Indianapolis and WLLT/Cincinnati, will move to WLUP/Chicago, where he will take an equity position and be responsible for all three H&W mainland stations.

Wolt told R&R, "I'm very excited. Our company has come a long way in the last two and a half years, and my move to Chicago will put an end to the rumors that the Loop is being sold. The station has a tremendous history, and we feel strongly about its future."

Ingram, Kockritz Upped

As part of the changes, Wolt announced that WZPL Station Manager Roger Ingram has been advanced to VP/GM, while WLLT GSM Frank Kockritz moves up to Station Manager.

Wolt commented, "Roger is one of the brightest, most creative, and energetic radio people I've ever met. Most of the credit for WZPL's remarkable growth belongs to him. Frank is a quiet, aggressive individual with remarkable stability. He's a bright guy who's going to go a long way in this company."

**Infinity Picks Chiusano
As New WKTU VP/GM**

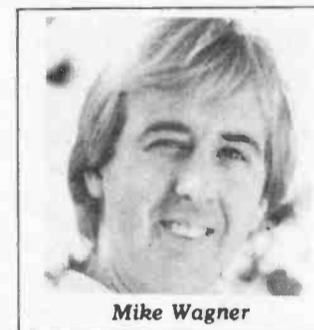
WIVY/Jacksonville VP/GM Tom Chiusano has been transferred to VP/GM at Infinity's WKTU/New York. Chiusano will take over at WKTU after Infinity's sale of WIVY to Gilmore Broadcasting is completed around late January.

Infinity President Mel Karmazin, who had been managing WKTU, told R&R, "Tom's made important contributions to WIVY and Infinity Broadcasting. His management skills and leadership ability, combined with his knowledge of the New York market, make him

uniquely qualified to assume this important position."

A 12-year broadcaster, Chiusano had managed WIVY for two and a half years. He previously served as GSM of WNEW/New York, WNEW-FM/New York, and WMET/Chicago, and as an Account Executive. CHIUSANO/See Page 10

**Wagner
PD At
KRLA**



Mike Wagner

Former KIIS/Los Angeles radio programmer Mike Wagner has returned to the market as PD of Greater Media's Gold-formatted KRLA. Wagner reports to VP/Operations Jay Clark, and replaces Program Manager Jim Pewter, who resigned but will consult the station on music.

KRLA & KHTZ VP/GM Bob Moore told R&R, "This appointment fulfills my dreams of putting together a winning team here; and between Mike, Jay, and KHTZ PD Steve Scott, we will have the strongest programming force in Los Angeles radio."

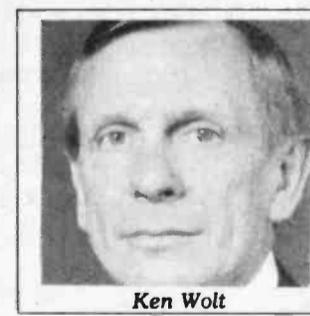
Commented Wagner, "I've wanted to join the Greater Media team for quite some time, and I'm honored to program KRLA, which is a Southern California institution. I look forward to working with Jay, Bob, and (Greater Media VP/Programming) Julian Breen in strengthening KRLA's position."

Wagner was most recently VP/Group PD for Alta Broadcasting. He begins his assignment at the new year.

a brilliant programmer. In his new position, John will be able to focus his tremendous creativity and talent entirely on his area of greatest expertise. He and Jeff Trumper make a powerful team."

Regarding Cravens, De Bare continued, "John has been with ABC since 1977, and in the succeeding years has taken on increasing responsibilities and achieved a superior record of performance."

Trumper said, "This is obviously a great opportunity for me." ABC/See Page 8



Ken Wolt

Ingram became Station Manager at WZPL nine months ago after two years as GSM. Earlier H&W/See Page 10

O'GRADY UPPED TO GSM

**Tanner Resigns
WASH PD Post**

With a year left on his contract, WASH/Washington PD/morning man Bill Tanner has unexpectedly resigned to accept another position to be announced over the Christmas holidays. Air personality Kid Curry has been named interim PD.

Metromedia Radio President Carl Brazell commented, "Bill requested an early release from his contract to pursue an excellent opportunity. After several days of discussion I decided we did not want to stand in the

way. We are parting company good friends, and on behalf of (Exec. VP) Vicki Callahan, (WASH VP/GM) Jim Smith, and the rest of Metromedia Radio, we wish Bill the best of luck in his new venture."

Tanner, who joined the station in 1982 after almost eight years with Y100/Miami, told R&R, "To be associated with the fine staff we've built at WASH-FM has been a great professional pleasure. Metro-

TANNER/See Page 8

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*Norman Feuer
President
Viacom Radio Division*

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



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

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**PROTECTING YOURSELF
AGAINST WRONGFUL DISMISSAL SUITS**

Nowadays, when employees are discharged, they're more likely than ever to sue . . . and win. Gary Kaplan's Management column this week provides a useful guideline to avoiding such sticky situations.

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		CHR Chart	80

Snowden PD At WDRQ

After five months' absence, former Amaturio Group National PD Jim Snowden has returned to the company as Program Director at WDRQ/Detroit, beginning January 17. Most recently morning personality at WBLB/New York, Snowden replaces Steve Harris, who departed last week.

Amaturio Group Radio Division President Monte Lang told R&R, "I am very happy to have Jim back with our company. He did an outstanding job for us in Houston, and I am confident that he'll do the same in Detroit.



It's going to be a tough battle there, and we'll support him all the way."

Snowden was promoted to National PD for Amaturio a year ago following eight months as PD of KMJQ/Houston, but accepted the WBLB bid last August. His background also includes programming

positions at Rochester stations WBBF and WHFM. Snowden was out of town at presstime and unavailable for comment. Until his arrival at WDRQ, programming chores will be handled by KMJQ PD Brute Bailey.

B/A/M/D's Michaels Dies In Car Crash

Lee Michaels, partner in the Burkhart/Abrams/Michaels/Douglas consultancy, died Tuesday (12-18) in a one-car crash. He apparently drove off the road while en route to the firm's office. Michaels, 37, had been a partner at the consultancy firm for seven years, having previously programmed KISW/Seattle from 1971-77.

B/A/M/D President Dwight Douglas paid tribute to his partner: "Lee Michaels was the people person in the company. He was an excellent radio man who had a keen insight into formats, talent development, and AOR music. We're very upset, and just wish he had more time."

Funeral arrangements were incomplete at presstime, but commemorative services were scheduled in Atlanta.

KLZZ PD Knight Dies

KLZZ/San Diego PD Larry Knight died Monday (12-17) of complications resulting from a severe case of pneumonia. Knight, 38, entered the hospital two months ago after complaining of feeling ill. His condition grew progressively worse until last week, when he showed signs of improvement. Last Friday, however, he suffered cardiac arrest, leading to his death.

SBI VP/Corporate Operations George Johns announced the appointment of staffer Jason Williams to fill Knight's position. Williams has been at KLZZ for a year as a

KNIGHT/See Page 8

R&R Sets Holiday Schedule

As in years past, R&R will observe a two-week publishing hiatus over the Christmas holidays. This is our final edition for 1984. Our first issue of 1985 will be dated January 11.

Although we won't be publishing, our Los Angeles, Washington DC, and Nashville offices will remain open to serve you during this holiday period. However, R&R will celebrate Christmas and New Year's by closing Monday, December 24; Tuesday, December 25; Monday, December 31; and Tuesday, January 1. Happy Holidays from all of us at R&R.

Bresnahan Becomes VP/GM At KFKF-AM & FM

After 15 months as GM at KFKF-AM & FM/Kansas City, Tom Bresnahan has moved up to VP/GM at the Sconnix stations. Prior to joining KFKF, he had worked eight years in sales and management at WLTT/Washington.

Sconnix general partner Randy Odeneal said, "We think Tom's incredible. He's done a spectacular job in Kansas City and we felt he was very deserving."

Bresnahan told R&R, "This is the most exciting time of my career, and it feels great to be part of a winner. I appreciate the confidence (Sconnix partners) Scott McQueen, Ted Nixon, and Randy have in me. I'm indebted to the staff of KFKF for producing a record year in programming and sales, which made this promotion possible. Sconnix and KFKF are committed to growing even stronger in 1985."

CHUCK DEES NEW PD

WMLX Set To Become Gold WDJO

Beginning January 1, DKM's WMLX/Cincinnati will change call letters to WDJO, ending its Easy Listening programming for an all-Oldies rock format emphasizing music from the mid-to-late '60s. As part of the change, former WQXY/Baton Rouge PD Chuck Dees has been named Program Director.

WMLX & WUBE acting GM Todd Leiser commented, "WDJO will definitely fill a void on the AM dial. The music has been pretested to appeal to 25-49 year-olds, ranging from those who were part of the introduction of rock 'n' roll in the late '50s to those who were typified in the hit movie 'The Big Chill,' while also including those who were in high school in the early '70s."

Regarding Dees's appointment, OM Paul O'Brien said, "Chuck has a great feel for how this format should be executed . . . it'll be a bright, lively station that will be a lot of fun to listen to as well as program."

Dees, who will also handle afternoons, spent eight months at WQXY. Before that he programmed WKLH/Lansing for a year, following two years as Programming Assistant at KFKF/Kansas City. "Todd and Paul are real go-getters, and I'm very happy to be back in a major market," Dees told R&R. "This format will recreate the sound of CKLW and WLS of about 1967-68 - very up, fun, and active."

Dees added he is reviewing candidates for a drivetime airshift.

Wetherbee To Program WNAP

Eight-year WFYR/Chicago MD/Assistant PD John Wetherbee has been selected to program WNAP/Indianapolis, replacing Gary Hoffmann, who exits after joining nine months ago from the programming post at crosstown rival WZPL.

WNAP & WIBC VP/GM Roy Cooper explained, "Gary and I had a few differences in the direction of the station, but he's a very talented programmer and we wish him all the best. I brought John in because of his background and his bright and intelligent programming mind. I look for John to continue WNAP's heritage and put it back on top in the market."

WETHERBEE/See Page 8

TRANSACTIONS

WVOR, Inc. Buys WHAM & WHFM For \$7.3 Million

WVOR, Inc., licensee of WVOR/Rochester, has agreed to purchase neighbor stations WHAM & WHFM from Rust Communications for \$7.3 million, pending FCC approval. To comply with FCC ownership regulations, WHFM will be spun off.

WVOR Exec. VP/GM Jack Palvino said, "We've wanted a strong AM sister station for WVOR for a long time. We're delighted to have the opportunity to operate one of the country's most powerful AM facilities."

A/C-formatted WHAM is a 50 kw facility at 1180 kHz; CHR outlet WHFM broadcasts with 50 kw on 98.9 MHz at 340 feet. WVOR, Inc. is own-

Collins VP/GM At KWED-FM

After nearly four years as VP/GM at KLLS-AM & FM/San Antonio, Jack Collins has been named VP/GM at neighbor KWED-FM. He will join new owner American Media, which purchased the station last month from Seguin Broadcasting. Headed by President Alan Beck, American Media also owns WALK-AM & FM/Patchogue (Long Island) and WLIF/Baltimore.

Collins, who was unavailable for comment at presstime, will first be responsible for overseeing KWED-FM's format shift from its present variety format to a new direction to be announced in February. Consultant Mary Catherine Sneed is assisting the station in completing the changeover.

No replacement for Collins has been announced at KLLS-AM & FM, which were sold in October to Swanson Broadcasting.

Lee Appointed KMLO GSM

Longtime broadcaster Jerry Lee has been assigned the newly-created post of General Sales Manager at Music Of Your Life outlet KMLO/Vista-San Diego.

North County Broadcasting President/GM Gene Alfred remarked, "Jerry's a real professional. He knows the market, the demographics we're seeking, and I think he's going to do very well with the station."

Since September, Lee has been operating his own broadcast management consultancy in La Jolla, CA. Before that he worked three years as VP/GM at Group W's KJQY/San Diego. A 29-year radio veteran, Lee's experience includes stints in management, sales, and programming at various stations in Los Angeles, Houston, Minneapolis, and Cleveland. "I am very pleased to be getting back into the sales side of the business," he

LEE/See Page 8



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Radio & Records is published every Friday by Radio & Records, Inc., 1930 Century Park West, Los Angeles, CA 90067 (213) 553-4330. Subscriptions: \$215 per year or \$80 per quarter. International subscription rate \$400 per year. All reasonable care taken but no responsibility assumed for unsolicited material. R&R reserves all rights in material accepted for publication. All letters addressed to R&R or its Editors will be assumed intended for publication and reproduction and may therefore be used for this purpose. Nothing may be reproduced in whole or in part without written permission from the Publisher. The terms AOR, Best Page, Breakers, Most Added, National Airplay/30, Personality, 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.

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BROADCAST IN LOS ANGELES — Seventy minority entrepreneurs, many of them would-be broadcast owners, got a free, daylong briefing last week in Los Angeles from NAB's Broadcast Capital Fund (BROADCAST). Discussion covered the role of brokers, identifying the right property, securing financing, Docket 80-90 opportunities, and FCC policies such as distress sales and tax certificates. Above, FCC Commissioner Henry Rivera addresses the seminar as BROADCAST President John Oxendine and VP Ken Harris listen.

Washington Report

NAB, DBA To Merge January 4

Now that the daytimer-regional compromise for extended evening hours has cleared the FCC, the Daytime Broadcasters Association (DBA) will go ahead with its planned merger with NAB. Both groups signed the merger agreement in Washington this week (12-18), to become effective January 4, the day of expected ratification by the DBA Board.

Under the pact, NAB will assume up to \$40,000 of DBA's current debt and a standing Daytime Broadcasters Committee will be set up within NAB. If the panel and NAB can't agree on a specific issue, which isn't expected, the committee has the freedom to independently pursue daytimer interests without using NAB's name.

"The merger serves the best interests of all broadcasters," said NAB President Eddie Fritts, "and it enables NAB to become a more effective organization in its representation of all segments of the industry." DBA President Jim Wychor, observed, "We have achieved many of our objectives . . . The time has come to join with NAB to unify the broadcast industry."

Suburb Choice Wins WHBI/Newark License For Two Lawyers

An FCC law judge has awarded the former license of WHBI/Newark to Frances Antonin and Mary Garcia because, of seven applicants remaining from an original field of 27, they were the only party to propose a suburb, rather than Newark, as their city of license. Their plan specified building in Jersey City, which, with a population of 223,172, is the largest community in the nation with no local station. Cities of the same size have an average of 13 stations.

Noting that Newark already has 15 radio transmissions or outlets, Judge Walter Miller concluded, "Unquestionably, granting Antonin and Garcia's application would more fairly and equitably distribute radio service in the state of New Jersey." Miller called Jersey City's lack of a station an "ill that cries for a cure."

Antonin, the second black woman ever appointed to the Jersey City Municipal Court, will be PD of the new station. Garcia, also an attorney, will serve as GM. The two are 50% partners in the station.

WJDA's Jay Asher Joins NAB Board

The newest member of the NAB Radio Board of Directors is WJDA/Quincy, MA President/GM Jay Asher. Meeting in Washington last week, NAB's Executive Committee appointed Asher to fill the vacancy created by Dick Rakovan's departure from Outlet Broadcasting.

In other NAB action, the association's Metro Market Committee urged "all broadcasters, when preparing their marketing, programming, and particularly promotion plans, to increase their sensitivity to the potential misuse of alcohol in society, especially by young people."

NRBA Lobbies FTC On Alcohol Restrictions

Federal Trade Commission (FTC) officials last week got a radio perspective on the alcohol marketing issue from an NRBA delegation. Pending at the FTC is a petition to restrict broadcast ads and other beer and wine marketing pitches, such as campus promotions, that specifically target young people. The petition was filed by Project SMART, the same group that wants Congress to enact a total ban on broadcast ads for alcoholic beverages.

"NRBA will file official comments within the next several weeks," according to Sr. VP Abe Voron. "We will include the results of several pertinent studies which we are confident will support our position." NRBA says there's no correlation between alcohol ads and abuse, and maintains it would be wrong "to prohibit advertising of a perfectly legal product which millions of Americans enjoy in moderation."

In Other Key Developments:

- Approval was expected this week (12-19) from the FCC of the final list of approximately 600 communities slated for FM drop-ins under Docket 80-90. The question of how to process applications for the stations will come before the Commission next month.

- The Radio-Television News Directors Association (RTNDA) has protested a CIA Fairness Doctrine complaint against ABC News and a House Ethics Committee subpoena of a *Washington Times* reporter who obtained secret information on the ethics probe of Rep. Geraldine Ferraro (D-NY).

- The FCC has upheld staff actions denying petitions by Anthony Martin-Trigona to revoke or deny the license of Classical-formatted WCRB/Boston (Waltham). Martin-Trigona became unhappy with WCRB owner Charles River Broadcasting after he bought WHET/Boston from the firm.

SONY CHIPS BUOYS MULTI-SYSTEM FORCES

Harris Quits AM Stereo Wars, Backs Motorola

Harris Corp. announced this week it has stopped making its own AM stereo system, and has entered a licensing agreement to produce and sell Motorola C-QUAM exciters and monitors. The development had been rumored for several weeks. Existing Harris stations will receive kits to convert to Motorola transmission if they choose to do so.

"We feel this agreement is in the best interest of all in making AM stereo thrive as a popular new broadcast technology and consumer medium," said Harris Broadcast Group VP Gene Wicker.

"Harris's foremost interest is in providing AM broadcasters a high fidelity system comparable with FM stereo quality, and to develop transmission systems that will deliver the highest quality AM stereo to the listeners. We plan to concentrate our efforts on refining C-QUAM transmission hardware technology for the benefit of the broadcast industry."

Harris and Motorola had both succeeded in persuading well over 100 stations to broadcast their AM stereo systems, but Motorola has emerged as the clear favorite among set makers, more than a dozen of whom are committed to building C-QUAM-only receivers.

Harris has already applied for FCC type acceptance of its own version of the C-QUAM system, and will supply conversion kits to its current lineup of stations once the type acceptance is granted. Earlier in the year Harris changed its pilot tone to permit Harris stations to trigger the stereo indicator lights on Motorola-only receivers.

Motorola Sr. VP William Howard commented, "The Harris-Motorola agreement underscores the acceptance and acceleration of the C-QUAM system as the marketplace AM stereo standard. There are now a large number of major manufacturers committed to the supply of broadcast equipment, integrated circuit decoders, and stereo receivers for the C-QUAM system."

Sony Announces Multi-System IC Chip

Motorola's only major challenger for AM stereo dominance now is Leonard Kahn, with about 100 stations on the air. Kahn and his loyal supporters place their hopes for victory in the success of multi-system receivers produced only by Sony and Sansui.

Multi-system proponents were buoyed this week when Sony announced it will sell a pair of IC chips for automatic-switching, multi-system AM stereo sets, including auto radios.

Broad Street Communications President Fred Walker, a leader of the multi-system forces, isn't discouraged by Motorola's stable of committed set makers because, he says, consumers aren't buying the radios. Motorola is "inferior and always will be," said Walker, who believes mono reception can be improved only with the Kahn system.

Walker describes Motorola as "a bunch of non-broadcasters who are out to ruin AM radio for their own selfish motives" and says the industry must "take its future into its own hands" by demanding that the consumer electronics industry provide high-quality receivers incorporating Kahn AM stereo.

But one Motorola official said any radios made with the new Sony chips will be overpriced, and "absolutely dwarfed" by the millions of C-QUAM sets it expects to flood the market in 1985 from over a dozen manufacturers, including many U.S. and foreign car makers.

ONE-TO-A-MARKET ENFORCED

FCC Orders Gulf To Sell KLTR/Houston, KTXQ/Dallas

Because two television station purchases would create prohibited same-market FM/TV combinations, Gulf Broadcasting Co. has been ordered to divest itself of A/C-formatted KLTR/Houston and AOR KTXQ/Dallas (Ft. Worth) within 18 months. Gulf President Alan Henry and station attorneys were unavailable for comment on the order.

The FCC last week made the radio selloffs a condition of its December 11 approval of Gulf's purchase of UHF television stations KTXA-TV/Dallas (Ch. 21) and KTXH-TV/Houston (Ch. 20). In ordering the divestiture, the Commission chose strict enforcement of its one-to-a-market rule, which generally bars newly-created combos of commonly-owned radio and TV stations in the same market.

Gulf Denied Waiver

Gulf fought without success for a waiver allowing it to own all four stations. It said the waiver was justified because joint operation would bolster the "marginally profitable" UHF's, and both markets are competitive enough, in both radio and television, that the diversity goal underlying one-to-a-market wouldn't be harmed. Gulf also promised large amounts of public

affairs programming made possible by cost savings from joint operation.

In rejecting Gulf's waiver bid, the FCC said the group didn't show that radio profits were necessary to keep the UHF stations afloat. It added that the programming benefits don't "overcome our concern as to concentration of control of the media in the cities involved here."

Noting its recent liberalization of multiple ownership and attribution rules, the Commission emphasized it "has consistently stressed the continued importance of the local ownership limitations."

The FCC concluded that "Gulf has not presented a sufficiently persuasive showing to outweigh the Commission's longstanding policy of diversifying ownership and control of broadcast media."

Pro:Motions

Windham Hill Taps Hayes, Jeffries



Larry Hayes



Paula Jeffries

Larry Hayes has been appointed VP/Sales and Marketing at Windham Hill Records. He comes to the company from A&M Records, (which distributes Windham Hill), where he had worked as National Sales Manager since 1980. In other related activity, Paula Jeffries moves up to Director of Operations. She has been with the label for one year, previously serving as liaison to A&M for Windham Hill.

Boal Classic Media President/GM

Gary Boal has been appointed President/GM of KLSK/Santa Fe, owned by Classic Media, Inc. Formerly VP/Station Manager, Boal retains his previous duties as Chief Operating Officer; his new post becomes effective January 1. Linda Sims, former President, assumes Boal's former VP title and continues as Director of Community Services. Adding on the corporate title of Treasurer is KLSK Office Manager Cheri Potter. Bill Sims remains as Chief Executive Officer, as well as Corporate Chairman/Secretary.



Alan Smith

Smith New Air President

Alan Smith has been appointed President of Active Industry Research. Smith has worked with the company during the past two years and has spent 20 years in the industry. He will be working with AIR CEO Richard Waskey.

Urban Sound Debuts

Urban Sound Records is a new label headed by President Dik Darnell, VP/National Promotion Director Perry Jones, VP/National eSales Director Bill Fairchild, VP/A&R Director Larry Thompson, and Promotion Director Barbi Springer. The Evergreen, CO-based label's first release is "You Got Me Running" by Lonnie Hill. Urban Sound may be reached at (303) 674-8289.



Jeff Hy

Hy To WGRQ LSM

Jeff Hy has been upped to Local Sales Manager at WGRQ/Buffalo. He had been an Account Executive with the station since May 1984.

Berger New KUAM GM

Robert Berger has been elevated to GM of KUAM-AM-FM-TV/Guam. Prior to this he was the outlets' Station Manager.

Lipman Shifts To Manhattan

Jayne Lipman has been named Director, Finance and A&R Administration at Manhattan Records. She was most recently a Senior Financial Analyst for the CBS Broadcast Group's new business ventures division, which includes Texas-based Black Hawk Cable and Chicago-based CBS Interconnects. Before that she worked in the national album promotion department at Atlantic/Atco Records for three years.



Jayne Lipman

TLC Formed

Music industry veteran Stan Layton has established The Layton Companies, which specializes in management, production, and publishing. Layton's background includes stints as President of Private I Records, VP/Sales & Marketing at Chrysalis, and a similar VP post at MCA Records. Working with him as VP of A&R is Stuart Love. The Layton Companies is located at 9255 Sunset Boulevard, Suite 329, Los Angeles, CA 90028; (213) 271-8150.



Stan Layton

Milgrim Named E/A VP

Sixteen-year record industry veteran Hale Milgrim has been tapped as VP/Creative Services at Elektra/Asylum/Nonesuch Records. His career includes six years' retail experience, three years with WEA as Marketing Coordinator, and seven years with Warner Bros., where he was Director of Merchandising. Milgrim will be headquartered in New York.



Hale Milgrim

Capitol Promotes O'Connor, Kerr

Maureen O'Connor and Judi Kerr have been elevated to National Directors, Press and Artist Development for Capitol Records. O'Connor, who will be based in New York, joined the label in 1973 and most recently served as Senior Manager, Press and Artist Development, East Coast. Kerr, also with the company since 1973, will be headquartered in Los Angeles. Prior to this she held the Senior Manager, Artist Development post.

Atlantic Creates Video Dept.



Pictured (l-r): Curt Creager, Shari Friedman, Gila Lewis, Mark Schulman

Atlantic Records has formed a new department focusing on video creation and administration. Supervising the department is Mark Schulman, Atlantic VP/Advertising. Department members include Creative Director/Advertising & Video Gila Lewis, Director of Video Administration Shari Friedman, and Manager of Video Services Curt Creager.

Richards Raised At KAAP & KKBZ

Kevin "K.M." Richards has been appointed Chief Operator of KAAP & KKBZ/Santa Paula, CA. In addition to his new post, Richards will retain his KAAP morning show and KKBZ weekend programs. He was with the outlets from 1978-80 under previous owners.

Frazier, Gross & Kadlec Announce New Division

Frazier, Gross & Kadlec, Inc. has announced the formation of its Market Research Division, directed by VP and Economic Studies & Valuations group head Susan Harrison. Harrison first joined the financial and economic consulting concern in 1974, and was appointed a VP and Director eight years later.

Major Market Ups Gibbs

Donna Gibbs has been promoted to Marketing Research Manager at Major Market Radio/New York. She had been working as Research Assistant since 1983.

A&M Appoints Carter, Baron



John Carter



Diana Baron

John Carter has been named Executive Director of A&R for A&M Records. He comes to the label from Capitol Records, where he was Staff Producer. Prior to that he worked in the promotion and A&R departments at Atlantic. Carter is also the composer of "In-cense and Peppermints" and other songs. In other label news, Diana Baron assumes the Associate Director of West Coast Publicity post. Before her promotion, Baron was the label's Publicity Coordinator.

McGavren Guild Appoints Fabian, Rich



John Fabian



Michael Rich

McGavren Guild Radio has named John Fabian and Michael Rich as VPs/Sales. Both men were former Account Executives on the firm's New York sales staff.

Shepard To Mutual VP

David Shepard has been named VP/Finance at Mutual Broadcasting in Washington. Shepard, who comes to the company from Paramount Petroleum Corp. in Paramount, CA, will be responsible for all network accounting, budgeting, data processing, and longterm planning.

Healy Joins Interep

CPA Patrick G. Healy has been named VP/Controller for the Interep Companies. Prior to his appointment, he worked as an Assistant Controller at Scall, McCabe, Siaves, Inc.



Patrick Healy

PolyGram Promotes Hensley

Larry Hensley has been upped to Branch Manager for PolyGram Records' Miami and Atlanta offices. Prior to this, he held a similar position for the label's Miami office. Hensley has been with PolyGram since 1972.

Stewart GM Of New Word Division

Robert Stewart has been set as GM of Word, Inc.'s Event Management Division. The new division will focus on the development of concerts and personal appearances for the label's artists. Prior to joining gospel label Word, Stewart was VP/Marketing & Promotion for Long Island-based Facility Management Group. Previous to that, he served as Executive VP of Sound Seventy Corporation and President Sound Seventy Productions.



DOUBLE TRUCK



FOTO: EXLEY

Two 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

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TRANSACTIONS

Continued from Page 3

Highsmith Broadcasting, which operates KRPM/Seattle-Tacoma and KLHT & KREM/Spo-kane. Ireland is a general partner of RRY Partners, a private investment banking firm.

No staff or format changes are expected at KQAK, which has 4300 watts on 98.9 MHz at 1450 feet above average terrain. Braiker said, "Working with another top AOR station in one of America's best markets will be exciting. We look forward to building upon the base KQAK has established."

Elliot Evers of Chapman Associates brokered.

Schaffner Pays \$1 Million For KOBE & KOPE

Missouri broadcaster Leland Schaffner will purchase KOBE & KOPE/Las Cruces, NM from Sun Country Radio for \$1 million, following FCC approval.

The seller owns no other properties; Schaffner also operates KWOC & KPBM/Poplar Bluff, MO. KOBE is 1 kw days/250 watts nights at 1450 kHz; KOPE is a 3-kw facility on 104.9 MHz at 32 feet above average terrain.

Kalll & Co. handled the sale.

Lee

Continued from Page 3

told R&R, "particularly at a station with the active upscale audience that KMLO has. After 12 years on FM, I'll enjoy marketing an AM station again, especially in this market, where AM has a strong future."

Van Wagner Buys WXCM & WIBM For \$3.15 Million

Van Wagner Broadcasting plans to acquire WXCM & WIBM/Jackson-Lansing, MI from Casclani Communications for \$3.15 million, including a noncompete covenant. The terms are subject to FCC approval.

The buyer is a division of Van Wagner Advertising, a New York-based display ad company. Its principals are President Jason Perline and Exec. VP Richard Schaps. The seller is headed by Buffalo businessman John B. Casclani.

Country facility WXCM has 1 kw days/250

watts nights on 1450 kHz; WIBM programs A/C with 50 kw on 94.1 MHz at 500 feet.

Blackburn & Co. served as broker.

Compass Communications Formed

Peoria Journal Star, Inc. has merged its radio stations into a new partnership headed by former Field Communications President Don B. Curran and Executive VP Herb Victor, pending FCC approval. The company, to be called Compass Communications, will operate KSSS & KVUU/Colorado Springs, KRKE & KWXL/Albuquerque, and KFRM/Salina & KICT/Wichita, KS.

Other Transactions Awaiting FCC Approval:

WKAL & WTCO/Rome, NY, owned by group owner R.E. Dix and family, to WENY, Inc. and S.G.S. Co. for \$399,262.

WAFX (AM)/Ft. Wayne, IN, owned by Daisy Communications, to Fairfield Broadcasting Co. The price was not disclosed.

Wetherbee

Continued from Page 3

WNAP is Wetherbee's first programming position. He told R&R, "Indianapolis is an exciting market; they play hardball in this town. I'm ready for the game to begin. All that matters is putting the pieces together and getting it right, which is what I intend to do." Prior to joining WFYR, Wetherbee was an air personality at WKRQ & WKRC/Cincinnati.

Knight

Continued from Page 3

promotion specialist. Prior to that, he programmed KYSR/El Paso and KRBE-(AM)/Houston.

Williams told R&R, "Larry was a close friend; we spent a lot of time together. He was a very tough guy, and I was sure he was going to pull through. I'm very saddened."

Before programming A/C KLZZ, Knight was PD at WGBS/Miami and KCBQ/San Diego.



SQUIER ACQUIRES MORE PLATINUM — Capitol's Billy Squier achieved platinum for the third straight time as his "Signs Of Life" LP passed the one million sales mark. Pictured at a post-concert presentation at L.A.'s Forum are (l-r) bassist Doug Lubahn, Capitol's Bill Bartlett, Sr. VP Walter Lee, drummer Bobby Chouinard, co-manager Randy Phillips, guitarist Jeff Golub, label's Bob Osborne and Joe McFadden, Squier, keyboardist Alan St. Jon, manager Arnold Stiefel, Capitol President Don Zimmermann (kneeling), attorney Barry Slotnik, Capitol VP Don Grierson (kneeling), label's Larry Hathaway, and VPs Bob Young and Dennis White.

ABC

Continued from Page 1

ously a great property for ABC," he said, "and they wanted to bring me in to further enhance the management team. We felt John was more comfortable in programming, and having worked with him four years ago when he was Operations Manager, he is the best at it. On the surface these moves are unfortunate, but the right people must be in the right position, which is what these changes are all about. 1985 is going to be a great year for these stations."

An eight-year ABC veteran, Cravens served 19 months as GSM at WABC. Prior to that he worked four and a half years at WLS-AM & FM, including the last two as Sales Manager. "I'm very excited to begin carrying on a great tradition here in Houston radio that Jeff began," said Cravens. "It's a fine staff. We're going to grow and continue to remain dominant within this marketplace."

Gehron, who hired Casey at WLS almost two years ago, told R&R, "Steve worked real hard for us, but when ABC looked at what was ahead in 1985, it became obvious that this new alignment would be a stronger management team. I'm returning to programming for the company and the radio station . . . I want to be a part of Jeff's team."

Casey said, "I was completely surprised . . . It was a long time getting the stations turned around, and we accomplished a lot under some very difficult

circumstances. I'm ready to move onward, as there is room at WLS for only one operations manager. ABC was very gracious to me, and I appreciate my time spent with them."

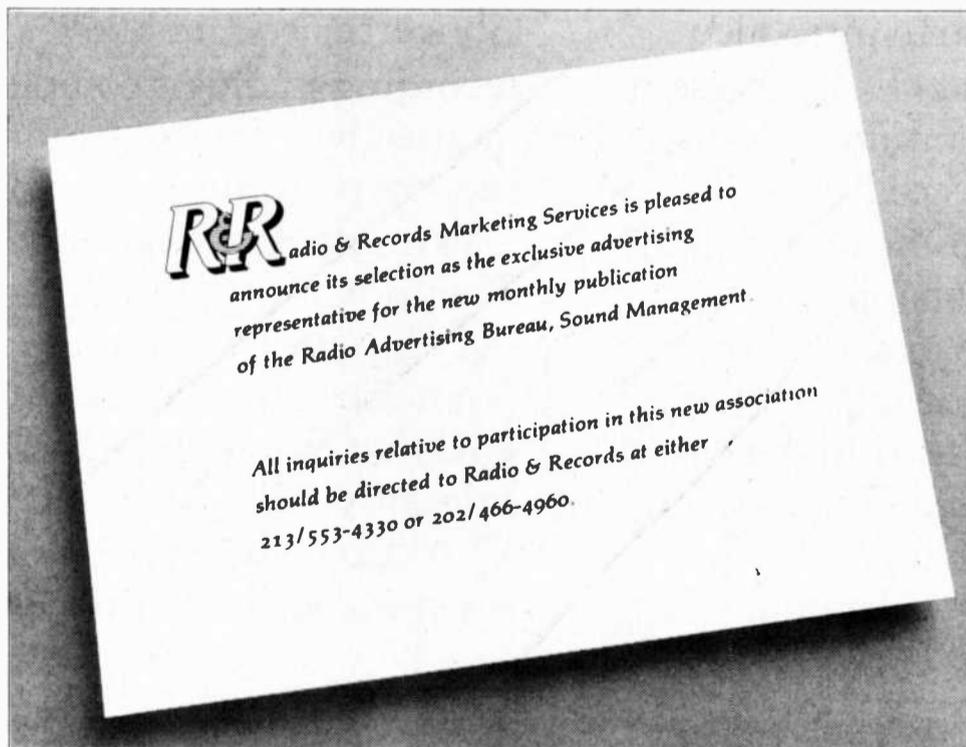
Tanner

Continued from Page 1

media is the finest company for which I've worked. In particular, Vicki Callahan and Carl Brazell have extended every personal and professional courtesy. This has been a long, hard process deciding to make this move."

At the same time, it was announced that Local Sales Manager Kevin O'Grady has been promoted to GSM. He fills the vacancy left last month when Renie Freedman resigned. VP/GM Jim Smith told R&R, "Kevin is extremely knowledgeable in all aspects of radio sales, and has excellent managerial strengths. Combined with the additions of NSM Dennis Murphy from WTOP and LSM Dennis Reese from WMAL, we have an incredible sales team in position."

O'Grady joined WASH three months ago after serving in an ownership capacity as President/GM of WGCA & WLNB/Charleston. A Metromedia sales veteran from WNEW-FM/New York, he noted, "This is a real opportunity to be back in a major market, hitting the streets for such a great company. Our sales management team is in complete agreement on strategy for maximizing our sales efforts at WASH-FM."



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Knight Quality Stations



JAGGER PREVIEWES SOLO LP — Mick Jagger previewed a few tracks from his solo LP debut to Columbia executives recently. Pictured (l-r) are CBS International President Allen Davis, CBS Records Group President Walter Yetnikoff, Jagger, Columbia Sr. VP/GM Al Teller, and Jagger's assistant Tony King.



WB UNCOVERS KLUGH — Warner Bros. has signed Earl Klugh, longtime Capitol artist whose first WB LP will be out in February. Pictured (l-r) are WB VP Oscar Fields, Klugh assistant Bruce Hervey, WB Chairman Mo Ostin, Klugh, and WB VPs Tommy LiPuma and Cortez Thompson.



SADE NIGHT LIVE — E/P/A executives flew to London to greet Portrait artist Sade after her Hammersmith Odeon performance. Pictured (l-r) are E/P/A's LaVerne Perry and Scott Folks, VP T.C. Thompkins, Sade, VP Frank Rand, company's Sue Sawyer, VP Susan Blond, and E/P/A's Bob Feinegle.

GROUP W TAKES OVER

Bell Tapped As KQXT General Sales Manager

Sue Bell, most recently Local Sales Manager at Group W's KQZY/Dallas, has been appointed General Sales Manager of newly-acquired sister outlet KQXT/San Antonio. Group W officially assumed ownership of KQXT from Tichenor Media System earlier this week (12-18). Commenting on the appoint-

ment, KQXT VP/GM Bill LeGrand said, "We are very happy to have Sue here. Not only does she have a super background in advertising, but in all aspects of sales. She comes to the job with a tremendous amount of experience, especially in this format."

Bell is a 4½-year Group W veteran. Two of those years were spent as an Account Executive with company-owned KODA/Houston. She then moved into national sales for a year in Dallas before joining KQZY (formerly KOAX) as LSM. Bell told R&R, "KQXT is the third station we have in Texas; it's a great complement. I'm thrilled to be here because we are the first major broadcaster to come into such a hot, growing marketplace. Bill LeGrand and I worked together in Houston. We're excited about working together again and look forward to taking the station into the next generation."

Chiusano

Continued from Page 1
ective with WLS-TV/Chicago. He commented, "I'm excited about staying with Infinity; it's the best company I've ever worked for. WKTU's best days are still ahead of it. I'm leaving behind a great staff; they've been great people to work with."

Miller

Continued from Page 1
working with Western Cities," he said. "But I'm excited to join CBS, a company that has a commitment to AOR. San Francisco's one of the prime markets in the country. I'll be working on a cohesive marketing plan to make the station dominant."

No replacement for Miller has been named at KZAP.

H&W

Continued from Page 1
he managed WAZY/Lafayette, IN and worked as an AE and LSM at WFBQ/Indianapolis.

A veteran Cincinnati broadcaster, Kockritz has been GSM at WLLT for four years, having previously worked at crosstown WSAI.

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12-13	ED AMES
19-20	DIONNE WARWICK
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THE WEEKLY COUNTRY MUSIC COUNTDOWN	
5-6	1984 YEAR END COUNTDOWN
12-13	EMMYLOU HARRIS
19-20	DON WILLIAMS
26-27	MEL McDANIEL



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Capitol Distributes New MTM Label

The newly-formed Nashville-based MTM Records will be distributed by Capitol, it was announced at a Nashville press conference. First MTM product is expected to be ready in January, according to label President Howard Stark.

Stark commented, "We've been associated before successfully" (Stark was a top executive at Capitol-distributed Ariola America in the late '70s) "and we feel happy to be here in Nashville. Perhaps

it's because we all go back a few years, and it's not going to be a one-shot thing." Capitol/EMI Nashville President Jim Fogsong termed the agreement a "marriage ceremony between some good friends."

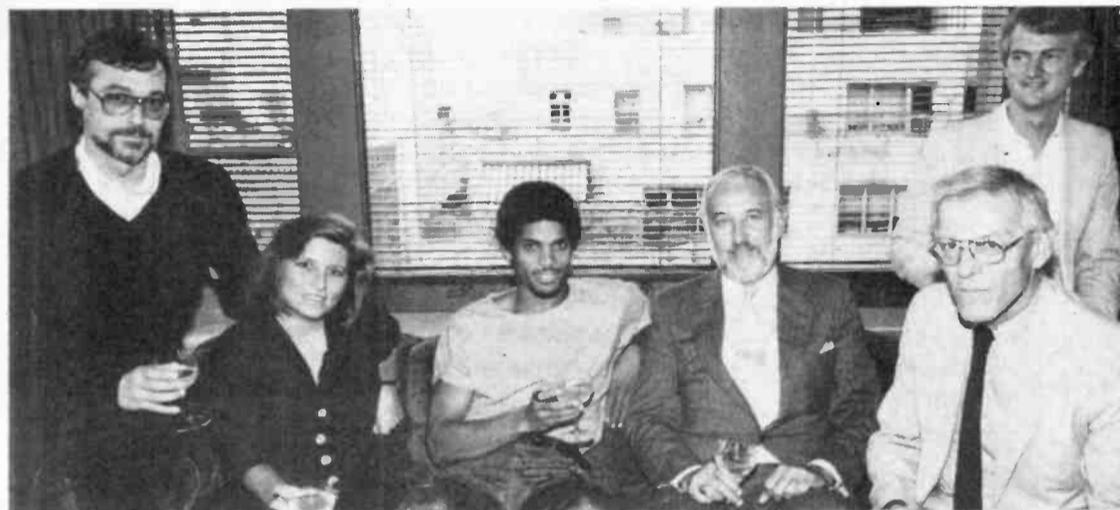
Stark said Capitol will manufacture, distribute, and market MTM product, but that promotion will be supervised by newly-appointed National Promotion Director Bruce Shindler.



PLATINUM VICTORY — E/P/A executives presented the Jacksons with platinum awards for the "Victory" LP and "State Of Shock" single in Washington recently. Pictured (l-r standing) are E/P/A VP T.C. Thompkins, Randy, Marlon, Michael, Jackie, Tito, and Jermaine Jackson; CBS Sr. VP Larkin Arnold, and E/P/A VP Walter Winnick; (l-r seated) E/P/A VP Ron McCarrell and Sr. VP/GM Don Dempsey.



NYMRAD'S CHRISTMAS SPECTACULAR — The New York Market Radio Broadcasters' Association (NYMRAD) staged its largest luncheon ever, the first annual Christmas Rock 'N' Roll Spectacular. Dick Clark was celebrity guest host, while artists such as the Marvelettes, Little Anthony, and Lou Christie & Lesley Gore performed. Pictured (l-r) are Clark; NYMRAD Chairman Lee Simonson, VP/GM of WOR; and event Chairman Nick Verbitsky, President of the United Stations.



BLUE NOTE RETURNS WITH JORDAN — Famed jazz label Blue Note marked its return, as a subsidiary of Manhattan Records, with the signing of guitarist Stanley Jordan. Jordan's debut for the label will be produced by Al DiMeola. Pictured (l-r) are Manhattan VP Bruce Theriot, Jordan's manager Christine Martin, Jordan, Manhattan/Blue Note President Bruce Lundvall, lawyer Alan Bergman, and Manhattan Sr. VP Stephen Reed.

JANUARY 1985

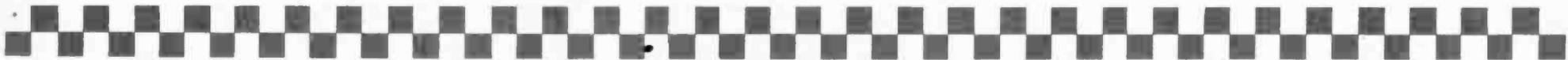


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Then the silk:

Take the same signal and play it softly on a little bedroom clock or table radio with a tiny, tinny speaker. Many "competitive" processors can't pass this seemingly-simple test — they sound fine when you listen loud on big speakers, but collapse to reveal a pumpy, unnatural midrange when the boom and sizzle are taken away.

Not the new Six-Band Optimod-FM. Thanks to our patented multiband distortion-cancelling clipper, the sound is simultaneously spectacular and subtle — the peak limiter uses no gain reduction, so neither the bass nor the highs can ever cause midrange pumping.

If you own an 8100A or 8100A/1 Optimod-FM of any vintage, our new 8100A/XT Six-Band Limiter Accessory Chassis can readily upgrade it to aggressive, six-band operation at surprisingly low cost. That's because the 8100A/XT uses the host 8100's power supply and most of its circuitry to achieve an efficient, affordable *system* whose parts and sonics are perfectly harmonized.

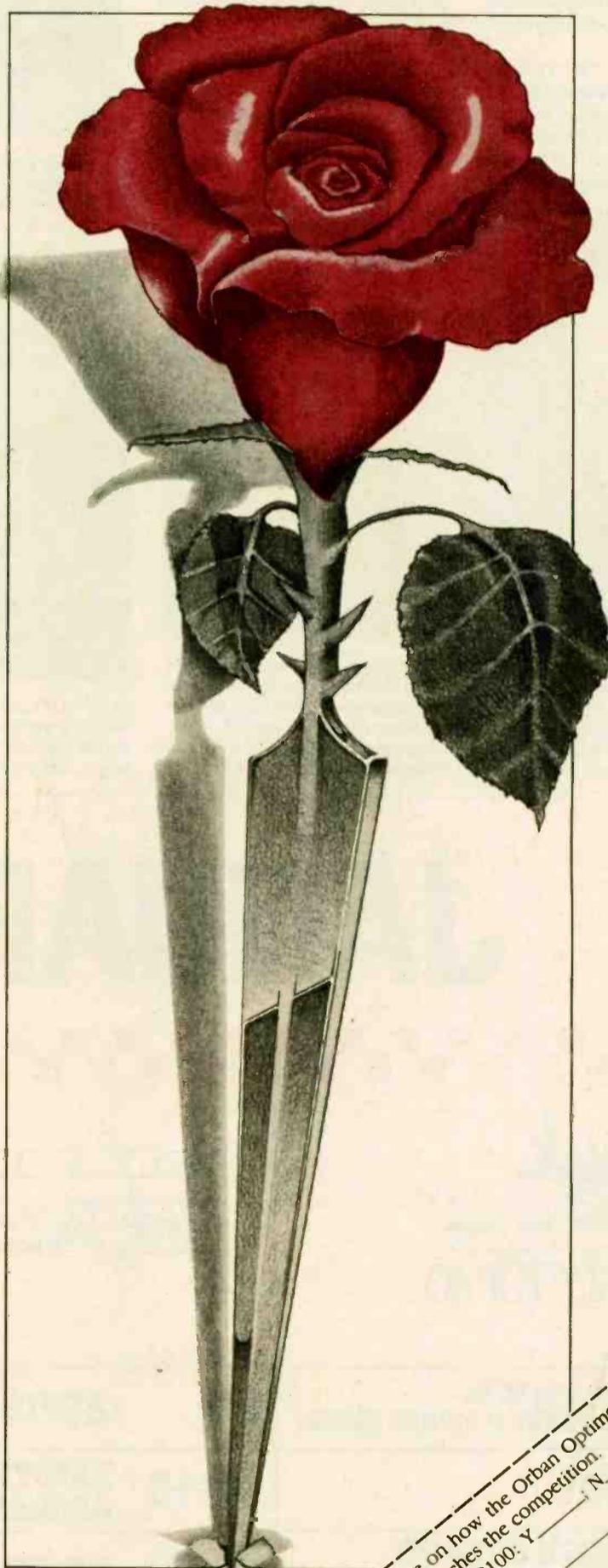
Ratings leaders in every format have overwhelmingly chosen the 8100A system. Its preeminence comes from our basic audio processing patents, proprietary circuitry, and stable, professional design, plus our proven commitment to quality and service. With the availability of the new Six-Band Accessory Chassis, now more than ever, you can't go wrong with Optimod-FM — no matter what your processing objective.

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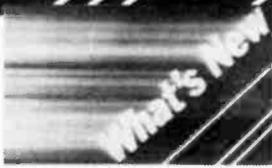
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Equipment



Studer Intros Mastering Recorder At AES In New York

Studer of Switzerland introduced a pre-production model of the A820, an all-new professional mastering recorder, at the recent Audio Engineering Society convention in New York.

The new model is an extension of the technology pioneered in the Studer A810, according to Studer **Revox America VP/GM Thomas Mintner**. "This is most evident in the A820's advanced use of microprocessors," he says. "The A820 has a new transport, wherein several microprocessors work together to control every aspect of the machine."

The transport control system utilizes multiple microprocessors for control and monitoring of all functions. Microprocessor control of the DC capstan motor provides improved acceleration and deceleration characteristics, as well as a reverse play mode. "Closed loop" processor control of the spooling motors provides monitoring of reel inertia for optimum start and braking performance; tape tension and tape winding speed are both programmable.

Options for the A820 include center track time code and serial interface for external computer control. Delivery for the new equipment is expected in the second quarter of 1985, and the price of a two-track console is estimated at \$10,000.

Auditronics Premieres New Production Console



The new 300 Series audio production console from **Auditronics, Inc.** is "designed to fulfill the requirements of the modern broadcast facility." Available in standard mainframe configurations of up to 32 inputs, and with 4 or 8 multichannel outputs, the 300 Series includes mono and/or stereo inputs. Each input is available with or without equalization, as well as audio-follow-video capability, sub-mastering to stereo or mono outputs, and complete effects.

Options and accessories include a comprehensive user-programmable logic system, VCA grouping, and signal processing equipment. The console can be free-standing or adapted for drop-in installation, and includes integral 19" equipment racks for mounting peripheral equipment.

Logitek Debuts New 12-Channel Console

Logitek Electronic Systems of Houston recently introduced its new 12-channel Perfectionist mixing console, an updated version of the 8-channel model which debuted last spring.

The Perfectionist-12 has 12 mixing channels for a total of 48 selectable inputs, as well as two additional meters so program and audition can be metered simultaneously. A preliminary, "introductory" price of \$10,500 has been set for the unit, for either slide or rotary version.

Dorrough Introduces Three New Production Units

Dorrough Electronics of Woodland Hills, CA has introduced three new pieces of production equipment, including a tri-band audio processor, a loudness meter, and an FM stereo generator.

- The model 610 Discriminate Audio Processor is a digitally-designed tri-band audio processor with attack and release times. LED metering is provided for each channel, and an LED output meter sets the modulation to the desired loudness level. A unique peak clipping circuit is also included, and entry ports are available for interfacing with any of the AM stereo systems.



- The Dorrough loudness meter defines energy content of the audio waveform, and offers an operator-controlled solution to the problem of inconsistent loudness that results in varying discrepancies of end product heard in both recording and broadcast. The meter features a dual-function on a single LED display.

- The Dorrough stereo generator model ST-80A is intended to complement the new digital DAP model 610 on FM, thereby eliminating variables found when interfacing with existing integrated generator processor systems. Like the 610, this model incorporates the latest digital and analog techniques, allowing for greater dynamic output.

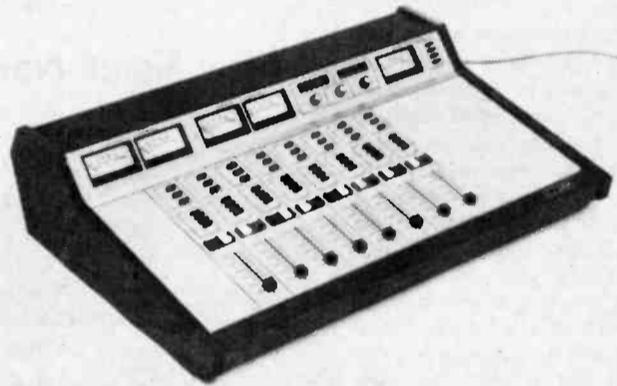
USAudio Marketing New Audio Processor



The Gatex audio processor, now available from **USAudio** of Nashville, is a unique audio processing tool that features four channels which can either function as a noise gate or operate in a dynamic range expansion mode (expander).

At the heart of the Gatex is the new **Valley People TA-104** voltage-controlled amplifier. Distortion-free operation and a wider dynamic range permits the TA-104 to process audio signals without coloration. Feed-forward control circuitry allows gain control without instability caused by control "lag."

In its 2:3 expansion mode, the unit provides up to 20 dB of apparent dynamic noise reduction in program material for broadcast. Flexibility in recording applications makes the Gatex suitable for broadcast production facilities. The price is \$399.



BROADCAST AUDIO'S SYSTEM-8 MODULAR AUDIO CONSOLE — New options include pan pots, single or dual reel/reel controls, overbridge with cue speakers, and translucent copy stand with oak or walnut base.

Koss Introduces Demagnetizer, Portable Stereo Headphones



Koss Corporation, worldwide manufacturer and distributor of high-fidelity stereo accessories, has introduced a new line of three portable blister-packed stereophones (the KC Series) and an electronic demagnetizer (the KED/1).

KC Series Headphones

The ultra-light KC-10 weighs 2.5 ounces, featuring fixed earcups, a 1/4" snap-on adapter, and a frequency response range from 40-12,000 Hz. The unit comes with a 43" cord and is priced at \$9.95.

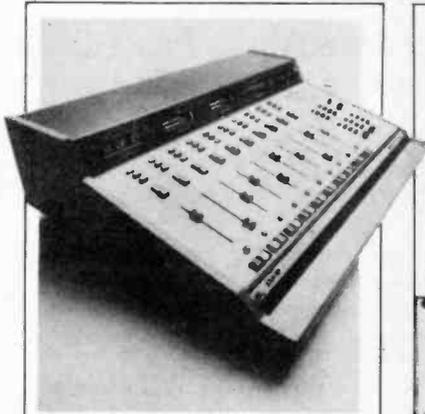
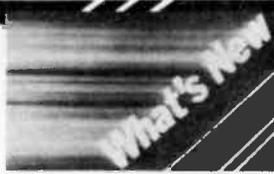
The KC-19 is a lightweight (3.5 ounces) model with ear cushions, a variable-pivot earcup, and a frequency response of 20-17,000 Hz. The KC-19 has a 39" cord and sells for \$15.95.

The KC-24 offers level control for volume adjustment, a pair of spare cushions, a 72" cord, and a screw-on L-type plug with 1/4" adapter. With a frequency response of 20-17,000 Hz, the unit retails for \$19.95. All three models come with a limited one-year warranty.

Electronic Demagnetizer

The KED/1 electronic demagnetizer reduces magnetic build-up and upgrades tape performance because a demagnetized head increases output levels in the mid and high ranges. To operate, the KED/1 is inserted into the player/recorder; demagnetization takes one second. Suggested retail price is \$16.99.

Equipment



Radio Systems Adds New Stereo Console

The ESA-10 stereo console has been added to the **Radio Systems**'s line of studio equipment. Features include ten channels, linear faders, and total DC control.

Standard features of the console are 30 inputs, two outputs (each with mono mixdown), three muting circuits, remote starts, internal test oscillator, cue amp, set-up meter, two auxiliary switches, and programmable cue logic. Audio specifications are .02% total IM and THD, and mike noise 80 dB below -50 dBv.

The console, priced at under \$10,000, has a low-profile design highlighted by multi-segment LED meters and a bright clock and timer.

Klark-Teknik Reverb/Processor Uses New Theories, Techniques

The new DN780 reverberator/processor from **Klark-Teknik** incorporates new processor algorithms based on a complex mathematical theory which, according to company literature, has "never before been applied to this type of equipment."



The DN780 is user-friendly, with LED displays of the reverb parameters and "nudge" controls for varying any of the operational settings. The system comes with 20 preset reverb programs for "room," "hall," "chamber," and "plate." Variations of these can be stored in any of the 50 non-volatile user memories for recall at any time. The unit currently includes "ADT," "multi-tap echo," "sound-on-sound," "straight delay," and "infinite room" in the effects program, and additional programs will be made available as they are developed.

New Signal Now Available From ADA



ADA Signal Processors has announced the production of the 2FX digital multi-effects processor, a digital delay unit capable of producing two effects at once.

The 2FX has a separate group of controls for each of its effects, including flanger, chorus, and digital delay. The flanger or chorus can be used simultaneously with the "delay" or "repeat-hold" function. An exclusive PATCH switching system adds the flexibility of selecting the position of the effects in the signal processing chain.

Other features include over one-second delay at 17 kHz bandwidth, 10-to-1 sweep range, and a one-year parts-and-labor warranty. Suggested list price is \$599; an additional DM-2 footswitch is an additional \$119.

Broadcast Electronics Features New AM Stereo Exciter

The new **Broadcast Electronics** model ASX-10 AM stereo exciter produces **Motorola** C-Quam system AM stereo modulation for interface with virtually any existing AM broadcast transmitter.

Through utilization of independent, non-interacting, left and right-channel modulators in an IF modulation configuration, superior stereo performance and compatible mono reception are assured. A dual conversion scheme employs a high-stability 10 MHz TCXO from which operating frequencies are synthesized. Independent day/night level and equalization adjustments are provided.

A front-panel peak-reading LED bar graph display monitors modulation peaks and asymmetrical modulation.

The AX-10 is capable of remote operation.

Quad Eight/Westrex Offers New Audio Mixing Console

San Francisco-based **Quad Eight/Westrex** has introduced its new Westar multi-track recording and post-production audio mixing console. Incorporating an in-line design, the Westar is available in 20 to 52 inputs, and is field-expandable for future growth.

Both the preamplifier and equalizer are front panel plug-in modules within the modular strip, and are offered in several configurations. Each input module has 24 mixing buses, as well as direct output, two stereo mixes, and eight cue/reverb sends. The unit is available with three different fader types: audio, VCA (with 8 group masters), and automated, using an intelligent microprocessor-controlled digital fader coupled to a 10-megabyte hard disk storage computer system.



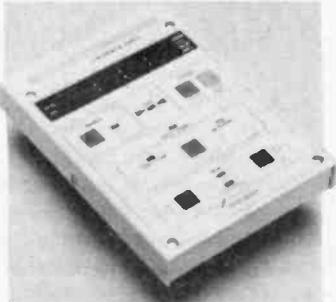
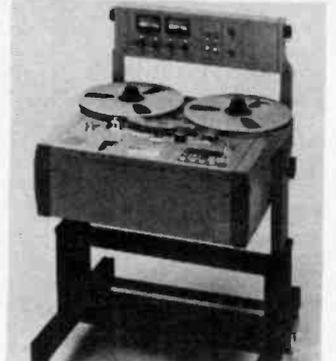
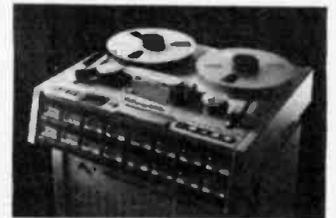
PMG Marketing New Record-Cleaning Machine

PMG Diversified of Palatine, IL is manufacturing and distributing a new record-cleaning machine — the PMG 2 — designed to work on a fluid-scrubbing-suction method.

The PMG 2 pumps fluid evenly on a rotating album with a specially-designed brush which "washes" it and loosens dust particles. The brush is then moved aside manually and the suction arm (equipped with a high-grade nozzle to prevent album damage) is moved to the center of the album. The nylon thread which runs through the nozzle acts as an attraction to the loosened contaminants, which are then electrically "sucked" through the arm and into a waste jar. This procedure reportedly takes two minutes per album, one minute per side.

The standard PMG 2 is priced at \$1970 and has several accessories. Parts and service are available from the factory.

Otari Unveils New Recorders And Remote Control Equipment



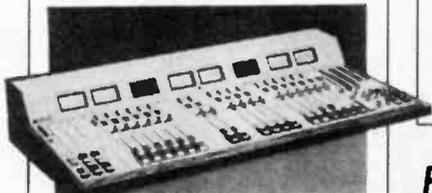
Otari Corporation has introduced several pieces of broadcast engineering equipment, including a new series of MX-70 audio recorders, a new MTR series of master recorders, and a prototype controller for its EC-100 Series synchronizers.

The new MX-70 units are offered in three configurations: 1" 8-track, 1" 8-track prewired for 1" 16-track, and 1" 16-track. Like the Otari MTR-90 2" 24-channel professional recorder, the MX-70 series features a microprocessor-governed, constant-tension, servo-controlled transport. A full-function remote controller comes standard with the MX-70, and an optional autolocator with multiple memory storage capability is available. Price ranges from \$12,500 to \$14,950.

The microprocessor-controlled MTR-20 series is available in four formats: ¼" 2-track, ¼" 2-track with IEC center-track time-code, ½" 2-track, and ½" 4-track. They all feature automatic alignments of record level, high EQ, mid-high EQ, bias, and phase compensation. The MTR-20s have four speeds (3.75, 7.5, 15, and 30 ips) and will accommodate reel sizes up to 14" in diameter. Price of the units range from \$11,000 to \$13,000.

The model CB121 will remotely operate an installed EC-101 synchronizer via a parallel control cable, which may be connected to the rear panel of the MTR-90 series multichannel recorders. Price of the EC-101 is \$3295; the CB-121 lists for \$495.

Pacific Recorders Debuts New BMX III On-Air Console



Pacific Recorders and Engineering has announced the production of a new Series III version of its BMX on-air radio console.

The new unit features three main stereo mix buses (each with distribution line amplifiers), two telephone mix-minus feeds with a monitor mix, and monitor facilities for two separate studios. Independent outputs for the console, host, cohost, and guest head-phone feeds are provided, as well as a stereo cue system with automatic headphone monitor switching.

Mainframe sizes range from 10 to 34 inputs (larger on special order). All models are prewired for present and future I/O, patch points, and logic. Options include adding two effects/foldback send mix buses, as well as a stereo effects/reverb return. Both offer remote control logic.

The current BMX II console will remain in production due to popular demand.



Amber Electro Design has introduced the model 5500, a programmable audio measurement system. It can measure virtually every performance parameter of audio systems and components, including gain, frequency response, output power, weighted and unweighted noise, crosstalk, total harmonic distortion, and intermodulation distortion.

The benchtop instrument can be controlled using a conventional user-friendly front panel, an external controller for ATE applications, or built-in non-volatile user programmability. The model 5500 is designed to enhance speed, which is usually quite slow in low-frequency analyzers. The 5500 lists for a basic system price of \$6500.



Art Attack

U.S. Posts Decade-Long Rise In Concert, Film, Theater Attendance

Although claiming an average loss of eight hours of weekly leisure time since 1973, a recent poll conducted by **Louis Harris & Associates** found that Americans are attending more films, concerts, theater, and dance performances than they did ten years ago. The survey, which contacted 1504 adults by telephone, followed

similar surveys done in 1973, 1975, and 1980, and revealed that the percentage of Americans attending art events rose in every category since 1980. Visits to art museums, which declined two percent, are the exception.

The most popular American art activity was attending movies. The March '84 survey indicates that 134 million Americans (78%) had been to at least one movie in the past 12 months, up from 70% in 1980. Meanwhile, 115 million Americans (67%) attended the theater, 103 million (60%) trekked to a popular music

concert, 100 million visited an art museum, and 60 million (35%) had been to the opera or musical theater. Another 58 million, or 34%, had attended a dance performance, and a similar number had been to a classical music concert.

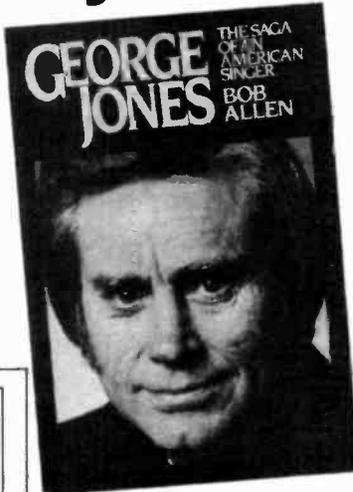
What's more, while 47% of those polled said they subscribed to cable television and 17% said they owned a VCR, 90% agreed that "to see something performed live on stage is more meaningful and exciting than watching it on TV." That's up from the 81% who agreed with that statement in 1980.

Keeping Up With The Joneses

George Jones and **Spike Jones**, two long-neglected geniuses of American music, are now the subjects of recently-published biographies: "George Jones: The Saga Of An American Singer" and "Spike Jones And His City Slickers."

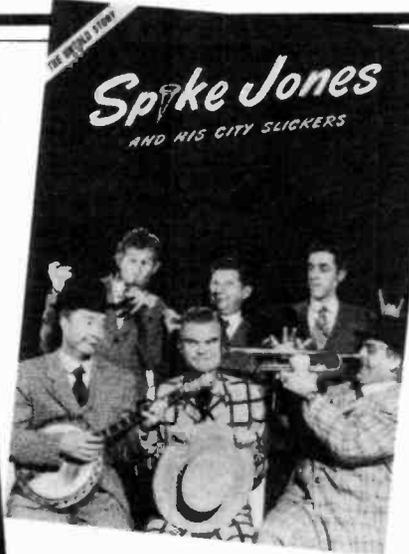
As Nashville-based journalist **Bob Allen** tells it, George Jones's story would be one step short of incredible, if it weren't all richly

documented. Jones, the only country music vocalist to achieve a number one hit single in each of the last four decades, is almost equally famous for his (ahem) unconventional lifestyle. And Allen's 300-page book captures both sides of "The Possum"'s personality. From Grammys to gunplay, the pain that can only be sung is all here, floating on an alcoholic haze.



Nearly 40 black-and-white photos embellish the thorough text, which covers everything from Jones's poor Texas childhood and the rockabilly singles he cut as **Thumper Jones** to his four marriages. The most famous of those liaisons is his third union, with country music queen **Tammy Wynette**. Allen's style is professional, if a little too weighty; the book's only real drawback is the absence of a discography. Otherwise, this \$15.95 hardcover offering from **Doubleday/Dolphin** would stand as the definitive study of perhaps the most soulful vocalist in all of country music.

On the other hand, **Jordan Young's** bio of the late great

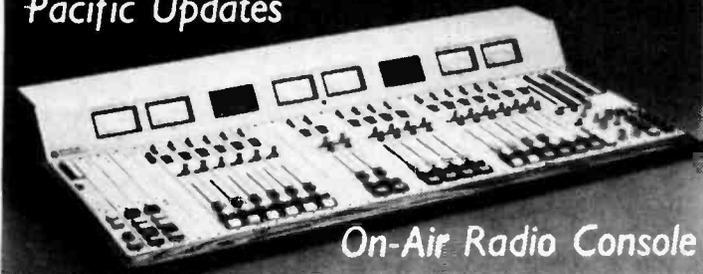


Spike Jones is rather less thorough, but no less an effective portrait of the musical madman. It draws upon numerous interviews with the surviving members of the various Spike Jones organizations, which at one time featured such latter-day luminaries as **Mickey Katz**, **Doodles Weaver**, and **Billy Barty**. Young's 200-page trade paperback not only contains a complete discography, but a wealth of rare photos, including actual "derangements" used by the self-proclaimed "King of Corn." There's some great gag material here.

As for Spike's private side, Young reveals a lot without drowning in a sea of facts. The former swing drummer and onetime hard drinker was, underneath the clown mask, a borderline slave driver

and bona fide workaholic whose four-pack-a-day cigarette habit got the best of him in 1965. Too bad the man whose offbeat sense of humor brought the gunshot, raspberry, and latinophone to popular music never lived to hear his '40s and '50s monster smashes thrill **Dr. Demento's** audiences today. Good taste is timeless, but it isn't free: the Jones bio goes for \$14.95 from **Disharmony Books/Moonstone Press**, Box 142, Beverly Hills, CA 90213; (714) 956-2246.

Pacific Updates



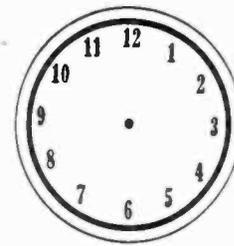
On-Air Radio Console

The "BMX Series III" on-air radio console, currently available from Carlsbad, CA-based **Pacific Recorders & Engineering**, features three main stereo mix buses (each with distribution line amplifiers), two telephone mix-minus feeds with a monitor mix, and monitor facilities for two separate studios. The unit also sports independent outputs for the console, host, cohost, and guest headphone feeds as well as a stereo cue system with automatic headphone monitor switching.

Each input, whether microphone or line, has independent remote control logic; up to 34 inputs are available. Additional features include multifunction metering with automatic cue and solo level display, a voice slating system with ID tone, and a built-in, multi-frequency, low-distortion test oscillator. A number of customized options are available as well.

Time Over Time

Working overtime is a popular subject of both rock 'n' roll songs and beer commercials, but who's really burning the midnight oil these days? According to a recent U.S. Department of Labor survey, those most likely to be working overtime are salespersons, 46% of whom claim to put in more than 40 hours a week. Next up are professional/managerial workers (41%), craftworkers/foremen (33%), and clerical workers (17%). — This means that nearly a third of the U.S. workforce (32%) averages more than 40 hours per week.



Breaking down these shoulder-to-the-grindstone types by age, the greatest number (34%) are found in the 25-44 demographic, trailed slightly by 31% of the 45-64 age group. Not surprisingly, the lowest percentage (18%) of people working overtime is found in the 16-19 age category, many of whom are students or working at entry-level jobs. And the 65+ group "enjoys" a slim overtime margin when compared to their 20-24 year-old counterparts, clocking in a 27% to 26% lead.

Some people like to work overtime, primarily because they get paid time and a half. Others do it because they can't seem to get the job done otherwise. However, those who are more interested in making efficient use of their time might do well to examine exactly how much time they waste on the job. *USA Today* recently reported that the average employee spends 92 hours (2½ weeks) per year just getting ready to start and stop work.

AMEK BROADCAST

The MX Commercial Production Mixer

Features include:

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

Options:

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



Model as shown \$6990.

With transformer balanced in and out and VU meters:

16 x 4 \$8990.

16 x 8 \$9900.

Call or write for a free brochure and the name of your nearest dealer



In the US: Amek Consoles, Inc. • 10815 Burbank Boulevard, North Hollywood, California 91601 • Phone (818) 508-9788

In Canada: Audio Concept • 4460 Thibault, St-Hubert, Qué., Canada J3Y 7T9 • Phone (514) 445-2662

In the UK: Amek Systems & Controls, Ltd. • Islington Mill, James Street, Salford M3 5HW, England • Phone 061-834-6747



Introducing The Multi-Week Cume

Ladies and gentlemen, allow me to introduce Arbitron's newest sales and programming industry boost — the Multi-Week Cume Rule. Pictured here (actual size) for the first time is the gadget that has sales managers drooling, as well as exciting programming/promotion personnel.

This week the Ratings & Research column will examine the reasons behind the cume rule's creation and explain how to use it. I'll also talk about several sales and programming implications inherent in this new asset (which will be sent to Arbitron subscribers in late January).

Pilot Study Results

At the urging of the Arbitron Radio Advisory Council (ARAC) several years ago, Arbitron began investigating better ways to show radio's reach. What could be done to give stations more ammunition against the circulation figures bandied about by newspapers? A pilot study of various multi-week diaries was conducted in two markets during the first half of 1982 (one large market, one medium-size metro).

Though the results looked hopeful, Arbitron wanted to do a more in-depth probe. However, the firm was unable to acquire industry funding (\$500,000) for such a project. ARAC then said "give us what you can from the pilot study," and the result is what you see pictured here.

The bottom line was to determine if ad schedules or on-air promotions run for more than one week reached significantly more people over the course of a multi-week effort. According to the mathematical models inherent in this slide rule (developed by

statistician Marty Frankel), the answer is a resounding yes. As Carol Mayberry, Senior Research VP for Katz, comments, "We need these numbers desperately. One-week schedules and reach and frequency estimates badly shortchange radio, so we should maximize the opportunity this slide rule concept offers." It's doubtful Arbitron will, in the near future, ever mail households a diary to keep for four weeks. However, at least the pilot study data apparently (written documentation is still to come from Frankel) offers the benefits of reading radio usage over a multi-week period.

How To Use

Instructions are printed on the front of each slide rule, but let's quickly run through them right now. The key variable is the station's turnover. Once that is found (see step one instructions), you adjust the sliding part of the device until your station result appears in the top window (marked "turnover"). In the pictured case, the turnover for our hypothetical station (perhaps a News or CHR outlet) is 22.

Next, select the daypart for which you'd like a cume growth opportunity breakout. Let's say total week, which is code "D." Decide whether you want to project cume exposure growth over two, three, or four weeks, and see what the number next to D is for the weekly choice. (I chose four weeks.)

But what does this 1.57 mean? In English it means that advertisers can, in a four-week campaign, reach a potential number of prospects equal to 157% of your station's one week cume (for the relevant daypart). For example, let's say your station's regular total week cume in the selected demo is 100,000 people. Over a four-week schedule (or a promo campaign), the number of folks potentially reached would thus jump to 157,000 — certainly a notable increase.

You may notice a pattern as you scan our example concerning the cume growth projected to certain dayparts. What seems to happen is that the smaller the dayparts (especially those coded "A"), the greater the cume jump over a multi-week period. That makes sense since additional weeks of an ad schedule or promo campaign would give listeners more of an opportunity to find their way into the cume of a smaller daypart.

Usage Implications

So now you've practiced with this slide rule, using various dayparts and turnover factors, and seen how your estimated reach can grow over a multi-week period. But how does this product assist you in boosting sales or reaching more listeners through record rotations or station promos?

Most of the enthusiasm for the multi-week cume growth concept comes from the sales departments. Rhody Bosley, Arbitron's VP/Sales & Marketing, notes, "Radio's always been bought and sold as a frequency medium. Now the industry has a credible guide for selling our utility as a reach medium, too." Former ARAC Chairmen Ed Giller and George Green have also expressed optimism that demonstrating radio's real audience over a multi-week stretch will be a potent way to cope with newspaper circulation figures.

While many sales execs are excited about the multi-week concept, there are also payoffs for those on the programming side. Tracking a record on your playlist for several weeks, you might get an idea as to how many additional listen-

ers may have been exposed to the tune. Likewise, when scheduling promotional announcements, you could get a feel for the number of persons who could be exposed to and involved in the contest or promotion.

Cautions

While many in the industry are eager to get this slide rule in their hot little hands, there are a couple of cautionary points to bear in mind. First, the sample sizes for the pilot study were not large (roughly 250 persons for each version of the multi-week diary tested). So the quality of the data could come under fire. Secondly, much will depend on Marty Frankel's forthcoming technical writeup. No one is assuming there's anything wrong with the technical specs. But it's hoped Frankel will explain how he took the samples and merged them to create the mathematical models that were eventually translated into the multi-week rule.

There are also some format considerations that must be taken into account. As you might expect, stations/formats with more quarter-hour loyal audiences might not see as dramatic a growth over a multi-week period as those stations with higher turnovers. In the preceding example the station with a relatively high turnover (22) had an estimated 57% gain over a four-week schedule. That compares with a station that has a turnover of 11 for the same daypart and scores, according to the slide rule, an audience gain of 34% over the same four-week stretch. The good news is that no one gets hurt, although some stations/formats may get more of a boost than others.

So now you have an introduction to what Arbitron and many in the industry hope will be something of a salvation. The multi-week cume concept and the slide rule may possibly become an accepted and commonly used radio industry concept. Only time will tell.

In the meantime, have fun when your cume rule arrives next month, and may your ratings and revenues rise! See you next year.

ARBITRON RATINGS Radio Multi-Week Cume Rule

INSTRUCTIONS

Estimating a 2, 3 or 4 week cume from single week data

1 Obtain the turnover for the station/daypart of interest by dividing the single-week cume audience by the average quarter-hour audience.

For example, if station WAAA has a Monday-Friday 3-7PM Adults 25-49 cume audience of 3000 and an average quarter-hour audience of 300, the turnover is $3000 \div 300 = 10.0$.

If necessary round the turnover to the nearest whole number (e.g. 13.4 becomes 13).

2 Find the letter A, B, C or D corresponding to the daypart from the table to the right.

3 Align the slide rule so that the correct turnover is showing in the box marked turnover.

4 Find the multi-week cume factor based on the number of weeks (2, 3 or 4) and the appropriate letter (A, B, C or D).

In the example above, the appropriate letter for Monday-Friday 3-7PM is B. Using a turnover of 10, the multi-week cume factor for three (3) weeks is found to equal 1.58.

5 Multiply the multi-week cume factor by the single week cume to get the multi-week cume.

In the example above the three (3) week cume is computed as single-week cume \times multi-week cume factor $3,000 \times 1.58 = 4,740$.

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DAYPART LETTER

SAT 6A-10A	A
SUN 6A-10A	A
SAT 3P-7P	A
SUN 3P-7P	A
M-F SINGLE HOURS	A
SAT 10A-3P	A
SUN 10A-3P	A
SAT 7P-Mid	A
SUN 7P-Mid	A
M-F 6A-10A	B
M-F 3P-7P	B
M-F 10A-3P	B
M-F 7P-Mid	C
SAT-SUN 6A-Mid	C
M-F 6-10A & 3-7P	C
M-F 6A-7P	C
M-F 6A-Mid	C
M-SUN 6A-Mid	D

22 TURNOVER

A	1.68
B	1.45
C	1.31
D	1.26

TWO-WEEK CUME FACTOR

A	2.17
B	1.74
C	1.50
D	1.42

THREE-WEEK CUME FACTOR

A	2.65
B	2.02
C	1.76
D	1.57

FOUR-WEEK CUME FACTOR

NETWORKS PROGRAM SUPPLIERS



REED BUNZEL

LOOKING BACK

Quotable Notes And Notable Quotes

Looking back at the past year's network news is an interesting venture. 1984 was a good year — but not a great year — for the network industry, and a number of issues cropped up that led to controversy, criticism, or complacency. Hindsight is said to be 20/20; maybe by reviewing some of the year's network comments we can determine whether this adage is correct, or if some industry executives need bifocals. Presented here, for your interest and introspection, (and entertainment and enjoyment), are a few of 1984's more quotable quotes from network notables.

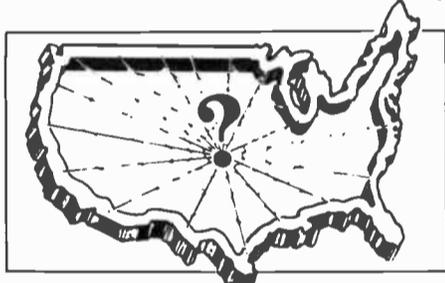
The Network Defined

"Any programming that is supplied to stations on a national basis and is sponsored by national sponsors is networked. If you supply programs nationally — whether by satellite, landline, disc, or tape — you are a network. Whether you're a standard, format, or program network, you're still a network."

—Westwood One President Norm Pattiz

"A network ultimately provides programming services that a local station cannot do for itself. That program has to be national in scope, and it has to be of such a quality that the stations simply do not have the capability to provide."

—United Stations President Nick Verbitsky



"There are a number of different types of networks, and as time passes and they mature into what they're doing, the industry itself will decide whether it wants to call them networks, create a new term, or refer to them as syndicators."

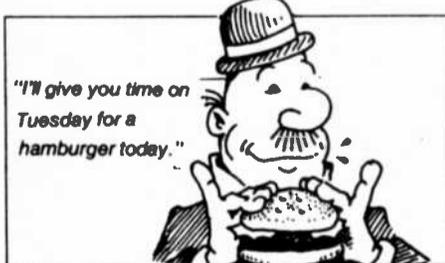
—ABC Radio Networks VP/Sr. Exec. Bob Benson

"Networks have an established credibility, in the minds of both the listeners and the advertisers, that enhances the standing of the station and the community. This is something that helps the station set itself apart."

—CBS Radio Sr. VP Dick Brescia

"If an advertiser expresses a desire to purchase a number of markets, you package them up and call it a rep network. The word 'network' has become bastardized — something for everyone to hang his hat on."

—Katz Radio Group President Ken Swetz



The Barter Boom

"Networks have been doing barter for years, supplying news and public affairs programming. Then, about ten years ago, a few companies emerged as viable companies that could do business on the same level with special programs. When deregulation came along the networks also got into the business, and we all gave barter some credibility."

—Westwood One President Norm Pattiz

"Around 1979 all the national networks started bringing out a tremendous amount of barter product. Although the quality of these shows varied, the stations were deluged with free lunches beyond anything they could possibly consume."

—ABC Watermark President Tom Rounds

"When you can give somebody a high-quality three-hour program free of charge, that is nirvana for a radio station owner. The advantage to the station is that it is at no risk whatsoever when it airs a show, and it can maintain a higher cash flow."

—United Stations President Nick Verbitsky

"It's much easier to give away a program than collect money for it, because a lot of stations say they simply don't have the budget for cash. True, the station may be giving away half its inventory in return for a program, but very few stations are sold out."

—Syndicate It President Bob Dockery

"There are very few programs we would pick up if we had to pay cash for them. Why should we pay for something if we can get it for free?"

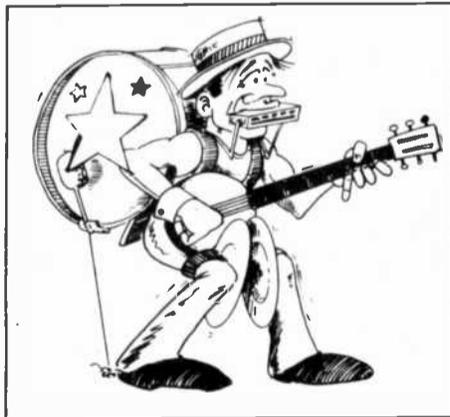
—KMJK/Portland PD Jon Barry

"A cash program is just another expenditure we feel would be better spent in other areas."

—KKBQ/Houston PD John Lander

"I'm baffled, puzzled, and a bit disappointed that so many advertisers, who really have a strong criterion when they make a spot buy, are taking anything they can get just because it's nationally-syndicated."

—Z93/Atlanta PD John Young



Selling The Network Program

"There is no reason why a station shouldn't be able to get premium rates for a good program. If you package it and sell it properly, the advertiser will be identified with it, and in that identification he receives a lot more for his money than if he just bought a spot."

—Clayton Webster OM Jay Goldman

"One thing anyone has to determine is whether the price of a program — in terms of network spot load — is more than what the program content is worth."

—KDKB/Phoenix GM Tommy Vasocu

"Most of the ideas we receive aren't as great as the people think they are. This is usually either because the show is already being done, by someone else, or it isn't being done. If it isn't being done, there's probably a good reason why."

—Strand Broadcast Services President Mike Carruthers

"Creating and distributing a radio program is something that in today's marketplace has a very low probability of success."

—Westwood One President Norm Pattiz

Network News

"Any station sales manager is missing the boat if he is not selling network news as a premium buy in the market. There is a prestige, a panache, attached to it. Sponsorship is an important tool, something the stations can really pay up."

—NBC Radio Networks VP/News James Farley

"Listeners don't always want 60 minutes of uninterrupted music, because they like to know what is going on in the world. Some of them might want extended news, some might not. It all depends on the listener and the station, and what the network provides."

—Mutual VP/News Ron Nessen



Exclusively Elusive

"Exclusivity means different things to different people. It really doesn't mean anything anymore; it's like 'new and improved.' Everything these days is new and improved, and everything is exclusive."

—Source Director/Programming Frank Cody

"Checkbook exclusivity can definitely be damaging to acts. Artists can price themselves out of the market, and the network can end up paying a fee that just doesn't make sense economically."

—RKO Radio Networks VP/Programming Dave Roberts

"Artists are certainly free to trade exclusivity for compensation, but what they also trade away is promotional opportunity. They are simply trading

away exposure, which isn't particularly beneficial."

—United Stations Exec. VP/Programming Ed Salamon

Creativity, Concept, And Clearance

"Think about (syndication) as a baseball game. Reggie Jackson makes it look real easy to hit a home run — he just whips the bat around and the ball is out of the park. The same thing is true with syndication. It looks real simple to do, but the fact is that it is a very complicated business."

—MJI Broadcasting President Josh Felgenbaum

"Good ideas abound, but ideas in the talking stage always turn out differently once they're produced. The problem with pure ideas is that they don't really have any weight or value on their own. It is the execution of the idea that has the value."

—ABC Watermark President Tom Rounds

10, 9, 8, 7, 6

The Countdown Craze

"We haven't reinvented the wheel. What we've done is come up with an item that's been very successful since the very beginning of this kind of pop music."

—CBS Radio/VP Frank Murphy

"There is a tremendous excitement that the countdown brings with it, as everyone waits to see what happens when they get to number one. Also, listeners like the fact that for three or four hours they can be pretty sure they won't hear the same song twice."

—IS INC. VP/GM Rob Sisco

"A countdown show is musically compatible with a hit radio format, and the simple fact of counting down the hits attracts and holds the listeners. Stations and advertisers both know this is a tough combination to beat."

—Westwood One President Norm Pattiz

"The basic interest a potential advertiser has is the association with the show and the name person. It becomes a marketing vehicle rather than strictly an advertising spot campaign."

—Mutual VP/Sales Neal Weed

"The first word out of an advertiser's mouth is 'Oh, no, not another countdown.' Advertisers are bombarded with countdown shows, and their initial sentiment is 'Who needs it?'"

—United Stations President Nick Verbitsky

Network Spots

- Westwood One has established an in-house Merchandising Department, which will develop and implement a variety of new program-and-sponsor-related merchandising and sales efforts. Dean Marlon, former Vice President/Communications at Datamost (L.A.-based software manufacturer) has been appointed director of the new wing of the company, and is responsible for all phases of the department's activities. Westwood One's first merchandising efforts are already underway with several national clients. Call (213) 204-5000 for further details.

- "The Presley Years," a 13-hour programming special documenting the life and music of Elvis Presley, is now available from TM Communications in Dallas. The tribute is timed to coincide with "The King's" 50th birthday on January 8, and includes interviews with George Klein, Charlie Hodge, and Joan Deary. The anniversary program also encompasses all of Elvis's music, including some never-released concert performances. For more information call (203) 622-9391.

- CBS Radio Network's "Baseball Game Of The Week" will be returning to network radio on May 25, 1985. Plans call for CBS to broadcast two games each Saturday — one early and one late — through the end of the season on October 5. Stations will be given the option of picking up whichever game is most attractive to their listeners, in accordance with major league baseball broadcast restrictions. The network also recently extended its broadcast rights for the All Star Game, League Championships Games, and World Series through 1989. Call (212) 975-4321 for more baseball details.

- Two stories on the news front from Mutual Broadcasting. First, beginning January 7, the network's 5-minute newscasts on the hour and half-hour will have a quicker pace and open with news headlines, followed by the hour's lead story. A second and third story will also be included in the first minute, time permitting.

- Also on January 7, "America In The Morning" — Mutual's daily morning half-hour news magazine — will expand to one hour. The show features in-depth news, reports on people and trends, government waste, and newsmaker interviews, and personal commentaries. Call Mutual at (703) 685-2171 for more information.

- MJI Broadcasting is sponsoring a "Why I Would Ride The Lightning" promotion, coinciding with the release of the latest Metallica album. The contest will invite "headbangers" to describe why they would want to ride the lightning, and the winner will be flown to any Metallica concert on their U.S. tour and given the chance to play air guitar on one song during the performance. More information at (212) 245-5010.

- The AP Radio Network is expanding its feature lineup to include "To Life," a new series dealing with mid-life and older women. "To Life" will be a 4½-minute program heard daily, beginning January 7. The program is targeted to the 34 million American women over 55, and it combines interviews, commentaries, and conversations to give a fresh outlook on employment, social security and pensions, legislation, parent care, health, and discrimination. Call (202) 955-7243 for details.

R&R MUSIC CALENDAR

NEWS & INFORMATION FEATURES DECEMBER 24-28

The Weekend

DECEMBER 29-30	
American Christian Countdown (SP)	Number Ones Of '84
American Gospel Rock Countdown (SP)	Number Ones Of '84
BBC Rock Hour (LW)	Hitline London
The Countdown (WO)	Year-End Special Pt. II
Countdown America With John Leader (RKO)	Top 84 Of '84 Part I
Dick Clark's National Music Survey (MBS)	Lionel Richie/Paul McCartney
Dick Clark's Rock, Roll, & Remember (US)	Chicago
Dr. Demento (WO)	Funny 25
The Great Sounds (US)	Guy Lombardo
Guest DJ (PFM)	Bill Wyman
Lee Arnold On A Country Road (MBS)	David Allan Coe/Stattler Bros./Oak Ridge Boys
Metalshop (MJI)	Krokus
Music & Memories (SBS)	Little Richard/Gene Barry
Rare & Scratchy Rock & Roll (PIA)	Four Seasons
Rick Dees' Weekly Top 40 (US)	Top 84 Of '84 Part I
Rock Album Countdown (WO)	Year-End Special Pt. II
Rock Chronicles (WO)	Label Deals
Rock Over London (RI)	All Request Show
Solid Gold Country (US)	Jeanne Pruett
Source Special (SOU)	News That Rocked '84
Superstars Rock Concert (WO)	Duran Duran
Top 40 Satellite Survey (CBSR)	Top 80 Of 1984
Top 30 USA (CBSR)	Top 60 Of 1984
Weekly Country Music Countdown (US)	Mickey Gilley

The Week Of

DECEMBER 31- JANUARY 4	
Country Closeup (NP)	Ricky Skaggs
Earth News (WO)	Best Of Earth News
Live From Gilley's (WO)	Johnny Lee
Music Makers (NP)	Gene Krupa Part I
Off The Record (WO)	Cars/Survivor/Timothy B. Schmidt
Off The Record Special (WO)	Bryan Adams
Special Edition (WO)	Stevie Wonder
Star Trak Profile (WO)	Carpenters Part II

Saturday 29	
DECEMBER	
Silver Eagle (ABCE)	New Year's Party
Super Gold (TRAN)	Forgotten Favorites

Sunday 30

DECEMBER	
King Biscuit Flower Hour (ABCR)	Best Of '84
Power Cuts (GSN)	Julian Lennon/Bryan Adams/Don Henley
Rolling Stones' Continuous History Of Rock And Roll (ABCR)	1984: The Year In Rock

Monday 31

DECEMBER	
Behind The Music (RKO2)	Ashford & Simpson
Checkin' In (RKO2)	Vern Gosdin
Private Session (RKO1)	Fixx
Rockline (GSN)	Best Of Rockline

Tuesday 1

JANUARY	
Behind The Music (RKO2)	Ray Parker Jr.
Checkin' In (RKO2)	Michael Martin Murphey
Private Session (RKO1)	Kool & The Gang

Wednesday 2

JANUARY	
Behind The Music (RKO2)	Alabama
Checkin' In (RKO2)	Waylon Jennings
Private Session (RKO1)	Steve Perry

Thursday 3

JANUARY	
Behind The Music (RKO2)	James Ingram
Checkin' In (RKO2)	Johnny Paycheck
Private Session (RKO1)	Kiss

Friday 4

JANUARY	
Behind The Music (RKO2)	Corey Hart
Checkin' In (RKO2)	Judds
Private Session (RKO1)	Pointer Sisters

NETWORK PROMOS

● **Dirk Van** has been named New York Bureau Chief for the **Mutual Radio Network's** expanding news-gathering operation. Van was most recently News Director at **WHN/New York**, where he spent five years until the station was sold to **Doubleday**. Prior to coming to WHN he was a reporter for **WCBS/New York**, and also served as a reporter and ND at **WGCH/Greenwich, CT**.

In a separate move at Mutual, **James Weinreb** has joined the network as Press Representative in the Public Relations Department. Weinreb, who is responsible for daily media contact and press relations for the company's telecommunications marketing efforts, was a freelance writer for **Cable Marketing** and **Cable Television Business** magazines in New York.

● **CBS** has named **John Burrows** Director/Affiliate Relations for the **CBS Radio Network**, moving up from Central District Director in the same department. In his new position, Burrows will work with the District Directors in the development of affiliate support services. He joined the network in 1980 as Manager/Sales Department for **CBS Spot Radio Sales**; prior to that he was an Account Executive with **Ogilvy & Mather**.

● **UPI** has announced five promotions within the company, four in the editorial department and one in sales: **Steve Christensen** has been named Pacific Division Editor, replacing the resigning **Max Vanzi** and moving up from the position of Broadcast Editor; **Joseph Ledford**, who has been with the company for six years, is the new Southern Division Editor, replacing **Thomas Madden**, who resigned; Veteran sports editor **Milton Richman** has been named Senior Editor/

Sports, capping a 40-year career with UPI; **Charles Goldsmith** is the new Northeast Division Editor, replacing the resigning **Andrew Dabulis**, and moving up from his previous position as Pittsburgh Bureau Manager; and **Dean Wheeler** has been named Sales Manager/Eastern Division, replacing **Arthur Bushnell**, who recently was named Vice President/General Manager of UPI's Southern Division.

● **Narwood Productions** of New York has named VP/Engineering **Dave LeVan** and Talent Coordinator/P.R. Director **Janice Ginsberg** producers of "The Music Makers." Both LeVan and Ginsberg will continue in their current positions with the company.

● **Richie Rosenfeld** has been named Technical Assistant at **United Stations**. Formerly a part-time employee for the network, Rosenfeld will handle all aspects of pre-production for "Solid Gold Country" and "The Great Sounds." Before coming to United Stations he worked at **WLTW/New York**, and produced a monthly syndicated radio program. He also worked in chart research for **Billboard** magazine.

● **MJI Broadcasting** has promoted **Dave Schulps** from Director to Vice President/Production. Schulps has been with MJI for three years, coming to the company as producer of "Rock Quiz" from **Cashbox**, where he was a staff writer and columnist. Prior to that he co-founded and edited **Trouser Press** magazine.

● **Pam Edwards** has been named Vice President/Syndication Clearance for **Barnett Robbins** in Encino, CA. She formerly was Manager/Station Sales for the company.

Lifestyle

Beat The System (RKO1)	Health food hustles (12/25) Working your way up (12/27)
Lifelines w/Bill Fantini (ABCR)	Joe Piscopo (12/24)
Mindgames (RKO1)	Doublespeak (12/24) The Warning (12/25) Big Brother (12/26) Ministry Of Truth (12/27) Ingso (12/28)
Playboy Advisor (WO)	Best of the Advisor
Smart Money (RKO1)	Flat tax implications (12/24) Undervalued companies (12/26) Precious metal Mutuals (12/28)

Entertainment

Assignment Hollywood (MBS)	Brad Davis (12/24) Joan Van Ark (12/25) Chuck Norris (12/26) Jane Seymour (12/27) David Warner (12/28)
Rocknotes w/ Pat St. John (ABCR)	Santa Claus Is Coming... (12/24-25) John Parr (12/26) See You Later, Alligator (12/27) Sounds Of Silence (12/28)
Rock Report (SOU)	Rock Events Of 1984
Screen Scenes (SOU)	City Heat (12/24) Cotton Club (12/25) Starman (12/26) The River (12/27) Weekend Hits & Misses (12/28)

General Information

Brad Messer's Daybook (WO)	Ku Klux Klan/Christmas lore (12/24) Red Cross/Silent Night (12/25) Battle of Trenton/Chairman Mac (12/26) Carrie Nation/Radio City Music Hall (12/27) Iowa/Pledge Of Allegiance (12/28)
Computer Program (PRN)	Computer camps/tax deductions/ home education/musical software
Ed Busch Talk Show (AP)	Athletic aches/media trivia (12/22) Day care centers/psychic 1985 outlook (12/23)
Health Care (PIA)	"CHF" (12/23)
Jim Bohannon Show (MBS)	Alan Zweibel (12/29)
Larry King Show (MBS)	Christmas Music (12/24) Martin Landau (12/25) Chuck Rich (12/27) Richard Stolley (12/28)
News Blimp (PRN)	Keeping resolutions/over-partying/ holiday blues myth?/asteroids belt/ evil devil
Public Affairs (PIA)	Profile Of Thomas Merton (12/23)
Something You Should Know (SBS)	Money psychology (12/24) Work with passion (12/26) New Year's resolutions (12/27-28)
Source Report (SOU)	Invisible People (12/22-23)
Straight Talk (PIA)	Words (12/24) Fibre (12/25) George Burns (12/26) Kids (12/27) Michael Jackson (12/28)

Comedy

Laugh Machine (PRN)	Bill Cosby/Tom Lehrer/David Brenner/ Robert Klein/Rodney Dangerfield/nudity/ honesty/shopping
Radio Hotline (ASR)	I'm lazy/hey, you/a few pointers/ general manager/I love this girl
Stevens' & Grdnic's Comedy Drop-Ins (ASR)	Pet shop/Federal Excess/actor's showcase/ Lucky Louie/my doctor's doctor

PROGRAM SUPPLIERS KEY

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




HOOR GANG — "Hour Magazine" host Gary Collins and Strand Broadcast Services President Mike Carruthers discussed the fine art of record collecting on a recent segment of the popular syndicated television show.

Management

Suiting Up Against Wrongful

Dismissal By Gary Kaplan

It seems like one disgruntled employee after another these days is booking court dates rather than lunch dates. Though that statement exaggerates actual truth, the following figures do not.

The Univance outplacement firm recently reported that plaintiff employees won 80% of last year's wrongful discharge lawsuits, averaging \$400,000 in award amounts. And do not forget to factor in company-incurred attorney fees, possible personal suits brought against managers/supervisors, and the element of time.

You do not have to be a professor of law to understand why stations and other businesses need to avoid wrongful discharge claims. It also does not require much brain exertion to know that curbing such occurrences means stopping the causes for these suits before they can get started. In other words, adopt preventive maintenance measures that run the gamut from the hiring to the firing line. Two major ways to do this is through documentation and separation agreements.

Just The Facts

Documentation plays an integral role in progressive discipline. Once a member of your staff is given written or oral notice of poor job performance, he must also be given an adequate time frame in which to upgrade his work level. If, during the next appraisal, he has not sufficiently redeemed himself, then either suspension or termination are in order.

Whatever the situation, all these facts (date of written/oral notice, time, place, reasons for the notice, examples of poor work, date of

next review, what transpired, suspension dates, termination interviews) must be discussed with the employee, routinely recorded in writing, and filed in the employee's personnel jacket. Before deciding on the nature of the disciplinary action, however, managers should also be certain that (1) there are no circumstances beyond the employee's control which may impede the performance improvement process and (2) the chosen disciplinary action matches those imposed against others with similar infractions.

Termination for just cause means nothing if management lacks the facts on paper to support its case. Juries are human, and therefore tend to pay more attention to cases corroborated by facts written down in black and white than to stand-alone testimony. Bear in mind as well that employees have four years to file a lawsuit, which, in turn, can mean an average wait of two years prior to its being brought to trial. So, it is vitally important that you maintain and carefully store employee records in the event of future use.

Ties That Unbind

Another effective preventive liability measure is the employment separation agreement. It is an employee-signed general release that waives any and all claims against the said station or company. Incentives — such as



more severance or separation pay than what the employee is otherwise entitled to — act as persuasive entreaties to sign on the dotted line. Besides spelling out whatever monetary inducements have been arranged, separation agreements should also include:

- Hiring, and termination, lay-off, or resignation dates
- Entitled benefits
- The agreement's main purpose — the employee waives all known and unknown claims against the employer
- Additional specifics, such as job references and confidentiality.

During the termination interview, management must fully explain the release and its ramifications to the employee, and be certain, to the best of its knowledge, the employee comprehends what he or she is signing. Coercive tactics and heavy-duty pressure negate the agreement's intent and may provoke the lawsuit you were trying to avoid in the first place. But according to Ken Florence, a management labor law attorney and partner at Swerdlow & Florence, a majority of employees sign the release despite having threatened possible litigation.

A Handy Checklist



In addition to documentation and employment separation agreements, attorney Ken Florence suggests several more protective shortstops against wrongful discharge suits:

- A precise and careful hiring process — check references and seek to hire *quality* people
- An established probationary period — length of time is directly proportionate to type of position; employers have more leeway in terminating someone during this time than after the trial period has passed
- Written policies that clearly outline the station's or company's discipline and discharge procedures
- Complete and full investigation of the facts before disciplinary and discharge actions are initiated; employee should also be given the opportunity to tell his side
- Thorough review of the employee's personnel file — could modify what action was being planned and stop the manager from making an improper decision
- Consideration of special circumstances before disciplinary or discharge actions are imposed; i.e., going through a divorce, serious illness, family problems
- Honest performance appraisals, no matter how difficult
- Counseling and/or progressive discipline — some one-time actions warrant immediate dismissal,

- but generally it is a series of events
- Not resorting to the freeze-out approach (exclusion from important meetings, moving execs to smaller offices) — be upfront
- Full explanations to the employee as to why discipline or discharge is necessary
- Careful examination of those cases involving longterm (four to five years) employees — they have certain rights not generally given to their short-term counterparts
- Prompt initiation of disciplinary action — if something is done wrong and nothing happens to the person, then management appears to condone the improper deed
- Strong factual support when dismissal allegations center on moral turpitude or dishonesty
- Employment agreements — limited primarily to high level management execs; provides a clause whereby any claims or disputes are arbitrated rather than sent to court. Can be worded to severely limit wrongful discharge liability
- Personnel policies and employee manuals written in a style that lets you operate your business most effectively.

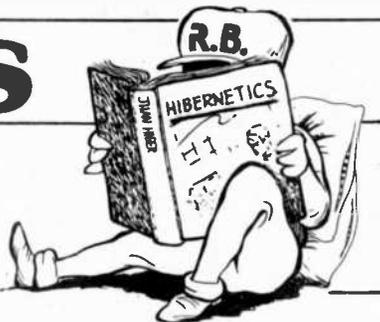
On The Defensive

Employers are, or at least should be, aware that employees cannot be terminated on the basis of sex, race, age, religion, and other federal/state statutes. For a complete overview of the wrongful discharge issue and/or advice concerning the composing of separation agreements, it is wise to consult with your in-house lawyer or one on the outside who is versed in labor law. The same holds true if you are suddenly faced with a wrongful dismissal suit and need to know what plan of action to adopt.

But nine times out of ten, you probably will not reach the litigation point if you have been following a preventive maintenance program (additional guidelines are outlined in the accompanying sidebar). However, the program's effectiveness primarily relies on the establishment and consistent support of company policies, and properly trained managers. These managers, in turn, can facilitate smooth business operation and lessen the probability of an employee complaint becoming a litigation tug of war.

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

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| WBEN-FM 31-26 | KRQ add |
| K104 deb 39 | WQCM add |
| WTIC-FM add 31 | OK100 deb 38 |
| WSPK add | WKHI add |
| WKRZ-FM add | T94 add |
| WHTF add | WIXV add |
| KWIC deb 39 | WGLF add |
| WANS-FM add | WBWB add |
| WOKI deb 39 | KCMQ add |
| WFMI add | KKLS-FM add |
| WKDD 32-29 | 99KG add |
| WZPL add | KWTO-FM add |
| KJ103 37-34 | WSPT add |
| WRQN deb 40 | OK95 deb 38 |
| KEYN-FM add | |

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Street Talk



Changes at **KYTE & KRCK/PORTLAND**, as GM **BOB FAUSER**, who also acted as President of parent **HENRY BROADCASTING**, and GSM **PAM THOMAS** both exit. Local Sales Manager **DAVE BERKELEY** is serving as interim GM.

Hats off to former **WELI/NEW HAVEN** programmer **WALT PINTO** on becoming PD at **WWYZ/HARTFORD**.

Veteran **KMET/LOS ANGELES** late-nighter **JIM LADD** has exited. No replacement named yet.

FRED MOORE, who was once an editor of *Album Network*, has been named VP/GM of the new Vail, Colorado-area station **KZYR/AVON**. The Adult-AOR-formatted outlet is set to debut December 21.

Former **WKTU/NEW YORK** personality and successful commercial voice **G. KEITH ALEXANDER** has switched radio homes. G. Keith can now be heard weekends on **WRKS/NEW YORK**.

TERRY GILLINGHAM has earned his stripes with **KWAV/MONTEREY**. He has officially moved up from GM to VP/GM.



COYOTE McCLOUD returns to Nashville radio at **Y107(WYHY)**. He'll be doing mornings for PD Gabe Hobbs, with current morning personality **DR. DAVE** moving to afternoons.

DAVE AMOS has exited the PD's post at **WTMA/CHARLESTON** to become Operations Manager of A/C-formatted **WQXY/BATON ROUGE**.

Continued on Page 22

It now appears likely that the shooting of **KOA/DENVER** host **ALAN BERG** last June was related to his brash air style, after all. The .45-caliber Mach-10 machine gun that killed Berg has been recovered by the FBI at the Idaho home of a man who belongs to **Aryan Nations**, a neo-Nazi white supremacist group. No one has been charged in Berg's death, but FBI agents have testified in court that two group members now in custody may be connected to "a homicide in Colorado."

MOTOWN is still looking around for a new VP/Promotion. We hear that Capitol's **MICHAEL LESSNER**, originally a candidate, will be staying put. However, word has it that someone from the EMI America side of things is having a serious chat with Motown Sr. VP **SKIP MILLER**.



With **BILL TANNER** leaving **WASH-FM/WASHINGTON**, could he be headed back to Miami? Street Talk hears that a Miami broadcaster has made Bill an offer that would be very "easy" to accept.

Look for an official announcement shortly that **SHAMROCK BROADCASTING** has purchased **WHB/KANSAS CITY**. That would give Shamrock a nice AM-FM combo in market number 29 with **WHB & KUDL**.

Los Angeles-based program producer **PG PRODUCTIONS** has reportedly filed for bankruptcy and is closing its offices. PG President **PAT GRIFFITH** was unavailable for comment, but the **RKO Radio Networks**, for whom PG had been producing "Live From The Record Plant," indicated "standby programs are being readied" for Record Plant's slot this Sunday.



NIGHT RANGER CELEBRATION — Camel/MCA artists **Night Ranger** recently celebrated the chart success of their "Midnight Madness" LP, with fellow Northern California bands and other celebrities joining them at a San Francisco restaurant. Pictured (l-r) are group's **Alan "Fitz"gerald**, **Brad Gillis**, and **Kelly Keagy**, Camel President **Bruce Bird**, Calif. Assembly Speaker **Willie Brown**, group's **Jeff Watson** and **Jack Blades**, and manager **Bruce Cohn**.

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| B94 add | WBCY add | 103CIR add |
| Q107 add 23 | WZYP add | WOAY add |
| WASH add 23 | WFMI add | WQCM add |
| Z93 add 24 | KX104 add | WJBQ 5-4 |
| B97 add | WZKS add | WSQV add |
| KBEQ 16-9 | Y106 9-6 | WKSF 6-6 |
| WTKI 23-20 | WKDD add 37 | Q104 5-2 |
| KDWB-FM 18-12 | KZIO add | KNOE-FM add |
| WLLOL-FM 14-10 | WZPL 20-15 | KWES 28-19 |
| KIIS-FM 4-7 | KJ103 21-16 | WPFM add |
| KMJK 5-7 | KQKQ add | Z102 add |
| FM102 7-12 | KZ93 add | WBWB add |
| KS103 18-11 | KEYN-FM add | WAZY-FM add 34 |
| KPLUS 4-4 | KKRD add | WRKR 7-4 |
| KUBE 10-7 | WHOT add | 99KG add |
| KNBQ 13-9 | KNMQ add | KWTO-FM add |
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Street Talk

Continued from Page 20

KIIS-AM & FM/LOS ANGELES
VP/Marketing **CHRIS CONWAY** has resigned to open up **CONWAY COMMUNICATIONS**, based in St. Louis. Chris has been with **GANNETT** in a number of capacities, including VP/GM of **KSDO-AM & FM/San Diego** and St. Louis sales slots at **KSD** and **WIL**. You can reach Chris at (314) 878-7600.



Christmas Eve wedding bells ringing for **KMEL/SAN FRANCISCO** PD **NICK BAZOO** and **BONNIE WEIMER**, an on-air reporter for New Orleans-based Traffic Center.

Looking for a good job for 1985? Contact **B94/PITTSBURGH** PD **SCOTT ALEXANDER** for middays.

PD **RUSS WILLIAMS** is suddenly out at **KBFM/McALLEN-BROWNSVILLE**. He's available at (512) 631-7497.

WLGA/VALDOSTA, GA has hired former **WBEN-AM & FM/Bufalo** Production Director **MICHAEL JETTER** as its new PD. Most recently Michael had been programming **WAMT & WAJX/TITUSVILLE, FL**.

KBK-FM/BOISE has changed calls to **KIYS** under PD **TOM EVANS**. The station will stay CHR.



WKDQ/EVANSVILLE Assistant PD **SCOTT CHASE** has been named PD at **WSKZ/CHATTANOOGA**, with **DAVE WESTRIDGE** from **WGBS/EVANSVILLE** moving into the MD chair at **WKDQ**.

As of January 7, AOR **WYER/MT. CARMEL, IL** switches to satellite-delivered A/C.

Congratulations to **WRKI/DANBURY** PD **BUZZ KNIGHT** on his recent marriage.

PAUL BICKNELL, aka Dave Jones, has been named Promotion Director for **WPGC/WASHINGTON**. Additionally, he's handling weekends.

PAMELA GATZ is the new Promotion Director at **WDJY/WASHINGTON, DC**.

At **KNIX-AM & FM/PHOENIX**, **JESS HANSON** has been promoted from Research Assistant to Research Director. In moving up, Jess fills the vacancy left when Michael Mallace joined Jeff Pollack Communications.



STORK STOPS: To **KVOC/CASPER, WY** PD **FRED PRIMMER** and his wife Sue, a daughter, Tanya Sue, born December 15 . . . To **I95/MIAMI** night rocker **DENNIS REESE** and wife **KATHY "WILD" WEST**, a daughter, Dana Lydia.

Solid Success For Ashford & Simpson



Capitol executives awarded Ashford & Simpson a solid crystal rock statuette to celebrate their Black/Urban chart-topping single "Solid." Gathered backstage at L.A.'s Universal Amphitheatre are (l-r) Capitol VPs Bob Young and Ray Tusken, label's Wendell Bates and Ronnie Jones, VP Varnell Johnson, Capitol President Don Zimmermann, Valerie Simpson, Nickolas Ashford, and Capitol VPs Don Grierson, Bill Burks, and Sam Citro.

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■ We salute these artists, and encourage your support of this project. Play "Do They Know It's Christmas?" for your listeners. Urge them to buy the Columbia record and Vestron video.



FEED THE WORLD

For public service announcement purposes, contributions on behalf of The Ethiopian Relief Fund may be sent directly to: The Band Aid Trust, c/o Stoy Hayward & Company, Chartered Accountants, 54 Baker Street, London W1 England.



On The Records



KEN BARNES

VIEW AT THE TOP

1984's Number Ones

For the final On The Records column of the year, I looked at the crowning achievements of the year — the records that reached No. 1 on the R&R charts. It's a salute to the artists who reached that pinnacle this year.

From Dec. 2, 1983 to November 30, 1984 (our Year-End cutoff date), there were 115 No. 1s on the six principal R&R charts. (Not 115 different No. 1s; records like "When Doves Cry" and "Dancing In The Dark" topped more than one chart.) Prince and Lionel Richie led the pack with five each, Prince scoring three CHR chart-toppers and two in Black/Urban, Lionel amassing three in A/C and one each in CHR and Black/Urban. The Cars and Bruce Springsteen had four each (Cars: 2-AOR Tracks, 1 AOR LPs, 1 A/C; Springsteen 2 Tracks, 1 LPs, 1 CHR). And Billy Joel, Yes, Van Halen, and Michael Jackson & Paul McCartney (together and separately) earned three No. 1s apiece.

Cars In Overdrive

Another interesting breakdown covers the number of weeks artists spent at No. 1. Adding figures for A/C, AOR LPs, AOR Tracks, Black/Urban, CHR, and Country, the standings come out in this fashion:

Artist	Weeks At No. 1
Cars	28
Bruce Springsteen	21
Van Halen	20
Lionel Richie	19
Prince	18
Alabama	9
Bryan Adams	8
Cyndi Lauper	8
Yes	8
David Bowie	7
John Waite	7
Deniece Williams	7
Billy Joel	6
Chaka Khan	6
Stevie Wonder	6
Michael Jackson	5
Paul McCartney	5
Willie Nelson	5
Rockwell	5
Don Williams	5



"Heartbeat City"—Longest-running No. 1



"Born In The U.S.A."—10 weeks No. 1 LP; two No. 1 tracks



One of Lionel's five No. 1s

McCartney and Jackson's totals each included four weeks for "Say Say Say," their duet together; Willie Nelson's incorporated two from his Julio Iglesias duet.

The Cars, Springsteen, and Van Halen benefitted from long stays at No. 1 in the AOR LP chart, where only nine records made it to the top all year. The Cars' 17 weeks as No. 1 LP was the top individual performance for any record. That Prince and Richie managed to rank among the leaders without AOR success was quite impressive.

Leaving LPs out of it for the moment, the top five songs in number of weeks at No. 1 were:

"Jump"—Van Halen	12
"When Doves Cry"—Prince	11
"Hello"—Lionel Richie	9
"Dancing In The Dark"—Bruce Springsteen	8
"Missing You"—John Waite	7

Format by format, "Hello" was the longest-running A/C No. 1 at six weeks. "Jump" paced CHR with five and AOR Tracks with seven. "When Doves Cry" led in Black/Urban with seven, while Alabama's "Roll On (18-Wheeler)" racked up five weeks to lead Country, where 30 different songs hit the top (compared to CHR's second-place 21).

Congratulations to the class of 1984 No. 1 records, and I'll be back in January following this brief two-week noncommercial break.

VAN HALEN



Six-week Black/Urban No. 1



"When Doves Cry" soared in Black/Urban & CHR

"BRUCE" VS. "TAXIDANCING"

War Between The Labels



"Bruce" the first time (in Australia)



PolyGram moves into battle position

The recent airplay battle between PolyGram's recently-unearthed Rick Springfield record, "Bruce," and his official RCA release, "Taxi Dancing," revived an old but long-dormant record industry tradition. In the past, when an artist changed labels, or suddenly had a hit, other companies would rush out product in an attempt to cash in on the gravy train.

During the height of Beatlemania, for instance, there were records issued by not only Capitol but Swan, Veejay and its Tollie subsidiary, MGM, and Atco. When Dion switched from Laurie to Columbia in early 1963, the two labels battled over singles for over a year.

In recent years the practice has fallen into disuse, with most of the action coming in Country, where we recently witnessed a Capitol vs. RCA Juice Newton battle. (Merle Haggard, Conway Twitty, and Kenny Rogers have also encountered similar contests.) Generally, when it happens these days, the competing label tries to stagger its release between the official singles (as the recent Tina Turner and Jocelyn Brown reissues have attempted).

But the Springfield case is a rare instance of an all-out war. (The only other recent pop battle on this scale was this year's Columbia/MCA/Solar-Elektra Shalamar contest, and that was won handily by the former's "Dancing In The Sheets.") "Bruce" was recorded for the "Working Class Dog" LP (and appears on that LP's Australian version, as well as on a 1981 single in that country); was performed live by Springfield, with whimsical explanations of how he was being confused for Springsteen by befuddled fans; but was left off the LP.

PolyGram then secured the rights to "Bruce" and nine other songs, and was off and running. Meanwhile, RCA flipped its "Bop 'Til You Drop" single and was promoting Rick's B-side duet with Randy Crawford, with "Taxi Dancing" the fourth single taken from the "Hard To Hold" soundtrack. It was quite a race until "Bruce" pulled ahead, and whatever the feelings of the companies involved (labels would rather avoid these situations, because it rarely helps them or the artist), it added a little excitement to the charts.



ONE YEAR AGO TODAY

- JHERYL BUSBY NAMED VP/BLACK MUSIC AT MCA
- BARBARA CROOKS NAMED PRESIDENT OF SELCOM RADIO
- JERRY SCHUBERT EASTERN RADIO'S PRESIDENT
- TONY SALVADORE STATION MANAGER AT KFOG/SAN FRANCISCO
- PAT HOLIDAY VP/PROGRAMMING FOR CKJY/WINDSOR
- #1 CHR: "Say Say Say" — Paul McCartney & Michael Jackson (Columbia) (5th week)
- #1 A/C: "Read 'Em And Weep" — Barry Manilow (Arista) (2nd week)
- #1 COUNTRY: "Houston" — Larry Gatlin & Gatlin Bros. (Columbia) (2nd week)
- #1 BLACK: "Time Will Reveal" — DeBarge (Gordy/Motown) (5th week)
- #1 AOR TRACK: "Owner Of A Lonely Heart" — Yes (Atco) (5th week)
- #1 LP: "90125" — Yes (Atco) (3rd week)

FIVE YEARS AGO TODAY

- JOHN REYNOLDS PRESIDENT OF GOLDEN WEST, DICK KALE PRESIDENT AT GWB RADIO
- GEORGE WILSON NAMED VP/GM AT KIQQ/LOS ANGELES
- JOHN LUND BECOMES PD AT WNBC/NEW YORK
- BILL TANNER NAMED NATIONAL PD AT METROPLEX
- LEE BAYLEY SET AS VP/GM AT TM PROGRAMMING
- JOHN SCHOENBERGER VP/PROMOTION AT RADIO RECORDS
- JESSE BULLET NAMED OM AT KPRI & KOGO/SAN DIEGO
- #1 CHR: "Escape" — Rupert Holmes (MCA) (3rd week)
- #1 A/C: "Do That To Me One More Time" — Captain & Tennille (A&M) (2nd week)
- #1 COUNTRY: "Coward Of The County" — Kenny Rogers (UA) (2nd week)
- #1 BLACK: "Peanut Butter" — Lenny White (Elektra)
- #1 LP: "The Long Run" — Eagles (Asylum) (10th week)

TEN YEARS AGO TODAY

- GIL FRIESEN NAMED SR. VP AT A&M
- TONY MARTELL VP/EAST COAST OPERATIONS FOR ABC RECORDS
- MICHAEL SPEARS NAMED OM AT KFRC/SAN FRANCISCO
- KEITH ISLEY NAMED OM AT WKQQ/LEXINGTON
- #1 CHR: "Lucy In The Sky With Diamonds" — Elton John (MCA)
- #1 A/C: "Mandy" — Barry Manilow (Arista) (2nd week)
- #1 COUNTRY: "What A Man My Man Is" — Lynn Anderson (Columbia)

R&R**Datebook**

In the interest of stuffing an entire holiday season's worth of info into one week's column "stocking," the next three weeks are being presented here in encapsulated form. Happy holidays!

MONDAY, DECEMBER 24

1954/**Johnny Ace**, according to legend, shoots himself.
1983/**Pete Townshend** announces departure from the **Who**.
Birthdays: **Cab Calloway** 1907, **Lee Dorsey** 1924.

TUESDAY, DECEMBER 25

Christmas Birthdays: **Sissy Spacek** 1949, **Barbara Mandrell** 1948, **Jimmy Buffett** 1946, **Robin Campbell (UB40)** 1954, **Annie Lennox (Eurythmics)** 1954.

WEDNESDAY, DECEMBER 26

1963/"I Want To Hold Your Hand" released.
Birthdays: **Steve Allen** 1921, **Phil Spector** 1940, the **Cate Brothers** 1942.

THURSDAY, DECEMBER 27

1982/**Billy Joel's** concert for Allentown.
Birthdays: **Mick Jones (Foreigner)** 1944 or 1947, **Mike Pinder (ex-Moody Blues)** 1941.

FRIDAY, DECEMBER 28

1975/**Ted Nugent** menaced by gun-toting fan in either Spokane or Detroit . . . depending on whom you ask.
1983/**Dennis Wilson** drowns.
Birthdays: **Edgar Winter** 1946. **Dorsey Burnette** would be 52.

SATURDAY, DECEMBER 29

Birthdays: **Ray Thomas (Moody Blues)** 1942, **Marianne Faithfull** 1946.

SUNDAY, DECEMBER 30

1962/**Brenda Lee** injured trying to rescue her poodle.
1979/**Emerson Lake & Palmer** announce breakup.
Birthdays: **Del Shannon** 1939, **Jeff Lynne** 1947, **Yvonne Elliman** 1951, **Michael Nesmith** 1942, **Patti Smith (not Smyth)** 1946, **Tracey Ullman** 1959.

MONDAY, DECEMBER 31

1961/**Beach Boys'** first show under that name.
1970/**Beatles** partnership legally dissolved.
Birthdays: **Donna Summer** 1948, **John Denver** 1943, **Burton Cummings** 1943, **Tom Hamilton (Aerosmith)** 1951.

TUESDAY, JANUARY 1

1953/**Hanks Williams** dies.
1962/**Beatles** audition for British **Decca**, which signs **Brian Poole & Tremeloes** but not **Fab Four**.

WEDNESDAY, JANUARY 2

1974/**Tex Ritter** dies.
1979/**Sid Vicious** trial for murder of **Nancy Spungen** opens but never closes.
Birthday: **Roger Miller** 1936 or 1938.

THURSDAY, JANUARY 3

Birthdays: **John Paul Jones** 1946, **Stephen Stills** 1945, **George Martin** 1926.

FRIDAY, JANUARY 4

1954/**Elvis Presley** cuts second demo acetate at **Sun** studios.
1957/**Fats Domino** records "Walking To New Orleans."
1979/**Charles Mingus** dies.

SATURDAY, JANUARY 5

Birthdays: **Sam Phillips** 1923, **Midnight Star's Vincent Calloway** 1957.

SUNDAY, JANUARY 6

1977/**EMI** fires the **Sex Pistols**.
1980/**Marvelettes'** **Georgeanna Gordon** dies.
Birthdays: **Syd Barrett** 1946, **Earl Scruggs** 1924.

MONDAY, JANUARY 7

1970/Neighboring farmers sue **Woodstock's Max Yasgur** for property damage.
Birthdays: **Paul Revere** 1946, **Kenny Loggins** 1948.

TUESDAY, JANUARY 8

Birthdays: **David Bowie** 1947, **Robbie Krieger** 1946; **Elvis Presley** would be 50.

WEDNESDAY, JANUARY 9

Birthdays: **Jimmy Page** 1944, **Crystal Gayle** 1951, **Joan Baez** 1941, **Jerry Garcia** 1943.

THURSDAY, JANUARY 10

Birthdays: **Rod Stewart** 1945, **Donald Fagen** 1948, **Chic's Lucie Martini** 1955, **Aynsley Dunbar** 1946, **Pat Benatar** 1952 or 53; **Jim Croce** would have been 42.

FRIDAY, JANUARY 11

1956/**The Robins** become the **Coasters**.
1968/**Jimi Hendrix** moves into **Handel's** former London townhouse.
1980/**First Pretenders LP** released.
Birthdays: **Bobby Goldsboro** 1941, **Clarence Clemons** (year unspecified).

SATURDAY, JANUARY 12

1962/"Please Please Me" released in UK.
1968/**Doors'** "Strange Days" goes gold.
Birthday: **Ray Price** 1926.

SUNDAY, JANUARY 13

1969/"Suspicious Minds" recorded.
1978/**Police** begin recording first LP.
1979/**Donny Hathaway** commits suicide.

—Sean Ross

Barbra Streisand

"Make No Mistake, He's Mine"



Duet with

Kim Carnes

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Bob Barrett,
WYLR/Glens Falls

William Wertz,
WQLR-FM/Kalamazoo

Columbia Records 

THE R&R INTERVIEW

John A. Gambling: A Silver Anniversary Salute

By Jeff Green

Twenty-five years ago, John A. Gambling succeeded his father and lifetime personality John B. Gambling as morning host on WOR/New York. Since that time, millions of New Yorkers have set their alarm clocks to 710 AM to hear their favorite morning companion. A family man, owner of four radio stations, and active community supporter, John A. is justly proud to see the Gambling legacy continue, as son John R. has just segued from his WOR afternoon program to morning cohost. This week, in honor of John A.'s silver anniversary, R&R presents an informal interview with one of the most popular and enduring air talents in broadcasting history.

In The Beginning

R&R: When did you first become interested in radio?

JAG: I've been exposed to radio ever since I can remember. My father started on WOR in 1925, and I was born in 1930, so obviously my entire growing up was enmeshed in WOR and business. He would have me on the air with him every so often, particularly Christmas Eve ... probably starting when I was four.

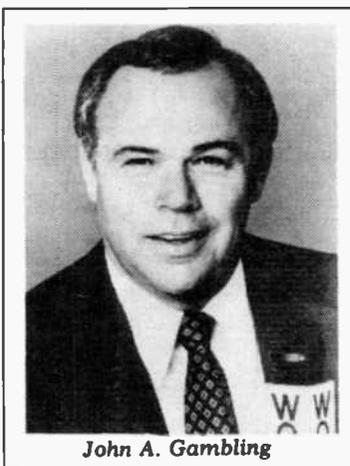
I can even remember my 78rpm record collection from my days in grammar school. I had all the

records catalogued and timed. You could buy a microphone that'd hook up to a radio, and I played disc jockey.

In college I started out as a premed, but after I failed freshman chemistry, the professor advised me that being a surgeon was not in my future. So I went to work for the college station at Dartmouth and ended up as GM my senior year. I worked at the local commercial station in Lebanon, NH as the summer replacement — the typical beginning in the business.

The Family Tradition

R&R: You've always been a very relaxed air talent.



John A. Gambling

Are you ever nervous?

JAG: No, not really. I'm sure there had to be a day when the light first went on. The first time I substituted for my father here at WOR back in 1951, you've got to believe I was nervous! What I had done before was smalltown radio through New England and college radio, when suddenly here I am on 50,000-watt WOR. The kid is sitting in for his old man and everybody's saying he is never going to make it, he will never be as good as his father.

R&R: Has that weighed on you psychologically?

JAG: You live with it. You've got to have the self-confidence to believe that you'll be as good as your father and maybe, if you're lucky, you can be a little bit better.

R&R: Has your son felt any pressure about being a broadcaster?

JAG: Not from me; this is absolutely his choice.

R&R: How do you feel about John R.'s interest in radio?

JAG: It's both very exciting and satisfying. There are moments when you say, "Oh God, I hope he really does well," as any parent does about a child in any field, but it's particularly satisfying when you have that extra commonality of interest and experience. We work together very closely, and will be even more so in the future. Starting in 1985, his role in the morning is going to be significantly expanded.

The Morning Mindset

R&R: Is there an attitude you take with you on the air?

JAG: Yes. I'm a positive, optimistic person, and I carry that attitude on the air. Mornings are a difficult time for most people in the sense that everybody likes to

stay in bed a little bit longer than they should. They are always a little bit hassled, a little bit harried.

That positive frame of mind I carry with me when I'm off the air as well. I've been told that I'm not very different off the air than I am on WOR.

R&R: Has the way you relate to the audience changed over the years?

JAG: We're no longer broadcasting in the morning to "the typical family," with father and children going off to work and school, and mother staying home and having a second cup of coffee after they've left. Today, mother leaves too, maybe even earlier to get to her job. So the morning becomes a little less tranquil. My philosophy has always been to keep the program low-key and give people the information they need, because we are basically an information-disseminating program. Keep the information as complete and as interesting as possible — even occasionally amusing — but low-key. Don't intrude with yet another distraction into what is already a difficult time of the day. Now this is completely different than afternoon

drive, when they are anticipating going home or already home listening to you while reading the paper or having a cocktail ... shoes are off, feet are up. In the morning, it's quite the opposite.

John has done a lot of mornings too. I've listened to him when I've been on vacation, and although our styles are somewhat different, our basic philosophy and approach is the same.

Show Preparation

R&R: You get to the station ten minutes before your show. No more preparation than that?

JAG: No, and at 30 on-air hours a week, I probably do more hours than almost anybody, certainly in New York. My producer is a tremendous help, as are the sports, weather, and traffic regulars who are part of the show. What I'm doing with them basically is reacting as I think a listener might react. I never know ahead of time what any of these people are going to talk about. I don't want to know.

R&R: Any suggestions about show prep?

JAG: Read a lot, watch TV, listen to the radio. Know what is

VP/GM LEE SIMONSON COMMENTS

John A.: "An Inbred Sense"

WOR VP/GM Lee Simonson offered the management's perspective on the career contributions John A. Gambling has made to the station. He said, "The history of the Gamblings is inextricably tied to the history of WOR. For 60+ years, the combination of both has served the New York market very well indeed.

"John A. Gambling's specific contribution to this unique phenomenon is the pioneering of morning radio's repertory of specialists in news, weather, sports, and traffic. What's more, he developed the concept many years ago, well before the era of sophisticated marketing research.

"It's fair to say that the Gambling tradition means more than just a pleasant voice in the morning ... it's an inbred sense of what radio listeners want and need at that time of day."



Lee Simonson

NEW AM DRIVE COHOST

The Son Also Rises

It was recently announced that WOR afternoon personality John R. Gambling had joined his father John A. in the morning show. John R. has filled in for the 25-year veteran many times, but the formal appointment establishes him as the third Gambling to anchor the country's highest-cumming morning Talk program.

When asked to comment on his father's longevity, John R. said, "In a business where names and stations change every few weeks, John A. Gambling has had that instinctive quality to know what's right for his listeners. Some call it corny, some call it hokey, but everyone calls it success. Change has been the key word to that success. Change not just for its own sake, but rather for its necessity. And at the same time, retaining the personality and outlook on life that keeps millions of New Yorkers inviting him into their homes at their worst time of the day. Obviously, it's his best time of day."



John R. with John A.

going on in your community and in the world. Be curious! I guess if there is a main characteristic to my personality, it's that I'm curious about a lot of things. I'm the typical guy who doesn't know a lot about anything, but knows a little bit about a lot. I think it's the key to anyone who wants to get into Talk radio.

25 Years of Change

R&R: In what ways has the content of your show changed over the years?

JAG: When I took over the program from my father, the show was only on for two hours a day instead of the five it is now; that's a big change. Back then, there was only an engineer, technician, and newscaster, maybe two. I did everything else: the weather, traffic, you name it — even the half-hour newscast when we expanded beyond the hourly news. As the program expanded we kept adding features, and with the features we added people. My role became more one of an ombudsman for the listener and an anchorperson for the show.

R&R: What outside influences have affected your program?

"My philosophy has always been to keep the program low-key and give people the information they need."

JAG: Primarily fractionalization, which has affected every major market. When I took over 25 years ago, there were probably no more than three or four stations that really made a difference in the market, and they were all AM: WOR, WCBS, WNEW, and maybe WNBC. The longer I've been in the business the tougher the competition has become, obviously because of the proliferation of FM stations. There are 74 signals in the New York market now, including suburban stations, which are a very big factor. So is morning television.

R&R: Yet WOR is still a top-rated station. Certainly your familiarity with the listeners

plays a big part; they're comfortable with you.

JAG: I think that is the major part. We are not a normal news station; we are information radio. In the course of one of our five hours, you will find out just about everything you want to know about the morning. There is some feature material in there, and, I hope, some humorous bits. It's all done by people who have become your "friends," because it's my job to make the people who work with me part of the family. It's part of my job to make them look great.

Personality & Style

R&R: What other broadcasters do you admire?

JAG: Of those on the air now, Paul Harvey is a terrific communicator, a great broadcaster. Among the TV anchorpeople, I admire Dan Rather. I also think Diane Sawyer is super.

I don't get to listen to Wally Phillips (WGN/Chicago), but he is a guy who has obviously been very successful along formats not very different than mine. Bob Steele (WTIC/Hartford) is another good example; the guy has been on the air forever. People who've been on the air a long time and have become comfortable with their listeners. We all tend to be predictable, with a little bit of unpredictability thrown in.

R&R: Do you think that you could take your show to another station and make it work as successfully as you've done at WOR?

JAG: Yes, I do. But I don't think that you could take it to another market. That is very difficult. I know that there is a tremendous amount of moving around from market to market by radio people. And maybe the "zoo" type of format can be moved because it deals in something that's not unique to any market.

R&R: Why have you never worked for another station?

JAG: WOR has always been very generous. Obviously, there is also a tremendous amount of personal loyalty on my part to WOR, with the family having been involved in the station for 60 years. I would much rather be here than anywhere else.

R&R: You've outlasted many GMs in 25 years. When they

change, does it affect your show?

JAG: Sure it does. They all have new ideas and many of them are good ones. Each GM over the years has made his imprint on the program. By and large, those influences have been for the better. Some more than others.

WOR RADIO 710 THE HEART OF NEW YORK

Staying In Touch With The Listeners

R&R: What's the best part of your job?

JAG: When somebody calls, writes, or stops me on the street and says, "Hi, John. I listened to you this morning and so-and-so was terrific" — the personal feedback. I think all broadcasters feel this way. You sit there at the microphone and console, and it's all pretty impersonal. But there are warm bodies out there and they are listening because they want to listen. They're listening to you in preference to 73 other people, and that is the greatest compliment that a broadcaster can get — that they have chosen you over all those other broadcasters who are all professional and very good.

R&R: What was the most im-



GAMBLING GRANT — To commemorate John A. Gambling's 25th anniversary on WOR, RKO General President Shane O'Neil presented Museum of Broadcasting President Dr. Robert Batscha with a check for \$223,517, establishing the RKO-WOR John A. Gambling Grant. The money will go toward organizing the museum's archives, which include millions of hours of tapes and records. From left, NAB President Eddie Fritts, Dr. Batscha, O'Neil, Gambling, and WOR VP/GM Lee Simonson.

portant thing about radio that your father taught you?

JAG: Never talk down to your audience. Always consider them to be friends, to be a little bit smarter than you are.

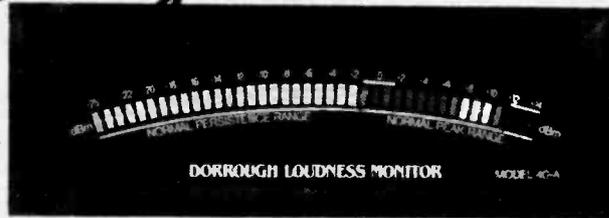
R&R: Ever think about retiring?

JAG: No, I really don't. At 54, I'm relatively young, and I love what I'm doing. Of course, there are a lot of days when I don't want to get up at 3:50am. When the majority of the mornings become more work than pleasure, that's when I'll quit.

R&R: What would you recommend to beginning air talent?

JAG: Be willing to put in the weird hours, and at the beginning, to work in small towns. You've got to be overwhelmingly interested in people and what is important to them, not what is important to you. Even if you're not interested in something, you've got to make what you're saying sound like it's the most important thing to you in the world. Because if you don't think it's important, nobody out there listening is going to think it is either. And if they don't think it's important, they're going to find somebody who sounds as if it is important, on some other station.

The Dorrrough Loudness Monitor



Dimensions: 8 1/4" X 2 7/8" X 6 1/2"

Model 40-A

Simultaneous display of Peak and Persistence functions.
With AM, FM, and TV

It's not just a third standard; It's becoming the standard.

Each day more broadcasters and production houses discover how accurate this visual display can be for achieving uniform loudness from source to source. Available as a single unit complete with power supply, dual or single rack mount, or small console mounting.

The Discriminate Audio Processor



Model 610

FM's Hottest

A complete processing package including its own stereo generator.

Beyond a doubt the most transparent, yet still the loudest processor developed. The most technologically advanced unit on the market today.

DORROUGH ELECTRONICS

5221 Collier Place
Woodland Hills, California 91364
(818) 999-1132

Or a Dorrrough Distributor



PORTRAIT OF THE ARTIST AS A YOUNG MAN — Here's John A. Gambling inspecting a Museum of Broadcasting photo of himself. Relaxing on the piano is his father John B. Gambling, who started the "Rambling With Gambling" show on WOR in 1925.

Air Personalities



DAN O'DAY

Promoting Your Show Via Classified Ads

The odds are your city's major daily newspaper has a "Personals" column in its classified advertising section. A clever personality jock can make use of the "Personals" to create interest in his or her show among people who might not otherwise be exposed to it.

Why the "Personals?" First of all, it's a completely unexpected medium for hyping your show. Most of these ads are devoted to lovers declaring their affection for each other, long-lost friends trying to contact each other, and various other, sometimes obscure messages from one person to another.

Secondly, these ads are widely read. Many people regularly peruse them, just out of curiosity. (Actually, I have a theory about that: I suspect people read these ads in the faint, unacknowledged hope that one day they'll open the newspaper to discover their own names leaping out at them: "Marjorie Smith contact attorney's office 555-1237 regarding large inheritance from uncle you never knew you had.") I check out these ads in the *Los Angeles Times* almost every day.

Finally, they're an inexpensive way of advertising. Many radio stations trade advertising with the local newspaper; the station might be able to arrange a cash-free exchange that won't dent the promotion budget at all. Or perhaps you can convince management to split the cost of the ads with you.

Classified Soap

What I have in mind is creating your own living soap opera, slowly developing two characters who — slyly, at first — promote your show.

Here's a series of fictitious ads to illustrate the idea. The ads would appear on a regular basis, perhaps Monday-Wednesday-Friday or Tuesday/Thursday. Note that, in the beginning, the radio station isn't alluded to at all. This is to hook the readers and, frankly, "con" them into thinking the people are real. (If you develop the characters good-naturedly and don't ever make them too commercialized, the readers will forgive you the sham . . . as long as you keep them entertained.)

AD #1: "ALEX . . . I wish I didn't get so tongue-tied when I try to speak my feelings. Please be patient. STEPHANIE"

AD #2: "STEPHANIE . . . It's so frustrating for me, but I'm trying to understand. Why not just say what you feel? ALEX"

AD #3: "ALEX . . . Sometimes a song is best at expressing feelings. I'm dedicating one to you Friday morning on KKED, between 7:30 and 8:00. STEPHANIE" (Note the lack of excess station information — no dial position, name of jock, etc. She simply refers to the station by its commonly used name. For your station, it might be the dial position without the formal call letters; if you've succeeded in hooking the readers, they'll find the station on the dial.)

FRIDAY MORNING: You play some song that fits the situation, introing it very simply as a dedication (it doesn't matter

Job-Hunting Journal

Our coveted Program Director of the Week Award goes to Gary Bruce of WMBD/Peoria. In contrast to those PDs we spoke of earlier who hide trade publications from their jocks, Gary has written a job-hunting guide, which he calls "Getting There," especially for the education of his airstaff.

"I've always had the philosophy that as a program director I should take a personal interest in each of my employee's careers," says Gary, "and since most need guidance in searching for the 'next' step on the way to the top, I put this together for them."

I'm still putting together a job-hunting guide and I've heard from lots of PDs. I'd like to hear from more air personalities about tricks and techniques they've used to learn of new job openings, get their tapes heard, make good impressions, etc.: The same goes for program directors who want to share what causes them to prefer one job applicant over another (assuming, of course, that their airwork is comparable).

Kelly Kincaid, News Director at 98Rock/At-

lanta, says she landed her present job through "persistence and professionalism. My current boss, Alan Sneed, admits the main thing that convinced him he should hire me was my undying interest in working for him. I called, wrote, sent tapes every week or two. This man didn't know me and had only a few friends who knew me . . . and I was working a different job in a very different format. I have talent; I knew I could do the job, but he didn't.

"So I pestered him, professionally and gently, until he hired me part-time . . . and put me on fulltime two months later. The point is: Find the place you want to work, find the person you want to work for, and KEEP IN TOUCH. Do so confidently, not by whining. 'Gee, don't you have a job for me?'"

that you don't do dedications.) Don't do anything else to highlight it, and by all means never refer to or acknowledge the newspaper ads. The audience will hear you unknowingly act as go-between for these two-star-crossed lovers.

AD #4: "STEPHANIE . . . Thank you for the L. Richie song. I asked KKED if they'd play Beethoven's Ninth for you, but the morning DJ said it's not on the playlist. Keep listening, same time, and I'll come up with one for you. ALEX"

AD #5: "ALEX . . . I've listened each day. Have you forgotten about your promise . . . or were your suggestions too sexy for KKED? STEPHANIE"

AD #6: "STEPHANIE . . . KKED said sexy is okay, so listen tomorrow morning between 7:30 and 8:00."

Well, you get the idea. This can develop into a regular soap opera, but without the melodramatic plot twists. They can talk about the weekend they spent together, birthday celebrations, fond memories, wishes for the future. They can even refer — ever briefly and lightly — to the big contest you're running, dreaming about what they'll do if they win the prize money. The goal here is simply to get people to tune you in, to sample your show. If you're entertaining enough, you'll end up with some new regular listeners.

QUESTION: Will readers continue to be interested in Alex and Stephanie even after they've realized (some of them will; some of them never will) they're not real people? ANSWER: Do people continue to be interested in the folks on "General Hospital," even though the characters aren't real people?

Another way to use (sneakily) the "Personals" is to launch a heated debate about the merits of your show.

AD #1: "AM INTERESTED IN FORMING MOVEMENT TO KICK ED JOCK OFF THE AIR! Signed, Mr. B."

AD #2: "MR. B: I agree! Ed Jock is a blight on the radio airwaves! Don't those people have to be licensed? Signed, X"

AD #3: "MR. B. & X: Ed Jock might be a jerk, but at least he plays good music. Maybe KKED knows what it's doing. — Pete"

AD #4: "How can anyone defend Ed Jock? His satire and ridiculous phone calls prove he has no respect for authority or institutions! I won't even turn on KKED until after 10am! — R.W.L."

AD #5: "Hey, I like Ed Jock! 108.2 isn't the only place on the FM dial. If you don't like him, switch to Muzak!"

A little controversy never hurt an air personality. It's easy to make the "critical" ads sound real; simply repeat what is said about your show by people who hate it!

Six Ways To Generate Cross-Media Attention For Your Show

1. Invite the daily newspaper's media critic to sit in on your show. (Even if your paper doesn't have an official critic, it has someone who writes about television and radio.)

2. Invite the newspaper's media critic or entertainment editor to dinner.

3. If you're a controversial personality, pull a stunt that's guaranteed to cause controversy . . . and alert the local TV newspeople so they can run footage of the fracas. (I know a jock in Arizona who did a funny, inoffensive bit that nonetheless caused him to be picketed by

the John Birch Society. He ended up on the 11 O'Clock News and was very grateful for all the free publicity.)

4. Start a running feud with a local, highly visible TV weatherperson: "Did you see Wilmer Freud last night? That guy can't even pronounce 'cumulus,' much less predict the weather! Why, I could do a better weather forecast blindfolded!"

After a while, issue of Wilmer a challenge: You'll bet you can do his job better than he can do yours. If he accepts your challenge,

he's sure to let his viewers know when he's scheduled to be a disc jockey on your show . . . and you'll get to introduce yourself to his audience on-camera.

5. Respond in writing to your local paper's article on rock/country/pop music or radio. If you disagree, do so dramatically and eloquently. If you can't find anything to disagree with, write a letter complimenting them on doing such a fine job of reporting and adding some other piece of information they might find of

interest. ("You're right that country music is here to stay, and I think I know why: People genuinely respond to music that speaks to them honestly and without pretense . . .")

6. Volunteer your on-camera services for your Public Television's station's local fund-raising drive and/or auction. (But make sure in advance that you'll be used on-camera.)

These are just six ideas. Why not take a few creative minutes to round out this list to an even dozen . . . and then get to work putting them to use for you?

THE COUNTDOWN

with Walt Love

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

CALENDAR



BRAD MESSER

Holiday Calendar Wrap-Up

MONDAY, DECEMBER 24 — The song "Silent Night" was created in a single day by two men who went to the same church in Austria. It was first performed on Christmas Eve of 1818, not on the church organ, which was broken, but on a guitar. Bicycle coaster brake patented 1889.

Marathon runner Bill Rodgers 37.

TUESDAY, DECEMBER 25 — Halley's Comet made a spectacular appearance in 1758, just as predicted by Sir Edmund Halley, who had died sixteen years earlier. Halley's Comet will return in April of 1986. Paul Kimelman of Pittsburgh began diet in 1966, went from 487 pounds to 130 in eight months, set *Guinness Book* "speed record for slimming" with 357-pound loss.

Sissy Spacek 35, Barbara Mandrell 36, Jimmy Buffett and Larry Csonka 38, Ken Stabler 39.

WEDNESDAY, DECEMBER 26 — The heaviest snowstorm of modern times hit the Northeast in 1947, covering much of New England and dropping 26 inches of snow on New York City . . . the worst storm since the legendary Blizzard of 1888. Coffee percolator patented 1865.

Phil Spector 44, Steve Allen 63.

THURSDAY, DECEMBER 27 — Every childbirth was natural until this date in 1845, when the anesthesia ether was used as the first delivery room painkiller. "Howdy Doody" show began 13-year TV run 1947. Radio City Music Hall opened NYC 1932. Russians invaded Afghanistan 1979.

Mick Jones of Foreigner is 37.

FRIDAY, DECEMBER 28 — The shortest days of the ten year ended yesterday; now each day will have slightly more daylight.

Edgar Winter 37, Maggie Smith 50, Martin Milner 53.

Saturday (12-29) Jon Voight 46, Mary Tyler Moore 47. Sunday (12-30) Bert Parks 70.

MONDAY, DECEMBER 31 — Sale and possession of gold became legal in the USA in 1974, ending four decades of gold prohibition.

Golden Richards 34, Donna Summer 36, John Denver 41, Odetta 54.

TUESDAY, JANUARY 1 — President Abe Lincoln's Emancipation Proclamation took effect in 1863, freeing slaves only in Confederate states "in rebellion against the United States." Cuban revolution successful, dictator Fulgenio Batista fled country.

Nancy Lopez 27, Country Joe McDonald 42, J.D. Salinger 64, Barry Goldwater 74.

WEDNESDAY, JANUARY 2 — Dr. Christian Barnard performed the first truly-successful human heart transplant in 1968. The patient survived a year and a half. (Barnard's first transplant patient from December 3, 1967, had lived only 18 days.) Cuban revolutionaries under Castro burned Cadillacs, sacked casinos where Americans had gambled, cut phone lines between Havana and Florida 1960.

Roger Miller 48, Isaac Asimov 64.

THURSDAY, JANUARY 3 — Oleomargarine patented in 1871 by a French chemist who created it to cut the butter budget for Napoleon's armies. Yerba Buena renamed San Francisco 1847. March of Dimes founded 1938.

John Paul Jones 38, Stephen Stills 40, Bobby Hull 46, Victor Borge 75.

FRIDAY, JANUARY 4 — Quadrantid meteor shower tonight is capable of producing up to 150 shooting stars in peak hours; watch Northern skies after midnight. Columbus returned to Spain from New World with six kidnapped Indians 1493.

Dyan Cannon 48, Floyd Patterson 50, Don Shula 55, Jane Wyman 71. Saturday (1-5) Walter Mondale. Sunday (1-6) Bonnie Gail Franklin 41, Danny Thomas 71. Full Wolf moon Sunday.

MONDAY, JANUARY 7 — Galileo discovered Jupiter's four biggest moons using homemade telescope 1610. Harlem Globetrotters organized 1927. Tarzan comic strip published 1929. USA announced development of hydrogen bomb 1953.

Kenny Loggins 37, Jann Wenner 38, William Blatty 56.

TUESDAY, JANUARY 8 — Texas appointed all-female Supreme Court 1925. William Piper born 1881, first to mass produce small airplanes with Piper Cub 1931.

David Bowie 38, Yvette Mimieux 43, Soupy Sales 59, Bill Graham 54. Elvis Presley would have been 50.

WEDNESDAY, JANUARY 9 — Jean Blanchard made first manned balloon flight in America (witnessed by President George Washington) in Philadelphia in 1793. Income tax began in England 1799.

Crystal Gayle 34, Robert Newhouse 35, Joan Baez 44, Bart Starr 51, former President Richard Nixon 72.

THURSDAY, JANUARY 10 — William "Buffalo Bill" Cody died in 1917 at age 70, about a half century after he earned his nickname by shooting an estimated 4000 "buffaloes" (actually bison) to feed workers building the railroads across the Great Plains. First photo from airplane San Diego 1911. Radar bounced off moon 1946.

Pat Benatar 33, George Foreman 36, Rod Stewart 40, Willie McCovey 47.

FRIDAY, JANUARY 11 — Four-door sedan introduced at National Automobile Show in NYC 1913. First US discotheque Whisky A-Go-Go opened Los Angeles 1963. US Surgeon General's first report on negative health effects of smoking 1964.

Bobby Goldsboro 41, Rod Taylor 55.

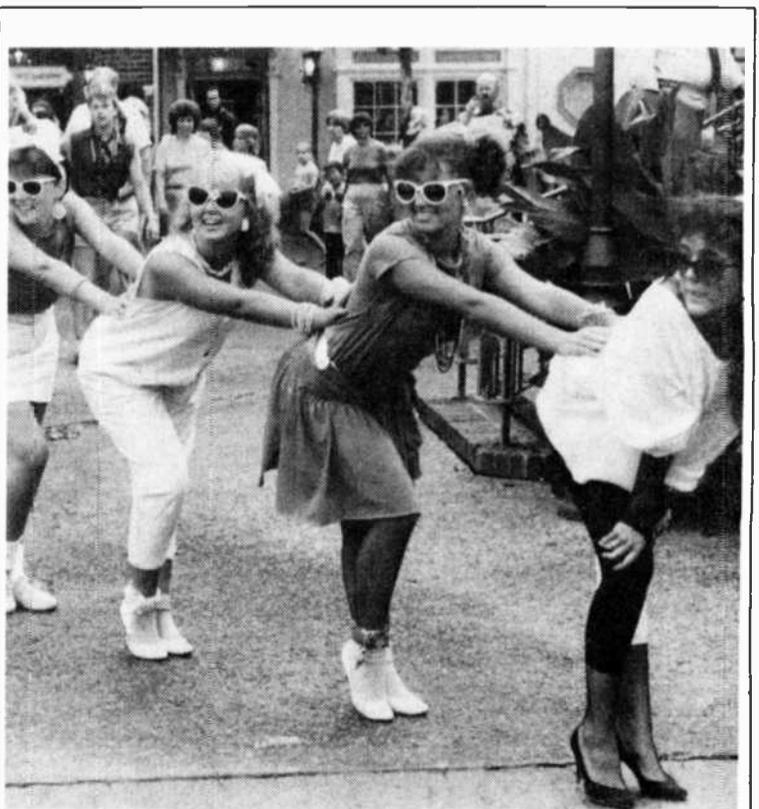
Saturday (1-12) Joe Frazier 41, Glenda Jackson 48.



SHE'S GOT THE LOOKS THAT KILL — WCGQ/Columbus recently sponsored a "Looks That Kill" contest in conjunction with Elektra/Asylum and single of the same name by Motley Crue. Posing here with the Crue's golden album (l-r) are E/A's Chuck Jones, WCGQ PD Ralph Carroll, winner Laura Dunn, WCGQ GM Joe McClure, and morning man Bear O'Brien.



HE'S A POSER ALL OVER — We found yet another picture of Rick Springfield! KCPX/Salt Lake City jocks Evan Lake and Morgan Evans had the pleasure of meeting Springfield after a recent show in their town and, of course, copped a picture. Shown (l-r) are KCPX's Lake, winner Jana Shaw, Rick, and Evans.



PRETTY MAIDS ALL IN A ROW — WBCY/Charlotte held a "Go-Go For A Day" contest in which winners were chosen by audience response to a 60-second routine performed onstage. The five finalists handled pre-show entertainment for a real Go-Gos concert which coincided with the promotion.



HAPPY HOLI

CYNDI LAUPER

"Money Changes Everything"



CHR BREAKERS

180/68 76%

One Of The MOST ADDED

Portrait

AOR TRACKS: **36**

CULTURE CLUB

"Mistake No. 3"



CHR BREAKERS 12/14

180/22 76%

Virgin

Look For

REO SPEEDWAGON'S

"Can't Fight The Feeling"



ON YOUR DESK DECEMBER 26

AOR TRACKS: **33**

Epic

THANKS, RADIO, FOR

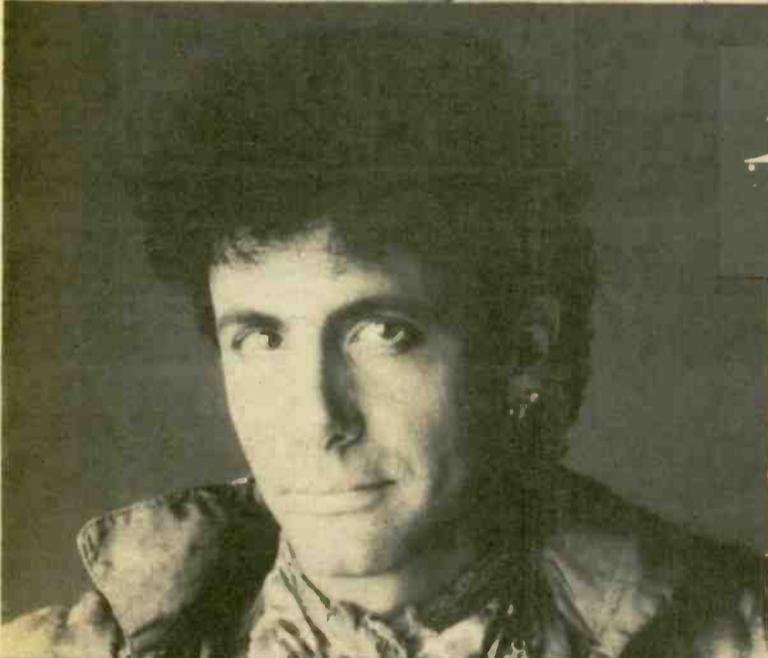
DAYS FROM E/P/A



TEENA MARIE
"Lovergirl"

CHR NEW & ACTIVE

Now On Over
60 CHR Stations!



JOHN HUNTER
"Tragedy"

CHR NEW & ACTIVE

Now On Over
100 CHR Stations!



LORENZO LAMAS
"Fools Like Me"

A/C
SIGNIFICANT ACTION



23/14

**CHR
SIGNIFICANT ACTION**

WXKS Y100 KIMN
PRO-FM WHYT Q100

WVSR WJZR WOMP-FM
WERZ WZKS KKQV
WBBQ WJBQ



A FANTASTIC YEAR!

Distributed By CBS Records

Contemporary Hit Radio



JOEL DENVER

CHIP THESE IN GRANITE

CHR's Most Quotable Quotes Of 1984

With the year of "Big Brother" finally coming to a close (we made it with our identities intact), it's with a smile that we take one last look at some of the more important observations about CHR during 1984. It was an incredible year of growth for the format and most of the stations involved with it, and these quotes reflect that contagious excitement.

Many feel the smart businessperson always looks ahead, never behind. However, a quick refresher on how we arrived where we are is the mark of a prudent professional. Here are some key quotes: pertinent perceptions, examples of programming expertise, or just plain calling it as they saw it from some of the smartest CHR programmers, managers, record promoters, and industry observers in America.

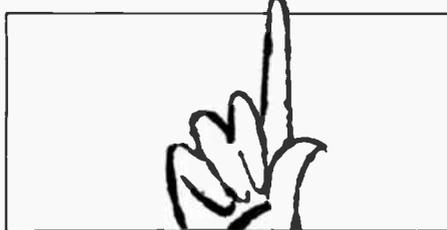


CHR Builds The Stars

Musically, CHR took even greater strides as it continued to expose new artists and a wider variety of music, including more black and AOR crossovers, plus a lot movie material.

"In this day of multiformats — CHR, AOR, Country, A/C, Black/Urban Contemporary, and video music, name the artist who attained superstar status who didn't enjoy success at CHR. When you speak of artist development, you must speak about multiformats, but the road must pass through CHR."

—MCA President Irving Azoff



Reactions To Victory

How does it feel to be number one? These people know! Thank you, Arbitron. Here's hoping you experience the feeling in 1985.

"I'm thrilled, but I was so busy that when I heard the advances, I didn't even have time to celebrate; I had to wait until the weekend to party."

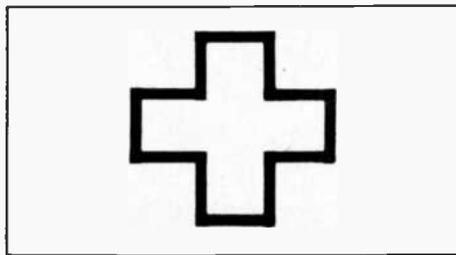
—Z100/New York PD Scott Shannon

"Speaking for the staff, it's the most exhilarating moment of our careers. Our happiness is almost too much for words. To be number one in the most competitive market has been wonderful."

—Gannett VP/Programming-Contemporaries and KIIS-FM/Los Angeles PD Gerry DeFrancesco

"This is the thrill of my career. We knew from the feel of everything during the book we'd go up, but no one expected us to increase that far. This could be a hard one to top, but you know we're gonna try."

—KRQ/Tucson PD Kelly Norris



Personality Is A Plus

With so many stations emulating CHR's success by playing more hit music, how do you separate yourself from the crowd? Personality, and it's back in a big way.

"Over the past several years most PDs sterilized radio and severely handicapped the talent pool currently available. But personality is one of the main ingredients of a successful CHR outlet in 1984. If all we have is card readers out there, then as an industry we're in a bit of trouble."

—KPKE/Denver PD Tim Fox

"Too many PDs don't advance their folks, and this is a psychologically defeating situation. People want to be successful and recognized for their merits. Every jock should have a goal and work toward it. I try and help my people achieve them."

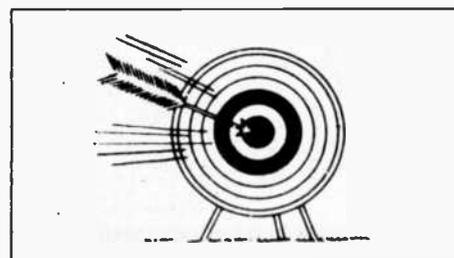
—WYHY/Nashville GM Michael St. John

"I'm glad the audience of Chicago has come to expect a certain level of entertainment, which was established years ago by Wally Phillips at WGN. Personalities make us less vulnerable to being beaten by a station which just has a lot of music. Playing Michael Jackson a few extra times won't make the difference."

—Former WLS-AM & FM/Chicago Operations Director Steve Casey

"Today's winning personality is willing to put in a lot of time. People are becoming married to the business again, seeing it as a genuine career opportunity. You can't look at radio as a 9-to-5 job. We're not stamping out fenders here; we're like a nightclub on the air, and the doors are always open."

—WRVQ/Richmond PD Bob McNeill



CHR Aims At The Young Thinkers And Wins

Notice the excitement generated by your favorite CHR station? It's because it's programmed to please the masses. While most people are over 25, many have the same mindset and want to live their lives with the same youthful enthusiasm they had while they were back in college.

Head-To-Head & Toe-To-Toe Battles

Who's on first and who's rounding second? It can change from minute to minute and from monthly to monthly rating report. Here are a few choice barbs aimed at crosstown opponents.

"I don't plan to let anybody beat me in terms of 12+ shares. If it happens, I won't be surprised, freaked out, or disheartened. We're going to continue doing what we do best and come back."

—Q107/Washington PD Alan Burns

"WASH has put personality back in CHR. Q107 and WAVA are card-reading, liner-oriented stations. Tune 'em in and hear liner after liner after liner. Therein lies the first performance difference."

—WASH-FM/Washington PD Bill Tanner

"Generally, if we do something, about 12 hours later you'll hear it on Q107... I'm not discounting Bill Tanner in this one at all. He could turn out to be the Jesse Jackson of the Democratic primary in this radio war."

—Former WAVA/Washington PD

Randy Kabrich

"We do so much promotion that we call ourselves 'Tampa Bay's Radio Station,' because that's what we are. We have conditioned this market to the degree that when they hear a hit song on any other radio station, they'd probably respond with Q105 if asked what station they're listening to."

—Q105/Tampa Operations Mgr.

Mason Dixon

"For us to beat Q105 will take some time and lots of hard work. Remember, they didn't just plug in a transmitter and shoot up to number one overnight. Z98 has all the potential in the world, but it takes time and staying on top of the trends."

—Former Z98/Tampa PD Steve Davis

"I want WTKI to be the People magazine or USA Today of the radio... something for everyone. A good description of WTKI would be Ronald Reagan, Mick Jagger, and the Brewers' Robin Yount."

—Dallas Cole, PD WTKI/Milwaukee

"Being the fourth CHR doesn't concern us in the least. We're the only one with the most momentum, and with our company's expertise, we've got the most to gain by our format change."

—Steve Schram, Station Manager, WZUU/Milwaukee



"It's a matter of Y97 bringing the game to us rather than us going after or reacting to them. Z104 is the market leader, and we're going to continue to act like one."

—WNVZ (Z104)/Norfolk PD Jeff Morgan

"The strictness of the Hot Hits format — the constant countdowns, jingles, and liners — allow us to do things Z104 can't do."

—WNSY(Y97)/Norfolk PD Jeff Moreau

"I really don't look to beat just WHYT. I look to be number one in the market. I came here to win, and win is what I'm going to do. If we only beat WHYT, then there are six other guys who will beat us out of dollars."

—WCZY/Detroit Station Manager

Lee Douglas

"I can't be diplomatic about this: our air talent, technical sound, and promotions beat them cold. There's no comparison; the choice for listeners is clear-cut."

—WHYT/Detroit Operations Manager

Gary Berkowitz

"In reality, radio is more of a priority to us than to a listener. Radio might be just a notch above fishing in their priorities. Toothpaste is toothpaste, just as hamburgers are hamburgers; the packaging and marketing make the difference."

—94Q/Atlanta PD Jim Morrison

"I've seen too many guys overreact to something they think is the truth and end up getting themselves into trouble. That's the danger about talking too scholarly about ratings. I'm not going to allow myself to be judged by a system I don't believe in."

—Z93/Atlanta PD John Young

Leader Or Mirror?

CHR scored well in 1984 by being innovative and fresh. So how do you keep on winning? Is it done by continuing to lead the way with a few bold moves to maintain a freshness of sound? Or do you play it safe and become a mirror image of the market, giving people only what they ask for? The debate rages on.

"Emotion and science are necessary. We call it guts, and it's a very important part of programming. I don't believe you can put all your faith in the numbers. They must be tempered with your guts."

—RKO VP/Programming Dave Roberts

"All we've done is give the people what they want, and stay humble about it. Now we've got to work our butts off to make Z100 better."

—Z100/New York PD Scott Shannon

"The population dictates what they want to hear, and it's our job to give it to them. Admittedly, we don't break a lot of records at WPLJ, because I want to play the hits, not force what we think are hits down their throats."

—WPLJ/New York PD Larry Berger

"We've held true to our original game plan: to make the market realize that we are where the excitement is."

—KPLUS/Seattle PD Jeff King

"We've discontinued our callout program since our retail information has become so accurate. We're looking at retail more because it's where we're finding trends being established."

—KIIS-FM/Los Angeles Assistant PD MD Mike Scheafer

Continued on Page 34



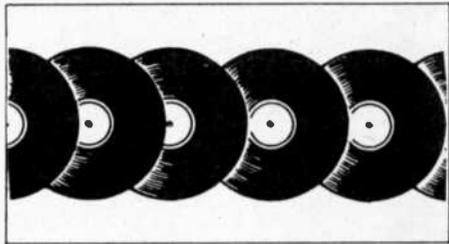
YOU HAVE A DATE IN 1985 WITH
KIM WILDE
GO FOR IT!

MCA RECORDS

DELIVERING THE MUSIC OF THE 80'S

CHR's Most Quotable Quotes Of 1984

Continued from Page 32



Record Promotion In Motion

As budgets at record companies loosened up, local promotion reps became more important in the process of establishing and maintaining airplay. Also, good rotation became a national priority at record labels.

"The idea that local people are delivery boys is ridiculous. I know I'm an effective promotion person, because I can call some stations to discuss a record and get a commitment from the PD on a Friday for the following week. I consider that my add, no one else's."

—Epic Atlanta promo rep Don Miller

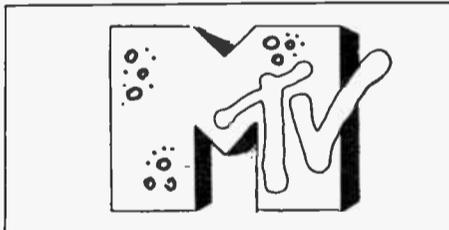
"I don't think there's an indie out there that's stronger than me in this territory, because I'm paying attention only to WB product, while they're working records from many labels."

—WB Pacific Northwest rep Greg Lee

Contemporary Hit Radio

"If adding a record is predicated by Breaker status, bullets on the chart, or any of the other benchmarks of success, it's still meaningless unless we get enough rotation to allow the public to decide if it's a hit and cause the consumer to go buy the record."

—John Fagot, Columbia Ntl. Promotion Dir./East Coast



MTV Draws Fire

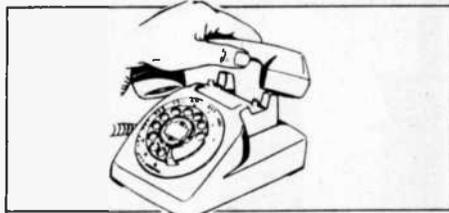
Feathers were ruffled as MTV announced exclusivity pacts with many of the major record labels. Impact and reaction were strong at radio stations which made local efforts to catch a piece of the "video wave."

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

—Former WHTT/Boston PD Rick Peters

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

—Former KTFM/San Antonio MD Joe Nasty



Reach Out, Reach Out And . . .

Many in radio have rediscovered how valuable a tool the telephone can be. It's still the prime off-air contact point for listener involvement with contests, requests, and research.

"When you solicit the request lines, you've got to answer them. Nothing is ruder than to let them go unanswered."

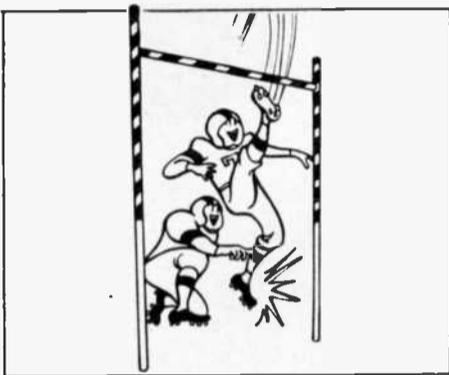
—WABB-FM/Mobile PD Leslie Framm

"We take hundreds of requests a day and realize it's important that requests are taken properly. In other words, just taking a request is okay, but if a jock can spend a few extra minutes digging for information, more can be learned."

—KKHR/Los Angeles MD Dave Hall

"I'm constantly hearing people call in from their office to play a contest or participate in a talk show. Years ago this wouldn't have been tolerated."

—"Megatrends" co-author Patricia Aburdene



Teamwork Works

No prima donnas allowed! "Be ready to work for the good of the station, and not only for the good of your own wallet" was a message which permeated all levels of the industry.

"Sure I think the morning show is important, but the rest of the show is just as crucial. This is more than just a 6-10am radio station. The morning show cannot carry the entire burden. If it does, then the station can't expect to be a winner 12+."

—KKBQ-AM & FM PD/morning host
John Lander

"All of the guys understand we're a team. And as in sports a few do get to bathe in the lime light more than the others. But like a pro football team, when this team wins, all wear the Super Bowl ring."

—KS103/San Diego Operations Mgr./PD
Dave Parks



Danger Ahead?

Every silver lining has a cloud, or is it the other way around. So as not to totally bluesky 1984, here's a touch of predicted reality.

"The biggest threat to radio is not MTV. It's the cassette, as it's preempted radio's portability. The 25-34 cell has become filled with rockers who walk around listening to their favorite cassettes on Walkman units when they used to be listening to radio."

—Joint Communication Research CEO
John Parikh

"AM radio has turned into this hemophiliac that's bleeding to death in front of everyone's eyes. I hate to see it happen. These stations have turned into garden club interviews playing oleomargarine and such."

—WZON/Bangor, ME owner Stephen King

"It only stands to reason that if FM were allowed to compete, AM would erode just like in the States. A Hot Hits-type station on FM would be a real problem."

—CFTR/Toronto PD Sandy Sanderson



Sound Advice

And finally, what more could one ask than some good advice when thinking on how to approach 1985? A few good New Year's resolutions could be gleaned from these quotes.

"To win, the initial premise has to be a commitment to win. Then the other elements, such as a good staff and winning promotions, become part of the package because you'll accept nothing less."

—KIIS-AM & FM/Los Angeles President/GM
Wally Clark

"I wouldn't recommend forcing your audience to listen longer by doing contests until you're absolutely sure your product is right. If it's not, you're pretty much wasting your money."

—Gannett VP/Programming-Contemporaries
and KIIS-FM/Los Angeles PD Gerry De
Francesco

"Radio programming is not a piece of cake, even if you are the only CHR in town. Let's face it, if this radio station sounded bad, no one would listen to it, even if it were the only place in town to hear the hits."

—WRVQ/Richmond PD Bob McNeill

"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 music."

—Doubleday VP/Programming David Martin

Motion

Chris Bailey, most recently MD at KKYS/Bryan-College Station, TX, has transferred within the company to become PD/morning man at KEYP/Tyler, TX . . . Nolan Cruise is now programming KRIO/McAllen-Brownsville from mornings at KULA/Honolulu . . . Willie Sancho will join WAPP/New York . . . KQIZ-FM/Amarillo names Bill Troy interim PD following the departure of Garry O'Neal . . . KZZB/Beaumont hires Wanda Honey (her real name) from KBIU/Lake Charles for nights . . . New to afternoons at WIXV/Savannah is Chuck Wallace from Z106/Ft. Valley, GA . . . John McKay is the new Music Assistant/Mid-days at 99KG/Salina, from WREN/Topeka . . . 93 KHJ/Los Angeles's Kim Amidon will be doing nights at sister station KEARTH.

KENI/Anchorage names Rick Thomas MD with evening on-air duties . . . John Edwards has been upped from Ass't PD to PD at KRQU/Laramie-Cheyenne . . . Judith Burns joins WFTQ/Worcester, MA as Promotion Director . . . KZRQ/Houston VP/Programming Clay Gish has acquired much of his former KRBE staff in the new lineup for KZRQ; KRBE's Catfish doing the morning show with Mario Gomez as News Director and Phyllis West from KXAS, J.R. Pruitt from KTFM/San Antonio on middays Dr. Don in the evening, and J.W. Dantz on production and weekends . . . Night rocker Brian Christian has been promoted to MD at KLUC/Las Vegas.

Scott McArdle exits KFRX/Lincoln to join KQKQ/Omaha . . . George Fryer moves from Superstation/Fargo to KRBE(AM)/Houston . . .

KSJL/San Antonio promotes midday personality Mark Carrillo to Assistant PD, and Sharon LePere moves from swing to 1-3pm with MD duties . . . Dave Arbogast has joined KHFI/Austin as Dave Nicklaus to do nights from WRQC/Cleveland . . . Doug Alling moves from afternoons to late nights at WHTT/Boston, and Marc Sebastian from Z100/New York moves into afternoons . . . Shadow Stevens from WGTZ/Dayton moves to nights at WGCL/Cleveland . . . Rick Thomas joins KZOZ/San Luis Obispo for evenings, and Alan Hill fills the overnight slot as Dor-In Moss exits. In other San Luis news, Joe Collins assumes the PD post at SLY96 . . . Scott Chase leaves WKDQ/Evansville to become PD at WSKZ/Chattanooga.

Bonnie Reese joins FM102/Sacramento as Promotion Director . . . KKYX/Little Rock MD/afternoon jock Mark McCain adds Assistant PD duties . . . Fast Eddie, former MD/nights at WSTO/Evansville, moves crosstown to program KC103(WHNC) with John Baker replacing him in the evening, and Assistant PD Bob Lindsey takes on MD/research duties . . . Fred Sparrow exits WAZY-FM/Lafayette, IN and Thomm Kristl moves from overnights to middays, with J.C. Collins new to overnights and Mark Pope becoming Production Director . . . Congratulations to WHYT/Detroit's PM Driver J.J. Walker, whose wife Kathy gave birth to Joshua Edward on November 28th . . . And congratulations to WAVA/Washington's J.J. McKay, who will be tying the knot with Michele Atkins on December 22nd.

Bits

• Yuletide Greetings From WFBG — WFBG/Altoona is sponsoring its 15th annual "WFBG Christmas Carol," designed to help out local needy people. Listeners will send in stories describing possible recipients, and WFBG will choose and honor the 12 neediest families during the 12 days before Christmas. Giveaways include food, clothing, money, and special considerations for particular problems.

• Christmas Wishes In The Windy City — WLS-AM & FM/Chicago and True Value Hardware stores will be giving away \$20,000 in cash for the next month to help make Christmas wishes come true. Listeners enter the contest by jotting down their wish on an entry blank found in any True Value outlet, and WLS will randomly select winners who'll receive \$1000 in holiday cash. WLS has been granting Christmas wishes for over seven years now, and plans to keep spreading holiday cheer for many seasons to come.

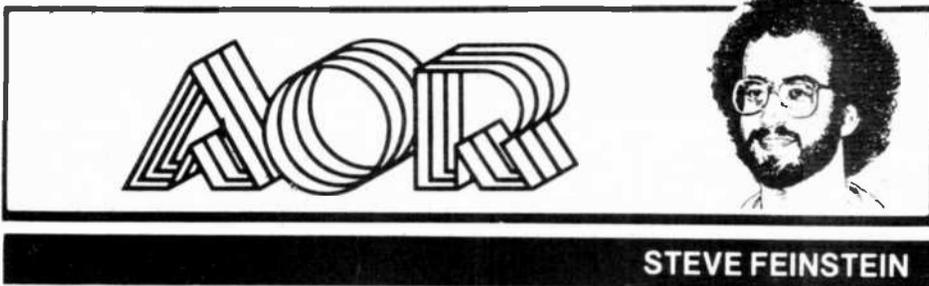
• And, Heeeres Myron! — WASH-FM/Washington has a new friend, and so do you! Its new friend is Amazing Myron, the new FM Money Machine. Every day Myron stops by the WASH studios to alert listeners that his money giveaway bank is running. Listeners who know how many minutes he

runs, and how much he is paying for each minute, become instant winners.

• Computer Pursuit! — WSPT/Stevens Point gave away an Atari 800XL computer to a lucky listener, who was chosen by the computer itself! That's right, for ten days WSPT asked a "Question Of The Day," and listeners had 98 minutes to call in with the right answer. WSPT staffers registered the first ten correct answers during those 98 minutes, and the computer randomly selected its winner from those names.

• KBFM: On R.A.I.D. — KBFM/McAllen-Brownsville is sponsoring "Radio Against Intoxicated Drivers" in conjunction with several state and local public figures, including Governor Mark White and the Dallas Cowboys organization. The personalities have agreed to do spots in support of KBFM's drunk driving campaign, and the station is even trying for a White House endorsement. It shouldn't be difficult, considering the cause.

• Cruisin' The City — WPLJ/New York helped celebrate morning man Jim Kerr's birthday by sponsoring an ocean cruise around the city's borders. Over 300 listeners were treated to cruise amenities as they rocked to the sound of WPLJ. Happy Birthday Jim!

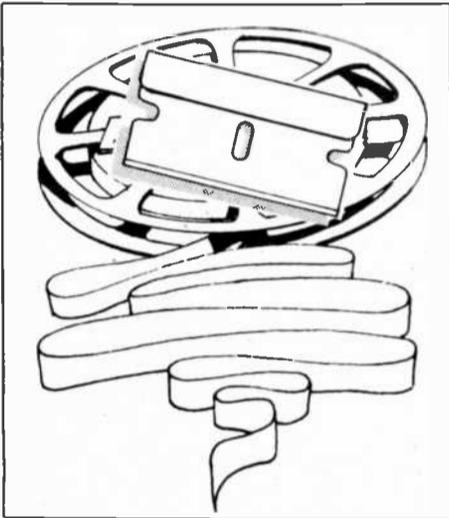


STEVE FEINSTEIN

THOUGHTS AND WORDS

Quoteworthy In '84

What makes a quote worthy of reading a second time? My criterion is simply that it stuck in my mind through the entire year. For me, each of these comments and quips still rings as true as it did when first voiced. Thanks to all of you who took time to share your ideas.



Creative Production

"If a station's going to invest in personnel, a great production director is in the same league as a morning person."

—Consultant Lee Abrams

"A good production department can give a radio station a personality in and of itself that goes on 24 hours a day and complements the station's air personalities."

—WBCN/Boston Production Director Tom Sandman

"We try to take what people are talking about and twist it around a little bit to give them a laugh. We get together and say 'What's on peoples' minds? What can we latch on to?'"

—WEBN/Cincinnati Production Director Marty Manning

Promotional Philosophy

"We broadbased our promotions rather than our music. We tried to hit the whole 18-34 spectrum with promotions instead of focusing just on 18-22 year-old males."

—Consultant Dave Brewer on KATT/Oklahoma City



"We try to be the guys about whom people say 'I can't believe they're doing that.' We really strive to do things that'll make television and newspapers."

—WLWQ/Columbus PD Pat Still

"People want their rock 'n' roll, and they want to feel they're in touch with the city. We're in touch with the city better than anybody else. If it's happening, we know about it."

—KGB/San Diego PD Larry Bruce



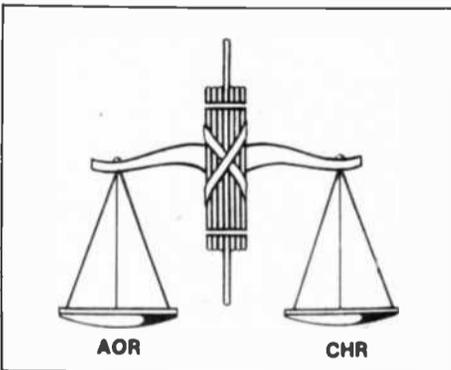
Harrison's Mike

"Callout research is, in many cases, a method used by program directors to convince their managers they're doing something with their time . . . If you're not man or woman enough to stand up and say you've got the gut and sensibility, then you shouldn't have the job."

"The terms 'oldie,' 'recurrent,' and 'current' are industry illusions. I believe there is a great chart in the sky, with thousands and thousands of current records. Some have been on the charts for 25 years, some for 25 minutes."

"It's a myth that being a consultant is necessarily a step up from being a program director. People should strive more to be great PDs rather than consulting a multitude of stations with a watered-down version of what they did originally."

—KMET/Los Angeles PD Mike Harrison



Format Flight

"As stations chase the latest glamour format in search of quick ratings, many will find themselves in the position of having become merely the #2 or #3 CHR station."

—Consultant Jeff Pollack

"Virtually all the stations that left AOR deserted the format long before they switched out of it. They didn't pay attention to their programming and promotions, and didn't make an effort to sell the format correctly."

—Shamrock Communications VP/Operations Bill Lynett

"The only stations switching from AOR to CHR were the ones failing in the format. It's pure natural selection, and they just as easily could've gone Continuous Country or Beautiful Music."

—Taft Executive VP Carl Wagner

PHANTOM FOOTBALL IN PEORIA — Through the magic of radio, WWCT/Peoria has been broadcasting the football games of the Bradley University Braves, even though the school dropped its football program in the early '70s. The station's morning team claims to have discovered that the team actually still exists, and has been undefeated for the past six years. According to the school's athletic director, the team's kept a low profile for fear "it would get too overconfident if it knew the media were covering it."

Besides the bogus broadcasts, WWCT holds "pep rallies" co-sponsored by Old Style beer at local nightspots, with coach Hank Hilltop and team members such as quarterback Tony Wyoming and place-kicker Archie "Doctor" Scholls in attendance. So far, the team's continued its unbroken streak, with victories over outfits such as Nebraska and Penn State. MD John Amberg explains, "We feel this is a great way to stir up school spirit for Bradley, and also use the medium of radio to its fullest, challenging the listener's imagination and projecting a very real image of something that's actually nonexistent."

BRADLEY BRAVES FOOTBALL
OFFICIAL SEASON TICKET

VIDEO SOUND
1208 N. 8th Peoria, IL

VIDEO SOUND
2507 N. Knoxville Peoria, IL

DAY OF GAME SPECIAL
Bring in this ticket on the day of any home game and get any or all of the following:
1. \$2.00 off the regular low price of any record or tape (no cut outs)
2. RENT 1 movie and get 1 free

HOME GAMES

SEPT. 22	MIAMI <input type="checkbox"/>
SEPT. 29	NEBRASKA <input type="checkbox"/>
OCT. 20	ILLINOIS <input type="checkbox"/>
NOV. 3	NOTRE DAME <input type="checkbox"/>
NOV. 17	AUBURN <input type="checkbox"/>
NOV. 24	IOWA <input type="checkbox"/>
DEC. 1	PUNCH BOWL <input type="checkbox"/>

DRAWING 100
WIN AN OFFICIAL AUTOGRAPHED BRADLEY BRAVES FOOTBALL

NAME _____
ADDRESS _____
PHONE _____ ZIP _____

Let Me Entertain You

"The bottom line to radio is entertainment. Sometimes we spend too much time figuring out which songs are going to be in the power rotation, and not enough time building a station's excitement and sizzle level."

—Consultant Jeff Pollack



"We put on our top hat and cane, and entertain the living daylights out of our audience."

—WMMS/Cleveland OM John Gorman

CHR Crossovers: Yes Or No?

(Yes)

"They're how you expand your audience base . . . If you ignore these artists, listeners will go elsewhere to hear their songs . . . We try to reflect 360 degrees of rock 'n' roll; we want to be as broad as possible without stretching ourselves thin."

—WBCN/Boston PD Oedipus

"We serve adults the same way CHR serves teens. CHR plays the best of everything; Urban, A/C, and Rock all pass through it. AOR should do the same, only geared toward 18+ instead of a teen base."

—WMMS/Cleveland OM John Gorman

(No)

"They're a huge mistake. The worst thing you can do is water down your station's image, and risk blowing off your station's core."

—KISW/Seattle PD Beau Phillips

"Part of the magic of an AOR station is what you don't hear. An exclusive come listener to our station isn't looking to hear Ray Parker Jr., the Jacksons, or Prince. A CHR listener coming over for them either — he gets plenty of them every 70 minutes across the street."

—WIYY/Baltimore PD Chuck DuCoty

Selling AOR

"Maybe broadcasters should address problems in their sales departments rather than adjust the format. If you're an 18-34 male station, your sales department has a responsibility to sell that demographic."

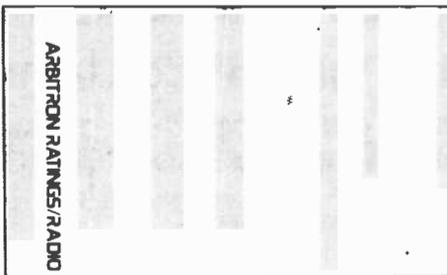
—Infinity President Mel Karmazin

"You have to market the fact that AOR has evolved into a young adult format in place of the teen presentation it once was."

—KZEW/Dallas VP/GM Gene Bolvin

"We get 25-54 buys by stressing combination buying, and isolating the three demos inside 25-54. A 25-34 is totally different than a 45-54, and we've got plenty of 25-34s."

—KGB/San Diego BM Tom Baker



Arbitron Blues

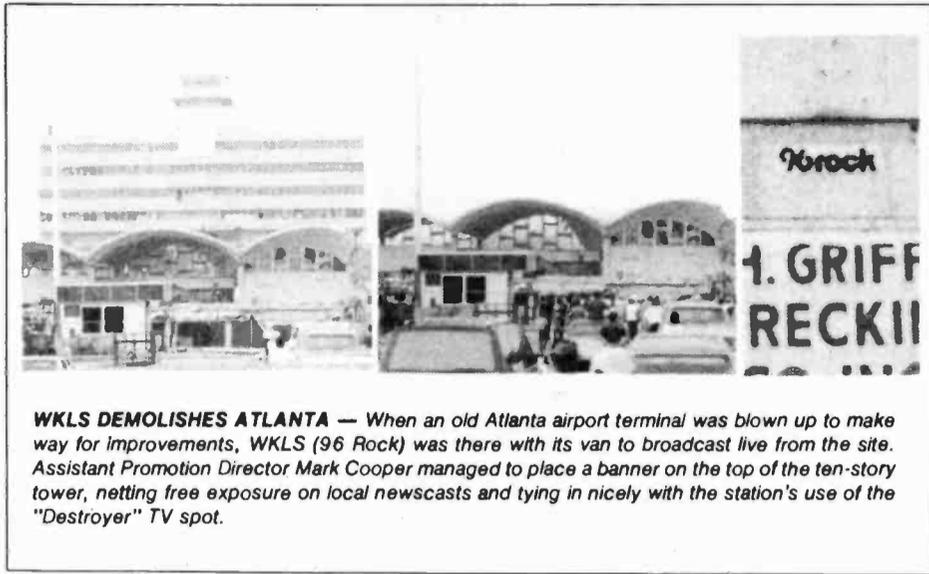
"An average 18-24 year-old male logging his radio listening every day with exactitude is out of sync with his active lifestyle. He's too busy, and filling out a diary is too time-consuming and tedious for the grand remuneration of 50 cents."

—Shamrock Communications VP/Programming Ken Stevens

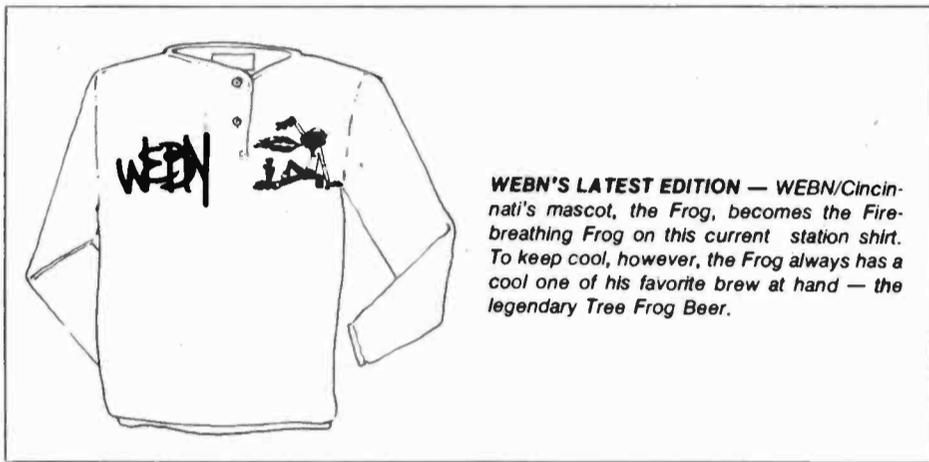
"Arbitron has a system for dealing with under-sampling of 18-24 males. It's called 'Indifferential Survey Treatment.' It means they're indifferent to the problem."

—WEBN/Cincinnati PD Tom Owens

SEGUES



WKLS DEMOLISHES ATLANTA — When an old Atlanta airport terminal was blown up to make way for improvements, WKLS (96 Rock) was there with its van to broadcast live from the site. Assistant Promotion Director Mark Cooper managed to place a banner on the top of the ten-story tower, netting free exposure on local newscasts and tying in nicely with the station's use of the "Destroyer" TV spot.



WEBN'S LATEST EDITION — WEBN/Cincinnati's mascot, the Frog, becomes the Fire-breathing Frog on this current station shirt. To keep cool, however, the Frog always has a cool one of his favorite brew at hand — the legendary Tree Frog Beer.



ON THE ROAD — That madcap morning duo, WSKS/Cincinnati's Marty Bender and Ed Fingers, has been hitting the highway for weekly live remotes. A recent escapade found them waking up in a University of Cincinnati sorority house. Caught with the coeds are Messrs. Fingers and Bender (l-r). Bender, you'll remember, was previously arrested for trespassing when he somehow got into rival WKRQ's mystery prize box on top of the city's Riverfront Coliseum. He's been found guilty, and rather than having a fine imposed, ordered to entertain underprivileged children in the area. Talk about cruel and unusual punishment . . . poor kids.

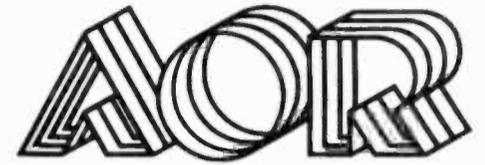
WTAO/Carbondale, with GM Mel Browning from **WPFR/Terre Haute** and PD Roy Browning, needs record service at Box 369; Murphysboro, IL 62966. Their phone number is (618) 687-1779.

KZYR/Avon, CO hits the air with adult AOR today (12/21). The staff includes VP/GM Fred Moore, Randy Sanders, Larry Woodside from **KROQ/Los Angeles**, and Joanie Williams from **WDEK/DeKalb**. You can reach them at (303) 949-0103.

Scott Chatfield is **KGB/San Diego's** new Promotion Director . . . The indomitable **Bryan Krysz** joins **WAQX/Syracuse** for evenings and Promotion Director duties . . . At **WPDH/Poughkeepsie**, **Matt Walsh** is named Production Director and **Bill Palmeri** is appointed Promotion Coordinator . . . Veteran **WDRG/Hartford** VP/PD **Charlie Parker** joins crosstown **WHCN** to provide crea-

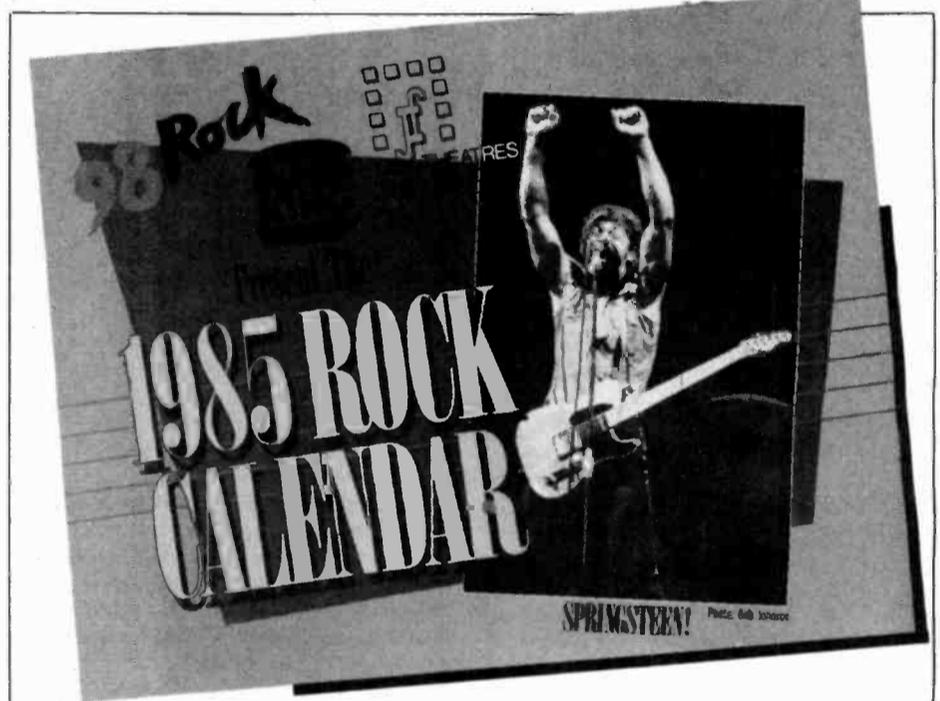
tive services.

Kenn Adams is upped to **KFIV/Mo-desto** overnights . . . **WMGM/Atlantic City** PD **Mike Boyles** is also weekend-ing at **WYSP/Philadelphia**, where **Rick Allen** takes over overnights from **Jerry Abear**, who now does afternoon news and info . . . **Al Henry** returns to **KUPD/Phoenix** weekends.

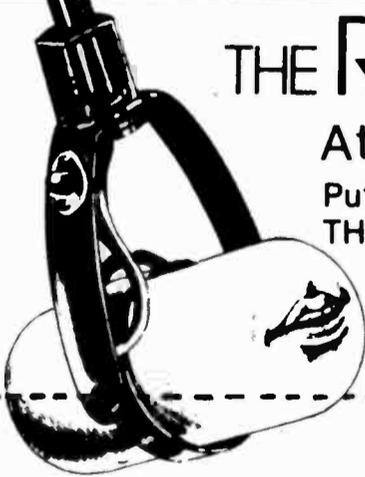


KBCO/Boulder is looking for a news person. Tape and resume asap to **OM Dennis Constantine**.

Daryl Orlel joins **Jeff Pollack Com-munications** as Administrative Assis-tant.



CALENDAR CREATIVITY CONTINUES — **WIYY/Baltimore's** annual calendar has a unique twist — all the pictures of concert performers are taken by station listeners. The station picks the best of over 400 shots submitted by aspiring photographers, each of whom receives a photo credit. The calendars are sold at area Burger Kings, which advertise the calendars on their menu boards. Included with each calendar is \$25 worth of coupons for Burger King and an area movie chain, which jointly underwrite the printing costs. The station sold 45,000 of last year's edition. Proceeds from the 98-cent calendars go to an area children's hospital.



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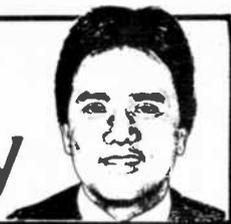
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Adult/ Contemporary



RON RODRIGUES

THOUGHTS AND WORDS

Quoteworthy In '84

You might have missed some of the year's most pertinent comments about A/C radio. So, as a public service to our readers, here's a recap of some of the more interesting things said by the country's most prominent and successful programmers.

The subject of retail research, and its value to A/C radio came up in February. All of our panelists agreed that research could be a valuable tool, but one of them expressed a concern.



"We worry about accuracy from our stores, but you really have to worry about the honesty of the person you contact. That's why it's important to develop a relationship with those store people and talk specifically to them when making weekly calls."

—KFI/Los Angeles Assistant PD (former Assistant MD) **Steve LaBeau**

And a record company executive replied:

"Most stations won't let record companies know what stores they call because they're so afraid of having their outlets hyped. That happens much less frequently than you'd think. Moreover, if we don't know which stores they're calling, how can we get the product in so it can be measured?"

—Motown National Promotion Manager
Vicki Leben



Keeping Ego Down

In March, R&R's Managing Editor Jeff Green spoke with consultant George Johns about the role of PDs and personalities in the building of a successful station. Since George has helped put some of the country's most successful stations on the air, including KVIL/Dallas, KLSI/Kansas City, and KLSY/Seattle, his comments provide excellent food for thought.

• "People who claim there aren't any great talents any more don't want to have them! They're giving lip service to the problem to justify why they're using liner cards instead. Bill Drake has been accused of killing personality, yet KHJ/Los Angeles had some of the greatest personalities I've ever heard!"

"Give up your own ego for the art. The list of people who created KVIL must have had 100 names on it. Just enjoy your work, have some fun, and don't worry about who gets the credit. A lot of creativity is stifled because somebody's worried he might not get the credit!"

• "Listeners say 'Hey, did you hear what Rick Dees said this morning?' You never hear 'Hey, did you hear that great nine-record sweep?'"

Tropical Cash

"You can buy morning drive spots for as low as seven dollars at some stations. It's ridiculous, but true. Most stations here lose money. The best way to avoid that is to generate the most dominant numbers we can."

—KSSK/Honolulu PD **Dale Machado**, explaining why his station gave away a million dollars cash to one winner during the fall '82 book.

LISTENER'S CHOICE

A Look At The Winners

CHR Debate

The topic of CHR's comeback was on the forefront of many programmers' minds this year, not to mention ours:

"Longtime CHR leaders such as WLS/Chicago and Y100/Miami, along with more recent giants (KIIS/Los Angeles, Z100/New York), provide generous portions of personality, popular music, and promotion. Simply put, the most interesting radio gets the most listeners. The only A/C's that need to be concerned are those which are boring."

—R&R Managing Editor **Jeff Green**

"It's obvious that adults crave today's music, and we benefit because most of our 25-49 competition isn't as contemporary hit-oriented as we are. It's our goal to be perceived as the station that plays the most up-to-date hits. While we do offer a good portion of A/C product, we still play the CHR hits."

—KIIS-FM/Los Angeles VP/Programming
Gerry DeFrancesco

"CHR isn't dominant with adults here as it is elsewhere. Some of the current successful CHR's such as KIIS/Los Angeles or Z100/New York are relatively new entities without a burdensome teen image, making them more comfortable for adults to listen to. Here, however, the big CHR station (Q102) has been around for a long time, and it certainly has that teen image."

—WKRC/Cincinnati PD **Dave Mason**

"We thought that artist identification would be a problem. But when you look closely at our listeners, they are familiar with most of those artists anyway. For example, if you walk into an aerobics class, you'll hear the Pointer Sisters, Madonna, Huey Lewis, and Prince all the time. It's not foreign to them."

—WENS/Indianapolis PD **Scott Wheeler**

Personnel Development

Recruiting, hiring, and grooming staff members can be one of the most difficult and time-consuming duties of a radio manager. But it's also the most rewarding part of the job. Here are four perspectives on the issue:

"Since my name is Chris, some people will send me a package mistakenly addressed to Mr. Chris Kovarik — that's presumptuous. Believe it or not, I've had people phone me to check on the status of their aircheck and call me 'Babe!' Really!"

—KLSY/Seattle PD **Chris Kovarik**

"Every PD says he wants to run his own department. We strive to find people who can run their own departments. We want a PD to be a strong manager."

—EZ Communications VP **Dan Vallie**

"I'm a firm believer in showing your worth to the station's management. Show them, don't tell them how good you are. Ideally, you should be worth more than you're getting paid. There's an old saying, 'Success doesn't follow money, money follows success.'"

—K101/San Francisco morning man **Tom Parker**

"On the second occasion, yes (I would fire a person for lying). In most instances, everyone's entitled to one mistake, unless it's a grossly serious incident. The worth of the employee would have a bearing on how much patience I'd have."

—WPRO-AM & FM/Providence PD **Tom Cuddy**

Letters Dept.

Dear R&R:

Thanks for the piece on "Traditional vs. Contemporary Artists" in A/C radio (R&R 11-23). You scratched the surface of a major issue.

(Warner Brothers Director/National Promotion) **Dino Barbis** said he was "confused" about the identity of A/C musicality. And indeed he should be! Programmers at old line, full-service giants today feel like visitors to Mars when we look at the A/C charts. Those of us who must resist overreaction to CHR are left without a yardstick. KEX currently plays about 20-30% of the A/C top 20, not because we don't like the new music, but because we can't play Wham! or John Waite. "Ghostbusters," and "Caribbean Queen" are not what we're about.

Why not split the present A/C into "soft A/C" and "pop A/C"? Or you can call it "Adult A/C" and "Hit A/C." Whatever you call us, for God's sake, group us with our true peers so we can get a clearer view of what's going on.

—Carl Gardner, PD, KEX/Portland



Stereo Snafu

One of the real challenges of the '80s is making music formats work on AM. Stereo broadcasting could help, but one programmer expressed a beef that's been echoed by a chorus of radio people.

"One of the most frustrating elements of this project is keeping up interest on the retail level. Sony's merchandising people can't even provide us with a list of retailers carrying their products. Many stores themselves don't know if they carry them."

—KFMB/San Diego PD **Mark Larson**

Preempt Public Affairs?

Given radio's advancing technologies and the anti-regulatory attitude of the Reagan administration, I wondered if a station's approach toward public affairs might be dampened. Here's how two managers replied:

"The station still has a responsibility to its community to provide all the services it had before. We stress to our new affiliates that we're not a turn-key operation. We can provide some things that they can't — such as major market disc jockeys and a major market sound, but they still have that local obligation."

—Satellite Music Network VP **George Williams**

"Instead of blocking a large amount of public affairs on Sunday morning where it doesn't do people much good, we place it in more prominent dayparts, using 90-second vignettes. The actual number of minutes is less, but this method definitely serves the community better: the public affairs bits are in prime time, they're locally produced, and they're topical."

—KWAV/Monterey PD **Scott O'Brien**

Progress

WOMC/Detroit appoints former CKLW/ Windsor staffer **Liz Somerville** as morning show producer ... KMGJ/Dallas appoints **David Lankford** to morning drive ... **Georgeann Herbert** named ND at WTAR & WLTY/Norfolk ... **John Foller Jr.** tapped as WKRC/Cincinnati Chief Engineer ... **Peter Carey** new afternoon drive host at WNIC/Detroit ... **Steve Brodie**, from WBNS/Columbus, is the new PM drive personality at KRMG/Tulsa ... **Johnny Marks** is named Promotion Director at WGMG/Madison and moves from evenings to afternoons ... **Bill Wightman** joins WKGW/Utica-Rome for mornings; PD **George Carpenter** moves from AM to PM drive ... **Brad Barrett** upped to afternoon drive/Asst. PD at KKUA/Honolulu ... Former KBBK/Boise PD **Bob King** moves to KDUK/Eugene as MD ... **WBNS/Wilmington MD Bill Lewis** departs for middays at WMJY/Long Branch, NJ; PD **Bill Johnson** assumes music duties ... **Command Broadcasting's WEQX/Manchester, VT** debuts with "personality-oriented" A/C ... Former WOWO/Fl. **Wayne** air veteran **Robb Westaby** now doing middays at WMBD/Peoria.



BIRTHDAY BASH — WYNY/New York celebrated the eighth year of its A/C format recently. Pictured (l-r) are WYNY accountant **Richard Sibelman**, newswoman **Roberta Altman**, personality **Randy Davis**, VP/GM **Harry Durando**, Asst. PD **Jeff Mazzel**, Community Affairs Coordinator **Susan Brown**, and personality **Steve O'Brien**.

EASY LISTENING

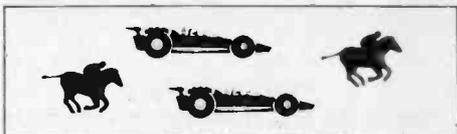


GAIL MITCHELL

1984'S QUOTABLE QUOTES

Say What . . . ?

The holiday season traditionally sparks repeated murmurings of "My, how time flies." It also signals what's fast becoming an R&R tradition — a compilation of the year's quotable quotes. So here we go with a retrospective look at '84 and, it's hoped, an educated jump on 1985.



Ratings Winners

"Syndicators used to say that music was at least 85% of the Beautiful Music/Easy Listening product. We're devoting more time to imparting information, and being entertaining and friendly, not letting our music be the be-all of the station."

—WXTZ/Indianapolis PD Bill Franzmann

"We're celebrating our 20th year in Easy Listening. Obviously, consistency pays off."

—KXL/Portland GM Ray Watson

"If you really want to boil it down to one thing, it's the almost dogged determination of this whole staff to create a quality product."

—KJQY/San Diego OM/PD Mike Burnette

"This is the beginning of a tremendous resurgence to the format; it's not just a phenomenon."

—WBYU/New Orleans VP/GM Richard Lamb

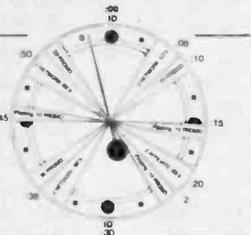
"We knew that every time a hearse passed, we'd lost another listener! We knew we might have to sacrifice shares temporarily . . . But we also knew that if we didn't do something, we'd have to bite the bullet."

—KBIG/Los Angeles Pres./GM Jack Adamson

"Track records have shown that established Easy Listening stations in almost any market are really hard to knock off, save for the juggling of fractions of shares between bigger-market stations."

—WKBN-AM & FM/Youngstown, OH PD Don Guthrie

Programming



"For a long time it was 'put the tapes up and leave it alone.' That's not appropriate programming behavior today; it just won't work."

—WLIF/Baltimore VP/GM George Toulas

"The right balance between talk and music must be maintained, including information and commercials. Are you engaging in overkill on news? Will overcommercialization eventually cost you money?"

—TM BM Director/Programming Steve Hibbard

"We subscribe to the format's basic credo: 'If you can't sing it, hum it, whistle it, or dance to it, we don't play it!' But then we break the rule carefully."

—KCTC/Sacramento Program Manager Gil Boucher

"The Music Of Your Life format can be a very strong viable, long-lasting format. With the right people, it works very well."

—Former WXKS (AM)/Boston Station Manager Arnie Ginsburg

"There's a wide gap between soft rock and Beautiful Music, and there's room for exploration. We're moving toward Contemporary, but we'll never really get out of the environmental business."

—KBIG/Los Angeles VP/Programming Rob Edwards



SONGWRITERS "HAM" IT UP — Music Of Your Life creator/producer Al Ham was recently honored by the Songwriters Guild for "the contributions he has made in keeping standard popular music alive." Gathered around a tool of the trade during the award luncheon are (l-r) Van Alexander, Buddy Kaye, Bobby Troup, Vic Mizzy, Jerry Mason, Ray Evans, Bernie Wayne, Jerry Tobias, Henry Tobias, Harry Tobias, Al Ham, Ben Weisman, Don Ovens, Donald Kahn, Inez Walden James, Sammy Fain, Gene de Paul, Chuck Southcott, Nacio Herb Brown Jr., Jerry Livingston, John Blackburn, and Al Sendry.

Promotion And Marketing



Dave Pearlman



Larry Robinson

"It's the aggressive promotion posture, music, and overall presentation that's creating the sizzle. We're creating a whole new awareness among people who never thought about us before."

—KODA/Houston VP/GM Dave Pearlman

"The positioning statement in your advertising must be simple, clear, and consistent with your programming."

—TM BM Director/Programming Steve Hibbard

"The idea that our listeners are too old to play the promo game is hogwash."

—WBBG/Cleveland principal Larry Robinson

"It's important to keep on-air hype to a minimum so as not to drive away listeners."

—WKBN-AM & FM/Youngstown, OH PD Don Guthrie



DOIN' THE TURKEY TROT — Toting a hefty amount of turkey flesh is WQLR/Kalamazoo PD Dennis Martin. Between October and December the station handed out 50 turkeys during its morning trivia game and matched its giveaways with a turkey donation to Loaves and Fishes, a local food clearinghouse.



SUGAR 'N SPICE 'N ROONEY — When the Broadway musical "Sugar Babies" hit Dallas, KMEZ gave listeners a chance to win free tickets. Backstage prior to a performance are

(l-r) KMEZ Promotions Director Lisa Higdon, air personality Ken Knox, and "Babies" star Mickey Rooney.



JOIN THE CLUB — WPEN/Philadelphia's "Listeners Club" now numbers over 14,000 members since its mid-September kickoff. Participants are issued membership cards which entitle them to discounts, free gifts, special events (i.e., the recent WPEN "Stars and Stripes Canteen Dance"), and the official club newsletter pictured above.



LON HELTON

1984 Country Quotes

It's time again to recall the wit and wisdom of the many contributors this column has had over the past year. My sincere thanks to those who gave their time and thoughts in hopes of kicking our brain mechanisms into high gear. Here's some of what they had to say:

Researching Your Way Through The Wilderness

"If the singles buyers understand your station stimulates record sales, they're going to be more careful of the data (sales research) they give you because they know it will ultimately affect what people coming in the front door will buy."

—KRAK/Sacramento PD Don Langford

"Keep an eye on crossover sales because they tend to be inflated and may not be totally valid for your country audience."

—WWWW/Detroit PD Barry Mardit

"Sales research is just another tool to check on the performance of a record you're on. Your research input is only as good as the songs you're playing."

—KIKK/Houston MD Joe Ladd

"The people who confuse the interpretation the most are those who have done the research. When research is taken literally, radio as an art form begins to drop by the wayside. I'm not suggesting you disregard research and program by the seat of your pants . . . but don't forget that the product you are presenting is indeed an art form."

—Broadcast Group VP/Programming Charlie Ochs



The Art of Rotation

"You shouldn't be locked into rotations on an 'every-seven-day' basis like you are a numbered chart. It's ridiculous to delay changing the rotation of a record you see burning out because your 'day' for doing rotations is Monday. You can be flexible, thus responsive, through proper rotation management."

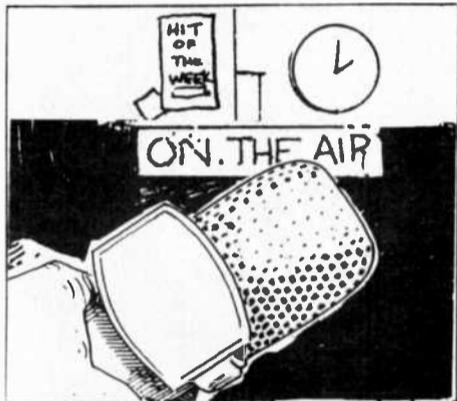
—Former WNYR/Rochester PD Jeff Goodridge

"If you're programming an AM, don't get into a music battle; don't play into their hands by trying to out-music an FM. If you have brightness, excitement, and a real live sound in between the records, and if you give them something they can hold on to and feel warm to, that's what makes the difference. AM is perceived differently than FM. It's a completely different animal, but people still try to group AM and FM listeners together."

—Former WMC-AM/Memphis PD (now WGKX-FM/Memphis OM) Les Acree

"We play 70 records, heavily rotating the top 40 and exposing the rest at night and on weekends. Nobody can pick the hits all the time, so we let our audience do it by letting them hear as much of what's out there as possible. If you stay in touch, it doesn't take long to find out what the audience really likes."

—KVOO/Tulsa, OM Billy Parker



Personality

"I'm able to give each jock every third weekend off paid. If I can guarantee a jock the entire weekend off on a regular basis, he returns rejuvenated and works that much harder for you. This is just one of those little things in dealing with people that ultimately results in overall good for everyone involved."

—WAMZ/Louisville PD Coyote Calhoun

"There is nothing that is going to replace a nice, natural, excited-sounding person on the air who goes out and shakes someone's hand."

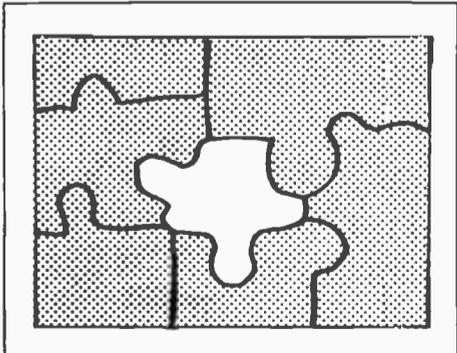
—Bristol Broadcasting Corporate PD Bruce Clark

"A major problem is that an awful lot of listeners are confused about who they're listening to. Many jocks just throw 'em away, but giving your call letters is the most important thing you do on the radio."

—WZZK/Birmingham PD Jim Tice

"You can't let the business get to you; you can't let any one thing break you. An awful lot of really good people have had something bad happen to them and right away say, 'The hell with this.' Especially with young guys, they won't keep plugging away until they make it. They'll figure they can make more money selling insurance, so they'll bail out."

—WCXI/Detroit personality and CMA Large Market Broadcast Personality of the Year Deano Day



Crossovers Still A Puzzle In '84

"The turntables of burnout are likely to be radically different under both formats (A/C and Country) and their conventional rotation systems. So I safely gamble by immediately giving potentially strong crossover product my hottest rotation. This satisfies my core audience and hopefully turns the tables on my A/C competitors by letting me establish the image of the song first, while allowing them to suffer the negatives associated with the obvious burnout factors."

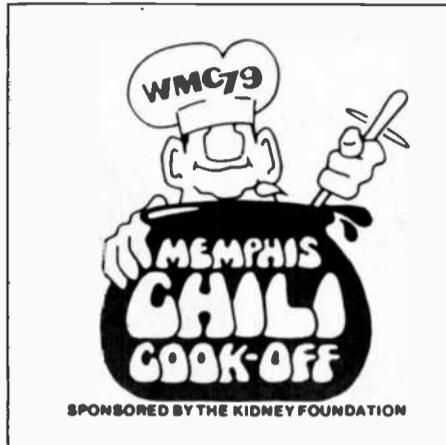
—Consultant Bob Cole

"I'm reluctant to 'water down' our Country product with straight A/C stuff. If listeners come to us for Country and get the same music they left, they may leave us, too."

—WSOC/Charlotte MD Edd Robinson

"The real key to Continuous Country is not three-in-a-row, but *which* three songs in a row you play. The matched flow of the music . . . is what creates the longterm listening, which is what the format is all about."

—WYRK/Buffalo PD Ken Johnson



Promote, Promote, Promote!

"We try to position most of our promotions as family-oriented events. We go out of our way to get involved with things families are into. If a promotion is particularly male-oriented, we'll make sure there are plenty of things for the wife and kids to do, too."

—Former KWEN/Tulsa PD (now KKAT/Salt Lake City PD) Rob Ryan

"We just feel if we aren't out doing things, we are not involved in the community and thus are not a part of it. Besides the fact we have fun with all of the stuff we're involved in, the bottom line is that this involvement helps our image and ultimately converts to ratings points."

—KRMD/Shreveport OM Tom Phifer

"When doing any kind of promotion that calls for people to fill out and mail in a coupon they see in a newspaper ad . . . consider running it in the food section. This is where all of the other coupons are and where those who are most likely to clip and save stuff end up. These are 'active' people and more than likely the ones who will take the time to fill out and mail the entry blank for your contest."

—Barry Mardit

"We budget a percentage of our gross which is allocated to advertising and promotion. It's a hard-and-fast rule that we set aside between five and ten percent for this area. Obviously, as we have become more unsuccessful over the years, the actual dollar amount constantly increases. People like to associate with winners. We constantly remind them we are the winners and that they have made a good choice."

—WCOS/Columbia, SC GM Jake Bogan



Pullin' the Press

"You can position your station better through publicity venues than through advertising. I say this because of a credibility factor. No matter how wonderful the ad you run may be, everyone out there knows you paid for it, and they take it with a grain of salt. However, if someone else is doing the telling, the public is more apt to believe it."

—WHN/New York Director/Creative Services Susan Storms

"The best publicity strategy in the world doesn't mean anything on paper. The key is in the day-to-day execution. Consistency is the most important thing. Make sure your 'frequency' is heard from frequently and that all your publicity is tasteful, well-timed, well-executed, and well-placed."

—Nashville PR executive Susan Hackey

Play It — Please!

"Because of the repetitious calls, it's becoming almost impossible for meaningful exchanges to take place between record promoters and radio stations. These repeated calls are unnecessary, ineffective, and are inhibiting the gathering of other valuable data."

—WYAY/Atlanta PD Doug McGuire

"I sometimes wonder if record companies aren't sure about their product and feel the need to really push it (by adding extra promoters) because the record isn't there. I become a bit suspect of a record when they feel they need a lot of people to tell radio it's a hit."

—KRKT/Albany, OR PD David Allen

"I hire independents for one of the same reasons labels hire them: many times the label reps have so much product to work that it is physically impossible for their people to effectively promote everything they are asked to work at a given time."

—Producer Bob Montgomery

"The word 'priority' is the most abused, over-worked word in the record industry. I don't know what a priority really is. I do know that when we record an artist, we go out and spend a lot of money recording, manufacturing, and paying the salaries of people to promote the product. When we invest all of these dollars, we are going to go out and work *all* of it to the best of our ability. The word priority is a B.S. term to me because I do not believe in shipping and servicing records we are not serious about promoting."

—CBS/Nashville VP/Promotion Joe Casey



"Any major label has so much product it just can't put all of its concentration and emphasis on a particular artist. The independent is always looking out for his account. If he's on the record with the label's approval, he can sometimes give you a little extra push with the label itself. One problem you can get into with an established artist is that they may begin to be — or at least feel as if — they're being taken advantage of. We look at independents as insurance."

—Conway Twitty's top aide Dee Henry

"There is no doubt the industry needs independent promoters. Without them, most of the major record companies would get complacent. Independents work on a project-by-project basis, and if they don't do their job, they aren't on the next record. Because of that, they work their butts off, and that's what's necessary to get the job done."

—Crescent Management President Jim Halper

"When adding records, the 'superstar status' thing does not impress me because it's real easy for some of those artists to come out with a real turkey. Unfortunately, there are a number of people in radioland who will say, 'Yup, yup, here's a new one by so and so' and add it without even listening to it. Then, sure enough, the record will die because the listeners neither went along with it nor bought it just because it was by a 'superstar.'"

—KMPS/Seattle PD Ron Norwood

"In reality, people who hire independent promoters are paying for the relationships between the promoter and various radio folks. It is a fact that these relationships provide adds and putting together a team that gets those adds is the name of the game."

—Independent record promoter Mike Borchetta

"Too few record promoters are extending any real information to PDs or MDs — something they really should expect. They must get more than just a number and whether or not it has a bullet. A good call should provide them with the 'why' and 'how' of a record's success."

—Independent record promoter Stan Byrd

"Radio stations have the choice of not taking calls from particular individuals. The intelligent MD should know what he needs and who can give it to him. If he thinks someone is full of it, the MD has every right to ask him not to call again."

—Independent record promoter Bob Saportli

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Another Great Year!



Nashville This Week



SHARON ALLEN

Country's New Year's Resolutions

One of the nicest things about December is that it gives us an opportunity to let our friends and business associates know how much we appreciate their support. Thanks to you, 1984 has been a very good year for R&R's Country division.

Now, as we look forward to 1985 with enthusiasm, I thought we'd take a look at some New Year's resolutions just for fun. This year I enlisted Pinkard & Bowden, Wayne Edwards, and a few others to help take the blame for this week's column. No facts... just fiction!

The Resolutions

Lon Helton to teach his son to write a column instead of teaching him to play craps (so he'll have at least two guest columnists ready to step in for the baseball season) ... Michael Martin Murphey never to let M-M-Mel Tillis introduce him onstage ... Joe Galante to trim the RCA expense budget by requiring new staffers to move U-Haul instead of Mayflower ... KQIL's Don Rhea to continue playing B-sides no matter what the label says is the hit side ... Ricky Skaggs to change his image and do '60s Motown material ... Ray Stevens never again to think he's Ray Stevens ... Jim Ed Norman never again to curse or swear using words like dang, goldarn, or pooh-pooh ... WWW's Barry Mardit to take a course in music appreciation ... Jerry Lee Lewis to answer that nagging question "What's a W-4?" ... Robert K. Oermann to take at least three tranquilizers before embarking on each record review session for *Music Row* magazine ... WHN's Joel Raab never again to play another crossover record ... Don Williams resolves to cancel his enrollment in the Perry Como relaxation therapy institute ... Dan Seals never to go on the Scarsdale diet with his wife again ... Stan Byrd never again to offer to buy Janet Bozeman's lunch. (He claims he's still making payments on his Visa from the last time he picked up the tab.) ... WTSO's Pat Martin to work parttime for the Lone Star Brewery ... Hank Williams Jr. to keep makin' music until he's asked to appear on the CMA Awards Show ... Reba McEntire to acquire a New Jersey accent ... Lynn Shults to pay for a full year's Nautilus Fitness Center membership for Paul Lovelace so he can succeed in his transition from the Pillsbury Doughboy to the Charles Atlas of country promotion ... WRKZ's Dandalion to write her very own



Don Williams:

Really relaxed

trivia book ... Anne Murray and Steve Wariner to do something risqué this year so we'll have something to talk about in next year's New Year's resolutions column ... Alabama to stroll leisurely up to the podium when they win their next award ... Nick Hunter one day out of the year not to wear something with the A's insignia and to return all phone calls (even during the 1985 World Series) ... WGKX's Paula Hooper to secure tickets for every George Strait show in '84 ... William Lee Golden in his move to be more "natural" to move the satellite dish out of view of his tepee ... The Judds never again to miss a dress rehearsal for the CMA Awards Show ... Jack Weston to convince RCA to convert his paycheck from light into heavy rotation ... Lee Arnold to keep at least one lane open as they repave "A Country Road" ... Waylon Jennings never again to cut a patriotic song if Lee Greenwood will promise the same ... Willie Nelson to cut a duet with the only person he hasn't recorded with (himself) and to title it "Pancho & Pancho" ... John Curb to keep 'em smilin' with Curb Service ... Steve Earle to retire his "airplay stick" in favor of a less intimidating promotional tool. (He's thinking of Valentines!) ... Eddie Rabbitt and Tammy Wynette to write a training manual on how to stay country thin ... Ronnie Milsap never to drive his own bus, but to put all his energies into obtaining his very own private pilot's license ... Harlan Howard to quit writing his songs for one day in the coming year ... Conway Twitty to say at least three words onstage during every performance in 1985 ... Gary Morris never to sing "Wind Beneath My Wings" in his tights ... Ed Salamon to quit telling everyone he's really Dick Clark's illegitimate son ... Jimmy Bowen to take away only six acts from other producers next year ... Kenny Rogers to give up his singing career and pursue his lifelong dream of being a Kinney Shoe salesman ... Cristy Lane to softsell her new album "Cristy Lane



Anne Murray:

Risque business



Conway Twitty:

More talk

Sings the Best of Boxcar Willie & Slim Whitman" ... WSIX's Gerry House to enter into competition with Ralph Emery as Nashville's stand-in TV show host ... WOKK's Jessica James to change her name to Bonnie Parker ... Karen Taylor-Good to sing a duet with Howard Cosell ... Sawyer Brown to make appearances on "You Can Be A Star," "Star Trek," and "The Gong Show" in 1985 ... John Anderson to get yet another family member involved in his organization this year ... Carolyn Parks to initiate a building fund to enlarge the dance floor at Chevy's ... Joe Casey not to complain about seeing his New Year's resolution in print this year ... Mark Gray to be the first to record a single in the space shuttle ... Frank Leffel to sign three more superstar acts to PolyGram's country roster ... Pinkard & Bowden never again to make fun of anything or anybody ... Mike Sirls never to curb his insatiable appetite for fun ... And I resolve



Pinkard & Bowden: Partially responsible

to refer every irate phone call over this column to Lon Helton.

Here's wishing all of you a very happy and prosperous 1985!



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Black/Urban Radio



WALT LOVE

Great Black Talk Of '84

Below, we present an oral history of Black/Urban radio as it dealt with the issues and events of 1984.

The Black Owner Today

"The raising of revenues for the operation of a radio station is not mutually exclusive to serving our listeners. As long as we can pay our bills, we'll continue striving to be a valuable resource to the black community."

—WCIN/Cincinnati owner/GM Ken McDowell

"Let's say there's a brother who owns two or three stations who's known for paying his people very poorly. If he is to be involved in future acquisitions, we'll make sure his raggedy track record of paying becomes an issue when he comes to the table with us. Before he can purchase another station, we will make it a condition of how he's going to operate in the future."

—National Black Media Coalition Chairman Pluria Marshall

"I always say to (prospective black owners), 'Make sure you have enough money and resources . . . to help you pay your bills for a year.' With a 100-kw station, I was very fortunate . . . if I'd been at just 3 kw, it would have been very difficult for me to survive the first year."

—WCXT/Hart (Muskegon), MI owner/GM Nancy Hart

Running Battle #1: Blacks & Arbitron

"I can't figure out Arbitron and I don't think anyone else can either. Anybody who can really explain the ups and downs of Arbitron deserves to be a multimillionaire!"

—Former WRKS/New York VP/GM Lee Simonson (now VP/GM at WOR/New York)

Running Battle #2:

Blacks & General Market Advertisers

"We have five Black/Urban (stations) here and most national buys aren't two or three deep . . . locally, it's even more absurd. Some think blacks will buy without advertising just because the product is on the market. Yet there are others who don't want additional black customers because they say they already have enough."

—WDIA/Memphis VP/GM Ernest Jackson

"Radio stations in general, and Urban stations in particular, have done a pretty poor job . . . of supplying their salespeople and national reps with the proper research. We need to see studies about who our audience is, where they live, what they do, and how much they spend on products. That ammunition will . . . help assure that WUSL will be bought at the same rates as general market stations."

—WUSL/Philadelphia President/GM Bruce Holberg

"I think we're fairly careful about how we fight with each other. We don't want to risk dollars not getting into Black radio at all because of people saying, 'I want my share, I want my share.' We try to be very cautious with that."

—WJLB/Detroit GM Verna Green

All-Purpose Programming Maxims

"We're a clear, clean, classy, no-frills, no-bullshit radio station that people apparently appreciate, and we thank them for their acceptance."

—Former WYLD-FM/New Orleans PD Brute Bailey (now PD at KMJQ/Houston)

"(We don't just do) an eight-record sweep; we bill it as eight strong songs. Everybody plays more music. Here, the more music is equated with strong songs and at FM 98, we play eight strong songs every hour."

—WJLB/Detroit PD James Alexander

"I've studied a lot of Japanese business tactics and theory, and one of the main things they teach you is that you must look for long-term solutions, not short-term antidotes which just relieve the problem temporarily."

—Former KJLH/Los Angeles GM J.B. Stone



Big Twelve-Inch Records

"Urban music is packaged in a variety of marketing techniques. If we were to only track the sales progress of, say, seven-inch singles, we wouldn't know anything about the other music packaged in different ways."

—Former WQQK/Nashville MD Doug Ellis

"If a person hears a 12-inch version of a song he likes, he will never want to hear the short version again unless he's planning on buying the album."

—WPLZ/Richmond MD Hardy Jay Lang

Running Battle #3:

Fighting Off 'Neckbone Radio'

"A very wise man once told me, 'Just because you play black music doesn't mean it has to sound so black in presentation that it becomes a negative to others who aren't black.'"

—Former WWDM/Sumter (Columbia), SC PD Kevin Fleming (now APD/MD at KGFJ/Los Angeles)

"For years, people thought if you were going to have a Black-formatted station, it had to be bad; it had to have poor announcers and all the other negative things associated with Black radio. All of our spots are produced with professionalism and dignity. Our market is aware that Black radio should sound just as good as any other station in this city or the country."

—WJMI/Jackson, MS Station Manager Carl Haynes

"It was about one thing — *change!* The city wasn't getting anything modern at all; it was the same old thing. Nothing ever changed on the air. There are different types of black music and we weren't getting any of that."

—WALT/Meridian PD/MD Aundra Russell

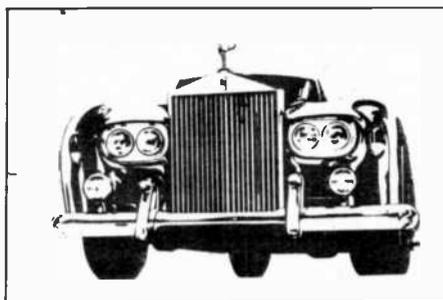
Long Vs. Short Lists

"We must be very cognizant that we can't rotate too many things too quickly. If we do, they'll burn out before they can fulfill their use to our format."

—Former WAMO/Pittsburgh PD J.C. Floyd (now PD at KNOK-FM/Ft. Worth-Dallas)

"If you look at most Black/Urban stations, you'll find them playing predominantly currents . . . it's almost as if they're tools for the record companies . . . we would rather add the *correct* records."

—Benns Communications partner/Program Manager Robert Benns



Big-Ticket Prizes

"Unless he's in the \$30-50,000 income bracket, the person who wins (KJLH's) Ferrari won't be able to keep it. They're not even going to be able to pay for tuneups. The insurance on the 'Vette they're giving away will cost \$4000 a year, and that's assuming you're over 25 with a good driving record."

—Former KGFJ/Los Angeles PD Levi Booker

The Battle With CHR

"Urban radio's success helped get rid of narrow-minded thinking that blacks don't like white music by white artists. That kind of reasoning is archaic! People say that Spandau Ballet and Culture Club are 'New Music.' Listen to the bass line and that melody — it's R&B."

—J.C. Floyd

"We're not like (crosstown CHR) KKHR that doesn't do anything but bang hot, fast, heavy records. There will always be 'slow jams.' The Black audience is a little more open to more types of music."

—KDAY/Los Angeles PD Jack Patterson.

"I've noticed that in Los Angeles, blacks tend to want to blend in and be a part of whatever they find enjoyable, and they have that right . . . but it does impact on radio. We don't even own all of the potential black listeners . . . we only have certain blacks as listeners."

—Former KACE/Los Angeles GM Bill Shearer (now GM at competitor KGFJ & KUTE)

The Next Generation

"An 18-year old is interested in what's going on in Beirut, 'cause he's going to be the one over there — but nobody talks to him. We're exposing people to a very intelligent and often overlooked side of our audience. There are a lot of very bright children, and they should be heard."

—KDAY/Los Angeles GM Ed Kerby

"In most cases, (youngsters) don't understand how the business works. So, one of the first things anyone should do getting into this business is learn how it works — then *specialize!*"

—Pluria Marshall

"I've had people come in to interview for a position at WVKO who've looked like they just got off a garbage truck! It's important to know how to dress and sell yourself to a potential employer; we must think about these things. No one is going to hand you anything."

—WVKO/Columbus Station Manager Harry Lyles

Trouble-Free Promotions

"The crowd will always outnumber the police officers, but you can't send four officers to control a crowd of 1000 people. Second, don't hold the event in a location . . . with thousands of other people who have no desire to attend your event. I also think (first come, first served) is a definite no-no."

—Cleveland Detective Robert L. Bolton.

Running Battle #4:

Black Radio's "Problem" Commercials

"Coming into a stopset after a nice piece by Jeffrey Osborne & LTD, we'll get one of radio's most stable items . . . the hair products commercial. Some of them tend to be a little loud, as are the beer commercials. Now I know what the Easy Listening stations go through."

—WQCI/Chicago PD Richard Pegue.

"I know there are going to be abortion commercials, but I think the ones mentioning 'band-aid sterilization' are gross."

—Jack Patterson

Above & Beyond . . .

"When I'm out in public and I see someone with a competing station's logo on their car, I get on their case! I say, 'Where's your bumper sticker, brother? I got one right here that will fit your car.'"

—Former WWVZ/Charleston PD Connie McPhaul

Whites In Black Radio

"If you're white and interested in Black radio, don't be a phony. If you really like R&B music, go for it! It's much easier in the '80s to get in than it was back in the '60s when I was trying."

—WDAS/Philadelphia PD Joe Tamburro.

"I've been doing club dates for years and have never had any kind of racial problems whatsoever. Ninety percent of the dates I do are at predominantly black clubs."

—WDMT/Cleveland PD/MD Dean "Dean-Dean" Rufus

Running Battle #5:

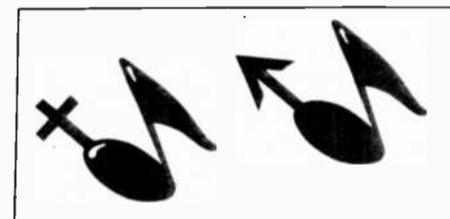
The General Market Snub

"There's not an appreciable number of blacks in Iowa where MTV is hot, so they're not going to play much black music because they might turn off the white viewers. But who's to say you're going to turn them off? That's an indirectly racist assumption."

—Tommy Boy owner/President Tom Silverman

"The trend this summer has been to release movies with black music. 'Breakin', 'Beat Street,' and 'Purple Rain' were all premiered at other outlets in this market. Considering that we're the station in San Diego which delivers that music, I think it's somewhat of a disgrace."

—XHRM/San Diego MD Duff Lindsey



Running Battle #6: Song Lyrics

"We're contemporary, but not offensive, insulting, obscene, or profane in any way. We're going to hear this approach because we believe the black community would rather not hear the negative lyrics some songs contain."

—Ken McDowell

"Fifty years ago, you didn't have songs like ('Erotic City'). These days you have divorce and shacking up and people on dope because not enough people care. We could be utilizing the time we use to play dirty records to teach some of our people to read and write so they could get jobs."

—Cleveland's Harvard Community Services Center Director Ruble McCullough

"Radio and TV have obligations to entertain, not to babysit or teach. Those jobs are for schools, teachers, and parents, who, to me, have fallen short of their responsibilities."

—WZAK/Cleveland PD Lynn Tolliver

The Power Of Radio

"Concert promoters and business people will tell you that suddenly you're finding people going from Richmond to Norfolk daily because of the station. They're virtually combining the two cities together."

—WQKS/Williamsburg-Richmond-Norfolk PD Steve Crumbley

"People from New York or Philadelphia say, 'You guys sound just like home.' That makes me feel good being the only Black station in this market."

—KIIZ/Killien PD Bill St. John

Most Brutally Honest Quote Of 1984

"The current market leader in the Black/Urban format, WOWI, was run by a person who did not care much for a competitive situation . . . (K-94/Norfolk) came out of the rock field where there'd been a battle up and down the street . . . and then we finally decided that it was better to battle somebody that didn't battle so well."

—Robert Benns

The Call For 1985

"When we have access to people's minds . . . we're obligated to put something in besides trash and noise. We're literally obligated to take this platform behind the microphones and inform. But first we must be informed ourselves."

"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."

—Rev. Jesse Jackson



BYERS COMES BACK — Ohio State football running back Keith Byers (c) came home to Dayton to hang out at WDAO. Shown flanking him are WDAO's Keith Byers (l) and John Silver (r).



NEW DRIVER IN DALLAS — K104/Dallas-Ft. Worth, which billboards eight songs in a row each hour, gave away the first of eight Z-28 Camaros to Meredith Titus (l). He's shown here about to take over his new car from K104's Michael Hernandez.



RAPPERS CONVENTION — When the "Fresh Festival" of breakers and rap artists hit Philadelphia, Power 99 (WUSL) sent in-house rapper Lady B to visit the contingent backstage. Shown (l-r) are A.J., Kurtis Blow, Lady B, and Run-D.M.C.'s Run.

ACTION

Final 1984 "Rap-Up": New York City Urban Contemporary radio felt a major quake with all of the changes at WRKS and WBSL. Mary Thomas, who once worked for Inner City Broadcasting at WBSL, has returned to handle the 2-6pm shift. Mary had defected a few years ago to RKO's WRKS, but when her contract ended there November 30, she made the move.

With Thomas moving, it gave WRKS VP/GM Barry Mayo the opportunity to replace her with Carol Ford from WDMT/Cleveland. Mayo was once the consultant to WDMT while PD'ing for RKO. Meanwhile, WKTU/New York personality G. Keith Alexander moves over to WRKS for weekends. Back at WBSL, Jim Snowden exits and is replaced by Sergio, from WLBS/Detroit (now WKSQ.) Snowden has replaced Steve Harris as PD of WDRQ/Detroit.

Thanks for the positive response to R&R's recent article on suggestive song lyrics. Since that time, the Cleveland City Council passed a resolution urging radio stations "to refrain from broadcasting or playing recordings containing sexually explicit language." We'll see where it all ends someday!

Black/Urban Radio

There are some new additions to the Black/Urban Contemporary format that can could use better record service. WENZ (AM)Richmond, VA is back on the air, programmed by TM in Dallas. WVLK/Lexington is doing an Urban format overnights. Contact JR. JR. at (606) 253-5900. By the way, WVLK is being consulted by Drake/Chenault. Also needing record service is KMYX/Ojai. Contact PD/MD Howard Thomas, P.O. Box 1060, Ojai, CA, 93023.

Minneapolis, which for years never had a Black music outlet, now has three outlets pumpin' out that "sweet soul music." Cable station CBLS was first, followed by commercial AM facility WWTC. Most recently, producer and ex-Time member Jimmy Jam informed us about KMOJ-FM, a college station that has adopted the UC format also.

Other news: WAMO/Pittsburgh PD/MD Allen Harrison has hired Barry Pope of KDIA/Oakland fame as his morning partner. The team is being referred to as "Harrison and Professor Pope" . . . Paul Zarcone has left KRE & KBLX/Berkeley as Operations Manager . . . Trellis Zachry returns to WRDW/Augusta as News Director after a stint at crosstown WTHB . . . WWVZ/Charleston is operating without a formal PD at this time. VP/Programming Marc Little is handling all the chores following the exit of Connie "Big Mac" McPaul. Interested? Contact Marc at (803) 556-9132.

I'm happy to announce that former WRDW/Augusta, GA PD Teddy Black is back on the air, now doing weekends at WDJY/Washington, DC. Most recently, Teddy had been working with WQSR/Baltimore . . . Jacque Prom has been promoted to Promotion Director for WLUM/Milwaukee . . . David Mitchell, who did middays at WPLZ/Petersburg, VA, has left the station. He's replaced by Bertram Ashe, formerly of KBCE/Pineville . . . WMYK (K94)Norfolk has a trio as

its morning team. Joining Art Williamson and Larry Hollowell is Wynn Evers. We'll have to get PD Bruce Dowdy to send us an aircheck to hear what this organized madness sounds like . . . LaDovia Platt moves from WWDM/Sumter to Z93/Charleston, SC for evenings . . . Congratulations to WTLC/Indianapolis MD Kelly Karson, who tied the matrimonial knot November 17 with Ms. Ribbian Elaine Kelly.

WJLB/Detroit staged a "Purple Passion Party" to tie in with the premiere engagement of the Prince concert in Detroit. 'JLB also held its third annual "Coats For Kids" fundraiser for Christmas.

WATV/Birmingham's Shelly Stewart will be presented with an honorary Doctor of Humane Letters degree at the annual commencement for Miles College May 12, 1985. Stewart has been a longtime broadcaster and civic leader in the Birmingham area.

WUSL ("Power 99FM")Philadelphia has taken a stand about deemphasizing drinking on the air. It is now formal station policy to not advertise "happy hours" or air club spots high stress or encourage drinking. "Too many young people are dying in accidents resulting from drunk driving," said WFIL & WUSL President/GM Bruce Holberg.



Mary Thomas



Barry Pope

Power 99FM has also joined forces with Philadelphia's Crisis Intervention Network to feed the hungry and needy. The station is collecting food donations for the Network's annual Christmas Baskets Drive . . . WPDQ/Jacksonville held a 48-hour radiothon to feed the city's underprivileged on Thanksgiving.

De-Lite/PolyGram's Kool & The Gang will be working with McDonald's to provide funds for the United Negro College Fund, performing concerts at New York's Lincoln Center's Avery Fisher Hall January 7 and 9. To create the highest possible exposure for the event, McDonald's will run extensive radio spots/print ads in December and poster artwork in January. The group will also appear on the UNCF Telethon on WPIX-TV/New York December 29. The tie-in was inspired by Robert "Kool" Bell, who said, "One of the most pressing emergencies in America today is the education of our youth."

WRKS (Kiss-FM)/New York is involved with sister station WOR in support of the RKO Children's Christmas Fund. Since 1945, the Fund has helped to make Christmas an annual reality for over 85,000 boys and girls in approximately 700 hospitals and institutions in the New York, New Jersey, and Fairfield County areas.

The New York Market Radio Broadcasters Association (NYMRAD) has formed a Committee on Alcohol Abuse and Drunk Driving. NYMRAD Chairman and WOR VP/GM Lee Simonson has named WLIB & WBSL VP/GM Charles Warfield as Chairman of that committee.



KDAY'S NEW EDITION — KDAY/Los Angeles PD Jack Patterson (top left) and his Asst. PD/MD Greg Mack posed with MCA recording artists New Edition. The group attended a KDAY promotion at Southern California's Knott's Berry Farm.



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BARBARA BARNES

THE BAY AREA'S MEDIA DOLL

KJAZ: 25 Years Of Service

This year KJAZ is celebrating 25 years of Jazz service to San Francisco. The station capped months of festivities with a black-tie gala; the day after, I stopped by the station and had a chance to "hear" what KJAZ (92.7FM) is all about.

At 1509 1/2 Webster Street in Alameda, the atmosphere is cozy and quaint. The station's third location, this building has been home since 1965 (KJAZ got its start in Berkeley). Walking up a flight of stairs, you first notice walls plastered with posters and memorabilia from the station's long history. Its 20,000-record library spills out of three rooms.

Although, as GM Ian Epstein discloses, "The station is now close to solvency," and revenues have increased two-fold since he's been there, the road has been rough. Patrick Henry was KJAZ's original licensee and owned the station for the first 21 years. Adds Epstein, "Henry will admit that he was the world's worst businessman. He put KJAZ on the air for \$10,000 and operated it like a jazz enthusiast or hobbyist. Even though it ran on a hand-to-mouth basis, KJAZ turned out to be everyone's favorite little pet - a kind of media doll that no one understood, yet everybody loved."

Sheer Dedication

Henry more than made up for his lack of business sense with sheer dedication and love for the music. Together with the help of several jazzophiles, he managed to maintain the station's signal. Jerry Dean, who has been with KJAZ since the beginning and, in fact, was the station's first on-air DJ, recounts, "We didn't know it wouldn't fly. A lot of KJAZ's history is in our tenacity, and certainly that of Pat Henry's."

If that weren't enough, the station also had to contend with attempted takeovers. Toward the end of the '70s, a group calling itself the Committee of Open Media tried to take over KJAZ. Dean recalls, "Because we were a small entity, they thought they could force Pat to actually give them the station on the basis of public accessibility. But Pat called them on it and was determined to fight. Major jazz figures like Bill Evans did benefits to help us pay for some of the legal fees. They were all behind us, knowing that they (COM) were trying to give us the shaft. So it eventually fell by the wayside."

However, a couple of years later, challenges to the station's license renewal proved insurmountable. Henry had to sell. "He was worried that he wouldn't be able to get the license renewed," says Epstein.

Turning It Around

In 1980 Ron Cowan assumed ownership (along with Oakland Mayor Lionel Wilson, who has since left the business). "When Ron came on board, he basically promised to keep the station Jazz for as long as he owned it," relates Epstein, "but he did want to sell the station in spring '82. The country



Patrick Henry now.



Jerry Dean then . . .



was in a terrible recession. By that point in time, he probably lost in excess of a million dollars. Cowan put it on the market with the prerequisite that it stay Jazz. The offers were ridiculous. They were not at all what the market would bear. So, that summer, he decided it would be best to seek new management instead, and try to turn KJAZ around. That's when I came on the scene."

Epstein, previously with Denver outlets KOA and KADX (now KBRQ), explains how he kept the station from drowning in red ink: "There wasn't a lot of need for change in the format or station sound. KJAZ had always taken care of the music end pretty well. But the marketing wasn't always handled in the best way; there was a high turnover in sales. We brought in a staff of four people and developed a presentation consistency and professional manner."

KJAZ scored a 1.1 in the summer Arbitron ratings, tying for 15th place among the 25 stations appearing in the book. A major part of the credit also goes to PD Tim Hodges. Previously PD of WBBY/Cincinnati, he was hired by Epstein in September '83. Hodges, just four years older than the

station (Epstein is only three), tailored a "backbone" format to suit the boppin' character of the station.

A Guiding Hand

Prior to the new management's arrival, electric instruments and fusion jazz were seldom heard on KJAZ. I asked Hodges how he was able to expand the programming universe and impose guidelines that seem to have been readily adopted by the "old-timers." "This is certainly the most knowledgeable staff I've worked with during my 11 years in this business. I've found nothing but a great sense of teamwork and cooperation. What I did was create a flow sheet that instructs the announcers what categories or types of music to include in their programming. Basically, in an hour, the flow sheet runs three to four vocals, three currents, an average of one contemporary, and then usually three straight-ahead/mainstream cuts.

"The announcers have a lot of freedom, choosing from two file categories. One file is contemporary, the other more classic in nature; they pull cards that tell them what tune to play. There are 500 cards, so everybody has enough individual input to color their shows to their own tastes. So the listener gets a little bit of the announcer's personality. But at the same time, the announcers are constantly following this flow sheet. This creates a common bond between everyone."

Morning man Stan Dunn, who was first there in 1967, attests to this: "Tim's guidelines are probably the easiest compromise that you could ever hope for. There is still freedom of movement and choice here. It's a real luxury!"

Working with Hodges is MD Bob Parlocha, a former staff member of San Francisco's Langley Porter Psychiatric Institute. He hosts evenings, doing shows that include dinner and Latin jazz, the "Black Masters," "What's New" (he and special guests critique new releases), and "On The Scene," which features local music. Other KJAZ veteran personalities include John Rogers, Bob Houlehan, and Herb Wong, who doubles as President of the National Association of Jazz Educators and Palo Alto Records.

Keeper Of An Institution

Are there any fears that Cowan may put the station up for sale again? "No," says Epstein. "His primary business is real estate, and he's doing very well. He owns KJAZ because he feels he's almost a keeper of an institution. His main concern is to make sure the station can pay for itself, and maybe deliver a small amount of profits so we can continue to improve the equipment and staff salaries. Some people give to the symphony - he's chosen to support this radio station."

There are plans within the next year to move the station to a business park that Cowan owns. When I commented on that during the interview, Dean cocked his head to the side and mused, "Oh, there's a lot of memories here. But then there always are when you buy new houses."



Ron Cowan, Owner



Ian Epstein, GM
Favorite album:
Kind Of Blue by Miles Davis

Stan Dunn
Favorite album:
Kind Of Blue by Miles Davis

Tim Hodges, PD
Favorite Album:
Blitches Brew by Miles Davis

Jerry Dean
Favorite album:
Miles Ahead by Miles Davis



Bob Parlocha, MD
Favorite album:
Giant Steps by John Coltrane



Ron Pelletier
Favorite album:
Now He Sings, Now He Sobs
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Current Issue #56 features KYUU/Bobby Ocean, KMGG/Robert W. Morgan, Denver's CHR battle with KIMN, KOAQ, KPKE & KRXY, WKQX/Robert Murphey, KKQB/Q Morning Zoo & KIQQ/G.W. McCoy. 90-minute cassette, \$5.50.

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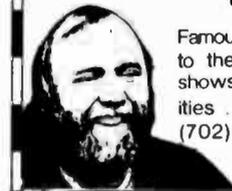
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MORNING TALENT and PD

Aggressive, promotion-minded company looking to replace morning talent and program director moving on to new challenge within our company. Morning talent must be creative and able to keep the market listening and talking! Program Director must be a motivator dedicated to the station's success . . . personal and financial rewards limited only by performance. Tapes, resumes and station composites for the programming position to Radio & Records, 1930 Century Park West, #892, Los Angeles, CA 90067. EOE

Aggressive A/C accepting T&R for future openings in competitive large market. J.D. North, WYYD, 96FM, Box 12528, Raleigh, NC 27805. EOE M/F (12-21)

Blu92 is looking for an energetic, ambitious female air personality. Great production & strong midday air shift. T&R: Stanton Jay, 120 E. South St., Hinesville, GA 31313. (12-21)

A rare nighttime opening at Q-104. No beginners, production a must. 7pm-12am. T&R: Roger Gaither, 752 Chestnut St., Gadsden, AL 35901. EOE M/F (12-21)

Production Assistant strong background. Heavy graphic experience. Need Florida driver's license & own transportation. Resume: Rita Massey, Box 1060, Fort Myers, FL 33902. (12-21)

Four-track production wiz wanted for Production Director. If you paint pictures with sound, T&R: Ron Eric Taylor, WFLA-FM, 801 Jackson St., Tampa, FL 33602. EOE M/F (12-21)



#1 Country Personality!

#1 rated FM Country station in Central Texas seeks top personality. Good pay. Great place to learn and grow. Tapes & resumes to Jay Michaels, KPLE, Box 1230, Temple, TX 76503. EOE

Openings

Needed: all-night AM announcer At least two years on-air experience, good typing skills. T&R: Phil Horton, Box 2744, Montgomery, AL 36196. EOE M/F (12-21)

Top rated CHR needs afternoons & MD. Strong production a must. T&R: KMBQ, Box 20007, Shreveport, LA 71120. No calls. No beginners. EOE M/F (12-21)

Top 100 Modern Country needs one, possibly two, experienced announcers for openings after January 1. Personality, Professionalism and winning attitude a must. Exceptional company and working conditions. T&R to: Radio & Records, 1930 Century Park West, #889, Los Angeles, CA 90067. EOE

MIDWEST

Morning personality for AM cross-over Country in Kansas capital by Feb. 1. Excellent pay for right individual. T&R: Tony Stewart, KSIX, Box 4407, Topeka, KS 66604. EOE (12-21)

Music Radio FM-94 is now accepting T&R. Live in the beautiful Black Hills. Send to: Randy Sherwyn, KKLS-FM, Box 460, Rapid City, SD 57709. No calls. EOE M/F (12-21)

Midwest Large Market FM CHR

Looking for experienced air talents for full-time positions. Excellent salary & benefits for the right personalities with good energy, believable delivery and reliable content: T&R to: Radio & Records, 1930 Century Park West, #891, Los Angeles, CA 90067. EOE M/F

Rare opening at top-rated AM stereo. Strong morning communicator needed at 14 country KKXL. Tom Ingstead Station. T&R: Jack Lundy, Box 997, Grand Forks, ND 58201. EOE M/F (12-21)

WCRM/Dundas-Chicago's premier Contemporary Christian station is looking for sharp, committed air talent. T&R: Bob Souer, WCRM, Dundas, IL 60118. (312) 428-0104 (12-21)

Top AM/FM combo looking for an experienced, creative copy/Production Director. KDVV/KTOP, Box 1478, Topeka, KS 66601. EOE M/F (12-21)

US99 has opening for morning newscaster. Opportunity to share in one of the fastest growing stations. T&R: Lee Logan, 875 N Michigan Ste. 1310, Chicago, IL 60611. EOE M/F (12-21)

KFRX/Lincoln needs a morning pro. Good money for the right person. T&R: Tracy Johnson, Box 90209, Lincoln, NE 68501. or call (402) 475-8001 EOE M/F (12-21)

Openings for experienced air personalities in Illinois' second largest city. T&R: Curtis King, 1901 Reidfarm Rd., Rockford, IL 61111. EOE M/F (12-21)

Chicago metro A/C needs News Director's shoes filled. Experience & on-air ability a must. T&R: WZVN, Laurie Schaefer, 1000 E 80th Pl., Merrillville, IN 46410. EOE M/F (12-21)

WCBS/Milwaukee seeks morning traffic reporter/Public Affairs Director. T&R: Joan Edwardson, 5407 W McKinley Ave., Milwaukee, WI 53208. EOE M/F (12-21)

KJ103/Oklahoma City's hot FM needs hot morning act. T&R: Bill Cahill, KJ103, Box 1000, Oklahoma City, OK 73101. EOE M/F (12-21)

WRKR is looking for the best undiscovered air talent in America for future opening. T&R: Pat Martin, 2200 N. Green Bay Rd., Racine, WI 53405. EOE M/F (12-21)



KLIK-104FM, Quad Cities needs afternoon PERSONALITY! If radio means more than liner cards to you . . . let us hear your best! Community involvement and the appearances that go with it are part of the job . . . as is the creative freedom, salary, and benefits we'll provide you! Come work for the Number One! Send your tape, resume, photo, and career goals to: Jim O'Hara, Manager of Broadcast Operations, 805 Brady Street, Davenport, Iowa 52808. No calls please. EOE M/F

Openings

"PROFESSIONALS"

Major market stations seeking tapes & resumes from interested adult communicators targeting their approach to the 30-40 demographics. Also Sports Director opening with P-B-P experience a must. These openings seldom present themselves within our company, so the person(s) we choose must be strong professionals. Are you? Please forward all pertinent information, including picture and salary history to: Radio & Records, 1930 Century Park West, #890, Los Angeles, CA 90067. EOE

Major Midwest college market needs AM drive talent. If you are warm, personable and able to relate to the A/C audience that has made us a top-rated station, then respond with cassette & resume to Radio & Records, 1930 Century Park West, #888, Los Angeles, CA 90067. EOE

TOP 50 MARKET A/C

Seeking bright, warm, friendly morning talent with 5 years' minimum experience, strong production, and outgoing nature. Send T&R to: Radio & Records, 1930 Century Park West, #887, Los Angeles, CA 90067. EOE

WEST

Seeking applicants for future openings at medium market AM Country personality station near Las Vegas. T&R: PD, KCLG, Box 489, Washington, UT 84780. EOE M/F (12-21)

NW A/C seeking AM drive air talent with at least three years experience. T&R: KJRB, Box 8007, Spokane, WA 99203. No calls. EOE M/F (12-21)

Arizona FM 40 miles from Tucson needs Country personality. No snow! T&R: KAVV, Box 42977, Tucson, AZ 85733. EOE M/F (12-21)

WAKE UP THE PACIFIC NORTHWEST

Great city . . . great station . . . great company . . . great money. 50kw AM giant needs stellar morning talent. One warm, mature personality and one distinctive news stylist. If you know and love the Northwest and want to come home with a longterm commitment to win, send current tape, resume, and cover letter to: Radio & Records, 1930 Century Park West, #886, Los Angeles, CA 90067. EOE M/F
Confidentiality absolutely guaranteed

Small market mornings, detail oriented PD, three to five years experience. T&R: OM, Box 1010, Red Bluff, CA 96080. EOE M/F (12-21)

Afternoon drive, two years experience, strong production a must. Females encouraged. T&R: Tod Ryan, KBSN, Drawer B, Moses Lake, WA 98837. EOE M/F (12-21)

EDITOR

for an All-News Radio Station in Los Angeles

Editor holds a Management-level position. Editor is the immediate on-line supervisor in the Newsroom overseeing the work of anchors, writers, correlators, reporters, and desk assistants. Duties include determining story selection, story priority, story assignments and developments. Editor also exercises quality control over copy, taped material, and air product. 5 years broadcast news experience required. All-news radio or broadcast wire editing experience preferred. No phone inquiries. Send resume to Jeri Love, KFVB News 98, 6230 Yucca Street, Los Angeles, CA 90028.

Capitol Broadcasting is expanding.

The South's fastest-growing radio group needs talent of all kinds. We're especially interested in hearing from winning program directors, talk-generating newscasters, and outrageous morning hosts. Due to our expansion into Charlotte we need talent now.

Send tape, resume, and salary requirements to:

Ray Quinn
VP/General Manager
c/o WMJJ
530 Beacon Parkway West — Suite 600
Birmingham, Alabama 35209 or call (205) 942-4110



Capitol Broadcasting Corporation

Opportunities

Openings

STRONG-GROWTH ORIENTED BROADCAST GROUP

Is seeking a top-flight programmer with extensive knowledge or experience with music of rock and roll era, prior to 1972. West Coast, major market background is desired for the successful candidate to fill this opening in a top 10 market. Once-in-a-lifetime opportunity for the right person. Send resumes to: Radio & Records, 1930 Century Park West, #883, Los Angeles, CA 90067. EOE M/F

THE SEARCH IS ON!

For America's most unique CHR personality. Major Southern California station is looking for someone a little zany . . . off the beaten path . . . characters and voices fine . . . not a Dees or Shannon imitator, but a morning drive innovator! If that sounds like you, we'd like to listen. Cassettes please. Men and women from all races desired. Send to: Radio & Records, 1930 Century Park West, #874, Los Angeles, CA 90067.

Killer night star needed yesterday. Lost one to sister station, KHS in L.A. T&R only: Dave Parks, KS103, Box 103, San Diego, CA 92104. EOE M/F (12-21)

PD needed. Western Colorado AM/FM A/C & CHR. Experience necessary managing people, music programming, production, promotion. T&R: GM, Box 1120, Grand Junction, 81502. EOE M/F (12-21)

Traffic Position Open

Major Los Angeles radio station is seeking an individual with traffic experience. Knowledge of Columbine Systems a definite plus. Send resume and salary requirements to: P.O. Box 93332, Marina Del Rey, CA 90299.

WHAT KEEPS A CHR STATION WINNING . . .

Year after year, in the most competitive market in America? Great Talent! We are searching for America's best talent right now. Entertainers who understand community involvement, telephone involvement, and relating; who are warm, real, concise, fun and creative. We offer you a stage and an audience of millions. We also offer career stability, extraordinary compensation, and the finest radio facilities in America. If you are good, really good, send your cassette, resume, and recent photo to: Radio & Records, 1930 Century Park West, #863, Los Angeles, CA 90067. EOE M/F

CO-OP & PROMOTIONS DIRECTOR

Needed for group-oriented A/C AM FM combo located in Rocky Mountains. Mild winters, beautiful summers, 20 minutes away from skiing. If you want the challenge, reply to Radio & Records, 1930 Century Park West, #879, Los Angeles, CA 90067. EOE

Openings

MAJOR MARKET WEST COAST FM COUNTRY MORNING DRIVE

Station seeks experienced, entertaining morning drive personality. No time & temp. Top 15 market, 100,000 watt Country FM. Cassettes & resumes to: Radio & Records, 1930 Century Park West, #873, Los Angeles, CA 90067. EOE M/F

SPACE CADETS!

Mountain West CHR seeking morning star. Must give good production and community involvement. \$18-20,000/year. T&R to Radio & Records, 1930 Century Park West, #872, Los Angeles, CA 90067. EOE . . . no Klingons please.

KWSS

Northern California's hottest CHR station is looking for an afternoon drive pro! If you've got a good voice, great delivery, humor, the ability to work the phones, and can be creative within a CHR format, get us a tape today! We're #1 in the South Bay and looking for continued growth! Rush T&R to: Dave Van Stone, VP/Programming, Western Cities Broadcasting, P.O. Box 9686, San Jose, CA 95157.

EOE M/F . . . no calls please.



Positions Sought

Black/Urban, CHR dedicated jock. Great pipes & personality. Four years experience, major & medium markets, MD/Promotion interest. AL TWITTY: (502) 837-8899 (12-21)

'84 Indiana grad looking for spot with sports-minded station in major market. Currently AM drive/news in Milwaukee. PBP in Hoosierland. DAVE: (414) 332-7676. (12-21)

NEWS DIRECTOR/ OPERATIONS MANAGER

One of the best. Mature, solid judgement. Over 20 years' experience. Can build winner, or keep successful operation on top. Prefer Texas/Southern, major/medium market, but will consider all. Let's talk SUCCESS. Reply to: Radio & Records, 1930 Century Park West, #884, Los Angeles, CA 90067.

18 year pro. WNDE, WIRE, Big Band, A/C, any market PD. Family man. PAUL IRWIN: (317) 899-2278 (12-21)

Radio sports prodigy. Want all-sports job badly. Working for ex-major network broadcaster. 3 1/2 years experience. For T&R: 207 W Clayton, Cuervo, TX. Mail only, (12-21)

M & M's Matthews & Morris

Ready to juice up your mornings with spunk, sass, and laughs! Can tailor our "original" lunacy to a variety of formats. Call Trey (615) 366-7352.

CHR, AOR, MOR air talent looking for first fulltime gig. Hard-working, ready to learn. Will relocate. PAUL WEBER: 5742 E Fearing, Simi Valley, CA 93083. (805) 827-7366 (12-21)

Attention small markets! I've got a great voice, I'm experienced, enthusiastic, talented & will relocate fast to W or SW. DAVE COLLINS: (714) 826-4007 (12-21)

Seeking copywriting/Production Director's position. Experienced, hard-working, talented & modest. For more information, DON ATKINSON JR.: after 6pm (408) 883-3238 (12-21)

Sharp, energetic female engineer with strong production background looking for opportunity to devote 200% to stay in Pacific NW. Call: (416) 478-6349 (12-21)

Positions Sought

DO YOU BELIEVE IN MAGIC?

Talented A/C pro with more than a spoonful of personality seeks position with Oldies or Light Rock operation. Don't be a stranger, call Bob Morgan at (717) 264-9692.

Copywriting/production-my creative calling. Ready to specialize fulltime. Professional, academic, even personal credentials. TIM PRCHAL: (309) 837-4582 (12-21)

Sharp, talented air personality. Good in production. Seeking work on the West Coast. Call CRAIG IBANEZ: (916) 742-0168 (12-21)

JOHN STEVENS, most recently at KWGH & formerly of WKXY, WYND. Six years of good ratings, seeking fulltime air shift. West coast only. Call: (213) 485-2212 (12-21)

Experienced MD/mornings/PM drive. Call DOUG: (815) 756-3684 (12-21)

Energetic, 9 1/2 year vet ready to work for medium market station in SW. Great voice & production. For T&R, leave message with Leah Bradon: (703) 345-1511 (9-2pm est) (12-21)

Yea! I'm your man for adult communication with light humor. 11 years experience, looking for air shift in SE. Call RON SMITH: (606) 886-2995 (12-21)

Young & very ambitious personality seeking fulltime air work in the WI area. AOR or CHR preferred. Call JIM immediately at: (414) 654-0517 (12-21)

Education, determination & motivation. Team player looking for Country, A/C or CHR in any area. Leave message Thursday-Monday for DAVE HUDSON: (503) 289-3023 (12-21)

Seeking more than time & temperature format with team spirit. Air/creative production, voices, personality. Three years medium market MD experience. REGGIE: (501) 835-6552 (12-21)

Fresh out of broadcast school, well versed in all aspects of broadcasting & willing to go anywhere. You name it, I can do it. Call RUSS: (417) 883-4080 weekday afternoons (12-21)

Free help for your NYC/NJ area radio station. Details available. DONALD J. TRAPP, 50 Spencer Pl. A-2, Garfield, NJ 07026. (201) 472-5188 (12-21)

Greater Cincinnati Professional announcer, DJ, Good delivery, solid production background. Seeking stable contemporary operation. (513) 528-5793 (12-21)

I'm funny, not working isn't. Natural entertainer, mostly mornings. Good rap with newperson. 15 years experience, 7 at last station. (702) 871-7595 (12-21)

Recent college grad. Some experience. Looking for DJ/news & will relocate. Available now. Hard-working. ROB: (503) 383-4387 (12-21)

Attention A/C PD's I'm trapped in the Country twang. Currently spinning Country in N. CA. Starting to like it. Help! MIKE RICHARDS: (415) 658-4219 (12-21)

Personality looking to move up. Eight years experience CHR & A/C. 4 1/2 years in top 45 market. 4 years hosting talk shows. (312) 938-3822 (12-21)

College educated DJ/news looking for a break. Experienced, willing to relocate, hard-working & dedicated. Available yesterday. JEFF: (813) 748-3715 (12-21)

Attention fellow broadcasters! Make a friend for life. Before you go & resign, call me! KAREN: (312) 525-1773 (12-21)

Creative Country DJ hard-working team player with three years as MD. Seeking radio or TV position. Willing to relocate to the South. (603) 445-5587 (12-21)

Need new talent with successful team in medium/major market? Six years experience with good numbers in CHR, AOR & A/C plus research background. DAN: (517) 366-9051 (12-21)

Very experienced news/sports & operations. Tireless worker, numerous national speaking awards seeking medium/large market. Call JIM: (309) 454-3333 (12-21)

Just add jingles . . . second generation CHR pro with eight years experience on the loose. Killer instinct & winning attitude. MIKE McCOY: (614) 459-3483 (12-21)

15 year vet entertaining offers for OM/PD in medium or secondary markets. Great references. Rated markets only. STEVE: (919) 847-4003 (12-14)

Phoenix 4-track production pro with own studio, seeks production &/or on-air shift. Six years experience. Medium markets considered. BRUCE: (602) 997-8155 (12-14)

Parttime air personality seeking fulltime on-air. College grad. Six years experience in all phases of radio. GINA: (306) 229-3754 (12-14)

Need A PD?

Great track record at top-rated Country and A/C stations. Extensive background includes programming, music, promotion, community involvement, research. Looking for station with similar professional attitude. Call Mark (205) 759-2936.

Changes

RADIO

E.C. Umberger appointed Account Executive KOZY/Dallas.

Bob Smith named Account Executive KBRQ/Denver.

Jeff Johnson named Account Executive WFYR/Chicago.

David Wilfahrt joins WFYR/Chicago as Account Executive.

Rose Tombazzi appointed Account Executive WFYR/Chicago.

Maggie Hall named Account Executive KLSY/Bellevue.

Audrey Edwards appointed Account Executive KCNR AM & FM/Portland.

Karen Sobel joins Network Records in the Talent Acquisition Department.

INDUSTRY

Andrew B. Kazen named Account Executive Blair/RAR in Dallas.

Sandy Weggeland appointed Account Executive Eastman Radio/Los Angeles.

Claude Borenzweig named Manager, Video Production, PolyGram Music/video.

Carole Collins joins RAB as Account Executive in their NY office.

Miscellaneous

Record service needed from all labels for A/C, CHR & Oldies. Dave Varnett, MD, 680 Greenbree Ste. 240, Sparks, NV 89431. (702) 331-1905.

Need record service from all labels for Country format. KOVE, Box 436, Lander, WY 82520.

KTAL-FM needs AOR record service from all labels. 3150 North Market St., Shreveport, LA 71107.

KLLY-FM needs record service from all labels. A/C & CHR. Box 2630, Bakersfield, CA 93303.

New A/C station needs record service. KQOI, 3232 Osage Rd., Waterloo, IA 50703. Tim Teeter: (319) 234-2811.

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

Satellite Music Network

George Williams (214) 343-9205

The Starstation

LAURA BRANIGAN "Ti Amo"
DARYL HALL & JOHN OATES
"Method Of Modern Love"
CULTURE CLUB "Mistake No. 3"
BARBRA STREISAND with KIM CARNES
"Make No Mistake, He's Mine"

Country Coast-To-Coast

SAWYER BROWN "Leona"
GUS HARDIN with EARL THOMAS CONLEY
"All Tangled Up In Love"
MICHAEL MARTIN MURPHEY "What She Wants"

Contemporary Top 40

DARYL HALL & JOHN OATES
"Method Of Modern Love"
CYNDI LAUPER "Money Changes Everything"
WHAM! "Careless Whisper"
CULTURE CLUB "Mistake No. 3"
GIUFFERIA "Call To The Heart"

Drake-Chenault

Bob Laurence (818) 883-7400

XT-40

GLENN FREY "The Heat Is On"
ELTON JOHN "In Neon"
CYNDI LAUPER "Money Changes Everything"
JOHN FOGERTY "The Old Man Down The Road"

Contempo 300

CULTURE CLUB "Mistake No. 3"
BARBRA STREISAND with KIM CARNES
"Make No Mistake, He's Mine"

Great American Country

KENNY ROGERS & DOLLY PARTON
"The Greatest Gift Of All"
GLEN CAMPBELL "A Lady Like You"
LEE GREENWOOD "You've Got A Good Love Comin'"
STEVE WARINER "What I Didn't Do"
MICHAEL MARTIN MURPHEY "What She Wants"

Concept Productions

Dick Wagner (916) 782-7754

CHR

GLENN FREY "The Heat Is On"
CULTURE CLUB "Mistake No. 3"
BARBRA STREISAND with KIM CARNES
"Make No Mistake, He's Mine"
ROD STEWART "All Right Now"

BPI

John Sherman/Bob English (206) 624-8651

Adult Contemporary

FOREIGNER "I Want To Know What Love Is"
MANHATTAN TRANSFER "Baby Come Back To Me"
BARBRA STREISAND with KIM CARNES
"Make No Mistake, He's Mine"
WHAM! "Careless Whisper"

Modern Country

LEE GREENWOOD "You've Got A Good Love Comin'"
STEVE WARINER "What I Didn't Do"
DAVID ALLAN COE "She Used To Love Me A Lot"
GUS HARDIN with EARL THOMAS CONLEY
"All Tangled Up In Love"

Century 21

Greg Stephens (214) 934-2121

The Z Format

CYNDI LAUPER "Money Changes Everything"

The A/C Format

AMERICA "(Can't Fall Asleep To A) Lullaby"
CULTURE CLUB "Mistake No. 3"
DARYL HALL & JOHN OATES
"Method Of Modern Love"

Super-Country

KENNY ROGERS "Crazy"
JOHN SCHNEIDER "Country Girls"
GEORGE JONES with BRENDA LEE
"Hallelujah, I Love You So"
JANIE FRICKE "The First Word In Memory Is Me"

Peters Productions, Inc.

Debbie Welsh (619) 565-8511

Country Lovin'

MEL McDANIEL "Baby's Got Her Blue Jeans On"
EMMYLOU HARRIS "Someone Like You"
EXILE "Crazy For Your Love"
STEVE WARINER "What I Didn't Do"
JOHN ANDERSON "Eye Of A Hurricane"

The Great Ones

MANHATTAN TRANSFER "Baby Come Back To Me"
RICK SPRINGFIELD with RANDY CRAWFORD
"Taxi Dancing"

Radio Arts

John Benedict (818) 841-0225

Country's Best

LEE GREENWOOD "You've Got A Good Love Comin'"
JOHNNY PAYCHECK "I Never Got Over You"
STEVE WARINER "What I Didn't Do"
RAY CHARLES (with WILLIE NELSON)
"Seven Spanish Angels"
MICHAEL MARTIN MURPHEY "What She Wants"
CON HUNLEY "All American Country Boy"
KENNY ROGERS & DOLLY PARTON
"The Greatest Gift Of All"

Soft Contemporary

BAND AID "Do They Know It's Christmas"

Sound 10

GEORGE BENSON "20/20"
HALL & OATES "Method Of Modern Love"
CULTURE CLUB "Mistake No. 3"
BAND AID "Do They Know It's Christmas"
NEIL DIAMOND "You Make It Feel Like Christmas"

Media General Broadcast Services

Bob Dumals (901) 320-4433

Action

AMERICA "(Can't Fall Asleep To A) Lullaby"
DANNY O'KEEFE "Along For The Ride"
GEORGE BENSON "20/20"
CULTURE CLUB "Mistake No. 3"
KOOL & THE GANG "Misled"
ANDY SUMMERS "2010"
DARYL HALL & JOHN OATES
"Method Of Modern Love"
MICHAEL MARTIN MURPHEY "What She Wants"
KENNY ROGERS "Crazy"

Your Country

REX ALLEN, JR. "Running Down Memory Lane"
LACY J. DALTON "If That Ain't Love"
JOHN ANDERSON "Eye Of A Hurricane"
STEVE WARINER "What I Didn't Do"
JOHNNY PAYCHECK "I Never Got Over You"
RAY STEVENS "Mississippi Squirrel Revival"
DAVID ALLAN COE "She Used To Love Me A Lot"
LEE GREENWOOD "You've Got A Good Love Comin'"
GEORGE JONES with BRENDA LEE
"Hallelujah, I Love You So"
KENNY ROGERS "Crazy"
DAVID FRIZZELL "No Way Jose"
LLOYD DAVID FOSTER
"I'm Gonna Love You Right Out Of The Blues"
LOUISE MANDRELL "This Bed's Not Big Enough"

Hit Rock

STEVIE WONDER "Love Light In Flight"
KOOL & THE GANG "Misled"
FRANKIE GOES TO HOLLYWOOD "Two Tribes"
GENERAL PUBLIC "Tenderness"
CULTURE CLUB "Mistake No. 3"
GLENN FREY "The Heat Is On"
MIDNIGHT STAR "Operator"
CYNDI LAUPER "Money Changes Everything"

THANK YOU BLACK/URBAN RADIO
FOR ANOTHER **BREAKER** YEAR!



philip bailey

with phil collins

**Black/Urban
BREAKERS**

“EASY LOVER”

BLACK/URBAN Chart:

DEBUT **33**

champaign

**Black/Urban
NEW & ACTIVE**

“THIS TIME”

WWIN	WVEE	WYLD-FM	KACE
WILD	KRNB	WTMP	KDAY
WHUR	WDIA	WZAK	KJLH
WAOK	WHRK	WZEN-FM	XHRM
			KSOL

wham!

**Black/Urban
SIGNIFICANT ACTION**

“CARELESS WHISPER”

KRNB	XHRM	JET94
WYLD-FM	KSOL	WJAX
KMJM	WNHC	WQQK
KACE	KQXL	KOKA
		WQKS

nick mundy

**Black/Urban
SIGNIFICANT ACTION**

“AIN'T IT ALL RIGHT”

WDAS	KMJM	WPEG	WEAS
WAOK	WZEN-FM	WKXI	WANM
KMJQ	WNHC	WJAX	WTLC
KRNB	WATV	KJCB	
WYLD-FM	WENN	WQQK	



HAPPY HOLIDAYS FROM COLUMBIA BLACK MUSIC PROMOTION!



Black/Urban

Regional Adds & Hots

Stations are listed by region. Hots are listed in order of their airplay activity.

EAST	WRKS/New York Tony Quararone	SOUTH	WXOK/Baton Rouge Al Wallace	WQMG/Greensboro Doc Foster	WLOU/Louisville Tony T. Fields	K94/Norfolk Bruce Dowdy	WVDM/Sumter Mays/Hart	WTMP/Tampa Michaels/Moore	WAAA/Winston-Salem Eric St. James		
WWIN/Baltimore Keith Newman CHAMPAIGN PRINCE PHILIP BAILEY BARBARA JOYCE OLLIE & JERRY MADONNA UTFO RAY GOODMAN & BR Bottest: ASHFORD & SIMPSON EUGENE WILDE JERMAINE STEWART PAUL BARDCASTLE TEMPTATIONS WYVV/Baltimore Roy Sampson PRINCE UTFO BALL & OATES MICHAEL WYCOFF XAVION EVELYN KING BARBARA JOYCE SKYY BLACK IVORY ALEM Bottest: SOS BAND NEW EDITION RAY PARKER JR. THELMA ROUSTON TEMPTATIONS WILD/Boston Elroy R.C. Smith PATTI AUSTIN NOLAN THOMAS JEFFREY OSBORNE Bottest: DAZZ BAND TEENA MARIE TEMPTATIONS NEW EDITION FAT BOYS WKND/Hartford Jordan/McLean PAUL BARDCASTLE POINTER SISTERS RONNIE LAWS JIMMY CASTOR KLYMAXX ALEM SKYY RJ'S LATEST ARRIV GROVER WASHINGTON JANET JACKSON Bottest: ASHFORD & SIMPSON WEISPERS STEVIE WONDER MADONNA JERMAINE STEWART WNHC/New Haven James Jordan FURIOUS FIVE GREN GUTHRIE UTFO JANICE CHRISTIE BUTCH SAM & THE S PRINCE SKYY Bottest: DENISE WILLIAMS AL JARREAU THELMA ROUSTON BALL & OATES TOM BROWNE	READY FOR THE WOR MIDNIGHT STAR Bottest: ROCK MASTER SCOTT ASHFORD & SIMPSON THELMA ROUSTON STRAFE GLENN JONES WUSL/Philadelphia Wyst/Buggs SHEENA EASTON STYLISTICS TIME DIANA ROSS OLLIE & JERRY Bottest: TEENA MARIE STEVIE WONDER EUGENE WILDE PAUL BARDCASTLE UTFO WDAS/Philadelphia Joe Tamburro UTFO Bottest: MIDNIGHT STAR ROCK MASTER SCOTT KLYMAXX NEW EDITION MADONNA WAMO/Pittsburgh Allen Harrison none Bottest: GAP BAND STEVIE WONDER JONZUN CREW GEORGE BENSON VANITY WDJY/Washington Dan O'Neil KLYMAXX GREN GUTHRIE FURIOUS FIVE ALPHAVILLE Bottest: MADONNA MIDNIGHT STAR PAUL BARDCASTLE JEFFREY OSBORNE PRINCE WHUR/Washington Libby Lawson LAKESIDE SHAKATA BALL & OATES RODNEY SAULSBERRY RAY GOODMAN & BR KASSIP CULTURE CLUB THOMAS MCCLARY PENNY FORD Bottest: CHAKA KHAN ASHFORD & SIMPSON TEMPTATIONS MADONNA WEODINI	WAKO/Atlanta Larry Tinsley ROGER GREN GUTHRIE YARBROUGH & PEOP KASSIP XAVION THOMAS MCCLARY JONZUN CREW DAN BARTMAN BLACK IVORY AM-FM Bottest: MIDNIGHT STAR MADONNA PRINCE JERMAINE STEWART CHAKA KHAN WVEE/Atlanta Scotty Andrews LONNIE BILL YARBROUGH & PEOP RODNEY SAULSBERRY NEWCLUS UTFO FURIOUS FIVE Bottest: MIDNIGHT STAR GLEN JONES DAZZ BAND ISLEY, JASPER & FAT BOYS MADONNA WRDW/Augusta Charlotte Logan GAP BAND NUANCE PRINCE BOBBY BLAND PHILIP BAILEY SHALAMAR WORLD FAMOUS SUPR JOHNNIE TAYLOR JANET JACKSON Bottest: MIDNIGHT STAR DAZZ BAND CHAKA KHAN ROCK MASTER SCOTT ASHFORD & SIMPSON KNOW/Austin Ken Rush SKYY ROGER POINTER SISTERS PHILIP BAILEY DAN BARTMAN Bottest: EUGENE WILDE MIDNIGHT STAR KLYMAXX FORCE MD'S ROY AYERS KQXL/Baton Rouge Gerard Raine PRINCE VANITY GAP BAND SKYY MAJOR HARRIS SHIRLEY BROWN GEORGE BENSON JANET JACKSON CHERRELLE WHAM! SLAVE READY FOR THE WOR CULTURE CLUB Bottest: MIDNIGHT STAR TEMPTATIONS ISLEY, JASPER & WEISPERS THELMA ROUSTON	none Bottest: ISLEY, JASPER & THELMA ROUSTON SOS BAND TOM BROWNE TEMPTATIONS WATV/Birmingham Ron January DAN BARTMAN SKYY SLAVE UTFO JIMMY CASTOR Bottest: MIDNIGHT STAR RAY PARKER JR. BILLY OCEAN TEMPTATIONS WEISPERS WENN/Birmingham Michael Star BOTTST: WHODINI ASHFORD & SIMPSON GLENN JONES DAZZ BAND ISLEY, JASPER & FAT BOYS WWVZ/Charleston Marc Little PRINCE VANITY JEFFREY OSBORNE BALL & OATES SKYY CULTURE CLUB BUTCH SAM & THE S DAN BARTMAN READY FOR THE WOR JONZUN CREW JIMMY CASTOR Bottest: EUGENE WILDE MIDNIGHT STAR TEMPTATIONS THELMA ROUSTON STEVIE WONDER WPEQ/Charlotte Mike Rossi STEPHANIE MILLS SKYY ROGER RONNIE LAWS Bottest: TEMPTATIONS MIDNIGHT STAR KOO & THE GANG VANITY PAUL BARDCASTLE JET94/Chattanooga Rich Phillips STEVIE WONDER TEMPTATIONS GEORGE BENSON VANITY NUANCE VICTOR VIC JONZUN CREW STAPLE SINGERS NOLAN THOMAS JANET JACKSON JEFFREY OSBORNE OLLIE & JERRY Bottest: KOO & THE GANG POINTER SISTERS MIDNIGHT STAR JOYCE KENNEDY WHAM! KKDA-FM/Dallas Terri Avery DIANA ROSS BALL & OATES READY FOR THE WOR FURIOUS FIVE J. BLACKFOOT SADE PHILIP BAILEY Bottest: PAUL BARDCASTLE CHAKA KHAN KLYMAXX ROCK MASTER SCOTT CHERRELLE WFXC/Durham Alvin Stowe OLLIE & JERRY STEPHANIE MILLS BALL & OATES JANET JACKSON NUANCE ROCK MASTER SCOTT Bottest: EUGENE WILDE MIDNIGHT STAR TEMPTATIONS STEVIE WONDER PAUL BARDCASTLE KNOK-FM/Fl. Worth Kenny Byrd MTUNE SKYY JANET JACKSON KURTIS BLOW STEPHANIE MILLS Bottest: PAUL BARDCASTLE CHERRELLE KLYMAXX TEMPTATIONS MIDNIGHT STAR	PATTI AUSTIN PEABO BRYSON KASHIP DIANA ROSS PRINCE MADONNA RONNIE LAWS CHAMPAIGN JEFFREY OSBORNE YARBROUGH & PEOP NUANCE Bottest: ASHFORD & SIMPSON MIDNIGHT STAR TEMPTATIONS KIDS AT WORK WEISPERS KYOK/Houston Steve Hedgewood STARSKI DURAN DURAN XAVION READY FOR THE WOR Bottest: TEMPTATIONS FURIOUS FIVE PAUL BARDCASTLE KURTIS BLOW SOS BAND KMQJ/Houston Brute Bailey NEW EDITION READY FOR THE WOR JEFFREY OSBORNE GEORGE BENSON GRADY HARRELL CABO FRIO Bottest: ASHFORD & SIMPSON ROCK MASTER SCOTT ISLEY, JASPER & TEMPTATIONS MIDNIGHT STAR WJMI/Jackson Carl Haynes DIANA ROSS PHILIP BAILEY POINTER SISTERS SKYY Bottest: JERMAINE STEWART STEVIE WONDER NEW EDITION FAT BOYS MADONNA WKXII/Jackson Tommy Marshall SHEENA EASTON UTFO NOLAN THOMAS GEORGE BENSON JANET JACKSON NICK HUNDAY PRINCE Bottest: ASHFORD & SIMPSON TEENA MARIE MIDNIGHT STAR TEMPTATIONS JOYCE KENNEDY WPDQ/Jacksonville Scott/Jackson JEFFREY OSBORNE THOMAS MCCLARY GEORGE BENSON CHAMPAIGN CICI DIANA ROSS FOREIGNER Bottest: EUGENE WILDE MIDNIGHT STAR WEISPERS KOO & THE GANG TOM BROWNE	ROCK MASTER SCOTT MADONNA STEVIE WONDER GEORGE BENSON GRADY HARRELL PAUL BARDCASTLE SKYY DIANA ROSS FATBACK GROVER WASHINGTON Bottest: ISLEY, JASPER & NEW EDITION MIDNIGHT STAR KLYMAXX ROY AYERS WJSL/Lynchburg Lad Goins PHILIP BAILEY CARS LILLO THOMAS Bottest: BALL & OATES CHAKA KHAN NEW EDITION JEFFREY OSBORNE MIDNIGHT STAR KRNB/Memphis Jerry Mason PRINCE JEFFREY OSBORNE UTFO FATBACK Bottest: MIDNIGHT STAR RAY PARKER JR. KOO & THE GANG JERMAINE JACKSON EUGENE WILDE WDM/Memphis Bobby O'Jay PRINCE MADONNA JEFFREY OSBORNE JERMAINE JACKSON Bottest: MIDNIGHT STAR GLENN JONES DAZZ BAND EUGENE WILDE PAUL BARDCASTLE WHRK/Memphis Jimmy Smith XAVION SHEENA EASTON PAUL MCCARTNEY STEVIE WONDER DAN BARTMAN KURTIS BLOW UTFO RJ'S LATEST ARRIV Bottest: GLENN JONES FORCE MD'S ASHFORD & SIMPSON WHODINI MIDNIGHT STAR WEDR/Miami Jackson/Jones KURTIS BLOW SLAVE XAVION JERMAINE JACKSON FATBACK ROGER KELLAWAY DAN BARTMAN JEFFREY OSBORNE Bottest: MIDNIGHT STAR EUGENE WILDE WEISPERS JERMAINE STEWART SHALAMAR WBLX/Mobile B.J. Taylor FATBACK CULTURE CLUB RJ'S LATEST ARRIV THOMAS MCCLARY JAN LESLIE BOLMES GEORGE BENSON NOLAN THOMAS JEFFREY OSBORNE BUTCH SAM & THE S CASHMERE Bottest: MIDNIGHT STAR STEVIE WONDER GLENN JONES WHODINI KLYMAXX WQOK/Nashville Fred Harvey SHEENA EASTON UTFO NEW EDITION STEPHANIE MILLS STEVIE WONDER JONZUN CREW FAT BOYS Bottest: KOO & THE GANG GAP BAND WHODINI KURTIS BLOW EGYPTIAN LOVER WYLD-FM/New Orleans Dell Spencer XAVION GEORGE BENSON PRINCE BUTCH SAM & THE S GAP BAND KURTIS BLOW SKYY READY FOR THE WOR NUANCE KOO & THE GANG WISH DAN BARTMAN Bottest: STEVIE WONDER MIDNIGHT STAR ASHFORD & SIMPSON THELMA ROUSTON JERMAINE STEWART	DAN BARTMAN EUGENE WILDE TIME THELMA ROUSTON JEFFREY OSBORNE FAT BOYS KURTIS BLOW Bottest: JACKSONS PRINCE MADONNA TEENA MARIE JERMAINE STEWART WORL/Orlando Earl James PRINCE TEENA MARIE JEFFREY OSBORNE RONNIE LAWS SLAVE SCRITTI POLITTI VERICHERI SHIRLEY BROWN Bottest: DAZZ BAND ASHFORD & SIMPSON MIDNIGHT STAR ISLEY, JASPER & MADONNA WPLZ/Petersburg Hardy Jay PRINCE STEPHANIE MILLS GEORGE BENSON VERICHERI Bottest: STEVIE WONDER FORCE MD'S NEW EDITION DIANA ROSS EUGENE WILDE KHYS/Port Arthur Mark Petry BILLY OCEAN DIANA ROSS PRINCE RONNIE LAWS JONZUN CREW OLLIE & JERRY JANET JACKSON LINDA CLIFFORD ROSE ROYCE ERAMUS BALL READY FOR THE WOR SHIRLEY BROWN UTFO Bottest: ASHFORD & SIMPSON MIDNIGHT STAR GLENN JONES WHODINI EUGENE WILDE WANT/Richmond Kirby Carmichael none Bottest: ASHFORD & SIMPSON CHAKA KHAN ISLEY, JASPER & MIDNIGHT STAR JEFFREY OSBORNE WTOY/Roanoke Duke Ellington WHODINI SKYY POINTER SISTERS CASHMERE JONZUN CREW RJ'S LATEST ARRIV THOMAS MCCLARY CICI KASSIP JIMMY CASTOR Bottest: MIDNIGHT STAR TEENA MARIE TEMPTATIONS VANITY WEAS/Savannah Don Jones CHAMPAIGN JANET JACKSON AM-FM CLARENCE JACKSON JEFFREY OSBORNE Bottest: MIDNIGHT STAR ISLEY, JASPER & DIANA ROSS WEISPERS PAUL BARDCASTLE KOKA/Shreveport S.B. Davis GEORGE BENSON JEFFREY OSBORNE JIMMY CASTOR KOKO POP ANDY SUMMERS YARBROUGH & PEOP Bottest: MIDNIGHT STAR BALL & OATES STEVIE WONDER TEMPTATIONS WEISPERS	STEPHANIE MILLS SKYY STAPLE SINGERS POINTER SISTERS READY FOR THE WOR DUTCH ROBINSON PRINCE OLLIE & JERRY Bottest: STEVIE WONDER ROCK MASTER SCOTT MIDNIGHT STAR TEMPTATIONS PAUL BARDCASTLE WANM/Tallahassee Joe Bullard HALL & OATES XAVION BOBANNON FATBACK WHODINI ROGER Bottest: MIDNIGHT STAR TEMPTATIONS GLENN JONES PAUL BARDCASTLE TOM BROWNE	SHIRLEY BROWN LAKESIDE JONZUN CREW Bottest: MIDNIGHT STAR TEMPTATIONS EUGENE WILDE KOO & THE GANG STEVIE WONDER WQKS/Williamsburg Steve Crumbley SHEENA EASTON WHAM! POINTER SISTERS JANET JACKSON JEFFREY OSBORNE BALL & OATES FOREIGNER SKYY STEPHANIE MILLS THOMAS MCCLARY CLARENCE JACKSON Bottest: TEMPTATIONS MADONNA JACK WAGNER PRINCE PAUL BARDCASTLE	WBMX/Chicago Lee Michaels OLLIE & JERRY NOLAN THOMAS JEFFREY OSBORNE KASSIP MAGNUM FORCE MICHAEL WYCOFF PENNY FORD THOMAS MCCLARY GRADY HARRELL XAVION RJ'S LATEST ARRIV RAY GOODMAN & BR RITA HART FATBACK SAMSON & DELILAH ROCK MASTER SCOTT HERB ALPERT Bottest: TEMPTATIONS ASHFORD & SIMPSON TEENA MARIE SOS BAND AL JARREAU WGCV/Chicago Graham Armstrong PRINCE GRADY HARRELL JEFFREY OSBORNE CASHMERE Bottest: PRINCE TEMPTATIONS ISLEY, JASPER & MIDWAY MAGNUM FORCE WBLZ/Cincinnati Brian Castle PAUL BARDCASTLE BALL & OATES Bottest: MIDNIGHT STAR GRADY HARRELL PRINCE PAUL BARDCASTLE REBBIE JACKSON PRINCE READY FOR THE WOR TEMPTATIONS WZAK/Cleveland Lynn Tolliver WHODINI GEORGE BENSON CHAMPAIGN FORCE MD'S INTRUDERS KURTIS BLOW KASSIP SLAVE Bottest: STEVIE WONDER PAUL BARDCASTLE MIDNIGHT STAR EUGENE WILDE PRINCE WDMT/Cleveland Dean Dean HAROLD MELVIN BALL & OATES FURIOUS FIVE FORCE MD'S JEFFREY OSBORNE GEORGE BENSON PRINCE UTFO SLAVE KURTIS BLOW SHEENA EASTON JANET JACKSON ALICIA MYERS WHODINI DAN BARTMAN STEPHANIE MILLS Bottest: FORCE MD'S GLENN JONES WHODINI DREAMBOY PAUL BARDCASTLE READY FOR THE WOR	WVCO/Columbus K.C. Jones PAUL BARDCASTLE JEFFREY OSBORNE DIANA ROSS GEORGE BENSON GAP BAND SADE RONNIE LAWS NUANCE XAVION PERRY FORD WARREN BURRIS DAN BARTMAN ROGER KELLAWAY Bottest: FATBACK Bottest: TEMPTATIONS STEVIE WONDER MIDNIGHT STAR TEMPTATIONS PRINCE WDAO/Dayton Lankford Stephen THILIGHT 22 STAPLE SINGERS SREILA E POINTER SISTERS KASSIP LIMIT ERAMUS BALL THOMAS MCCLARY JIMMY CASTOR LV JOHNSON Bottest: MIDNIGHT STAR SOS BAND TEENA MARIE PAUL BARDCASTLE MTUNE WJLB/Detroit James Alexander AM-FM SHEENA EASTON DIANA ROSS GREN GUTHRIE GRADY HARRELL Bottest: PAUL BARDCASTLE REBBIE JACKSON PRINCE READY FOR THE WOR TEMPTATIONS WDRQ/Detroit Jim Snowden none Bottest: FAT BOYS PRINCE READY FOR THE WOR STEVIE WONDER TEENA MARIE WKWM/Grand Rapids Frank Grant ADC BAND MAGNUM FORCE STEPHANIE MILLS NUANCE JEFFREY OSBORNE VANITY Bottest: GLENN JONES WHODINI DREAMBOY PAUL BARDCASTLE WVON/Toledo Mexi Myrick BALL & OATES JEFFREY OSBORNE PRINCE PAUL BARDCASTLE FURIOUS FIVE AM-FM NUANCE Bottest: WHODINI READY FOR THE WOR TEMPTATIONS MIDNIGHT STAR TEENA MARIE	WTLN/Indianapolis Jay Johnson MICHAEL WYCOFF KOO & THE GANG SLAVE XAVION READY FOR THE WOR GEORGE BENSON FATBACK CULTURE CLUB RJ'S LATEST ARRIV WARREN BURRIS DAN BARTMAN ROGER KELLAWAY Bottest: TEMPTATIONS NOLAN THOMAS KLYMAXX EUGENE WILDE BILLY OCEAN WLUM/Milwaukee Brown/Austin CHICAGO VANITY ROCK MASTER SCOTT BROWNER BROTHERS JEFFREY OSBORNE Bottest: MADONNA TEMPTATIONS EUGENE WILDE SOS BAND ASHFORD & SIMPSON WWWS/Saginaw Kermit Crockett SLAVE BUTCH SAM & THE S CHAMPAIGN STARSKI FATBACK MICHAEL WYCOFF NUANCE Bottest: TEMPTATIONS TEENA MARIE FAT BOYS KURTIS BLOW KLYMAXX KLM/MSL. Louis Ron Atkins JEFFREY OSBORNE KURTIS BLOW EGYPTIAN LOVER ROGER WHODINI BUTCH SAM & THE S Bottest: FORCE MD'S NEW EDITION PRINCE TEMPTATIONS READY FOR THE WOR WZENS/St. Louis Rod King SHIRLEY BROWN STAPLE SINGERS XAVION Bottest: STEVIE WONDER ASHFORD & SIMPSON MIDNIGHT STAR PAUL BARDCASTLE GLENN JONES

**80 Reporting Stations
76 Current Reports**

The following stations reported a frozen playlist this week:

**WXOK/Baton Rouge
WDRQ/Detroit
WAMO/Pittsburgh
WANT/Richmond**

R&R Country NATIONAL AIRPLAY/50

December 21, 1984

Three Weeks	Two Weeks	Last Week		Total Reports/Adds	Heavy	Medium	Light
13	11	5	1 ALABAMA/(There's A) Fire In The Night (RCA)	160/0	133	23	4
9	6	4	2 CRYSTAL GAYLE/Me Against The Night (WB)	160/1	126	28	6
7	3	3	3 REBA McENTIRE/How Blue (MCA)	157/0	122	24	11
11	10	6	4 JOHN CONLEE/Years After You (MCA)	158/0	112	39	7
15	14	9	5 MERLE HAGGARD w/JANIE FRICKE/A Place To Fall Apart (Epic)	156/1	109	42	5
18	16	10	6 OAK RIDGE BOYS/Make My Life With You (MCA)	160/0	98	59	3
16	15	11	7 CONWAY TWITTY/Ain't She Somethin' Else (WB)	161/0	94	66	1
3	2	1	8 EDDIE RABBITT/The Best Year Of My Life (WB)	152/0	116	21	15
24	19	15	9 T.G. SHEPPARD/One Owner Heart (WB/Curb)	159/1	64	92	3
19	17	12	10 GENE WATSON/Got No Reason Now For Goin' Home (MCA/Curb)	149/2	88	45	16
1	1	2	11 JUDDS (WYNONNA & NAOMI)/Why Not Me? (RCA/Curb)	135/0	95	27	13
20	18	14	12 RICKY SKAGGS/Something In My Heart (Epic)	150/0	80	61	9
8	7	7	13 GEORGE STRAIT/Does Fort Worth Ever Cross Your Mind? (MCA)	138/0	89	30	19
27	23	19	14 ED BRUCE/You Turn Me On (Like A Radio) (RCA)	156/4	58	85	13
29	25	21	15 EDDY RAVEN/She's Gonna Win Your Heart (RCA)	157/6	40	99	18
32	27	20	16 GARY MORRIS/Baby Bye (WB)	158/2	40	97	21
36	29	23	17 MEL McDANIEL/Baby's Got Her Blue Jeans On (Capitol)	149/4	55	75	19
5	4	8	18 WAYLON JENNINGS/America (RCA)	120/0	71	27	22
38	34	27	19 DAN SEALS/My Baby's Got Good Timing (EMI America)	154/4	24	96	34
28	28	24	20 B.J. THOMAS/The Girl Most Likely To... (Clev.Int/Col)	138/1	32	81	25
14	13	13	21 MARK GRAY/Diamond In The Dust (Columbia)	110/0	50	44	16
48	39	36	22 GLEN CAMPBELL/A Lady Like You (Atlantic America)	150/14	13	78	59
34	30	28	23 SAWYER BROWN/Leona (Capitol/Curb)	131/4	31	69	31
30	28	26	24 KENDALLS/I'd Dance Every Dance With You (Mercury/PG)	122/4	37	61	24
2	9	17	25 GEORGE JONES/She's My Rock (Epic)	103/0	47	35	21
45	40	35	26 THE STATLERS/My Only Love (Mercury/PG)	145/7	17	78	50
39	36	31	27 GUS HARDIN w/EARL THOMAS CONLEY/All Tangled Up In Love (RCA)	145/7	15	79	51
4	8	16	28 NITTY GRITTY DIRT BAND/I Love Only You (WB)	99/1	38	37	24
41	37	34	29 EMMYLOU HARRIS/Someone Like You (WB)	141/7	8	88	45
37	35	33	30 JIM GLASER/Let Me Down Easy (Noble Vision)	129/6	17	76	36
46	42	38	31 MICHAEL MARTIN MURPHEY/What She Wants (EMI America)	140/9	7	83	50
-	45	40	32 EXILE/Crazy For Your Love (Epic)	140/14	9	75	56
44	41	37	33 VERN GOSDIN/Slow Burning Memory (Compleat/Pg)	139/10	9	78	52
12	12	18	34 BARBARA MANDRELL/Crossword Puzzle (MCA)	97/1	35	43	19
35	33	32	35 CHARLEY PRIDE/Missin' Mississippi (RCA)	93/1	11	57	25
-	44	41	36 LACY J. DALTON/If That Ain't Love (Columbia)	125/11	4	73	48
22	20	25	37 GAIL DAVIES/Jagged Edge Of A Broken Heart (RCA)	86/0	24	47	15
BREAKER			38 LEE GREENWOOD/You've Got A Good Love Comin' (MCA)	122/29	5	51	66
-	48	44	39 JOHN ANDERSON/Eye Of A Hurricane (WB)	122/13	2	58	62
49	46	43	40 REX ALLEN JR./Running Down Memory Lane (Moon Shine)	102/6	5	58	39
-	-	45	41 STEVE WARINER/What I Didn't Do (MCA)	120/14	1	52	67
23	21	29	42 DEBORAH ALLEN/Heartache And A Half (RCA)	84/0	24	43	17
BREAKER			43 RAY STEVENS/Mississippi Squirrel Revival (MCA)	97/18	11	35	51
6	5	22	44 BELLAMY BROTHERS/World's Greatest Lover (MCA/Curb)	71/0	29	29	13
BREAKER			45 KENNY ROGERS & DOLLY PARTON/The Greatest Gift Of All (RCA)	98/13	7	30	61
DEBUT			46 KENNY ROGERS/Crazy (RCA)	93/30	1	29	63
17	22	30	47 HANK WILLIAMS JR./All My Rowdy Friends Are Comin'... (WB/Curb)	59/0	16	25	18
10	24	39	48 A. MURRAY w/D. LOGGINS/Nobody Loves Me Like You Do (Capitol)	51/0	15	20	16
-	-	50	49 DAVID FRIZZELL/No Way Jose (Viva)	82/8	3	36	43
DEBUT			50 DAVID ALLAN COE/She Used To Love Me A Lot (Columbia)	80/11	2	36	42

MOST ADDED

- JOHN SCHNEIDER (43)
Country Girls (MCA)
- DON WILLIAMS (40)
Walkin' A Broken Heart (MCA)
- EARL THOMAS CONLEY (35)
Honor Bound (RCA)
- JANIE FRICKE (34)
The First Word In Memory... (Columbia)
- JOHNNY LEE (32)
Rollin' Lonely (Full Moon/WB)
- KENNY ROGERS (30)
Crazy (RCA)
- LEE GREENWOOD (29)
You've Got A Good Love Comin' (MCA)
- GEORGE JONES w/BRENDA LEE (25)
Hallelujah, I Love You So (Epic)
- RAY STEVENS (18)
Mississippi Squirrel Revival (MCA)
- KAREN BROOKS (17)
A Simple I Love You (WB)
- CON HUNLEY (17)
All American Country Boy (Capitol)

HOTTEST

- ALABAMA (72)
(There's A) Fire In The Night (RCA)
- REBA McENTIRE (47)
How Blue (MCA)
- OAK RIDGE BOYS (44)
Make My Life With You (MCA)
- EDDIE RABBITT (44)
The Best Year Of My Life (WB)
- JUDDS (40)
Why Not Me? (RCA/Curb)
- CRYSTAL GAYLE (38)
Me Against The Night (WB)
- GEORGE STRAIT (38)
Does Fort Worth Ever Cross Your... (MCA)
- MERLE HAGGARD w/JANIE FRICKE (33)
A Place To Fall Apart (Epic)
- MEL McDANIEL (32)
Baby's Got Her Blue Jeans On (Capitol)
- JOHN CONLEE (26)
Years After You (MCA)

MOST ADDED & HOTTEST list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicates the total number of Country reporters adding the song this week or noting that the song is among their five hottest.

BREAKERS

LEE GREENWOOD

You've Got A Good Love Comin' (MCA)

On 75% of reporting stations. Rotations: Heavy 5, Medium 51, Light 66, Total Adds 29 including WGNA, WAJR, WKYG, WNYR, WILQ, WUSY, WFNC, WGKX, KWEN, KYAK, KGHL, KFTN, KGA.

KENNY ROGERS & DOLLY PARTON

The Greatest Gift Of All (RCA)

On 60% of reporting stations. Rotations: Heavy 7, Medium 30, Light 61, Total Adds 13, WGNA, WAJR, KIX106, WMZQ, WVMi, WMC, KKYX, WLLR, WITL, WMIL, K102, KRST, KFTN. Heavy: KISS-FM, KCKC.

RAY STEVENS

Mississippi Squirrel Revival (MCA)

On 60% of reporting stations. Rotations: Heavy 11, Medium 35, Light 51, Total Adds 18 including WGNA, WSNO, WRKZ, WAJR, KIX106, WUSY, WCOS, WSIX, WQYK, WCXI, KIOV, K102, KGHL, KEIN, KFTN.

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, 12-17-84.

HANK'S PICKS



Last Week 55% Correct *

Merry Christmas & Happy New Year
To All My Rowdy Friends.

Thanks For Playing Hank's Picks!

*Last week, Monday night game is not included in contest.





NEW & ACTIVE

- KENNY ROGERS "Crazy" (RCA) 93/30**
Rotations: Heavy 1, Medium 29, Light 63, Total Adds 30 including WRKZ, WNYR, KMML, KASE, WUSY, WCOS, WESC, WOKK, WCXI, KFGO, KXXY, KKAL, KUGN, KTOM, KGA.
- CHARLEY PRIDE "Missin' Mississippi" (RCA) 93/1**
Rotations: Heavy 11, Medium 57, Light 25, Total Adds 1, WIRE. Heavy: WSNO, WTSV, CHOW, WYII, WTVY, KKYX, WUSO, KSO, WTHI, KUZZ, KIGO. Medium: WKKW, WVAM, WZZK.
- LOUISE MANDRELL "This Bed's Not Big Enough" (RCA) 91/11**
Rotations: Heavy 2, Medium 28, Light 63, Total Adds 11, WOKO, WRKZ, WDSY, KLVI, WESC, WTQR, WTSO, KXXY, KFDI, KRST, KFRE. Heavy: WMC. Medium: WBGW, WTVY, WCXI.
- GAIL DAVIES "Jagged Edge Of A Broken Heart" (RCA) 86/0**
Rotations: Heavy 24, Medium 47, Light 15, Total Adds 0. Heavy: WOKO, WXTU, WDSY, WSEN, WYII, KRRV, WFNC, KIKK, WAMZ, KKYX, WQYK, WWWW, WCUZ, KRWO, KWJJ.
- DEBORAH ALLEN "Heartache And A Half" (RCA) 84/0**
Rotations: Heavy 24, Medium 43, Light 17, Total Adds 0. Heavy: WBGW, WOKO, WAJR, WKYG, KRRV, WEZL, WUSY, WFNC, WQYK, WUSN, WAXX, WIRE, WWJO, KJOT, KKCS.
- DAVID FRIZZELL "No Way Jose" (Viva) 82/8**
Rotations: Heavy 3, Medium 36, Light 43, Total Adds 8, WVMI, WUSY, WLWI, WTQR, KSO, WTSO, WMIL, KFTN. Heavy: KVOO, KSOP, KIGO. Medium: WGNA, KHEY, WKKO, KQIL.
- DAVID ALLAN COE "She Used To Love Me A Lot" (Columbia) 80/11**
Rotations: Heavy 2, Medium 38, Light 42, Total Adds 11, WMZO, CHOW, WILQ, WVMI, KLLL, WLWI, WPAP, WDAF, WITL, WTHI, KMAK. Heavy: KVOO, KRKT. Medium: WPTR, KMML.
- JOHNNY PAYCHECK "I Never Got Over You" (AMI) 80/10**
Rotations: Heavy 4, Medium 30, Light 46, Total Adds 10, WIXY, KIX106, WUSY, WAMZ, KLLL, WTQR, WSLR, WTSO, KKAL, KFTN. Heavy: WTSV, WTVY, WPAP, KKYX.
- RAZZY BAILEY "Touchy Situation" (MCA) 78/5**
Rotations: Heavy 3, Medium 33, Light 42, Total Adds 5, WKYG, WSOC, WFNC, WUSQ, WUSN. Heavy: WTSV, WTVY, WCUZ. Medium: WBGW, WYNK, KSO, WTOD, KEIN, KTOM.
- GEORGE JONES with BRENDA LEE "Hallelujah, I Love You So" (Epic) 73/25**
Rotations: Heavy 0, Medium 25, Light 48, Total Adds 25 including WGNA, WCAO, WRKZ, WMZO, KMML, WUSY, WESC, KYYX, WDAF, WTSO, WTOD, KVOO, KKAL, KUGN, KMAK.
- RAY CHARLES with WILLIE NELSON "Seven Spanish Angels" (Columbia) 72/14**
Rotations: Heavy 6, Medium 19, Light 47, Total Adds 14, WAJR, WXTU, WYII, WVMI, WDXE, WGXK, KYXX, KWMT, WITL, WTSO, WMIL, KRST, KYAK, KUGN. Medium: KXXY.
- BELLAMY BROTHERS "World's Greatest Lover" (MCA/Curb) 71/0**
Rotations: Heavy 29, Medium 29, Light 13, Total Adds 0. Heavy: WAJR, WXTU, WUSY, KIKK, WSM, WKIX, WRNL, WGAR-FM, WQHK, KGHL, KLZ, KWJJ, KSAN.
- JOHN SCHNEIDER "Country Girls" (MCA) 69/43**
Rotations: Heavy 1, Medium 18, Light 52, Total Adds 43 including WGNA, WBGW, WRKZ, WDSY, KASE, KLVI, WUSY, WGTO, WBCS, WTOD, KTPK, KVOO, KRST, KKAL, KWJJ.
- JIMMY BUFFETT "Bigger Than The Both Of Us" (MCA) 67/11**
Rotations: Heavy 3, Medium 18, Light 48, Total Adds 11, WVMI, WUSY, WDXE, WLWI, WQYK, WUSQ, WTQR, WMNI, WITL, KUUY, KFRE. Heavy: KKYX, KBMR, WCUZ. Medium: WYII.
- CON HUNLEY "All American Country Boy" (Capitol) 66/17**
Rotations: Heavy 1, Medium 19, Light 46, Total Adds 17 including WILQ, WGTO, WTVY, WFNC, WWOD, WPAP, WMNI, KSO, KWMT, WITL, KTPK, KFDI, KRST, KUGN, KMAK.
- HILLARY KANTER "Hey" (RCA) 61/8**
Rotations: Heavy 2, Medium 23, Light 36, Total Adds 8, WBGW, WFNC, WSLR, KSO, WGEE, KKAL, KMAK, KEIN. Heavy: KKYX, KCKC. Medium: WXTU, WPAP, WTSO, KSOP.
- HANK WILLIAMS JR. "All My Rowdy Friends Are Comin'..." (WB/Curb) 59/0**
Rotations: Heavy 18, Medium 25, Light 18, Total Adds 0. Heavy: WKYG, WXTU, WEZL, KHEY, KIKK, WNOX, WKSJ, KRMD, WQYK, WIRK, KCJB, WOW, KTPK, KUGN, KWJJ.
- LLOYD DAVID FOSTER "I'm Gonna Love You Right..." (Columbia) 57/6**
Rotations: Heavy 1, Medium 17, Light 39, Total Adds 6, WUSY, WPAP, WMNI, KSO, WTHI, KEIN. Heavy: WTSV. Medium: WGNA, KMML, KPLX, KHEY, WITL, KVOO, KKAL, KUGN.
- JANIE FRICKE "The First Word In Memory Is Me" (Columbia) 52/34**
Rotations: Heavy 1, Medium 12, Light 39, Total Adds 34 including WTSV, WWVA, KASE, WYNK, WSOC, WUSY, WGTO, KBMR, WAXX, KWMT, WFMS, KRST, KUGN, KRWO, KGA.

SIGNIFICANT ACTION

- DON WILLIAMS "Walkin' A Broken Heart" (MCA) 42/40**
Rotations: Heavy 0, Medium 6, Light 36, Total Adds 40 including WGNA, WVAM, WBGW, WSNO, KRRV, WDXE, WGXK, WTQR, KBMR, WKKO.
- EARL THOMAS CONLEY "Honor Bound" (RCA) 40/35**
Rotations: Heavy 0, Medium 5, Light 35, Total Adds 35 including WSNO, WIXL, WDSY, KRRV, WUSY, WESC, WOKK, WTQR, KFGO, KIOV.
- JOHNNY LEE "Rollin' Lonely" (Full Moon/WB) 36/32**
Rotations: Heavy 0, Medium 7, Light 29, Total Adds 32 including WVAM, WBGW, WSNO, KRRV, KLVI, WVMI, WESC, KBMR, WMNI, WKKO.

- TOM JONES "I'm An Old Rock 'N' Roller" (Mercury/PolyGram) 36/1**
Rotations: Heavy 0, Medium 9, Light 27, Total Adds 1, WWOD. Medium: WPTR, WYII, WUSY, KHEY, WESC, WPAP, KTTS, KGIL, KRSY.
- KAREN BROOKS "A Simple I Love You" (WB) 26/17**
Rotations: Heavy 0, Medium 3, Light 23, Total Adds 17 including WGNA, WCAO, WKYG, WCMS, KKYX, KBMR, WMNI, KFGO, WTOD, KUGN.
- BILLY CHINNOCK "The Way She Makes Love" (Paradise) 21/6**
Rotations: Heavy 0, Medium 1, Light 20, Total Adds 6, WIXL, WIXY, WPAP, KBMR, KFGO, KEBC. Medium: WBGW. Light: WPOR, WDXE, KRSY.
- DOTTIE WEST "Let Love Come Lookin' For You" (Permian) 20/0**
Rotations: Heavy 1, Medium 8, Light 11, Total Adds 0. Heavy: WPTR. Medium: WYII, KIKK, KRMD, WIRK, KXXY, WWJO, KRSY, KIGO.
- BECKY HOBBS "Wheels In Emotion" (EMI America) 19/1**
Rotations: Heavy 0, Medium 6, Light 13, Total Adds 1, KGA. Medium: WSNO, KHEY, KKYX, KBMR, WWJO, KSOP. Light: WGNA, WYII, KMML.
- BROOKS BROTHERS BAND "Hurry On Home" (Buckboard) 18/6**
Rotations: Heavy 0, Medium 3, Light 15, Total Adds 6, WTSV, KFGO, WWJO, KUGN, KRWO, KIGO. Medium: KMML, KRKT. Light: WYII.
- CHARLESTON EXPRESS "Sweet Love Don't Cry" (Soundwaves) 18/6**
Rotations: Heavy 0, Medium 0, Light 18, Total Adds 6, WESC, WDXE, WOKK, WPAP, KSO, KSOP. Light: WFNC, KEBC, WOW, KGA.
- KATHY TWITTY "Green Eyes" (Permian) 17/4**
Rotations: Heavy 1, Medium 1, Light 15, Total Adds 4, WIXY, WWOD, KWMT, WTOD. Heavy: WCUZ. Medium: KIGO. Light: WSNO, KRWO, KRSY, KRPM.
- NARVEL FELTS "Hey Lady" (Evergreen) 16/13**
Rotations: Heavy 0, Medium 1, Light 15, Total Adds 13 including WVAM, WSNO, WTVY, WDXE, KFGO, KWMT, KVOD, KRWO, KQIL, KGA.
- EVERLY BROTHERS "The First In Line" (Mercury/PolyGram) 15/11**
Rotations: Heavy 0, Medium 1, Light 14, Total Adds 11 including WBGW, WOKO, KRRV, KASE, WCMS, KFGO, KEBC, WTOD, KVOO, KRWO.
- KEITH WHITLEY "Don't Our Love Look Natural" (RCA) 15/0**
Rotations: Heavy 0, Medium 1, Light 14, Total Adds 0. Light: WSNO, WTSV, WPAP, KRMD, KBMR, WAXX, KEBC, KFDI, KRWO.
- STEVE EARLE "What'll You Do About Me?" (Epic) 13/1**
Rotations: Heavy 0, Medium 3, Light 10, Total Adds 1, KGA. Medium: KIKK, KKYX, KEBC. Light: WSNO, WYII, KYXX, KTTS, KRWO.
- DOUG BLOCK "Have Another Drink" (Revolver) 10/3**
Rotations: Heavy 0, Medium 1, Light 9, Total Adds 3, WGNA, WLWI, KKYX. Medium: WITL. Light: WFNC, WWOD, WCMS, KFGO, KTTS, KRST.
- ROBIN LEE "I Heard It On The Radio" (Evergreen) 10/0**
Rotations: Heavy 0, Medium 2, Light 8, Total Adds 0. Medium: KMML, KHEY. Light: WPTR, WSNO, WYII, WEZL, KRMD, KTTS, KRWO, KRSY.
- DARRELL CLANTON "I Forgot That I Don't Live..." (WB) 9/9**
Rotations: Heavy 0, Medium 0, Light 9, Total Adds 9, WSNO, WQBE, KRRV, WCMS, KBMR, KEBC, WXCL, KVOO, KRKT.
- BECKY CHASE "Until The Music Is Gone" (Spirit Horse) 9/6**
Rotations: Heavy 0, Medium 1, Light 8, Total Adds 6, WFNC, WPAP, KKYX, KRSY, KSOP, KGA. Light: WUSY, WCMS, KRPM.
- MARGO SMITH "Sittin' On Santa's Knee" (Bermuda Dunes) 9/5**
Rotations: Heavy 0, Medium 0, Light 9, Total Adds 5, WTSV, WKYG, WOKK, WKKO, KIGO. Light: WYII, KRRV, KBMR, KTOM.
- GORDON DEE "Nothing Left Between Us But..." (Southern Tracks) 9/1**
Rotations: Heavy 0, Medium 0, Light 9, Total Adds 1, WIXY. Light: WSNO, WYII, KRRV, WTVY, WLWI, WPAP, KRWO, KRSY.
- JOE SUN "Why Would I Want To Forget?" (AMI) 8/6**
Rotations: Heavy 0, Medium 0, Light 8, Total Adds 6, WPAP, WQYK, KVOO, KRWO, KRPM, KGA. Light: KBMR, KFGO.

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)	<i>Blue Highway</i>
GEORGE STRAIT/Any Old Time (MCA)	<i>Does Fort Worth Ever...</i>
GEORGE STRAIT/The Fireman (MCA)	<i>Does Fort Worth Ever...</i>
GEORGE JONES w/BARBARA MANDRELL/Daisy Chain (Epic)	<i>Lady's Choice</i>
ROGERS & PARTON/A Christmas To... (RCA)	<i>Once Upon A Christmas</i>
JUDDS/Girl's Night Out (RCA/Curb)	<i>Why Not Me?</i>
JUDDS/Drops of Water (RCA/Curb)	<i>Why Not Me?</i>
RICKY SKAGGS/Country Boy (Epic)	<i>Country Boy</i>
EARL THOMAS CONLEY/Love Don't Care (RCA)	<i>Treadin' Water</i>
JANIE FRICKE/Another Man Like That (Columbia)	<i>The First Word In Me</i>
REBA McENTIRE/Before I Met You (MCA)	<i>My Kind Of Country</i>
EARL THOMAS CONLEY/Treadin' Water (RCA)	<i>Treadin' Water</i>
JUDDS/Bye Bye Baby Blues (RCA/Curb)	<i>Why Not Me?</i>
K. ROGERS & D. PARTON/With Bells On (RCA)	<i>Once Upon A Christmas</i>
GEORGE STRAIT/The Cowboy Rides Away (MCA)	<i>Does Fort Worth Ever...</i>
JUDDS/My Baby's Gone (RCA/Curb)	<i>Why Not Me?</i>



"Let The Heartache Ride"

PB-13969

NEXT WEEK A NEW ERA BEGINS.



Adult / Contemporary

Continued from Back Page

BREAKERS

WHAMI

Careless Whisper (Columbia)

77% of our reporters on it. Rotations: Heavy 9/0, Medium 68/15, Light 29/12, Total Adds 27 including WKBW, WPIX, Y97, W101, WMJI, KLSI, WISN, KMJI, K101, WTIC, WKGW, WMJJ, WBT, WGOW, WHBY, and 12 more. Moves 25-16 on the A/C chart.

MANHATTAN TRANSFER

Baby Come Back To Me (The Morse Code...) (Atlantic)

64% of our reporters on it. Rotations: Heavy 7/0, Medium 51/5, Light 30/6, Total Adds 11, WSB-FM, WLLT, V100, WRIE, WFSM, WKGW, WGOW, WKJJ, WHB, KOY, KFQD. Debuts at number 24 on the A/C chart.

GEORGE BENSON

20/20 (WB)

60% of our reporters on it. Rotations: Heavy 0/0, Medium 41/11, Light 42/17, Total Adds 28 including WFBR, WKBW, WRMM, WSB-FM, WARM98, WLLT, WLTF, WISN, B100, K101, KJR, WAEB, WICC, K106, WMJJ, and 13 more. Debuts at number 25 on the A/C chart.

NEW & ACTIVE

NEIL DIAMOND "You Make It Feel Like Christmas" (Columbia) 78/28

Rotations: Heavy 2/0, Medium 27/8, Light 49/20, Total Adds 28, WFBR, WBEN, WLTT, WSB-FM, WLTF, WMJI, KLSI, KS94, WRIE, WTIC, WKYE, WGY, KEY103, WAFB, 2WO, WHBC, WTRX, WENS, WLTE, KOUK, KKUA, WPPA, WGSV, KFSB, KWEB, WJON, WBOW, KRNO. Heavy: WCCO, WCIL. Medium: WSB, WAEB, WRKA, WMAZ, WRVA, WHBY, 3WM, KRAV, KSL, KIXI-FM, WEIM, WTKO, WSKI, WCHV, WVBS, WXUS, WHNN, KMGQ.

JOHN CAFFERTY & BEAVER BROWN BAND "Tender Years" (Scotti Bros./CBS) 75/2

Rotations: Heavy 6/0, Medium 48/1, Light 21/1, Total Adds 2, KGW, KKPL. Heavy: WSFL, WAVE, WSNY, WNNR, WCKQ, WCHV. Medium: WFBR, WLTF, WMJI, WLSI, WMYX, KFMB, WICC, V100, WFSM, WKYE, WPJB, WAFB, K106, WAHR, WMAZ, 2WD, KRNT, WTRX, WMGN, 3WM, KOUK, KKUA, KIXI-FM, WEIM, WKNE, WSKI, WTNV, WPPA, WSKY, KRLB, WKYX, WZLQ, WFFX, KTYL, WVBS, KFSB, WXUS, KEEZ, KWEB, WJON, KKL, V, KTWO, K99, KRNO, KQSW, KRBS, KALE.

GEORGE FISCHOFF "Starry Night" (Lisa) 72/29

Rotations: Heavy 0/0, Medium 15/8, Light 57/21, Total Adds 29, WBEN, WLTT, W101, WMJI, KHOW, KGW, WAEB, WKYE, WAFB, 2WD, WRVA, B10TVN, K10A, WFMK, WMGN, WLTE, KBOI, KIXI-FM, WTNV, WPPA, WSKY, WCKQ, WZLQ, WCIL, WJON, WBOW, KRNO, KEEZ, KWEB, WJON, KKL, V, KTWO, K99, KRNO, KQSW, KRBS, KALE.

AMERICA "Can't Fall Asleep To A Lullaby" (Capitol) 69/11

Rotations: Heavy 1/0, Medium 38/5, Light 32/8, Total Adds 11, WRMM, WARM98, WAEB, WRIE, WBT, WLTE, KOIL, KBOI, KOUK, KOY, KFQD. Heavy: WCCO. Medium: KGW, WGY, K106, WAHR, WMAZ, WRVA, WHBC, WMGN, KSL, KIXI-FM, KKPL, WNNR, WTKO, WKNE, WSKI, WTNV, WSKY, WCKQ, WCHV, WGSV, WAGE, KRLB, WZLQ, WFFX, WCIL, WBOW, KTWO, KRNO, KRBS, WISN, KRNT.

ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 JACK WAGNER	131/1	117	12	2
2 CHICAGO	135/1	113	21	1
3 JERMAINE JACKSON	133/0	110	21	2
4 BOB SEGER & SILVER BULLET BAND	129/0	90	36	3
5 JULIAN LENNON	125/0	88	32	5
6 HONEYDRIPPERS	119/0	79	32	8
7 RAY PARKER JR.	125/2	65	53	7
8 PAUL McCARTNEY	114/0	65	44	5
9 BARRY MANILOW	114/0	65	42	7
10 STEVE PERRY	122/3	38	68	16
11 STEVIE WONDER	118/3	50	49	19
12 CYNDI LAUPER	103/0	44	50	9
13 FOREIGNER	116/14	29	69	18
14 DIANA ROSS	110/4	25	75	10
15 ELTON JOHN	111/10	13	83	15
16 WHAMI	106/27	9	68	29
17 RICK SPRINGFIELD w/RANDY CRAWFORD	102/3	22	64	16
18 LIONEL RICHIE	84/0	26	50	8
19 BARBRA STREISAND w/KIM CARNES	109/16	7	67	35
20 LINDA RONSTADT	96/2	10	71	15
21 AL JARREAU	78/0	28	40	10
22 MELISSA MANCHESTER	91/0	35	48	8
23 DARYL HALL & JOHN OATES	73/0	23	39	11
24 MANHATTAN TRANSFER	88/11	7	51	30
25 GEORGE BENSON	83/28	0	41	42

MOST ADDED

BAND-AID (37)
Do They Know It's Christmas? (Columbia)
GEORGE FISCHOFF (29)
Starry Night (Lisa)
GEORGE BENSON (28)
20/20 (WB)
NEIL DIAMOND (28)
You Make It Feel Like Christmas (Columbia)
WHAMI (27)
Careless Whisper (Columbia)
CULTURE CLUB (18)
Mistake No. 3 (Virgin/Epic)
JOHN HUNTER (18)
Tragedy (Private I/CBS)

HOTTEST

JACK WAGNER (107)
All I Need (Qwest/WB)
CHICAGO (99)
You're The Inspiration (WB)
JERMAINE JACKSON (81)
Do What You Do (Arista)
HONEYDRIPPERS (52)
Sea Of Love (Es Paranza/Antalctic)
JULIAN LENNON (52)
Valotte (Atlantic)
BOB SEGER & SILVER BULLET... (45)
Understanding (Capitol)

CULTURE CLUB "Mistake No. 3" (Virgin/Epic) 64/18

Rotations: Heavy 2/0, Medium 30/7, Light 32/11, Total Adds 18, WARM98, KLSI, WISN, B100, WRIE, WAHR, WSFL, 2WD, WRVA, WHBY, WNAM, KBOI, KSL, WTNV, WAGE, WXUS, KWEB, KMGQ. Heavy: WKBW, 97AIA. Medium: WPIX, KOST, WICC, WKYE, WMAZ, WMGN, KKUA, KFI, KWAV, KIXI-FM, WTKO, WKNE, WSKI, WPPA, WSKY, WCKQ, KRLB, WFFX, KTYL, KFSB, KEEZ, WJON, KQSW.

MADONNA "Like A Virgin" (Sire/WB) 53/1

Rotations: Heavy 23/0, Medium 23/0, Light 7/1, Total Adds 1, WVBS. Heavy: WTAE, KMGQ, KOST, KEZR, CK101, WKJJ, WSFL, WENS, KOIL, WMHE, KKUA, KFI, KWAV, WNNR, WEIM, WSKI, WTNV, WSKY, KRLB, WKYX, WFFX, KTYL, KQSW. Medium: Y97, 97AIA, KLSI, KGW, B100, K101, KJR, V100, WFSM, WPJB, KEY103, WMAZ, 2WD, WAVE, WNAM, WTRX, WMGN, WCKQ, WGSV, KEEZ, WHNN, KKL, V, KRNO.

BAND-AID "Do They Know It's Christmas?" (Columbia) 52/37

Rotations: Heavy 3/1, Medium 11/10, Light 38/28, Total Adds 37, WBEN, WTAE, WSB, WSB-FM, WLLT, KHOU, KMGQ, KOST, KKL, KEZR, WICC, WKGW, WAFB, CK101, WKJJ, WRKA, WSFL, WSNY, K10A, WENS, WMGN, KOIL, KRAV, KFI, KSL, KIXI-FM, WNNR, WTKO, WSKI, WCKQ, KRLB, KTYL, KEEZ, KWEB, WHNN, KFQD, KQSW. Heavy: WKYE, WCIL. Medium: WCHV.

KENNY ROGERS & DOLLY PARTON "The Greatest Gift Of All" (RCA) 48/13

Rotations: Heavy 0/0, Medium 14/5, Light 34/8, Total Adds 13, WSB-FM, W101, KHOU, WRIE, 2WD, WMGN, WLTE, KKUA, WCKQ, WVBS, KFSB, KWEB, WBOW. Medium: WSB, KVIL-FM, WMAZ, KSL, KIXI-FM, WEIM, WSKI, WCIL, WXUS.

DARYL HALL & JOHN OATES "Method Of Modern Love" (RCA) 48/11

Rotations: Heavy 3/0, Medium 22/2, Light 23/9, Total Adds 11, KLSI, B100, WMJJ, WLAC-FM, WRVA, WTRX, KKPL, WZLQ, WVBS, WHNN, WBOW. Heavy: KOST, WSFL, KFI. Medium: WFBR, KEZR, WAEB, WKJJ, WMGN, KOIL, KKUA, KWAV, WNNR, WSKI, WPPA, WSKY, WCKQ, WCHV, WKYX, WFFX, KTYL, KEEZ, KRNO, KQSW.

MICHAEL MARTIN MURPHEY "What She Wants" (EMI America) 42/8

Rotations: Heavy 2/0, Medium 14/4, Light 28/4, Total Adds 8, KHOU, WICC, WMAZ, WRVA, WKNE, KORQ, WGSV, WFFX. Heavy: WAHR, KSL. Medium: WFBR, WCCO, K106, KIXI-FM, WEIM, WSKI, WKYX, WJBC, WCIL, KWEB.

PHILIP BAILEY with PHIL COLLINS "Easy Lover" (Columbia) 42/5

Rotations: Heavy 6/0, Medium 19/1, Light 17/4, Total Adds 5, Y97, K101, KOIL, WMHE, KQSW. Heavy: KEZR, WPJB, WKJJ, WSFL, WCKQ, KALE. Medium: KVIL-FM, V100, WKYE, WAVE, KRNT, WENS, WMGN, KKUA, KWAV, WNNR, WEIM, WSKI, WSKY, KRLB, WKYX, WFFX, KTYL, KKL, V.

JOHN HUNTER "Tragedy" (Private I/CBS) 38/18

Rotations: Heavy 0/0, Medium 6/1, Light 32/17, Total Adds 18, WKYE, WMAZ, WNAM, K10A, WTRX, KKUA, KWAV, KORQ, WCKQ, WGSV, WAGE, KRLB, WFFX, WCIL, WXUS, WJON, KKL, V, KMGQ. Medium: KEZR, KIXI-FM, KTYL, KQSW, KALE.

KOOL & THE GANG "Misled" (De-Lite/PolyGram) 38/12

Rotations: Heavy 0/0, Medium 14/2, Light 24/10, Total Adds 12, WICC, KEY103, WAFB, WMAZ, WNAM, WSNY, WTRX, KKUA, KORQ, WFFX, WJON, KALE. Medium: WFBR, KVIL-FM, KEZR, WSFL, WMGN, KWAV, WNNR, WSKI, WPPA, WCKQ, KRLB, WAEB.

DANNY O'KEEFE "Along For The Ride" (Coldwater) 34/2

Rotations: Heavy 2/0, Medium 12/0, Light 20/2, Total Adds 2, WTKO, KORQ. Heavy: KWAV, WCHV. Medium: WCCO, K101, WAHR, WMAZ, WAVE, WMGN, WEIM, WSKI, KEEZ, KKL, V, KRBS, KMGQ.

DON HENLEY "The Boys Of Summer..." (Geffen) 33/3

Rotations: Heavy 5/0, Medium 18/0, Light 12/3, Total Adds 3, WLTF, KMGQ, WMHE. Heavy: WSFL, WSKI, WCKQ, KRLB, KALE. Medium: WFBR, KLSI, KEZR, WPJB, WMAZ, WAVE, WTRX, WENS, KWAV, KIXI-FM, WKNE, WSKY, WKYX, KTYL, KKL, V, KQSW.

TEMPTATIONS "Treat Her Like A Lady" (Gordy/Motown) 31/8

Rotations: Heavy 0/0, Medium 5/2, Light 28/8, Total Adds 8, WISN, WMAZ, WSFL, WTRX, KORQ, KRLB, WKYX, KKL, V. Medium: WMGN, WKNE, WSKI.

SIGNIFICANT ACTION

POINTER SISTERS "Neutron Dance" (Planet/RCA) 29/10

Rotations: Heavy 3/0, Medium 11/3, Light 15/7, Total Adds 10, B100, KEZR, KFI, WSKY, WCHV, WZLQ, WFFX, WHNN, KKL, V, KQSW. Heavy: KMGQ, WKJJ, WSFL. Medium: KVIL-FM, WENS, WPPA, WCKQ, KRLB, WKYX, KTYL, KALE.

DAVID BOWIE "Tonight" (EMI America) 25/3

Rotations: Heavy 2/0, Medium 6/0, Light 17/3, Total Adds 3, B100, KFSB, WHNN. Heavy: WKBW, KALE. Medium: KEZR, KIXI-FM, WEIM, WSKI, WCHV, WFFX.

ANDY SUMMERS "2010" (A&M) 25/2

Rotations: Heavy 0/0, Medium 6/1, Light 19/1, Total Adds 2, WMAZ, KALE. Medium: WRVA, WNNR, WEIM, WSKI, WCHV.

LORENZO LAMAS "Fools Like Me" (Scotti Bros./CBS) 23/14

Rotations: Heavy 0/0, Medium 4/3, Light 19/11, Total Adds 14, WPRO, WAEB, WAHR, WSFL, WHBY, WNAM, K10A, KIXI-FM, WNNR, KORQ, WGSV, WCIL, KFSB, WJON. Medium: WMAZ.

JOHN FOGERTY "The Old Man Down The Road" (WB) 21/16

Rotations: Heavy 0/0, Medium 4/3, Light 17/13, Total Adds 16, KGW, WICC, K106, WSFL, WTRX, WENS, WNNR, WSKY, KRLB, WZLQ, WFFX, KTYL, KEEZ, KFQD, KKL, V, KALE. Medium: WSKI.

CHAKA KHAN "I Feel For You" (WB) 11/1

Rotations: Heavy 4/0, Medium 7/1, Light 0/0, Total Adds 1, WCHV. Heavy: KMGQ, WKYE, WENS, KKUA. Medium: WTAE, KVIL-FM, B100, WHAS, WKJJ, WPPA.

GLENN FREY "The Heat Is On" (MCA) 10/5

Rotations: Heavy 0/0, Medium 3/1, Light 7/4, Total Adds 5, KEZR, WPJB, WKJJ, WCKQ, WZLQ. Medium: KTYL, KQSW.

BREAKERS are those records that have achieved concurrent airplay at 60% of our reporting stations. **NEW & ACTIVE** records are receiving airplay at 30 or more stations. Records in **SIGNIFICANT ACTION** are receiving airplay from 10-29 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve **BREAKER** status to enter the A/C chart. Records which have achieved **BREAKER** status must also have sufficient heavy and medium rotation airplay to enter the chart.



AOR / ALBUMS

December 21, 1984

155 REPORTERS

Three Two Last
Weeks Weeks Week

Total Hot Medium Total
Reports Rotation Rotation Adds All
Rotations

Three Weeks	Two Weeks	Last Week	Album	Label	Songs	Total Reports	Hot Rotation	Medium Rotation	Total Adds
2	1	1	1 DON HENLEY/Building The Perfect Beast	(Geffen)	"Boys" (147) "Sunset" (118) "All She Wants" (24)	151	148	3+	0=
-	-	3	2 FOREIGNER/Agent Provocateur	(Atlantic)	"I Want To Know" (146) "Yesterday" (67) "Tooth" (52)	148	143+	5-	0-
1	2	2	3 BRYAN ADAMS/Reckless	(A&M)	"Run" (133) "Love" (108) "Summer" (51)	147	142-	5+	1+
6	4	4	4 KINKS/Word Of Mouth	(Arista)	"Do It Again" (148) "Living" (32)	152	100-	52-	0=
3	3	6	5 PAT BENATAR/Tropico	(Chrysalis)	"We Belong" (98) "Diamond" (82) "Crazy" (41)	135	106-	28+	2+
18	13	7	6 PHILIP BAILEY/Chinese Walls	(Columbia)	"Easy Lover" (134)	135	111+	24-	0-
16	12	8	7 GIUFFRIA/Giuffria	(Camel/MCA)	"Call To The Heart" (139)	140	88+	51-	1-
4	6	8	8 JULIAN LENNON/Valotte	(Atlantic)	"Too Late" (108) "Valotte" (72)	134	85-	49+	1-
13	6	9	9 DEEP PURPLE/Perfect Strangers	(Mercury/PG)	"Perfect Strangers" (103) "Knocking" (96)	137	68-	69-	1=
19	17	13	10 TRIUMPH/Thunder Seven	(MCA)	"Spellbound" (130) "Time Goes By" (12)	134	54+	80-	3+
8	7	10	11 REO SPEEDWAGON/Wheels Are Turnin'	(Epic)	"Can't Fight" (117) "I Dowanna Know" (48)	131	75-	55-	2-
17	16	14	12 JOHN PARR/John Parr	(Atlantic)	"Naughty Naughty" (124)	124	63+	61-	1-
10	9	12	13 U2/The Unforgettable Fire	(Island)	"Wire" (80) "Pride" (52) "Unforgettable" (34)	124	56-	68+	1=
16	19	17	14 SURVIVOR/Vital Signs	(Scotti Bros./CBS)	"High On You" (107) "I Can't Hold" (32)	117	51+	65=	9+
9	11	16	15 BRUCE SPRINGSTEEN/Born In The U.S.A.	(Columbia)	"Born" (87) "Bobby Jean" (14)	96	75-	21+	2=
6	10	16	16 ROGER HODGSON/In The Eye Of The Storm	(A&M)	"In Jeopardy" (71) "Had A Dream" (68)	112	46-	65+	4=
31	24	20	17 AUTOGRAPH/Sign In Please	(RCA)	"Turn Up The Radio" (112)	115	22+	93+	3-
12	8	11	18 TOTO/Isolation	(Columbia)	"Stranger In Town" (95)	101	59-	42+	1+
			DEBUT 19 BEVERLY HILLS COP/Soundtrack	(MCA)	"The Heat Is On" (115)	115	30	75	30
11	15	18	20 HONEYDRIPPERS/Volume One	(Es Paranza/Atlantic)	"Rockin'" (62) "Sea" (49) "Thrill" (15)	89	55-	34-	3+
40	31	27	21 LOS LOBOS/How Will The Wolf Survive?	(Slash/WB)	"Don't Worry Baby" (103)	107	17+	88+	9-
-	33	29	22 BRUCE COCKBURN/Stealing Fire	(Gold Mountain/A&M)	"Rocket Launcher" (103)	105	18+	78+	12-
28	26	26	23 HALL & OATES/Big Bam Boom	(RCA)	"Bank" (51) "Method" (49) "Touch" (16)	90	38+	50+	6=
7	14	19	24 TEACHERS/Soundtrack	(Capitol)	"Understanding" (73) "Teacher" (20)	81	39-	42-	1+
14	18	21	25 JOHN CAFFERTY &.../Eddie & The...	(Scotti Bros./CBS)	"Tender Years" (81)	83	43-	40-	1=
20	21	22	26 DAVID BOWIE/Tonight	(EMI America)	"Tonight" (75) "Neighborhood" (17) "Blue Jean" (13)	86	30-	55-	0-
26	25	24	27 KROKUS/The Blitz	(Arista)	"Our Love" (90)	90	23-	66-	2-
29	29	30	28 MOLLY HATCHET/The Deed Is Done	(Epic)	"Stone" (90) "Satisfied Man" (22)	97	12-	77+	17+
-	35	33	29 DOKKEN/Tooth And Nail	(Elektra)	"Just Got Lucky" (89) "Into The Fire" (11)	96	10+	77+	13-
-	34	31	30 BILLY SQUIER/Signs Of Life	(Capitol)	"Eye On You" (90)	94	11=	80+	9-
23	20	23	31 FRANKIE GOES TO.../Welcome To The...	(ZTT/Island)	"Two Tribes" (71) "Relax" (12)	79	25-	54-	1=
27	23	26	32 PLANET P PROJECT/Pink World	(MCA)	"What I See" (75)	80	11-	68-	0-
-	-	37	33 TWISTED SISTER/Stay Hungry	(Atlantic)	"The Price" (64) "I Wanna Rock" (11)	72	8=	51+	21+
22	22	28	34 EUROGLIDERS/This Island	(Columbia)	"Heaven (Must ...)" (66)	66	15-	51-	0=
32	27	32	35 BILLY IDOL/Rebel Yell	(Chrysalis)	"Catch My Fall" (61)	62	13-	49-	0-
-	-	36	36 GENERAL PUBLIC/All The Rage	(IRS/A&M)	"Tenderness" (60)	61	16-	43+	6-
36	32	34	37 BIG COUNTRY/Steeltown	(Mercury/PG)	"Where The Rose" (45)	59	9=	50-	0-
26	30	35	38 CARS/Heartbeat City	(Elektra)	"Hello Again" (44)	55	13-	42+	3+
-	-	40	39 PRINCE/Purple Rain	(WB)	"I Would Die 4 U" (48)	51	19+	28+	5-
-	-	39	40 KISS/Animalize	(Mercury/PG)	"Thrills" (51) "Heaven's" (11)	58	3-	52+	4-

BREAKERS

BEVERLY HILLS COP
Soundtrack (MCA)

74% of our reporters on it. 115/30 including adds at: WNEW, KTXQ, WCKO, WLUP, KKCI, KLOS, KOMA. Debuts at #19 on the Albums chart.

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.

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.

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.

AS PROMISED!

BREAKERS

CYNDI LAUPER

"Money Changes Everything"

Parade
/CBS

MOLLY HATCHET

"Stone In Your Heart"

Epic

WATCH THIS SPACE FOR MORE IN '85 FROM EPA

Distributed by CBS Records

ROBIN GEORGE



THIS IS DANGEROUS MUSIC.



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AOR / ALBUMS

MOST ADDED

BEVERLY HILLS COP (30)
Soundtrack (MCA)
TWISTED SISTER (21)
Stay Hungry (Atlantic)
MOLLY HATCHET (17)
The Deed Is Done (Epic)
DOKKEN (13)
Tooth And Nail (Elektra)
BRUCE COCKBURN (12)
Stealing Fire (Gold Mountain/A&M)

MOST HOTS

DON HENLEY (148)
Building The Perfect Beast (Geffen)
FOREIGNER (143)
Agent Provocateur (Atlantic)
BRYAN ADAMS (142)
Reckless (A&M)
PHILIP BAILEY (111)
Chinese Walls (Columbia)
PAT BENATAR (106)
Tropico (Chrysalis)
KINKS (100)
Word Of Mouth (Arista)

NEW & ACTIVE

BOB DYLAN/Real Live (Columbia) 50/6 (51/7)

Adds: CHUM, KSJO, WIQB, WLAV, WXCS, WCPZ. Hots: 8 include KBCO, WCCC, WQBK, WIZN. Mediums: 40 include WNEW, KSHE, KAZY, KGB, KISW, WAAF, KLAQ, WDIZ, WAPL, KICT, KILO, KZEL, KEZE, KWFM.

TOMMY SHAW/Girls With Guns (A&M) 48/5 (48/8)

Adds: WNEW, KILO, KFIV, WRUF, KSQY. Hots: 5 include WPDH, WCMF, WOOS, KLYV. Mediums: 40 include WBCN, WHJY, KLOL, KSRR, WMET, WMMS, WAAF, KMJX, WIQB, KQDS, WLAV, KATT, WYFE, KEZE.

JOHN HUNTER/Famous At Night (Private I/CBS) 37/5 (33/5)

Adds: WHJY, KCAL, WKQQ, KFIV, KQWB. Hots: 2 CITI, KSPN. Mediums: 33 include WLUP, WCMF, KNCN, WLAV, KOMP.

QUEENSRYCHE/The Warning (EMI America) 36/3 (37/4)

Adds: WKQQ, WRUF, KFMQ. Hots: 1 WLZZ. Mediums: 34 include WBCN, KTXQ, KZEW, WQFM, KLOS, KGB, KISW, WCMF, KNCN, KLAQ, WLVQ, WTUE, KQDS.

CHICAGO/Chicago 17 (WB) 33/1 (36/3)

Adds: KZOO. Hots: 20 include WGRQ, WLUP, WMMS, KBPI, WKLC, WIQB, WOOS, KZEL. Mediums: 12 include KZOO.

STEVE PERRY/Street Talk (Columbia) 28/7 (24/5)

Adds: KCAL, WYDD, WHEB, KMJX, WRXL, WQBK, WRUF. Hots: 11 include WEBN, KGB, WIQB, WOOS, WLVQ. Mediums: 16 include WMMS, KATT, KLYV.

BILLY OCEAN/Suddenly (Jive/Arista) 28/5 (24/8)

Adds: KWFM, WGIR, WBLM, WHMD, KZOO. Hots: 7 include WGRQ, WMMS, WTPA, KFIV. Mediums: 16 include KDKB, WKLC, WYV.

ANGEL CITY/Two Minute Warning (MCA) 26/24 (0/0)

Adds include WNEW, WHJY, KUPD, KGON, KRCK, KISW, KZOK. Hots: 0. Mediums: 19 include KZEW, WEBN, WQFM, WAPL, WLVQ, KFMG, KILO, KZEL, KKDJ.

MADONNA/Like A Virgin (Sire/WB) 24/0 (25/2)

Adds: 0. Hots: 17 include WGRQ, WBAB, WMMS, KMJX. Mediums: 7 include WKLC, WYV, WWCT.

ALPHAVILLE/Forever Young (Atlantic) 23/3 (23/5)

Adds: WHEB, KMJX, KFIV. Hots: 6 include WBCN, WLIR. Mediums: 15 include WBAB, WTPA, KNCN, KQDS.

WHAMI/Make It Big (Columbia) 17/2 (16/4)

Adds: WLUP, KFIV. Hots: 5 include WMMS, KBCO, KCAL, WYDD. Mediums: 11 include WLIR, CHUM, KINK.

EURHYTHMICS/1984 (For The Love Of Money) (RCA) 17/1 (18/0)

Adds: KPOI. Hots: 6 include WLIR, KBCO, KTCL. Mediums: 10 include WMMS, KQDS.

JETHRO TULL/Under Wraps (Chrysalis) 16/1 (15/0)

Adds: KIDQ. Hots: 4 include KMBY, WIZN, KTCL. Mediums: 12 include WBCN, WQFM, KBCO.

BRONSKI BEAT/The Age Of Consent (MCA) 15/5 (0/0)

Adds: CFOX, WTPA, WPDH, K97, WIZN. Hots: 3 WBCN, WLIR, KROQ. Mediums: 10 include KBCO, KCAL.

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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.

R&R AOR /HOT TRACKS

Three Weeks	Two Weeks	Last Week	155 REPORTERS	Total	Hot	Medium	Total Adds
2	1	1	1 DON HENLEY/The Boys...Summer (Geffen)	147-	145-	2=	0=
11	3	3	2 FOREIGNER/I Want To Know What Love Is (Atlantic)	146-	142+	4-	2+
5	4	4	3 KINKS/Do It Again (Arista)	148-	99=	49-	1+
1	2	2	4 BRYAN ADAMS/Run To You (A&M)	133-	128-	5+	0=
16	8	6	5 PHILIP BAILEY with PHIL COLLINS/Easy Lover (Col.)	134-	110+	24-	0-
13	7	6	6 GIUFFRIA/Call To The Heart (Camel/MCA)	139-	87+	51-	1-
-	-	18	7 JOHN FOGERTY/The Old Man Down The Road (WB)	140+	69+	63-	17-
15	14	9	8 JOHN PARR/Naughty Naughty (Atlantic)	124-	63+	61-	1-
19	17	11	9 TRIUMPH/Spellbound (MCA)	130+	51+	79-	4+
46	21	12	10 DON HENLEY/Sunset Grill (Geffen)	118+	57+	59+	8-
17	15	10	11 BRYAN ADAMS/It's Only Love (A&M)	108-	55-	53+	2-
3	6	7	12 PAT BENATAR/We Belong (Chrysalis)	98-	83-	15+	0=
38	24	16	13 REO SPEEDWAGON/Can't Fight This Feeling (Epic)	117+	58+	57-	8-
29	20	15	14 JULIAN LENNON/Too Late For Goodbyes (Atlantic)	108=	58+	49-	3-
14	13	13	15 DEEP PURPLE/Perfect Strangers (Mercury/PG)	103-	59-	44-	1+
8	9	14	16 BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia)	87-	72-	15-	1=
-	-	39	17 GLENN FREY/The Heat Is On (MCA)	115+	29+	76+	30-
34	26	20	18 AUTOGRAPH/Turn Up The Radio (RCA)	112+	21+	91+	3-
54	32	22	19 SURVIVOR/High On You (Scotti Bros./CBS)	107+	37+	69+	12-
37	34	25	20 DEEP PURPLE/Knocking At Your Door (Mercury/PG)	96+	39+	55+	12=
9	6	8	21 TOTO/Stranger In Town (Columbia)	95-	57-	38-	1+
-	-	48	22 BAND AID/Do They Know It's Christmas? (Columbia)	92+	37+	38+	36-
59	41	28	23 BRUCE COCKBURN/If I Had A... (Gold Mtn./A&M)	103+	17+	77-	12-
44	36	29	24 LOS LOBOS/Don't Worry Baby (Slash/WB)	103+	15+	86-	9-
12	16	19	25 JOHN CAFFERTY &.../Tender Years (Scotti Bros./CBS)	81-	43-	38-	1=
27	25	24	26 KROKUS/Our Love (Arista)	90-	23-	66-	2-
4	10	17	27 JULIAN LENNON/Valotte (Atlantic)	72-	47-	25+	0-
36	35	30	28 PAT BENATAR/Diamond Field (Chrysalis)	82+	34-	47+	5=
33	31	27	29 U2/Wire (Island)	80-	33-	46+	4-
7	12	21	30 BOB SEGER/Understanding (Capitol)	73-	37-	36-	1+
6	11	23	31 ROGER HODGSON/Had A Dream... (A&M)	68-	35-	33-	1=
-	43	36	32 BILLY SQUIER/Eye On You (Capitol)	90+	9+	78+	9-
-	48	40	33 MOLLY HATCHET/Stone In Your Heart (Epic)	90+	9=	73+	20=
-	56	43	34 DOKKEN/Just Got Lucky (Elektra)	89+	5+	75+	14-
35	33	32	35 DAVID BOWIE/Tonight (EMI America)	75-	28+	46-	0-
-	49	44	36 CYNDI LAUPER/Money Changes... (Portrait/CBS)	86+	15+	69+	9-
18	23	34	37 HONEYDRIPPERS/Rockin' At Midnight (Es Paranza/Atl.)	62-	35-	27-	0-
-	57	45	38 ROGER HODGSON/In Jeopardy (A&M)	71+	20+	48+	14-
31	28	33	39 PLANET P PROJECT/What I See (MCA)	75-	10-	64-	2-
-	-	54	40 FOREIGNER/That Was Yesterday (Atlantic)	67+	26+	36+	22-
26	22	31	41 FRANKIE GOES TO.../Two Tribes (ZTT/Island)	71-	21-	50-	0=
21	27	37	42 U2/Pride (In The Of Love) (Island)	52-	29-	23+	0=
20	19	26	43 EUROGLIDERS/Heaven (Must Be There) (Columbia)	66-	15-	51-	0=
30	29	35	44 BILLY IDOL/Catch My Fall (Chrysalis)	61-	13-	48-	0-
47	40	42	45 BRYAN ADAMS/Summer Of '69 (A&M)	51-	29-	22-	2=
-	-	57	46 TWISTED SISTER/The Price (Atlantic)	64+	6=	46+	22+
53	51	47	47 GENERAL PUBLIC/Tenderness (IRS/A&M)	60+	15-	43+	6-
24	30	41	48 HONEYDRIPPERS/Sea Of Love (Es Paranza/Atlantic)	49-	28-	21=	2+
10	18	38	49 REO SPEEDWAGON/I Dowanna Know (Epic)	48-	26-	22+	0=
-	-	51	50 FOREIGNER/Tooth And Nail (Atlantic)	52+	22+	26+	11-
-	55	52	51 HALL & OATES/Bank On Your Love (RCA)	51+	18+	32+	6-
-	-	59	52 HALL & OATES/Method Of Modern Love (RCA)	49+	19+	27+	7-
-	-	59	53 PRINCE/I Would Die 4 U (WB)	48+	18+	26+	7-
28	37	46	54 CARS/Hello Again (Elektra)	44-	13-	31-	1+
48	42	49	55 BIG COUNTRY/Where The Rose Is Sown (Mercury/PG)	45-	8=	37-	0-
-	-	60	56 KISS/Thrills In The Night (Mercury/PG)	51+	2-	45+	6-
66	52	53	57 PAT BENATAR/A Crazy World Like This (Chrysalis)	41-	17-	23=	2-
-	-	56	58 BOB DYLAN/Highway 61 Revisited (Columbia)	47-	6=	35=	5-
-	-	58	59 U2/The Unforgettable Fire (Island)	34=	14-	20+	3=
-	-	58	60 CHICAGO/You're The Inspiration (WB)	32-	19+	12-	1-

MOST ADDED

BAND AID (36)
Do They Know It's Christmas? (Columbia)

GLENN FREY (30)
The Heat Is On (MCA)

FOREIGNER (22)
That Was Yesterday (Atlantic)

TWISTED SISTER (22)
The Price (Atlantic)

ANGEL CITY (21)
Underground (MCA)

MOLLY HATCHET (20)
Stone In Your Heart (Epic)

MOST HOTS

DON HENLEY (145)
The Boys Of Summer (Geffen)

FOREIGNER (142)
I Want To Know What Love Is (Atlantic)

BRYAN ADAMS (128)
Run To You (A&M)

PHILIP BAILEY W/PHIL COLLINS (110)
Easy Lover (Columbia)

BREAKERS

BAND AID
Do They Know It's Christmas? (Columbia)
59% of our reporters on it. 92/36 including adds at: WIYY, WNEW, WLUP, WEBN, KUPD, KGB. Moves 48-22 on the Albums chart.

MOLLY HATCHET
Stone In Your Heart (Epic)
58% of our reporters on it. 90/20 including adds at: WGRQ, WBAB, DC101, KSRR, WMMS, KRSP. Moves 40-33 on the Hot Tracks chart.

DOKKEN
Just Got Lucky (Elektra)
57% of our reporters on it. 89/14 including adds at: WIYY, WNEW, WEBN, KSJO, WZXR, WOOS. Moves 43-34 on the Hot Tracks chart.

CYNDI LAUPER
Money Changes Everything (Portrait/CBS)
55% of our reporters on it. 86/9 including adds at: WLIR, WNOR, WMMS, KLBJ, WRXL. Moves 44-36 on the Hot Tracks chart.

NEW & ACTIVE

TOMMY SHAW "Lonely School" (A&M) 37/6 (35/10)
Adds: WNEW, WCCC, KLOL, KFIV, WRUF, KSOY. Hots: 3 include WPDH, WOOS. Mediums: 31 include WHJY, KLOL, WMMS, WQOB, KQDS, WLAV, KATT, KEZE.

JOHN HUNTER "Tragedy" (Private I/CBS) 35/5 (31/5)
Adds: WHJY, KCAL, WKQQ, KFIV, KQWB. Hots: 2 CITI, KSPN. Mediums: 31 include WLUP, WCMF, WLAV, KOMP, WBLM, KLYV.

QUEENSRYCHE "Take Hold Of The Flame" (EMI America) 34/3 (35/3)
Adds: WKQQ, WRUF, KFMQ. Hots: 1 WLLZ. Mediums: 32 include WBCN, KTXQ, KZEW, WQFM, KLOS, KGB, KISW, WKLC, WAAF, WCFM, KNCN, WLVQ, WTUE, KQDS.

KINKS "Living On A Thin Line" (Arista) 32/8 (26/3)
Adds: KOME, WTPA, WOOS, KICT, CITI, WXCS, WHMD, KSPN. Hots: 15 include WBAB, WNEW, WHJY, KAZY, KISW, WAAF, WCFM. Mediums: 15 include KGB, KATT, KFMG, KEZE.

FOREIGNER "A Love In Vain" (Atlantic) 30/5 (31/29)
Adds: WNEW, DC101, KZOK, CFOX, CITI. Hots: 15 include KAZY, WTPA, WDIZ, WQOB, KILO. Mediums: 13 include KZAP, KGB, WRXL, KQDS, KATT, KZEL, KEZE.

BRYAN ADAMS "Somebody" (A&M) 28/9 (20/11)
Adds: WNEW, KZEW, KLOS, KZAP, WPDH, WEZX, WKDF, KFMG, KWFM. Hots: 14 include WHJY, WHCN, WCMF. Mediums: 13 include WGRQ, WBAB, WKLC, KATT.

BILLY OCEAN "Loverboy" (Jive/Arista) 28/5 (24/8)
Adds: include KWFM, WGIR, WBLM, KZOO. Hots: 7 include WGRQ, WMMS, WTPA, KFIV, WHMD, WBYG. Mediums: 16 include KDKB, WKLC, KFVY.

STEVE PERRY "Foolish Heart" (Columbia) 26/8 (19/5)
Adds: KKCI, KCAL, WYDD, WHEB, KMJX, WRXL, WQOB, WRUF. Hots: 9 include WQOB, WOOS, WLVQ. Mediums: 16 include WMMS, KATT.

DON HENLEY "All She Wants To Do Is Dance" (Geffen) 24/5 (22/1)
Adds: KZAP, WHCN, WFVY, WTUE, KOMP. Hots: 12 include WTPA, WDIZ, KKDJ. Mediums: 11 include KLBJ, WGIR, WBLM.

ANGEL CITY "Underground" (MCA) 23/21 (2/2)
Adds: include WNEW, KUPD, KGON, KRCK, KZOK, KQDS. Hots: 0. Mediums: 17 include KZEW, WEBN, WQFM, KISW, WAPL, WLVQ, KFMG, KILO, KZEL.

FOREIGNER "Reaction To Action" (Atlantic) 23/4 (22/21)
Adds: include WNOR, WLLZ, WOOS. Hots: 7 include WNEW, WHJY, WAAF, WFVY, WKQQ, WXKE, CITI. Mediums: 13 include WBAB, WMMS, WKDF.

IRON MAIDEN "Aces High" (Capitol) 23/0 (26/1)
Adds: 0. Hots: 1 WLLZ. Mediums: 22 include WBCN, KTXQ, KZEW, KLOS, KISW, WLVQ, KFMG, KOMP, KEZE.

ALPHAVILLE "Big In Japan" (Atlantic) 22/3 (22/4)
Adds: WHEB, KMJX, KFV. Hots: 5 include WBCN, WLIR, KBCO. Mediums: 15 include WBAB, WTPA, KNCN, KQDS.

FOREIGNER "She's Too Tough" (Atlantic) 21/4 (17/17)
Adds: WNEW, WAPL, WTUE, KOMP. Hots: 8 include KTXQ, KSHE, WHCN, WLVQ, KICT, KKDJ. Mediums: 13 include KLOL, WQFM, KGB, KOME, WFBQ.

MADONNA "Like A Virgin" (Sire/WB) 21/0 (23/2)
Adds: 0. Hots: 15 include WGRQ, WBAB, WMMS, KMJX. Mediums: 6 include WKLC, WFVY.

QUEEN "Thank God It's Christmas" (Capitol) 20/9 (16/16)
Adds: include WBAB, WFVY, WGIR, WRUF. Hots: 1 WTKX. Mediums: 11 include KSHE, WKLC, WLVQ.

BRYAN ADAMS "One Night Love Affair" (A&M) 16/1 (17/1)
Adds: WEBN. Hots: 7 include KSJO, WAPL, WLAV. Mediums: 9 include KOME, KLBJ, KATT, KEZE.

HONEYDRIPPERS "I Get A Thrill" (Es Paranza/Atlantic) 15/2 (12/2)
Adds: WBAB, WRUF. Hots: 8 include KILO, KTYD. Mediums: 7 include KEZE.

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.

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.

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.

MOST ADDS — The week's most added records.

MOST HOTS — Records with the most hot rotation reports.

R&R

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WEST

Continued from Page 69

Hot Hits
K-PLUS FM 101.5
 PD: Jeff King
 MD: Damien Seattle

- 1 MADONNA/Like A Virgin
 - 2 BRYAN ADAMS/Run To You
 - 3 WHAM!/Careless Whisper
 - 4 TIME/Jungle Love
 - 5 BRUCE SPRINGSTEEN/Born In The U.S.A.
 - 6 JACK WAGNER/All I Need
 - 7 JULIAN LENNON/Valotte
 - 8 CHICAGO/You're The Inspiratio
 - 9 SHEILA E./The Belle Of St. Mark
 - 10 PRINCE/I Would Die 4 U
 - 11 DURAN DURAN/The Wild Boys
 - 12 PAT BENATAR/We Belong
 - 13 NEW EDITION/Cool It Now
 - 14 FOREIGNER/I Want To Know What L
 - 15 CHASE CHASE/I Feel For You
 - 16 CAROLINA/Hello Again
 - 17 PHILIP BAILEY/Easy Lover
 - 18 DON HEWLEY/The Boys Of Summer...
 - 19 JENNIFER JACKSON/Do What You Do
 - 20 TOYO/Stranger In Town
 - 21 RAY PARKER JR./Jamae
 - 22 RICK SPRINGFIELD/Bruce
 - 23 JOHN CAFFERTY & B/Tender Years
 - 24 POINTER SISTERS/Neutron Dance
 - 25 DIANA ROSS/Rising Sun
 - 26 HALL & OATES/Method Of Modern Love
 - 27 BILLY IDOL/Catch My Fall
 - 28 MIDNIGHT STAR/Operator
 - 29 GIUFFRIA/Call To The Heart
 - 30 ALPHAVILLE/Big In Japan
 - 31 KOOL & THE GANG/Hello
 - 32 CYNDI LAUPER/Money Changes Everyth
 - 33 ELTON JOHN/In Neon
 - 34 TERESA HARRIS/Lovergirl
 - 35 CULTURE CLUB/Mistake No. 3
 - 36 STEVE PERCY/Poolish Heart
 - 37 DAVID BOWIE/Tonight
 - 38 BOB SEGER/Understanding
 - 39 SHERENA BASTON/Sugar Walls
 - 40 JOHN FOGERTY/The Old Man Down The
- ADD: SHARON BASTON/Sugar Walls
 JOHN HUNTER/Tragedy
 STEVE MONDER/Don't Drive Drunk
- OR: ROO STEWART/All Right Now
 RENEE JACKSON/Cantipate
 GEORGE HENSON/20/20
 STEVE MONDER/Just Called To Say
 GLENN FREY/The Heat Is On
 HONEYBONNET/Back In At Midnight
 GENERAL PUBLIC/Tendermeas

Hitradio 102.7 KMKJ
 PD: Jon Barry
 MD: Steve Naganuma Portland

- 1 MADONNA/Like A Virgin
 - 2 PAT BENATAR/We Belong
 - 3 CHICAGO/You're The Inspiratio
 - 4 DURAN DURAN/The Wild Boys
 - 5 JACK WAGNER/All I Need
 - 6 BRUCE SPRINGSTEEN/Born In The U.S.A.
 - 7 TIME/Jungle Love
 - 8 JULIAN LENNON/Valotte
 - 9 BRYAN ADAMS/Run To You
 - 10 PAUL McCARTNEY/No More Lonely Nights
 - 11 PHILIP BAILEY/Easy Lover
 - 12 CAROLINA/Hello Again
 - 13 HUEY LEWIS & NEWS/Walking On A Thin Lin
 - 14 DON HEWLEY/The Boys Of Summer...
 - 15 JENNIFER JACKSON/Do What You Do
 - 16 RAY PARKER JR./Jamae
 - 17 WHAM!/Careless Whisper
 - 18 FOREIGNER/I Want To Know What L
 - 19 BILLY IDOL/Catch My Fall
 - 20 BOB SEGER/Understanding
 - 21 CAROLINA/Hello Again
 - 22 NEW EDITION/Cool It Now
 - 23 RICK SPRINGFIELD/Bruce
 - 24 PRINCE/I Would Die 4 U
 - 25 JOHN CAFFERTY & B/Tender Years
 - 26 HALL & OATES/Method Of Modern Love
 - 27 STEVE MONDER/Just Called To Say
 - 28 STEVE PERCY/Poolish Heart
 - 29 ELTON JOHN/In Neon
 - 30 WHAM!/Make Me Up Before You
 - 31 CULTURE CLUB/Mistake No. 3
- ADD: SHERENA BASTON/Sugar Walls
 BAND AID/Do They Know It's Chr
 GLENN FREY/The Heat Is On
 POINTER SISTERS/Neutron Dance
 KOOL & THE GANG/Hello
- OR: CYNDI LAUPER/Money Changes Everyth
 JOHN FOGERTY/The Old Man Down The
 GEORGE HENSON/20/20
 GENERAL PUBLIC/Tendermeas
 JEFFREY OSBORNE/Don't Stop
 SHEILA E./The Belle Of St. Mark

KWSS 94.5 FM
 San Jose
 PD: Dave Van Stone
 MD: Robin Kipps

- 1 HONEYBONNET/Back In At Midnight
 - 2 PAT BENATAR/We Belong
 - 3 MADONNA/Like A Virgin
 - 4 JACK WAGNER/All I Need
 - 5 DURAN DURAN/The Wild Boys
 - 6 BRUCE SPRINGSTEEN/Born In The U.S.A.
 - 7 PAUL McCARTNEY/No More Lonely Nights
 - 8 BRYAN ADAMS/Run To You
 - 9 HALL & OATES/Out Of Touch
 - 10 HUEY LEWIS & NEWS/Walking On A Thin Lin
 - 11 SURVIVOR/I Can't Hold Back
 - 12 PHILIP BAILEY/Easy Lover
 - 13 DON HEWLEY/The Boys Of Summer...
 - 14 JULIAN LENNON/Valotte
 - 15 U2/Rattle In The Name Of
 - 16 JENNIFER JACKSON/Do What You Do
 - 17 CAROLINA/Hello Again
 - 18 NEW EDITION/Cool It Now
 - 19 SHEILA E./The Belle Of St. Mark
 - 20 CHICAGO/You're The Inspiratio
 - 21 GENERAL PUBLIC/Tendermeas
 - 22 CYNDI LAUPER/All Through The Night
 - 23 RAY PARKER JR./Jamae
 - 24 WHAM!/Careless Whisper
 - 25 FRANKIE GOES TO H/TWO Tribes
 - 26 HALL & OATES/Method Of Modern Love
 - 27 LIONEL RICHIE/Penny Lover
 - 28 PRINCE/I Would Die 4 U
 - 29 POINTER SISTERS/Neutron Dance
- ADD: JOHN FOGERTY/The Old Man Down The
 SHERENA BASTON/Sugar Walls
- OR: RICK SPRINGFIELD/Bruce
 GIUFFRIA/Call To The Heart
 BILLY IDOL/Catch My Fall
 STEVE PERCY/Poolish Heart
 GLENN FREY/The Heat Is On
 MIDNIGHT STAR/Operator
 RENEE JACKSON/Cantipate
 KOOL & THE GANG/Hello

KS 103 FM
HOT HITS!
 PD: Dave Parks San Diego
 MD/Assist. PD: Mike Preston

- 1 MADONNA/Like A Virgin
 - 2 JACK WAGNER/All I Need
 - 3 DURAN DURAN/The Wild Boys
 - 4 NEW EDITION/Cool It Now
 - 5 PAT BENATAR/We Belong
 - 6 HONEYBONNET/Sea Of Love
 - 7 HALL & OATES/Out Of Touch
 - 8 BRUCE SPRINGSTEEN/Born In The U.S.A.
 - 9 JULIAN LENNON/Valotte
 - 10 CHICAGO/You're The Inspiratio
 - 11 TIME/Jungle Love
 - 12 CAROLINA/Hello Again
 - 13 GENERAL PUBLIC/Tendermeas
 - 14 SHEILA E./The Belle Of St. Mark
 - 15 CHASE CHASE/I Feel For You
 - 16 BRYAN ADAMS/Run To You
 - 17 BANANARAMA/The Wild Life
 - 18 MIDNIGHT STAR/Operator
 - 19 WHAM!/Careless Whisper
 - 20 FRANKIE GOES TO H/TWO Tribes
 - 21 FOREIGNER/I Want To Know What L
 - 22 PAUL McCARTNEY/No More Lonely Nights
 - 23 PHILIP BAILEY/Easy Lover
 - 24 CYNDI LAUPER/All Through The Night
 - 25 JOHN CAFFERTY & B/Tender Years
 - 26 BILLY IDOL/Catch My Fall
 - 27 PRINCE/I Would Die 4 U
 - 28 RAY PARKER JR./Jamae
 - 29 CULTURE CLUB/Mistake No. 3
 - 30 STEVE MONDER/Just Called To Say
 - 31 DON HEWLEY/The Boys Of Summer...
 - 32 WHAM!/Make Me Up Before You
 - 33 JENNIFER JACKSON/Do What You Do
 - 34 TOYO/Stranger In Town
 - 35 BOB SEGER/Understanding
 - 36 DAVID BOWIE/Tonight
 - 37 U2/Rattle In The Name Of
 - 38 HALL & OATES/Method Of Modern Love
 - 39 KOOL & THE GANG/Hello
 - 40 STEVE PERCY/Poolish Heart
- ADD: SHARON BASTON/Sugar Walls
 NEW EDITION/Cool It Now
 Telephone Man
 CYNDI LAUPER/Money Changes Everyth
 GIUFFRIA/Call To The Heart
 TEMPTATIONS/Treat My Like A Lady
 DIANA ROSS/Rising Sun
 SHERENA BASTON/Sugar Walls
 KOOL & THE GANG/Hello
 TERESA HARRIS/Lovergirl
 HALL & OATES/Method Of Modern Love
 BARBARA STRISAND/Make No Mistake, He's
 JOHN HUNTER/Tragedy
 ELTON JOHN/In Neon
 DAVID BOWIE/Tonight
 PHILIP BAILEY/Easy Lover
 POINTER SISTERS/Neutron Dance
 SHERENA BASTON/Sugar Walls
 RAY PARKER JR./Jamae
- OR: RAND AID/Do They Know It's Chr
 RICK DEES/Get My Shorts
 GLENN FREY/The Heat Is On

Denver
PD: Doug Erickson
MD: Gloria Avila

- 1 MADONNA/Like A Virgin
 - 2 DURAN DURAN/The Wild Boys
 - 3 PAT BENATAR/We Belong
 - 4 CHASE CHASE/I Feel For You
 - 5 HONEYBONNET/Sea Of Love
 - 6 JACK WAGNER/All I Need
 - 7 WHAM!/Make Me Up Before You
 - 8 CHICAGO/You're The Inspiratio
 - 9 NEW EDITION/Cool It Now
 - 10 JULIAN LENNON/Valotte
 - 11 FOREIGNER/I Want To Know What L
 - 12 PHILIP BAILEY/Easy Lover
 - 13 STEVE MONDER/Just Called To Say
 - 14 BILLY IDOL/Catch My Fall
 - 15 BRYAN ADAMS/Run To You
 - 16 JENNIFER JACKSON/Do What You Do
 - 17 CYNDI LAUPER/All Through The Night
 - 18 HALL & OATES/Out Of Touch
 - 19 DON HEWLEY/The Boys Of Summer...
 - 20 SURVIVOR/I Can't Hold Back
 - 21 PRINCE/Purple Rain
 - 22 BRUCE SPRINGSTEEN/Born In The U.S.A.
 - 23 PAUL McCARTNEY/No More Lonely Nights
 - 24 LIONEL RICHIE/Penny Lover
 - 25 BOB SEGER/Understanding
 - 26 BILLY IDOL/Catch My Fall
 - 27 RAY PARKER JR./Jamae
 - 28 STEVE PERCY/Poolish Heart
 - 29 STEVE MONDER/Just Called To Say
 - 30 PRINCE/I Would Die 4 U
 - 31 SHEILA E./The Belle Of St. Mark
 - 32 JOHN CAFFERTY & B/Tender Years
 - 33 WHAM!/Careless Whisper
 - 34 GIUFFRIA/Call To The Heart
 - 35 ELTON JOHN/In Neon
 - 36 KOOL & THE GANG/Hello
 - 37 POINTER SISTERS/Neutron Dance
 - 38 HALL & OATES/Method Of Modern Love
 - 39 JOHN FOGERTY/The Old Man Down The
 - 40 BARBARA STRISAND/Make No Mistake, He's
- ADD: CYNDI LAUPER/Money Changes Everyth
 RICK SPRINGFIELD/Bruce
 SHERENA BASTON/Sugar Walls
 GEORGE HENSON/20/20
 EDIES/Do It Again
 BILLY BOUIER/Yes On You
 BAND AID/Do They Know It's Chr
- OR: MIDNIGHT STAR/Operator
 GENERAL PUBLIC/Tendermeas
 LORRENZO LARAS/Poolish Heart

Hot Hits for 105 KITS
 San Francisco
 PD: Bob Garrett
 MD: Craig Roberts

- 1 MADONNA/Like A Virgin
 - 2 DURAN DURAN/The Wild Boys
 - 3 HALL & OATES/Out Of Touch
 - 4 WHAM!/Make Me Up Before You
 - 5 CHASE CHASE/I Feel For You
 - 6 FRANKIE GOES TO H/TWO Tribes
 - 7 JACK WAGNER/All I Need
 - 8 BRUCE SPRINGSTEEN/Born In The U.S.A.
 - 9 HONEYBONNET/Sea Of Love
 - 10 STEVE MONDER/Just Called To Say
 - 11 BILLY IDOL/Catch My Fall
 - 12 JULIAN LENNON/Valotte
 - 13 TINA TURNER/Better Be Good To Me
 - 14 PAUL McCARTNEY/No More Lonely Nights
 - 15 TIME/Jungle Love
 - 16 PAT BENATAR/We Belong
 - 17 NEW EDITION/Cool It Now
 - 18 CHICAGO/You're The Inspiratio
 - 19 GENERAL PUBLIC/Tendermeas
 - 20 PRINCE/Purple Rain
 - 21 MIDNIGHT STAR/Operator
 - 22 BRYAN ADAMS/Run To You
 - 23 ASPFORD & SIMPSON/Solid
 - 24 SHEILA E./The Belle Of St. Mark
 - 25 FOREIGNER/I Want To Know What L
 - 26 PHILIP BAILEY/Easy Lover
 - 27 WHAM!/Careless Whisper
 - 28 STEVE MONDER/Just Called To Say
 - 29 DAVID BOWIE/Tonight
 - 30 PRINCE/I Would Die 4 U
- ADD: GLENN FREY/The Heat Is On
 KOOL & THE GANG/Hello
 SHERENA BASTON/Sugar Walls
 CYNDI LAUPER/Money Changes Everyth
- OR: POINTER SISTERS/Neutron Dance
 DON HEWLEY/The Boys Of Summer...
 RAY PARKER JR./Jamae
 BOB SEGER/Understanding
 CULTURE CLUB/Mistake No. 3
 BARBARA STRISAND/Make No Mistake, He's
 JOHN CAFFERTY & B/Tender Years
 BILLY IDOL/Catch My Fall
 BILLY IDOL/Catch My Fall
 RICK SPRINGFIELD/Bruce
 HALL & OATES/Method Of Modern Love
 ELTON JOHN/In Neon

102
 Sacramento PD: Rick Gillette
 MD: Chris Collins

- 1 MADONNA/Like A Virgin
 - 2 HONEYBONNET/Sea Of Love
 - 3 DURAN DURAN/The Wild Boys
 - 4 JACK WAGNER/All I Need
 - 5 NEW EDITION/Cool It Now
 - 6 WHAM!/Make Me Up Before You
 - 7 HONEYBONNET/Sea Of Love
 - 8 MIDNIGHT STAR/Operator
 - 9 JENNIFER JACKSON/Do What You Do
 - 10 DON HEWLEY/The Boys Of Summer...
 - 11 PAT BENATAR/We Belong
 - 12 TIME/Jungle Love
 - 13 CYNDI LAUPER/All Through The Night
 - 14 SHEILA E./The Belle Of St. Mark
 - 15 ASPFORD & SIMPSON/Solid
 - 16 BILLY IDOL/Catch My Fall
 - 17 DON HEWLEY/The Boys Of Summer...
 - 18 JEFFREY OSBORNE/Don't Stop
 - 19 LIONEL RICHIE/Penny Lover
 - 20 DIANA ROSS/Rising Sun
 - 21 GENERAL PUBLIC/Tendermeas
 - 22 WHAM!/Careless Whisper
 - 23 SURVIVOR/I Can't Hold Back
 - 24 CHASE CHASE/I Feel For You
 - 25 FOREIGNER/I Want To Know What L
 - 26 BRYAN ADAMS/Run To You
 - 27 PRINCE/I Would Die 4 U
 - 28 STEVE MONDER/Just Called To Say
 - 29 CHICAGO/You're The Inspiratio
 - 30 GLENN FREY/The Heat Is On
- ADD: HOLAN THOMAS/No Little Brother
 NEW EDITION/Cool It Now
 Telephone Man
 CYNDI LAUPER/Money Changes Everyth
 GIUFFRIA/Call To The Heart
 TEMPTATIONS/Treat My Like A Lady
 DIANA ROSS/Rising Sun
 SHERENA BASTON/Sugar Walls
 KOOL & THE GANG/Hello
 TERESA HARRIS/Lovergirl
 HALL & OATES/Method Of Modern Love
 BARBARA STRISAND/Make No Mistake, He's
 JOHN HUNTER/Tragedy
 ELTON JOHN/In Neon
 DAVID BOWIE/Tonight
 PHILIP BAILEY/Easy Lover
 POINTER SISTERS/Neutron Dance
 SHERENA BASTON/Sugar Walls
 RAY PARKER JR./Jamae

Denver
PD: Tim Fox
Asst. PD: Mark Bolke

- 1 JACK WAGNER/All I Need
 - 2 CAROLINA/Hello Again
 - 3 PAT BENATAR/We Belong
 - 4 MADONNA/Like A Virgin
 - 5 CHICAGO/You're The Inspiratio
 - 6 HONEYBONNET/Sea Of Love
 - 7 PHILIP BAILEY/Easy Lover
 - 8 JULIAN LENNON/Valotte
 - 9 JENNIFER JACKSON/Do What You Do
 - 10 SURVIVOR/I Can't Hold Back
 - 11 CHASE CHASE/I Feel For You
 - 12 HUEY LEWIS & NEWS/Walking On A Thin Lin
 - 13 BRYAN ADAMS/Run To You
 - 14 BRUCE SPRINGSTEEN/Born In The U.S.A.
 - 15 DON HEWLEY/The Boys Of Summer...
 - 16 CYNDI LAUPER/All Through The Night
 - 17 JOHN CAFFERTY & B/Tender Years
 - 18 FOREIGNER/I Want To Know What L
 - 19 TINA TURNER/Better Be Good To Me
 - 20 RAY PARKER JR./Jamae
 - 21 PRINCE/I Would Die 4 U
 - 22 TOYO/Stranger In Town
 - 23 HALL & OATES/Method Of Modern Love
 - 24 BOB SEGER/Understanding
 - 25 STEVE PERCY/Poolish Heart
 - 26 WHAM!/Careless Whisper
 - 27 NEW EDITION/Cool It Now
 - 28 BILLY IDOL/Catch My Fall
 - 29 SHEILA E./The Belle Of St. Mark
 - 30 JOHN FOGERTY/The Old Man Down The
- ADD: JEFFREY OSBORNE/Don't Stop
 STEVE MONDER/Just Called To Say
 BAND AID/Do They Know It's Chr
- OR: DURAN DURAN/The Wild Boys
 GIUFFRIA/Call To The Heart

KUBE 93 FM
 Seattle
 PD: Bob Case
 MD: Wendy Christopher

- 1 MADONNA/Like A Virgin
 - 2 JACK WAGNER/All I Need
 - 3 NEW EDITION/Cool It Now
 - 4 HONEYBONNET/Sea Of Love
 - 5 DURAN DURAN/The Wild Boys
 - 6 PAT BENATAR/We Belong
 - 7 TIME/Jungle Love
 - 8 CHICAGO/You're The Inspiratio
 - 9 JULIAN LENNON/Valotte
 - 10 BRYAN ADAMS/Run To You
 - 11 PHILIP BAILEY/Easy Lover
 - 12 DON HEWLEY/The Boys Of Summer...
 - 13 WHAM!/Careless Whisper
 - 14 FOREIGNER/I Want To Know What L
 - 15 BRUCE SPRINGSTEEN/Born In The U.S.A.
 - 16 RICK SPRINGFIELD/Bruce
 - 17 SHEILA E./The Belle Of St. Mark
 - 18 JENNIFER JACKSON/Do What You Do
 - 19 BILLY IDOL/Catch My Fall
 - 20 RAY PARKER JR./Jamae
 - 21 PRINCE/I Would Die 4 U
 - 22 HALL & OATES/Out Of Touch
 - 23 CAROLINA/Hello Again
 - 24 POINTER SISTERS/Neutron Dance
 - 25 HALL & OATES/Method Of Modern Love
 - 26 BOB SEGER/Understanding
 - 27 GIUFFRIA/Call To The Heart
 - 28 STEVE MONDER/Just Called To Say
 - 29 GLENN FREY/The Heat Is On
 - 30 ELTON JOHN/In Neon
 - 31 GENERAL PUBLIC/Tendermeas
 - 32 SHERENA BASTON/Sugar Walls
 - 33 CULTURE CLUB/Mistake No. 3
 - 34 JOHN FOGERTY/The Old Man Down The
- ADD: KOOL & THE GANG/Hello
 CYNDI LAUPER/Money Changes Everyth
 MIDNIGHT STAR/Operator

KZZP Phoenix
 PD: Guy Zapoleon
 MD: Steve Goddard

- 1 MADONNA/Like A Virgin
 - 2 BRUCE SPRINGSTEEN/Pink Cadillac
 - 3 JACK WAGNER/All I Need
 - 4 CHICAGO/You're The Inspiratio
 - 5 CHASE CHASE/I Feel For You
 - 6 HONEYBONNET/Sea Of Love
 - 7 BRUCE SPRINGSTEEN/Born In The U.S.A.
 - 8 SURVIVOR/I Can't Hold Back
 - 9 NEW EDITION/Cool It Now
 - 10 JULIAN LENNON/Valotte
 - 11 PAT BENATAR/We Belong
 - 12 HALL & OATES/Out Of Touch
 - 13 BRYAN ADAMS/Run To You
 - 14 DURAN DURAN/The Wild Boys
 - 15 JENNIFER JACKSON/Do What You Do
 - 16 FOREIGNER/I Want To Know What L
 - 17 DON HEWLEY/The Boys Of Summer...
 - 18 WHAM!/Make Me Up Before You
 - 19 RICK SPRINGFIELD/Bruce
 - 20 JOHN CAFFERTY & B/Tender Years
 - 21 CAROLINA/Hello Again
 - 22 PHILIP BAILEY/Easy Lover
 - 23 FRANKIE GOES TO H/TWO Tribes
 - 24 WHAM!/Careless Whisper
 - 25 RAY PARKER JR./Jamae
 - 26 BOB SEGER/Understanding
 - 27 U2/Rattle In The Name Of
 - 28 BILLY IDOL/Catch My Fall
 - 29 SHEILA E./The Belle Of St. Mark
 - 30 PRINCE/I Would Die 4 U
- ADD: JULIE BROWN/Somebody's Dream
 CYNDI LAUPER/Money Changes Everyth
 BAND AID/Do They Know It's Chr
 STEVE PERCY/Poolish Heart
- OR: SHERENA BASTON/Sugar Walls
 ASPFORD & SIMPSON/Solid
 GENERAL PUBLIC/Tendermeas
 HALL & OATES/Method Of Modern Love
 JOHN FOGERTY/The Old Man Down The
 SHERENA BASTON/Sugar Walls

EAST
Most Added Hottest
 Band Aid
 Cyndi Lauper
 Sheena Easton
 Madonna
 Jack Wagner
 Chicago

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.

SOUTH
Most Added Hottest
 New Edition
 John Fogerty
 Cyndi Lauper
 Madonna
 Chicago
 Jack Wagner

EAST

Parallel Two

WFLY/Albany, NY
 Martin Lawrence

GLENN FREY
 GENERAL PUBLIC
 BAND AID
 TIME
 KINGS
 Botte: PAT BENATAR 3-1
 HONEYDRIPPERS 6-2
 MADONNA 13-5
 CHICAGO 11-7
 JACK WAGNER 15-8

Q100/Albany, PA
 Gerardo/Landon

DEEP PURPLE
 JOHN FOGERTY
 MIDNIGHT STAR
 JOHN PARR
 KINGS
 BILLY SQUIER
 JOAN JETT
 NEW EDITION
 LORENZO LAMAS
 Botte: MADONNA 1-1
 JACK WAGNER 2-2
 HONEYDRIPPERS 4-3
 CHICAGO 9-5
 BAND AID D-20

WMAR/Baltimore, MD
 Wimmer/Payne

SHEENA EASTON
 JOHN FOGERTY
 TIME
 NEW EDITION
 JOHN BUNTER
 JOHN PARR
 AUTOGRAPH
 BAND AID
 Botte: MADONNA 2-1
 NEW EDITION 1-2
 JACK WAGNER 8-3
 HALL & OATES 5-6
 CHICAGO 30-10

WBEN-FM/Bufallo, NY
 Roger Christian

BAND AID
 STEVE WONDER
 SHEENA EASTON
 KINGS
 DIANA ROSS
 NEW EDITION
 Botte: BAND AID D-1
 MADONNA 1-2
 JACK WAGNER 2-3
 FOREIGNER 29-10
 DON HENLEY 16-12

WVBC/Charleston, WV
 Chris Bailey

TIME
 TOMMY SHAW
 TEMPTATIONS
 SILENT TREATMENT
 Botte: MADONNA 2-1
 CHICAGO 11-3
 JACK WAGNER 12-4
 POINTER SISTERS 24-16
 FOREIGNER 30-20

K104/Erie, PA
 Bill Shannon

BAND AID
 KISS
 HOLLY HATCHET
 NEW EDITION
 BRUCE COCKBURN
 CYNDI LAUPER
 Botte: BOB SEGER 1-1
 BRUCE SPRINGSTEEN 2-2
 BRYAN ADAMS 3-3
 JOHN WAITE 4-4
 JOHN CAPPERT & B 10-7

WERZ/Estate, NH
 Scott MacKay

CYNDI LAUPER
 ROGERS & PARTON
 TEMPTATIONS
 BAND AID
 Botte: MADONNA 5-1
 BRUCE SPRINGSTEEN 8-6
 FOREIGNER 15-11
 BRYAN ADAMS 18-15
 BILLY OCEAN 27-20

WTIC-FM/Hartford, CT
 Mike West

GENERAL PUBLIC
 GEORGE BENSON
 SHEENA EASTON
 Botte: MADONNA 1-1
 JACK WAGNER 10-7
 FOREIGNER 19-14
 PRINCE 24-18
 WHAM! 25-19

WKEE/Huntington, WV
 Gary Miller

SHEENA EASTON
 BILLY SQUIER (dp)
 JOHN FOGERTY
 NEW EDITION
 BRONSKI BEAT
 TEMPTATIONS
 ROGERS & PARTON
 Botte: MADONNA 1-1
 JACK WAGNER 3-2
 PAT BENATAR 4-3
 JULIAN LENNON 5-4
 BRYAN ADAMS 12-5

WLAN-FM/Lancaster, PA
 Jerry Michaels

GLENN FREY
 CYNDI LAUPER
 JOHN FOGERTY
 MIDNIGHT STAR
 DEEP PURPLE
 Botte: MADONNA 3-1
 JACK WAGNER 7-3
 CHICAGO 18-7
 BRYAN ADAMS 17-9
 PHILIP BAILEY 22-11

KC101/New Haven, CT
 Neal Rybak

POINTER SISTERS
 SHEENA EASTON
 BAND AID
 Botte: MADONNA 1-1
 JACK WAGNER 5-3
 CHICAGO 12-4
 BRYAN ADAMS 13-10
 PHILIP BAILEY 18-12

Z108/Philadelphia, PA
 Davis/Tiller

MIDNIGHT STAR
 BAND AID
 SHEENA EASTON
 CYNDI LAUPER
 Botte: MADONNA 1-1
 JACK WAGNER 2-2
 NEW EDITION 9-3
 FOREIGNER 19-12
 PRINCE 37-30

WEPK/Poughkeepsie, NY
 Dayton/Anthony

KINGS
 TOMMY SHAW
 GEORGE BENSON
 JOHN FOGERTY
 BILLY SQUIER (dp)
 MADONNA 13-5
 CHICAGO 11-7
 JACK WAGNER 15-8

Q82/Rochester, NY
 Stevens/Messner

PRINCE
 POINTER SISTERS
 JOHN PARR
 Botte: BAND AID
 MADONNA 6-1
 BRYAN ADAMS 7-4
 JACK WAGNER 13-7
 DON HENLEY 12-11
 PHILIP BAILEY 20-13

88PX/Rochester, NY
 Tom Mitchell

BAND AID
 ASHFORD & SIMPSON
 TIME
 JOHN HUNTER
 NEW EDITION
 Botte: MADONNA 1-1
 PHILIP BAILEY 8-2
 JACK WAGNER 7-7
 CHICAGO 9-8
 PRINCE 35-12

WGFM/Schenectady, NY
 Tom Parker

BAND AID
 GENERAL PUBLIC
 AUTOGRAPH
 Botte: MADONNA 2-1
 JACK WAGNER 8-4
 CARS 7-5
 PHILIP BAILEY 17-10
 PRINCE 24-16

WKFM/Syracuse, NY
 Kevin Fonnasey

none
 Botte: DURAN DURAN 1-1
 JACK WAGNER 8-8
 BRYAN ADAMS 12-12
 PHILIP BAILEY 19-19

WVBC/Charleston, WV
 Chris Bailey

TIME
 TOMMY SHAW
 TEMPTATIONS
 SILENT TREATMENT
 Botte: MADONNA 2-1
 CHICAGO 11-3
 JACK WAGNER 12-4
 POINTER SISTERS 24-16
 FOREIGNER 30-20

WERZ/Estate, NH
 Scott MacKay

CYNDI LAUPER
 ROGERS & PARTON
 TEMPTATIONS
 BAND AID
 Botte: MADONNA 5-1
 BRUCE SPRINGSTEEN 8-6
 FOREIGNER 15-11
 BRYAN ADAMS 18-15
 BILLY OCEAN 27-20

WTIC-FM/Hartford, CT
 Mike West

GENERAL PUBLIC
 GEORGE BENSON
 SHEENA EASTON
 Botte: MADONNA 1-1
 JACK WAGNER 10-7
 FOREIGNER 19-14
 PRINCE 24-18
 WHAM! 25-19

WKEE/Huntington, WV
 Gary Miller

SHEENA EASTON
 BILLY SQUIER (dp)
 JOHN FOGERTY
 NEW EDITION
 BRONSKI BEAT
 TEMPTATIONS
 ROGERS & PARTON
 Botte: MADONNA 1-1
 JACK WAGNER 3-2
 PAT BENATAR 4-3
 JULIAN LENNON 5-4
 BRYAN ADAMS 12-5

WLAN-FM/Lancaster, PA
 Jerry Michaels

GLENN FREY
 CYNDI LAUPER
 JOHN FOGERTY
 MIDNIGHT STAR
 DEEP PURPLE
 Botte: MADONNA 3-1
 JACK WAGNER 7-3
 CHICAGO 18-7
 BRYAN ADAMS 17-9
 PHILIP BAILEY 22-11

KC101/New Haven, CT
 Neal Rybak

POINTER SISTERS
 SHEENA EASTON
 BAND AID
 Botte: MADONNA 1-1
 JACK WAGNER 5-3
 CHICAGO 12-4
 BRYAN ADAMS 13-10
 PHILIP BAILEY 18-12

Parallel Three

WFBQ/Altoona, PA
 Steve Kelsey

CYNDI LAUPER
 BARBRA STREISAND (dp)
 TWISTED SISTER (dp)
 TEMPTATIONS
 NEW EDITION
 Botte: MADONNA 3-1
 NEW EDITION 7-2
 CHICAGO 10-7
 BRYAN ADAMS 13-10
 FOREIGNER 20-13

WZON/Bangor, ME
 Michael O'Hara

ASHFORD & SIMPSON
 SHEENA EASTON
 KINGS
 REBBIE JACKSON
 Botte: MADONNA 9-1
 PAT BENATAR 7-5
 BRYAN ADAMS 9-7
 CHARA KHAN 17-9
 FOREIGNER 18-10

WIGV/Bath, ME
 Bob Anderson

SHEENA EASTON
 GLENN FREY
 JOHN FOGERTY
 Botte: MADONNA 3-1
 BRYAN ADAMS 9-4
 CHICAGO 13-10
 JACK WAGNER 18-12
 FOREIGNER 22-14

103CR/Beckley, WV
 Bob Spencer

MIDNIGHT STAR
 SHEENA EASTON
 TIME
 BAND AID
 JOHN PARR
 Botte: MADONNA 1-1
 PHILIP BAILEY 8-2
 JACK WAGNER 7-7
 CHICAGO 9-8
 PRINCE 35-12

WOAY/Beckley, WV
 Jim Martin

AUTOGRAPH (dp)
 Botte: MADONNA 2-1
 JACK WAGNER 8-4
 CARS 7-5
 PHILIP BAILEY 17-10
 PRINCE 24-16

WKZC/Chambersburg, PA
 Matthews/Alexander

JOHN FOGERTY
 CYNDI LAUPER
 GLENN FREY
 GIUFFRIA
 JOHN PARR
 KOOL & THE GANG
 Botte: MADONNA 4-1
 NEW EDITION 3-2
 HONEYDRIPPERS 5-4
 JULIAN LENNON 9-6
 CHICAGO 13-9

WZYY/Frederick, MD
 Kemosabi Joe

CYNDI LAUPER
 SHEENA EASTON
 GLENN FREY
 GIUFFRIA
 JOHN PARR
 KOOL & THE GANG
 Botte: MADONNA 4-1
 NEW EDITION 3-2
 HONEYDRIPPERS 5-4
 JULIAN LENNON 9-6
 CHICAGO 13-9

WQCM/Hagerstown, MD
 Will Kaufman

CYNDI LAUPER
 HONEYDRIPPERS
 JOHN PARR (dp)
 TIME (dp)
 GEORGE BENSON
 Botte: MADONNA 1-1
 NEW EDITION 4-2
 CHICAGO 11-6
 FOREIGNER 19-13

OK108/Idaho, NY
 Bill Weston

KINGS
 BRUCE COCKBURN
 NEW EDITION
 CYNDI LAUPER
 HOLLY HATCHET (dp)
 Botte: MADONNA 1-1
 JACK WAGNER 10-6
 CHICAGO 15-8
 PHILIP BAILEY 20-10
 FOREIGNER 26-18

WKHI/Ocean City, MD
 Jack Gillen

CYNDI LAUPER
 JOHN FOGERTY
 DIANA ROSS
 GEORGE BENSON
 TOMMY SHAW
 KINGS (dp)
 HONEYDRIPPERS
 DEEP PURPLE (dp)
 Botte: MADONNA 2-1
 JACK WAGNER 10-6
 CHICAGO 15-8
 PHILIP BAILEY 20-10
 FOREIGNER 26-18

88XII/Parkersburg, WV
 Paul DeMille

BAND AID
 HOLLY HATCHET
 KINGS
 BRONSKI BEAT
 DEEP PURPLE (dp)
 NEW EDITION
 CYNDI LAUPER
 ASHFORD & SIMPSON
 Botte: CHICAGO 6-1
 JACK WAGNER 10-3
 MADONNA 18-4
 STEVE PERRY 16-6

WJBO/Portland, ME
 Phoenix/O'Neil

BAND AID
 BARBRA STREISAND
 BRUCE COCKBURN
 SHEENA EASTON
 KINGS
 JOHN PARR
 Botte: MADONNA 1-1
 JACK WAGNER 14-2
 BAND AID D-3
 BRYAN ADAMS 12-8
 FOREIGNER 16-10

WOMP-FM/Wheeling, WV
 Dwayne Bonds

JOHN FOGERTY
 SHEENA EASTON
 BAND AID
 ALPHAVILLE
 Botte: MADONNA 1-1
 JERMAINE JACKSON 7-3
 BRYAN ADAMS 9-4
 PAT BENATAR 11-5
 CHICAGO 22-11

WSQV/Wilmington, PA
 Michael Cruz

KINGS
 ROGERS & PARTON
 MIDNIGHT STAR
 TIME
 BRONSKI BEAT
 NOLAN THOMAS
 Botte: MADONNA 1-1
 HONEYDRIPPERS 2-2
 PAT BENATAR 3-3
 DURAN DURAN 4-4
 JULIAN LENNON 5-5

WBSK/Chattanooga, TN
 Eric Page

JERMAINE JACKSON
 MIDNIGHT STAR
 JOHN FOGERTY
 STEVE WONDER
 Botte: MADONNA 1-1
 HONEYDRIPPERS 2-2
 PAT BENATAR 3-3
 DURAN DURAN 4-4
 JULIAN LENNON 5-5

WNOK-FM/Columbia, SC
 Peter Hamlett

MIDNIGHT STAR
 POINTER SISTERS
 TOMMY SHAW
 CYNDI LAUPER
 Botte: MADONNA 1-1
 JACK WAGNER 9-2
 CHICAGO 12-7
 PHILIP BAILEY 17-13
 BILLY OCEAN 22-17

WBBQ/Augusta, GA
 Bruce Stevens

BRONSKI BEAT
 JOHN FOGERTY
 TEENA MARIE
 SILENT TREATMENT (dp)
 Botte: MADONNA 1-1
 CHICAGO 5-2
 BRYAN ADAMS 13-3
 BILLY OCEAN 15-6
 STEVE WONDER 22-13

KHFI/Austin, TX
 Waylon Richards

BAND AID
 GLENN FREY
 JOHN BUNTER
 JOHN FOGERTY (dp)
 Botte: MADONNA 4-1
 DURAN DURAN 1-2
 PAT BENATAR 6-3
 BRYAN ADAMS 16-10
 RAY PARKER JR. 18-16

WFME/Baton Rouge, LA
 Rice/Alyson

BILLY OCEAN
 Botte: MADONNA 8-1
 CHICAGO 10-7
 JACK WAGNER 14-8
 PHILIP BAILEY 20-14
 FOREIGNER 22-15

KWIC/Beaumont, TX
 Resor/Parry

BAND AID
 SHEENA EASTON
 KINGS
 TEENA MARIE
 NEW EDITION
 JOHN FOGERTY
 Botte: MADONNA 2-1
 RICK SPRINGFIELD 9-5
 NEW EDITION 15-7
 BRUCE SPRINGSTEEN 14-11
 CHICAGO 17-12

KZZB/Beaumont, TX
 Jerry Lousteau

JOHN HUNTER
 DEEP PURPLE
 NEW EDITION
 BILLY SQUIER (dp)
 MORROW SOLO (dp)
 Botte: MADONNA 33-1
 BRYAN ADAMS 11-9
 FOREIGNER 18-16
 HALL & OATES 28-21

WQUD/Bozoi, MS
 Mickey Couler

JOHN FOGERTY
 CYNDI LAUPER
 STEVE WONDER
 Botte: MADONNA 8-4
 BILLY OCEAN 26-16
 JOHN WAITE 3-3
 STEVE PERRY 4-4
 CHICAGO 10-6

WKX108/Birmingham, AL
 St. John/Balley

none
 Botte: MADONNA 1-1
 DURAN DURAN 3-3
 JACK WAGNER 4-4
 CHICAGO 5-5
 PAT BENATAR 8-8

WBCY/Charlotte, NC
 Fred Stray

TIME (dp)
 CYNDI LAUPER
 MIDNIGHT STAR (dp)
 JOHN BUNTER
 Botte: MADONNA 1-1
 BRYAN ADAMS 12-10
 DON HENLEY 18-13
 FOREIGNER 24-14

WJZR/Charlotte, NC
 Chrysler/Daniels

NOLAN THOMAS
 ROGERS & PARTON
 NEW EDITION
 JOHN FOGERTY
 CYNDI LAUPER
 JOHN HUNTER
 BRONSKI BEAT
 WHODINI
 Botte: MADONNA 3-1
 DURAN DURAN 1-1
 MADONNA 3-2
 BRYAN ADAMS 7-6
 CHICAGO 10-8
 PRINCE 28-15

WBSK/Chattanooga, TN
 Eric Page

JERMAINE JACKSON
 MIDNIGHT STAR
 JOHN FOGERTY
 STEVE WONDER
 Botte: MADONNA 1-1
 HONEYDRIPPERS 2-2
 PAT BENATAR 3-3
 DURAN DURAN 4-4
 JULIAN LENNON 5-5

WFMJ/Lexington, KY
 Fox/Mosley

FRANKIE GOES TO B (dp)
 TWISTED SISTER (dp)
 AUTOGRAPH (dp)
 ANDY SUMMERS
 TIME
 HONEYDRIPPERS
 GEORGE BENSON
 Botte: MADONNA 2-1
 PHILIP BAILEY 23-15
 BILLY OCEAN 28-18
 STEVE PERRY 29-21
 WHAM! 34-26

WKYK/Utah Rock, AR
 Mark McCain

PHILIP BAILEY
 DON HENLEY
 Botte: MADONNA 1-1
 PAT BENATAR 10-7
 CHICAGO 16-9
 JACK WAGNER 18-12
 FOREIGNER 24-17

FM100/Memphis, TN
 John Conley

PRINCE
 HALL & OATES
 DON HENLEY
 GENTLE PERSUASION
 STEVE WONDER
 Botte: MADONNA 6-1
 CHICAGO 11-7
 JACK WAGNER 15-10
 POINTER SISTERS 29-25
 GIUFFRIA D-33

WABD-FM/Mobile, AL
 Fram/Fueller

STEVE WONDER
 GLENN FREY
 Botte: MADONNA 16-6
 PAT BENATAR 14-7
 CHICAGO 18-13
 PHILIP BAILEY 22-15
 KOOL & THE GANG 27-19

G100/Mobile, AL
 Gritty/Ocean

BAND AID
 CYNDI LAUPER
 DIANA ROSS
 HONEYDRIPPERS (dp)
 KINGS
 SHEENA EASTON
 TOMMY SHAW (dp)
 NEW EDITION
 Botte: MADONNA 1-1
 JULIAN LENNON 3-2
 JERMAINE JACKSON 7-5
 CHICAGO 13-8
 CARS 8-7

WHYY-FM/Montgomery, AL
 Alan DuPrest

ROOL & THE GANG
 SHEENA EASTON
 GLENN FREY
 CYNDI LAUPER
 JOHN FOGERTY
 GENERAL PUBLIC
 Botte: MADONNA 3-1
 RICK SPRINGFIELD (dp)
 PAUL McCARTNEY 6-4
 JOHN LAUPER 18-7
 PHILIP BAILEY 24-15

KBFM/McAllen-Brownsville, TX
 DeGado/deHaro

HALL & OATES
 WHAM
 CULTURE CLUB
 ELTON JOHN
 BARBRA STREISAND
 KOOL & THE GANG
 JOHN FOGERTY
 ASHFORD & SIMPSON
 GLENN FREY
 REBBIE JACKSON
 GENERAL PUBLIC
 MIDNIGHT STAR
 Botte: MADONNA 3-1
 HONEYDRIPPERS 5-2
 JACK WAGNER 9-5
 CHICAGO 13-8
 BRYAN ADAMS 21-10

KRGV/McAllen-Brownsville, TX
 Perry/Molano

ROGERS & PARTON
 Botte: DURAN DURAN 3-1
 MADONNA 7-2-1
 JULIAN LENNON 3-2
 BRYAN ADAMS 5-3
 CHICAGO 10-4
 JACK WAGNER 24-15

MTYK/Jackson, MS
 Jim Chik

Laura Branigan
 JOHN PARR
 ALPHAVILLE
 KINGS
 BILLY SQUIER
 ROGERS & PARTON
 TOMMY SHAW
 Botte: MADONNA 3-1
 CHICAGO 5-2
 BRUCE SPRINGSTEEN 9-5
 PAT BENATAR 8-2
 DURAN DURAN 1-3
 JULIAN LENNON 6-4
 FOREIGNER 32-16

WQUT/Johnson City, TN
 Chuck Anthony

BILLY OCEAN
 STEVE PERRY
 JOHN FOGERTY
 Botte: MADONNA 1-1
 DURAN DURAN 2-2
 BRYAN ADAMS 1-1
 MADONNA 4-4
 REO SPEEDWAGON 1-3
 BOB SEGER 10-5
 CARS 9-7

WOKI/Knoxville, TN
 Gary Adkins

JOHN PARR
 BAND AID
 TEENA MARIE
 AUTOGRAPH
 ROGERS & PARTON
 Botte: MADONNA 3-1
 PAT BENATAR 6-3
 BRYAN ADAMS 8-5
 DON HENLEY 9-7
 CHICAGO 15-11

WFMJ/Lexington, KY
 Fox/Mosley

FRANKIE GOES TO B (dp)
 TWISTED SISTER (dp)
 AUTOGRAPH (dp)
 ANDY SUMMERS
 TIME
 HONEYDRIPPERS
 GEORGE BENSON
 Botte: MADONNA 2-1
 PHILIP BAILEY 23-15
 BILLY OCEAN 28-18
 STEVE PERRY 29-21
 WHAM! 34-26

WKYK/Utah Rock, AR
 Mark McCain

PHILIP BAILEY
 DON HENLEY
 Botte: MADONNA 1-1
 PAT BENATAR 10-7
 CHICAGO 16-9
 JACK WAGNER 18-12
 FOREIGNER 24-17

FM100/Memphis, TN
 John Conley

MIDWEST Most Added Hottest

Band Aid John Fogerty New Edition Madonna Chicago Jack Wagner

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

Band Aid Sheena Easton Kinks Madonna Chicago Jack Wagner

MIDWEST

Parallel Two

WKDD/Akron, OH Matt Patrick

Cyndi Lauper General Public Rod Stewart Teena Marie John Fogerty Time Kinks Hottest: Madonna 2-1 Chicago 6-4 Jack Wagner 10-6 Billy Ocean 14-12 Foreigner 20-16

WAHC/Appleton-Oshkosh, Chris Caine

Glenn Frey Culture Club John Fogerty Kinks Tommy Shaw Hottest: Madonna 1-1 Rick Springfield 8-5 Chicago 18-7 Jack Wagner 23-12 Miami 30-13

WKAU/Appleton-Oshkosh, Ross/Bradleigh

Cyndi Lauper Sheena Easton Band Aid New Edition General Public (dp) Rebbie Jackson (dp) Hottest: Madonna 3-1 Duran Duran 1-2 Bryan Adams 9-5 Chicago 15-8 Jack Wagner 18-9

WZLX/Columbus, OH Cook/Celle

Cyndi Lauper Glenn Frey Sheena Easton Kinks Hottest: Madonna 1-1 Foreigner 11-5 Philip Bailey 15-9 Jack Wagner 19-13 Prince 31-21

KIHK/Davenport, IA Jim O'Hara

None Hottest: Paul McCartney 1-1 Duran Duran 2-2 Chicago 8-8 Laura Branigan 19-19 Philip Bailey 22-22

WGTZ/Deyton, OH King/Robertson

Elton John Stevie Wonder Wham! Hall & Oates Kool & The Gang General Public Cyndi Lauper Hottest: Madonna 1-1 Bryan Adams 4-2 Chicago 10-4 New Edition 12-5 Foreigner 15-6

KZIO/Duluth, MN Barry Knight

John Parr Time New Edition Deep Purple Tommy Shaw Hottest: Madonna 1-1 Pat Benatar 3-2 New Edition 6-3 Chicago 12-5 Philip Bailey 21-10

WKDQ/Evanville, IN Payne/Chase

Sheila E. Steve Perry Cyndi Lauper John Fogerty Band Aid New Edition Kinks (dp) Tommy Shaw (dp) Temptations Ashford & Simpson Autograph (dp) Hottest: Madonna 5-1 Chicago 6-4 New Edition 10-5 Jack Wagner 18-6 Foreigner 20-8

WSTO/Evanville, IN Taylor/Lindsay

Philip Bailey Ray Parker Jr. Hottest: Madonna 5-2 Jack Wagner 10-6 Pat Benatar 11-7 Bryan Adams 14-8 Julian Lennon 28-16

WMEE/Pl. Wayne Scott Dugan

Band Aid Kinks Rebbie Jackson Deep Purple Hottest: Madonna 1-1 New Edition 13-3 Jack Wagner 9-5 Julian Lennon 10-7 Chicago 17-12

WGRD/Grand Rapids, MI Swart/Stevens

Jack Wagner Glenn Frey Sheena Easton John Hunter Hottest: Madonna 2-1 Duran Duran 1-2 Chicago 7-3 Philip Bailey 20-13 Foreigner 27-18

WZPI/Indianapolis, IN Driscoll/Miles

Ashford & Simpson George Benson Deep Purple Kinks New Edition John Fogerty Hottest: Madonna 2-1 Chicago 6-4 Jack Wagner 10-6 Billy Ocean 14-12 Foreigner 20-16

WJXQ/Jackson, MI Ryan/Cheeks

Silent Treatment (dp) Bruce Cockburn (dp) Hottest: Madonna 1-1 Rick Springfield 8-5 Chicago 18-7 Jack Wagner 23-12 Miami 30-13

WKFR/Kalamazoo, MI Weinacht/Chapman

Billy Ocean Sheena Easton John Hunter Hottest: Madonna 3-1 Pat Benatar 4-2 Jack Wagner 14-6 Philip Bailey 27-15 Prince D-31

Z28B/Kansas City, MO Collins/Welsh

Tommy Shaw Cyndi Lauper Glenn Frey John Fogerty Kinks Sheena Easton Hottest: Chicago 3-3 Jack Wagner 17-6 Foreigner 27-16 Philip Bailey 31-18 Don Henley 34-28

WVIC/Lansing, MI Martini/Kittredge

Stevie Wonder John Hunter John Fogerty Sheena Easton Hottest: Pat Benatar 1-1 Bryan Adams 2-2 Julian Lennon 3-3 Jack Wagner 8-4 Boney M. 13-6

Z104/Madison, WI Little/Hudson

John Parr (dp) New Edition Kool & The Gang Kinks (dp) Hottest: Madonna 1-1 Jack Wagner 2-2 Chicago 3-3 Pat Benatar 5-4 Julian Lennon 9-5

WZUU/Milwaukee, WI Michaels/Kelly

Pointer Sisters Billy Ocean Hottest: Madonna 1-1 Duran Duran 3-3 Paul McCartney 4-4 Pat Benatar 12-6 Jermaine Jackson 16-12

RK103/Oklahoma City, OK Bill Cahill

John Fogerty Sheena Easton New Edition Band Aid Hottest: Madonna 1-1 Chicago 7-2 Prince 11-7 New Edition 14-11 Time 21-16

KOFM/Oklahoma City, OK Miller/Cooper

Kool & The Gang Barbra Streisand New Edition John Parr Silent Treatment Band Aid Hottest: Madonna 1-1 Duran Duran 3-2 Prince 5-4 Chicago 10-8 Philip Bailey 27-17

KQKQ/Omaha, NE Taylor/Dean

Culture Club Time Autograph Hottest: Madonna 1-1 Chicago 3-2 Pat Benatar 4-3 Bryan Adams 6-5 Julian Lennon 8-6

KZ33/Peoria, IL Edwards/Maloney

Julian Lennon Hottest: Survivor 1-1 Jack Wagner 5-2 Pat Benatar 4-3 Bryan Adams 10-5 Bruce Springsteen 14-6

WZOK/Rockford, IL Klipper B. McGee

Prince Billy Ocean Wham! Hall & Oates General Public (dp) Hottest: Chicago 16-9 Jermaine Jackson 23-14 Philip Bailey 25-16 Don Henley D-22

US3/South Bend, IN J.K. Dearing

Philip Bailey Don Henley Hottest: Madonna 7-1 New Edition 9-4 Pat Benatar 11-6 Survivor 17-8 Bryan Adams 20-9

WRQN/Toledo, OH Schaffer/Mitchell

John Fogerty (dp) Silent Treatment (dp) Bruce Cockburn (dp) Autograph (dp) Hottest: Madonna 5-1 Jack Wagner 9-2 Billy Ocean 22-17 Foreigner 30-24 Prince 34-26

KAY107/Tulsa, OK Blain/Stephens

John Fogerty Tommy Shaw Band Aid Hottest: Madonna 7-1 Duran Duran 9-5 Jack Wagner 11-7 Bryan Adams 18-13 Bruce Springsteen 24-16

KEYN-FM/Wichita, KS Taylor/Brown

Time George Benson Tommy Shaw Autograph Kinks Bronski Beat Deep Purple Hottest: Madonna 4-1 Chicago 9-4 Philip Bailey 16-8 Foreigner 21-14 Jack Wagner 23-15

KKRD/Wichita, KS Jim O'Hara

Band Aid Cyndi Lauper Time Deep Purple Boney M. Hottest: Madonna 1-1 Duran Duran 2-2 Chicago 7-3 Bruce Springsteen 11-8 Jack Wagner 12-9

WHOT/Youngstown, OH Dick Thompson

Band Aid Culture Club Sheena Easton Deep Purple (dp) Time Rogers & Parton (dp) John Fogerty New Edition U2 Bronski Beat Hottest: Madonna 3-1 Julian Lennon 8-5 Philip Bailey 21-10 Foreigner 16-11 Wham! 22-16

WYFM/Youngstown, OH Jeff Tobin

Wham! New Edition Elton John Sheila E. Hottest: Madonna 1-1 Philip Bailey 4-2 Chicago 6-3 Jack Wagner 11-6 Prince 15-12

WZOU/Milwaukee, WI Michaels/Kelly

None Hottest: Madonna 1-1 Duran Duran 3-3 Paul McCartney 4-4 Pat Benatar 12-6 Jermaine Jackson 16-12

WZOU/Milwaukee, WI Michaels/Kelly

None Hottest: Madonna 1-1 Duran Duran 3-3 Paul McCartney 4-4 Pat Benatar 12-6 Jermaine Jackson 16-12

WZOU/Milwaukee, WI Michaels/Kelly

None Hottest: Madonna 1-1 Duran Duran 3-3 Paul McCartney 4-4 Pat Benatar 12-6 Jermaine Jackson 16-12

WZOU/Milwaukee, WI Michaels/Kelly

None Hottest: Madonna 1-1 Duran Duran 3-3 Paul McCartney 4-4 Pat Benatar 12-6 Jermaine Jackson 16-12

WBWB/Bloomington, IN Bob Leonard

Barbra Streisand George Benson Kinks Tommy Shaw Billy Squier Time Band Aid Hottest: Madonna 2-1 Chicago 10-5 Bryan Adams 19-13 Philip Bailey 24-16 Jack Wagner 28-17

WCIL-FM/Carbondale, IL Tony Waitkus

Don Henley Rebbie Jackson (dp) New Edition Hottest: Jack Wagner 1-1 Madonna 2-2 Band Aid D-3 Foreigner 26-8 Billy Ocean 25-9

KQCR/Cedar Rapids, IA Gery Dixon

John Parr (dp) John Fogerty Pointer Sisters New Edition Hottest: New Edition 7-3 Jack Wagner 8-5 Foreigner 11-7 Honeydrippers 32-22 Midnight Star 33-23

KCMQ/Columbus, MO Tuttn/Baker

George Benson John Fogerty Cyndi Lauper Sheena Easton Kinks Hottest: Jack Wagner 14-6 Chicago 16-8 Philip Bailey 22-12 Don Henley 23-16 Foreigner 31-20

Y94/Fargo, ND Collins/Anderson

Band Aid Kinks (dp) Rebbie Jackson Tommy Shaw Hottest: Madonna 1-1 Chicago 11-6 Jack Wagner 15-7 Don Henley 18-13 Philip Bailey 25-18

KKXL-FM/Grand Forks, ND Don Nordine

Wham! Hall & Oates Pointer Sisters General Public Culture Club John Fogerty Cyndi Lauper Midnight Star Hottest: Madonna 1-1 Chicago 8-1 Madonna 3-2 Bruce Springsteen 4-3 Jack Wagner 6-5 Band Aid D-10

KDVT/Topeka, KS Rabat/Parmely

New Edition Rebbie Jackson Time Deep Purple (dp) Autograph (dp) Midnight Star Hottest: Don Henley 5-1 Madonna 3-3 Chicago 11-4 Foreigner 15-5 Wham! 31-20

KFMW/Waterloo, IA Mark Potter

John Hunter John Parr Band Aid Deep Purple Hottest: Madonna 2-1 Jack Wagner 12-6 Foreigner 26-15 Philip Bailey 29-17 Pointer Sisters 38-26

KFRX/Unclon, NE Tracy Johnson

Culture Club Kool & The Gang General Public John Fogerty Barbra Streisand (dp) Hottest: Madonna 1-1 Duran Duran 3-2 Chicago 7-3 Pat Benatar 6-4 New Edition 14-5

WRKR/Racine-Milwaukee, WI Martini

Honeydrippers Steve Perry Stevie Wonder Sheena Easton Glenn Frey New Edition Hottest: Chicago 6-2 Time 7-4 Band Aid D-5 Prince 16-6

KKLS-FM/Rapid City, SD Shervin/Piper

Rick Springfield George Benson Cyndi Lauper Kinks Sheena Easton Hottest: Duran Duran 2-1 Bryan Adams 3-2 Madonna 7-3 Chicago 10-8 Philip Bailey 24-17

98KG/Saline, KS Danny Collier

Band Aid Stevie Wonder Time George Benson Rogers & Parton Deep Purple (dp) New Edition Autograph (dp) Bronski Beat (dp) Cyndi Lauper Hottest: New Edition 5-3 Chicago 17-8 Billy Ocean 30-21 General Public 36-33 Prince D-35

KKRC/Sioux Falls, SD Dan Kleley

Band Aid John Fogerty Culture Club Cyndi Lauper General Public Glenn Frey Hottest: Bryan Adams 3-1 Madonna 14-7 Don Henley 21-14 Foreigner 26-22 Rick Springfield 33-25

KWTO-FM/Springfield, MO Mike Schmidt

Culture Club Stevie Wonder John Fogerty George Benson Autograph Band Aid Hottest: Survivor 2-1 Chicago 9-4 Philip Bailey 8-7 Jack Wagner 21-9 Bryan Adams 15-10

KBOS/Fresno, CA Kris Van Kamp

Prince Sheena Easton Kinks Ashford & Simpson George Benson Diana Ross New Edition Midnight Star Hottest: Madonna 2-1 Philip Bailey 20-15 Wham! 27-17

WSPT/Stevens Point, WI Bouley/Tracy

Band Aid Stevie Wonder Barbra Streisand Midnight Star George Benson John Parr (dp) Hottest: Chicago 8-1 Madonna 3-2 Bruce Springsteen 4-3 Jack Wagner 6-5 Band Aid D-10

KMGX/Fresno, CA Carey Edwards

Band Aid John Fogerty Sheena Easton Rogers & Parton Teena Marie New Edition Bronski Beat John Parr (dp) Hottest: Madonna 1-1 Midnight Star 10-6 Chicago 16-10 Wham! 24-16 Jack Wagner 28-17

KYNO-FM/Fresno, CA Walker/Davis

Frankie Goes To H John Fogerty Stevie Wonder Sheena Easton Kool & The Gang Hottest: Honeydrippers 14-6 Julian Lennon 20-14 Philip Bailey 21-15 Prince 29-17 Hall & Oates 32-20

KIKI/Honolulu, HI Kong/Shahido

John Fogerty New Edition Steve Perry Teena Marie Hottest: Madonna 1-1 Chicago 8-3 Honeydrippers 15-10 Pointer Sisters 24-16 Foreigner 26-20 Chicago 23-15

KRMQ/Honolulu, HI Kimo Akane

Tommy Shaw New Edition Kinks Temptations Twisted Sister Diana Ross Deep Purple John Hunter Hottest: Duran Duran 1-1 Pat Benatar 2-2 Madonna 5-4 Cars 6-5 Chicago 13-6

KLUC/Las Vegas, NV Bill Richards

John Hunter Sheena Easton John Parr (dp) John Fogerty Time Rebbie Jackson Band Aid Hottest: Madonna 2-1 Pat Benatar 2-2 Madonna 5-4 Cars 6-5 Chicago 13-6

KKXX/Bakersfield, CA Squires/Kemper

Sheena Easton New Edition Steve Perry Stevie Wonder Band Aid Midnight Star Hottest: Madonna 1-1 Chicago 5-2 Pat Benatar 6-3 Foreigner 19-10 New Edition 21-11

KQXR/Bakersfield, CA Bonnie Knox

Band Aid Deep Purple Time John Parr Teena Marie Hottest: Madonna 2-1 Jack Wagner 16-8 Chicago 14-9 Foreigner 21-10 Wham! 28-17

KF96/Boise, ID Larry Doss

U2 John Parr (dp) Deep Purple (dp) Kinks (dp) Bronski Beat Time New Edition Hottest: Madonna 2-1 Chicago 11-4 Ray Parker Jr. 12-6 Jack Wagner 16-7 Philip Bailey 19-8

KKFM/Colorado Springs, CO Finney/Anderson

Culture Club Sheena Easton Stevie Wonder John Fogerty George Benson Autograph Band Aid Hottest: Survivor 2-1 Chicago 9-4 Philip Bailey 8-7 Jack Wagner 21-9 Bryan Adams 15-10

KSKD/Salem, OR Len E. Mitchell

Deep Purple New Edition Bronski Beat (dp) Temptations (dp) Twisted Sister (dp) Hottest: Madonna 1-1 Jack Wagner 4-2 New Edition 7-3 Time 5-4 Chicago 8-7

KDON-FM/Salt Lake City, UT Kirk Clatt

Band Aid John Fogerty Sheena Easton Rogers & Parton Teena Marie New Edition Bronski Beat John Parr (dp) Hottest: Madonna 1-1 New Edition 8-5 Philip Bailey 10-6 Jack Wagner 14-10 Wham! 20-13

KCPX/Salt Lake City, UT Aueharn/Main

Sheena Easton Pointer Sisters Hottest: Madonna 4-1 Chicago 2-1 Guiffria 24-10 Billy Ocean 20-15 Foreigner 30-26 Wham! 31-27

KHYT/Tucson, AZ Sherman Cohen

Time Sheena Easton New Edition Kinks Billy Squier Bronski Beat Temptations Hottest: Madonna 1-1 Chicago 8-3 Chaka Khan 3-2 Jack Wagner 6-4 New Edition 11-9 Chicago 23-15

KRQ/Tucson, AZ Kelly Norris

Band Aid John Fogerty Tommy Shaw George Benson Cyndi Lauper (dp) Ashford & Simpson Culture Club Hottest: Madonna 2-1 Bruce Springsteen 5-3 Chicago 15-9 Don Henley 14-10 Foreigner 20-14

KGOT/Anchorage, AK Kay Taylor

Band Aid Time Sheena Easton Midnight Star Kinks Rebbie Jackson General Public Hottest: Madonna 1-1 Rick Springfield 7-2 Chicago 8-3 Foreigner 21-11 Band Aid D-24

KO3S/Modesto, CA Mike Novak

Frankie Goes To H Kinks John Fogerty Temptations Teena Marie Ashford & Simpson Hottest: Jack Wagner 3-1 Ray Parker Jr. 10-4 Wham! 15-7 Philip Bailey 18-9 Foreigner 37-26

KHOP/Modesto-Stockton, CA David Kraham

Cyndi Lauper Band Aid Time (dp) Kinks (dp) John Parr Hottest: Madonna 4-1 Philip Bailey 11-4 Jack Wagner 13-5 Foreigner 23-17 Prince 40-22

KCAO/Oxnard-Ventura, CA Thome/Jay

Winter Sisters Nolan Thomas Honeydrippers Temptations Sam Harris Hottest: Wham! 16-6 Chicago 26-10 Midnight Star 24-18 Bobby Jimmy & The 28-25 Band Aid D-34

KSKD/Salem, OR Len E. Mitchell

Deep Purple New Edition Bronski Beat (dp) Temptations (dp) Twisted Sister (dp) Hottest: Madonna 1-1 Jack Wagner 4-2 New Edition 7-3 Time 5-4 Chicago 8-7

KDON-FM/Salt Lake City, UT Kirk Clatt

Band Aid John Fogerty Sheena Easton Rogers & Parton Teena Marie New Edition Bronski Beat John Parr (dp) Hottest: Madonna 1-1 New Edition 8-5 Philip Bailey 10-6 Jack Wagner 14-10 Wham! 20-13

KCPX/Salt Lake City, UT Aueharn/Main

Sheena Easton Pointer Sisters Hottest: Madonna 4-1 Chicago 2-1 Guiffria 24-10 Billy Ocean 20-15 Foreigner 30-26 Wham! 31-27

KHYT/Tucson, AZ Sherman Cohen

Time Sheena Easton New Edition Kinks Billy Squier Bronski Beat Temptations Hottest: Madonna 1-1 Chicago 8-3 Chaka Khan 3-2 Jack Wagner 6-4 New Edition 11-9 Chicago 23-15

KRQ/Tucson, AZ Kelly Norris

Band Aid John Fogerty Tommy Shaw George Benson Cyndi Lauper (dp) Ashford & Simpson Culture Club Hottest: Madonna 2-1 Bruce Springsteen 5-3 Chicago 15-9 Don Henley 14-10 Foreigner 20-14

KGOT/Anchorage, AK Kay Taylor

Band Aid Time Sheena Easton Midnight Star Kinks Rebbie Jackson General Public Hottest: Madonna 1-1 Rick Springfield 7-2 Chicago 8-3 Foreigner 21-11 Band Aid D-24

KYYA/Billings, MT Charlie Fox

Elton John General Public John Fogerty Hottest: Madonna 6-1 Pat Benatar 4-2 Jack Wagner 8-3 Bryan Adams 11-4 Chicago 12-5

KBOZ-FM/Bozeman, MT Michael Heese

Glenn Frey Rebbie Jackson Diana Ross Band Aid Time Hottest: Madonna 3-1 Chicago 11-3 John Parr Hottest: Madonna 4-1 Philip Bailey 11-4 Jack Wagner 13-5 Foreigner 23-17 Prince 40-22

KCDQ/Bozeman, MT Greg Williams

Molly Hatchet New Edition Rebbie Jackson Bronski Beat Hottest: Madonna 1-1 Pat Benatar 2-2 Jack Wagner 12-3 Chicago 23-13 Tommy Shaw 38-34

KTRS/Casper, WY Todd Cavanah

Rick Springfield Guiffria Barbra Streisand John Fogerty David Bowie John Hunter Kinks (dp) Hottest: Madonna 2-1 Pat Benatar 4-2 Honeydrippers 5-3 Chicago 17-5 Band Aid D-40

KZOS/Salt Lake City, UT Mike Dawson

Band Aid Culture Club John Parr Hottest: Madonna 1-1 Don Henley 9-6 Prince 29-20 Wham! 31-24 Band Aid D-30

KIST/Santa Barbara, CA Dick Williams

General Public Cyndi Lauper Sheena Easton Teena Marie John Parr Bronski Beat Hottest: Madonna 3-1 Pat Benatar 8-4 Julian Lennon 12-5 Dan Hartman 13-11 Bruce Springsteen 14-12 Taylor/Purdy

OK96/Tri-Cities, WA Taylor/Purdy

Culture Club Sam Harris Molly Hatchet Twisted Sister Hottest: Madonna 1-1 Pat Benatar 7-3 Pointer Sisters 17-11 Billy Ocean 23-14 Time 30-22

K98/Provo-Salt Lake City, UT Gentry/Greer

Rebbie Jackson Tommy Shaw Ashford & Simpson Band Aid Barbra Streisand Midnight Star Time Hottest: Madonna 3-1 Chicago 12-2 Jack Wagner 9-3 Julian Lennon 13-4 Foreigner 16-5

KCBN/Reno, NV Jim O'Neal

Cyndi Lauper General Public Kool & The Gang Kinks Hottest: Madonna 1-1 Chicago 9-3 Philip Bailey 12-4 Billy Ocean 22-14 Band Aid 39-30

KHTX/Reno, NV John Chormie

Culture Club Pointer Sisters Kinks Twisted Sister New Edition Temptations Bronski Beat Rogers & Parton Hottest: Pat Benatar 2-1 Bruce Springsteen 7-4 Don Henley 11-7 Elton John 23-18 Wham! 31-23

KBIM/Roswell, NM Tim Mack

Autograph Molly Hatchet New Edition Kinks Rebbie Jackson Bronski Beat Midnight Star Band Aid Bruce Cockburn Hottest: Pat Benatar 1-1 Madonna 10-2 Honeydrippers 3-3 Julian Lennon 5-4 New Edition 11-9

KRSP/Salt Lake City, UT Carlson/Moll

New Edition Band Aid Kinks Barbra Streisand Bronski Beat Deep Purple Hottest: Madonna 3-1 Chicago 2-2 Jack Wagner 9-4 Foreigner 23-13 Midnight Star 38-32

SLY96/San Luis Obispo, CA Tom Welsh

Band Aid Teena Marie Bronski Beat New Edition Hottest: Madonna 2-1 Pat Benatar 4-2 Honeydrippers 5-3 Chicago 17-5 Band Aid D-40

KZOS/Salt Lake City, UT Mike Dawson

Band Aid Culture Club John Parr Hottest: Madonna 1-1 Don Henley 9-6 Prince 29-20 Wham! 31-24 Band Aid D-30

KIST/Santa Barbara, CA Dick Williams

General Public Cyndi Lauper Sheena Easton Teena Marie John Parr Bronski Beat Hottest: Madonna 3-1 Pat Benatar 8-4 Julian Lennon 12-5 Dan Hartman 13-11 Bruce Springsteen 14-12 Taylor/Purdy

OK96/Tri-Cities, WA Taylor/Purdy

Culture Club Sam Harris Molly Hatchet Twisted Sister Hottest: Madonna 1-1 Pat Benatar 7-3 Pointer Sisters 17-11 Billy Ocean 23-14 Time 30-22

PARALELS

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.

238 Reports

JOHN DOE
"Hit Song" (Anylabel)
LP: Hit Song

Regional	100/25	44%	National Summary
Reach	100	25	UP 51
E	33%		Down 0
M	21%		Same 20
S	80%		Down 0
W	19%		Add 28

EXAMPLE

100/25 — 100 CHR reporting stations on it this week including 25 new adds.
44% — Percentage of this weeks 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 28 — Total number of stations adding it this week.

BRYAN ADAMS
Run To You (A&M)
LP: Reckless

Regional	236/13	96%	National Summary
Reach	236	13	UP 12
E	96%		Down 0
M	99%		Same 14
S	99%		Down 0
W	99%		Add 3

WHEELER
100/25

Regional	100/25	44%	National Summary
Reach	100	25	UP 51
E	33%		Down 0
M	21%		Same 20
S	80%		Down 0
W	19%		Add 28

PHILIP BAILEY
Easy Lover (Columbia)
LP: Chinese Wall

Regional	234/4	96%	National Summary
Reach	234	4	UP 10
E	96%		Down 0
M	99%		Same 11
S	99%		Down 0
W	99%		Add 3

ALPHAVILLE
Big In Japan (Atlantic)
LP: Forever Young

Regional	51/3	21%	National Summary
Reach	51	3	UP 5
E	20%		Down 0
M	10%		Same 15
S	20%		Down 0
W	20%		Add 3

DAVID BOWIE
Tonight (EMI America)
LP: Tonight

Regional	118/2	50%	National Summary
Reach	118	2	UP 4
E	40%		Down 1
M	40%		Same 2
S	52%		Down 2
W	52%		Add 2

DAVID BOWIE
Tonight (EMI America)
LP: Tonight

Regional	118/2	50%	National Summary
Reach	118	2	UP 4
E	40%		Down 1
M	40%		Same 2
S	52%		Down 2
W	52%		Add 2

DAVID BOWIE
Tonight (EMI America)
LP: Tonight

Regional	118/2	50%	National Summary
Reach	118	2	UP 4
E	40%		Down 1
M	40%		Same 2
S	52%		Down 2
W	52%		Add 2

ALPHAVILLE
Big In Japan (Atlantic)
LP: Forever Young

Regional	51/3	21%	National Summary
Reach	51	3	UP 5
E	20%		Down 0
M	10%		Same 15
S	20%		Down 0
W	20%		Add 3

ASHFORD & SIMPSON
Solid (Capitol)
LP: Solid

Regional	116/23	46%	National Summary
Reach	116	23	UP 10
E	56%		Down 0
M	33%		Same 16
S	43%		Down 1
W	40%		Add 29

BAND AID
Do They Know It's... (Columbia)
LP: Solid

Regional	154/88	65%	National Summary
Reach	154	88	UP 19
E	77%		Down 0
M	43%		Same 19
S	43%		Down 0
W	43%		Add 29

DAVID BOWIE
Tonight (EMI America)
LP: Tonight

Regional	118/2	50%	National Summary
Reach	118	2	UP 4
E	40%		Down 1
M	40%		Same 2
S	52%		Down 2
W	52%		Add 2

DAVID BOWIE
Tonight (EMI America)
LP: Tonight

Regional	118/2	50%	National Summary
Reach	118	2	UP 4
E	40%		Down 1
M	40%		Same 2
S	52%		Down 2
W	52%		Add 2

DAVID BOWIE
Tonight (EMI America)
LP: Tonight

Regional	118/2	50%	National Summary
Reach	118	2	UP 4
E	40%		Down 1
M	40%		Same 2
S	52%		Down 2
W	52%		Add 2

DAVID BOWIE
Tonight (EMI America)
LP: Tonight

Regional	118/2	50%	National Summary
Reach	118	2	UP 4
E	40%		Down 1
M	40%		Same 2
S	52%		Down 2
W	52%		Add 2

DAVID BOWIE
Tonight (EMI America)
LP: Tonight

Regional	118/2	50%	National Summary
Reach	118	2	UP 4
E	40%		Down 1
M	40%		Same 2
S	52%		Down 2
W	52%		Add 2

DAVID BOWIE
Tonight (EMI America)
LP: Tonight

Regional	118/2	50%	National Summary
Reach	118	2	UP 4
E	40%		Down 1
M	40%		Same 2
S	52%		Down 2
W	52%		Add 2

PHILIP BAILEY
Easy Lover (Columbia)
LP: Chinese Wall

Regional	234/4	96%	National Summary
Reach	234	4	UP 10
E	96%		Down 0
M	99%		Same 11
S	99%		Down 0
W	99%		Add 3

ALPHAVILLE
Big In Japan (Atlantic)
LP: Forever Young

Regional	51/3	21%	National Summary
Reach	51	3	UP 5
E	20%		Down 0
M	10%		Same 15
S	20%		Down 0
W	20%		Add 3

ASHFORD & SIMPSON
Solid (Capitol)
LP: Solid

Regional	116/23	46%	National Summary
Reach	116	23	UP 10
E	56%		Down 0
M	33%		Same 16
S	43%		Down 1
W	40%		Add 29

BAND AID
Do They Know It's... (Columbia)
LP: Solid

Regional	154/88	65%	National Summary
Reach	154	88	UP 19
E	77%		Down 0
M	43%		Same 19
S	43%		Down 0
W	43%		Add 29

DAVID BOWIE
Tonight (EMI America)
LP: Tonight

Regional	118/2	50%	National Summary
Reach	118	2	UP 4
E	40%		Down 1
M	40%		Same 2
S	52%		Down 2
W	52%		Add 2

DAVID BOWIE
Tonight (EMI America)
LP: Tonight

Regional	118/2	50%	National Summary
Reach	118	2	UP 4
E	40%		Down 1
M	40%		Same 2
S	52%		Down 2
W	52%		Add 2

DAVID BOWIE
Tonight (EMI America)
LP: Tonight

Regional	118/2	50%	National Summary
Reach	118	2	UP 4
E	40%		Down 1
M	40%		Same 2
S	52%		Down 2
W	52%		Add 2

DAVID BOWIE
Tonight (EMI America)
LP: Tonight

Regional	118/2	50%	National Summary
Reach	118	2	UP 4
E	40%		Down 1
M	40%		Same 2
S	52%		Down 2
W	52%		Add 2

DAVID BOWIE
Tonight (EMI America)
LP: Tonight

Regional	118/2	50%	National Summary
Reach	118	2	UP 4
E	40%		Down 1
M	40%		Same 2
S	52%		Down 2
W	52%		Add 2

DAVID BOWIE
Tonight (EMI America)
LP: Tonight

Regional	118/2	50%	National Summary
Reach	118	2	UP 4
E	40%		Down 1
M	40%		Same 2
S	52%		Down 2
W	52%		Add 2

PHILIP BAILEY
Easy Lover (Columbia)
LP: Chinese Wall

Regional	234/4	96%	National Summary
Reach	234	4	UP 10
E	96%		Down 0
M	99%		Same 11
S	99%		Down 0
W	99%		Add 3

ALPHAVILLE
Big In Japan (Atlantic)
LP: Forever Young

Regional	51/3	21%	National Summary
Reach	51	3	UP 5
E	20%		Down 0
M	10%		Same 15
S	20%		Down 0
W	20%		Add 3

ASHFORD & SIMPSON
Solid (Capitol)
LP: Solid

Regional	116/23	46%	National Summary
Reach	116	23	UP 10
E	56%		Down 0
M	33%		Same 16
S	43%		Down 1
W	40%		Add 29

BAND AID
Do They Know It's... (Columbia)
LP: Solid

Regional	154/88	65%	National Summary
Reach	154	88	UP 19
E	77%		Down 0
M	43%		Same 19
S	43%		Down 0
W	43%		Add 29

DAVID BOWIE
Tonight (EMI America)
LP: Tonight

Regional	118/2	50%	National Summary
Reach	118	2	UP 4
E	40%		Down 1
M	40%		Same 2
S	52%		Down 2
W	52%		Add 2

DAVID BOWIE
Tonight (EMI America)
LP: Tonight

Regional	118/2	50%	National Summary
Reach	118	2	UP 4
E	40%		Down 1
M	40%		Same 2
S	52%		Down 2
W	52%		Add 2

DAVID BOWIE
Tonight (EMI America)
LP: Tonight

Regional	118/2	50%	National Summary
Reach	118	2	UP 4
E	40%		Down 1
M	40%		Same 2
S	52%		Down 2
W	52%		Add 2

DAVID BOWIE
Tonight (EMI America)
LP: Tonight

Regional	118/2	50%	National Summary
Reach	118	2	UP 4
E	40%		Down 1
M	40%		Same 2
S	52%		Down 2
W	52%		Add 2

DAVID BOWIE
Tonight (EMI America)
LP: Tonight

Regional	118/2	50%	National Summary
Reach	118	2	UP 4
E	40%		Down 1
M	40%		Same 2
S	52%		Down 2
W	52%		Add 2

DAVID BOWIE
Tonight (EMI America)
LP: Tonight

Regional	118/2	50%	National Summary
Reach	118	2	UP 4
E	40%		Down 1
M	40%		Same 2
S	52%		Down 2
W	52%		Add 2

PHILIP BAILEY
Easy Lover (Columbia)
LP: Chinese Wall

Regional	234/4	96%	National Summary
Reach	234	4	UP 10
E	96%		Down 0
M	99%		Same 11
S	99%		Down 0
W	99%		Add 3

ALPHAVILLE
Big In Japan (Atlantic)
LP: Forever Young

Regional	51/3	21%	National Summary
Reach	51	3	UP 5
E	20%		Down 0
M	10%		Same 15
S	20%		Down 0
W	20%		Add 3

ASHFORD & SIMPSON
Solid (Capitol)
LP: Solid

Regional	116/23	46%	National Summary
Reach	116	23	UP 10
E	56%		Down 0
M	33%		Same 16
S	43%		Down 1
W	40%		Add 29

BAND AID
Do They Know It's... (Columbia)
LP: Solid

Regional	154/88	65%	National Summary
Reach	154	88	UP 19
E	77%		Down 0
M	43%		Same 19
S	43%		Down 0
W	43%		Add 29

DAVID BOWIE
Tonight (EMI America)
LP: Tonight

Regional	118/2	50%	National Summary
Reach	118	2	UP 4
E	40%		Down 1
M	40%		Same 2
S	52%		Down 2
W	52%		Add 2

DAVID BOWIE
Tonight (EMI America)
LP: Tonight

Regional	118/2	50%	National Summary
Reach	118	2	UP 4
E	40%		Down 1
M	40%		Same 2
S	52%		Down 2
W	52%		Add 2

DAVID BOWIE
Tonight (EMI America)
LP: Tonight

Regional	118/2	50%	National Summary
Reach	118	2	UP 4
E	40%		Down 1
M	40%		Same 2
S	52%		Down 2
W	52%		Add 2

DAVID BOWIE
Tonight (EMI America)
LP: Tonight

Regional	118/2	50%	National Summary
Reach	118	2	UP 4
E	40%		Down 1
M	40%		Same 2
S	52%		Down 2

Cyndi Lauper Continued

Midnight Star Continued

Ray Parker Jr. Continued

Diana Ross Continued

Rick Springfield Continued

2380 100% National Summary
 Regional Reach: 100%
 DEBITS: 0
 SAME: 100
 DOWN: 0
 ADDS: 0

1

MAISON
 Like A Virgin (Sire/WB)
 LP: Like A Virgin

Regional Reach: 100%
 DEBITS: 0
 SAME: 100
 DOWN: 0
 ADDS: 0

NEW EDITION
 Mr. Telephone Man (MCA)
 LP: New Edition

Regional Reach: 102/76
 43% National Summary
 DEBITS: 18
 SAME: 5
 DOWN: 6
 ADDS: 7

15A

JOHN PARR
 Naughty Naughty (Atlantic)
 LP: John Parr

Regional Reach: 74/36
 31% National Summary
 DEBITS: 12
 SAME: 24
 DOWN: 0
 ADDS: 3

15A

PRINCE
 Would Die 4 U (WB)
 LP: Purple Rain Soundtrack

Regional Reach: 224/5
 84% National Summary
 DEBITS: 152
 SAME: 18
 DOWN: 0
 ADDS: 5

19

BOB SEGER
 Understating (Capitol)
 LP: Teacher Soundtrack

Regional Reach: 100/0
 80% National Summary
 DEBITS: 126
 SAME: 0
 DOWN: 0
 ADDS: 0

20

BRUCE SPRINGSTEEN
 Born In The U.S.A. (Columbia)
 LP: Born In The U.S.A.

Regional Reach: 212/1
 88% National Summary
 DEBITS: 1
 SAME: 18
 DOWN: 0
 ADDS: 1

10

TEENA MARIE
 Lovelight (Epic)
 LP: Starchild

Regional Reach: 57/28
 24% National Summary
 DEBITS: 8
 SAME: 18
 DOWN: 0
 ADDS: 2

15A

BILLY OCEAN
 Loverboy (Jive/Arista)
 LP: Suddeny

Regional Reach: 228/6
 96% National Summary
 DEBITS: 18
 SAME: 0
 DOWN: 0
 ADDS: 0

18

STEVE PERRY
 Foolish Heart (Columbia)
 LP: Street Talk

Regional Reach: 181/11
 80% National Summary
 DEBITS: 26
 SAME: 24
 DOWN: 0
 ADDS: 11

30

PRINCE
 Would Die 4 U (WB)
 LP: Purple Rain Soundtrack

Regional Reach: 224/5
 84% National Summary
 DEBITS: 152
 SAME: 18
 DOWN: 0
 ADDS: 5

19

LOMAY SHAW
 Lonely Shave (A&M)
 LP: Girls With Guns

Regional Reach: 91/28
 38% National Summary
 DEBITS: 1
 SAME: 5
 DOWN: 0
 ADDS: 2

15A

BILLY SQUIER
 Eye On You (Capitol)
 LP: Signs Of Life

Regional Reach: 58/14
 26% National Summary
 DEBITS: 3
 SAME: 3
 DOWN: 0
 ADDS: 14

15A

MIDNIGHT STAR
 Operator (Solar/Elektra)
 LP: Planetary Invasion

Regional Reach: 148/31
 63% National Summary
 DEBITS: 1
 SAME: 2
 DOWN: 0
 ADDS: 1

40

RAY PARKER JR.
 Jamie (Arista)
 LP: Chartbusters

Regional Reach: 217/2
 91% National Summary
 DEBITS: 5
 SAME: 2
 DOWN: 0
 ADDS: 2

15

DIANA ROSS
 Missing You (RCA)
 LP: Swept Away

Regional Reach: 88/6
 41% National Summary
 DEBITS: 10
 SAME: 14
 DOWN: 0
 ADDS: 6

15A

BRUCE SPRINGSTEEN
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 LP: Born In The U.S.A.

Regional Reach: 212/1
 88% National Summary
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 ADDS: 14

15A

Continued On Next Column

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.

GLENN FREY

The Heat Is On (MCA)

79% of our reporters on it. Moves: Up 40, Debuts 46, Same 68, Down 1, Adds 32 including CFTR, B97, WLWL-FM, KIIS-FM, KMJK, KNBQ. Complete airplay in Parallels.

CULTURE CLUB

Mistake No. 3 (Virgin/Epic)

76% of our reporters on it. Moves: Up 50, Debuts 60, Same 48, Down 0, Adds 22 including CFTR, WNVZ, WSKZ, KITY, WAHC, KQKQ, KKFM. Complete airplay in Parallels.

GENERAL PUBLIC

Tenderness (IRS/A&M)

72% of our reporters on it. Moves: Up 52, Debuts 28, Same 66, Down 0, Adds 26 including KAFM, B97, WHYT, KHTR, KWK, Q103, KNBQ. Complete airplay in Parallels.

BREAKERS

CYNDI LAUPER

Money Changes Everything (Portrait/CBS)

76% of our reporters on it. Moves: Up 10, Debuts 51, Same 51, Down 0, Adds 68 including B104, Q107, KAFM, WHYT, KZZP, KUBE. Complete airplay in Parallels.

SHEENA EASTON

Sugar Walls (EMI America)

74% of our reporters on it. Moves: Up 6, Debuts 38, Same 64, Down 0, Adds 69 including WHTT, B94, B97, KWK, KIIS-FM. Complete airplay in Parallels.

JOHN FOGERTY

The Old Man Down The Road (WB)

74% of our reporters on it. Moves: Up 3, Debuts 37, Same 66, Down 0, Adds 70 including PRO-FM, 93FM, WCZY, WLWL-FM, KPKE, KWSS. Complete airplay in Parallels.

BAND AID

Do They Know It's Christmas? (Columbia)

65% of our reporters on it. Moves: Up 7, Debuts 19, Same 39, Down 0, Adds 89 including WBLI, Z100, WASH, WLS-FM, WKTI, KZZP, KWSS. Complete airplay in Parallels.

MIDNIGHT STAR

Operator (Solar/Elektra)

63% of our reporters on it. Moves: Up 54, Debuts 37, Same 27, Down 0, Adds 31 including B104, Q107, KAFM, WKTI, KUBE, Q100. See Parallels, debuts at number 40 on the CHR chart.

NEW & ACTIVE

REBBIE JACKSON "Centipede" (Columbia) 134/14

Moves: Up 54, Debuts 17, Same 35, Down 14, Adds 14, KBFM, KITY, WKAU, WMEE, KLUC, WZON, WCIL-FM, Y94, KDVV, KGOT, KBOZ-FM, KCDQ, K96, KBIM, Q105 12-9. See Parallels, moves 36-35 on the CHR chart.

BARBRA STREISAND with KIM CARNES "Make No Mistake, He's Mine" (Columbia) 123/15
 Moves: Up 12, Debuts 17, Same 79, Down 0, Adds 15, KAFM, 93Q, WZYP, KBFM, WZKS, KOFM, WFBG, WJBO, WBWB, KFRX, KWTO-FM, WSPT, KTRS, K96, KRSP.

KINKS "Do It Again" (Arista) 118/60

Moves: Up 1, Debuts 10, Same 47, Down 0, Adds 60 including WBLI, WCAU-FM, WHYT, KHTR, KIMN, Q103, KWOD, Q100, 93Q, G100, 92X, ZZ99, KHYT, WZON, WCGQ.

DAVID BOWIE "Tonight" (EMI America) 118/2

Moves: Up 44, Debuts 6, Same 65, Down 1, Adds 2, CKGM, KTRS, WHTT 27-21, WCZY 38-27, KS103 39-38, WERZ 36-32, WRCK 28-23, WNOK-FM 39-30, WRNO 37-33, KO93 27-16, WRNO 24-17, WOAY 35-29, Z102 40-33, KCBN 28-24.

TIME "Jungle Love" (WB) 117/44

Moves: Up 32, Debuts 10, Same 25, Down 6, Adds 44 including WNYS, B94, Q107, WASH, Z93, B97, WMAR, 98PX, WBCY, WKDD, KQXR, KHYT, 103CIR, KNOE-FM.

ASHFORD & SIMPSON "Sold" (Capitol) 116/29

Moves: Up 30, Debuts 10, Same 48, Down 1, Adds 29 including B94, WASH, 93FM, Y1090, Q105, KHTR, Q103, KWOD, KPLUS, 98PX, WZLD, WZPL, KBOS, WAZY-FM.

NEW EDITION "Mr. Telephone Man" (MCA) 102/75

Moves: Up 2, Debuts 10, Same 15, Down 0, Adds 75 including B104, WNYS, WBLI, Z100, WCAU-FM, PRO-FM, WAVA, 93FM, I95, Q105, WCZY, WHYT, WLWL-FM, FM102, KS103.

JOHN HUNTER "Tragedy" (Private I/CBS) 99/30

Moves: Up 5, Debuts 3, Same 61, Down 0, Adds 30 including WNYS, WBLI, Z93, KDWB-FM, KWK, KPLUS, WMAR, 98PX, WBCY, WGRD, WKFR, WRQN, KQMQ, KLUC, WYKS.

MOST ADDED

BAND AID (89)
 Do They Know It's Christmas? (Columbia)
NEW EDITION (75)
 Mr. Telephone Man (MCA)
JOHN FOGERTY (70)
 The Old Man Down The Road (WB)
SHEENA EASTON (69)
 Sugar Walls (EMI America)
CYNDI LAUPER (68)
 Money Changes Everything (Portrait/CBS)
KINKS (60)
 Do It Again (Arista)

HOTTEST

MADONNA (203)
 Like A Virgin (Sire/WB)
CHICAGO (141)
 You're The Inspiration (WB)
JACK WAGNER (131)
 All I Need (Qwest/WB)
FOREIGNER (84)
 I Want To Know What Love Is (Atlantic)
BRYAN ADAMS (78)
 Run To You (A&M)
PHILIP BAILEY w/PHIL COLLINS (68)
 Easy Lover (Columbia)

DIANA ROSS "Missing You" (RCA) 98/6

Moves: Up 23, Debuts 10, Same 59, Down 0, Adds 6, WBN-FM, G100, KBOS, KQMQ, WKHI, KBOZ-FM, WCAU-FM d-40, WAHC 28-25, KO93 25-18, OK100 37-30, 95XIL 27-22, WJBO 33-29, Q104 29-26, KTRS 38-30, KIST 23-20.

TOMMY SHAW "Lonely School" (A&M) 91/28

Moves: Up 10, Debuts 3, Same 50, Down 0, Adds 28 including CKGM, WWSR, WSPK, 93Q, WKZR-FM, WHTF, 94TYX, WAHC, KZIO, WKDQ, KEYN-FM, KQMQ, KRQ, WKHI, Y94.

GEORGE BENSON "20/20" (WB) 86/24

Moves: Up 7, Debuts 8, Same 47, Down 0, Adds 24 including WXKS-FM, KIMN, WTIC-FM, WKZR-FM, WANS-FM, WFMI, WZPL, KEYN-FM, KKFM, KBOS, KRQ, WKHI, WIXV, KCMQ, WSPT.

FRANKIE GOES TO HOLLYWOOD "Two Tribes" (ZTT/Island) 83/4

Moves: Up 26, Debuts 4, Same 43, Down 6, Adds 4, KITS, WFMI, KYNO-FM, KO93, WPHD 21-18, WFLY 24-18, WZYP 32-29, WOKI 23-19, KQXR 34-29, KMGX 12-11, KHYT 36-33, WXLK 15-11, KBIM 24-18, OK95 19-17.

JOHN PARR "Naughty Naughty" (Atlantic) 74/35

Moves: Up 12, Debuts 3, Same 24, Down 0, Adds 35 including WXKS-FM, Q100, WMAR, Q92, 93Q, WANS-FM, 94TYX, WOKI, KZIO, Z104, KOFM, KQXR, KLUC, KHOP, KFMW.

DEEP PURPLE "Knocking At Your Back Door" (Mercury/PolyGram) 67/37

Moves: Up 0, Debuts 4, Same 26, Down 0, Adds 37 including WBLI, WCAU-FM, PRO-FM, WHYT, Q100, WPST, WANS-FM, KZIO, KEYN-FM, KQXR, KSKD, WKHI, WIXV, WBNQ, WDBR, KRSP.

AUTOGRAPH "Turn Up The Radio" (RCA) 63/25

Moves: Up 8, Debuts 3, Same 27, Down 0, Adds 25 including WCAU-FM, WMAR, WGF, WPST, WKZR-FM, WOKI, WFMI, WKDQ, KQKQ, WRQN, KEYN-FM, KKF, WOAY, Q101, 99KG.

LAURA BRANIGAN "Ti Amo" (Atlantic) 62/2

Moves: Up 17, Debuts 0, Same 41, Down 2, Adds 2, WGCL, 94TYX, CKGM 35-27, CFTR 6-3, WPST 23-18, WKZR-FM 20-10, WJZR 21-20, KHYT 29-27, WOAY 17-12, OK100 28-25, 95XIL 17-12, WIXV 21-16, KF9R 16-9, KIST 25-22.

TEENA MARIE "Lovergirl" (Epic) 67/28

Moves: Up 3, Debuts 8, Same 18, Down 0, Adds 28 including WXKS-FM, CKOI, WASH, WGCL, WCZY, KNBQ, WKEE, WPST, WHTF, WBBQ, KWIC, WZLD, KIKI, KDON-FM, Q101.

BILLY SQUIER "Eye On You" (Capitol) 56/14

Moves: Up 3, Debuts 3, Same 36, Down 0, Adds 14, PRO-FM, KIMN, Q100, WKEE, WSPK, WHTF, KZZB, 94TYX, KX104, WRQN, KHYT, WCGQ, WBWB, WDBR, WXKS-FM 35-31.

BRONSKI BEAT "Small Town Boy" (MCA) 54/29

Moves: Up 5, Debuts 2, Same 18, Down 0, Adds 29 including WCAU-FM, Z93, WKEE, WHTF, WBBQ, WSSX, WJZR, KEYN-FM, WHOT, KF95, KSKD, KDON-FM, KHYT, 95XIL, KIST.

ALPHAVILLE "Big In Japan" (Atlantic) 51/3

Moves: Up 9, Debuts 4, Same 35, Down 0, Adds 3, WRCK, 84TYX, WOMP-FM, 93FM on, KDWB-FM d-30, KPLUS 34-30, WFLY 31-28, WERZ 24-22, WHTF 38-35, WZPL d-28, KDON-FM d-36, WJBO 28-24, KHTX 38-35, KBIM 40-35, OK95 26-23.

SIGNIFICANT ACTION

TEMPTATIONS "Treat Her Like A Lady" (Gordy/Motown) 43/20

Moves: Up 3, Debuts 2, Same 18, Down 0, Adds 20 including WXKS-FM, CKOI, PRO-FM, Z93, WWSR, WERZ, WKEE, Y106, WKDQ, KQMQ, KO93, KCAQ, KSKD, KHYT, KKQV.

KENNY ROGERS & DOLLY PARTON "The Greatest Gift Of All" (RCA) 42/16

Moves: Up 2, Debuts 2, Same 22, Down 0, Adds 16 including WERZ, WKEE, WJZR, KAMZ, 94TYX, WOKI, KR9V, WHOT, KSKD, KDON-FM, WOAY, WSQV, KKQV, KNIN, 99KG, KHTX.

ROD STEWART "All Right Now" (WB) 38/1

Moves: Up 3, Debuts 3, Same 31, Down 0, Adds 1, WKEE, WPHD 39-36, KHTR on, KPLUS on, K104 38-30, KWIC on, WZLD on, WQUT d-38, WJXQ 38-35, KQMQ d-37, 95XIL d-40.

HONEYDRIPPERS "Rockin' At Midnight" (Es Paranza/Atlantic) 26/7

Moves: Up 3, Debuts 2, Same 14, Down 0, Adds 7, WFMI, G100, KKRD, KCAQ, WQCM, WKHI, WRKR, Q92 d-30, WPST 40-34, WRNO on, WZZU 28-23, KQXR on, Q104 d-32, KO93 32-22.

TWISTED SISTER "The Price" (Atlantic) 19/8

Moves: Up 0, Debuts 2, Same 9, Down 0, Adds 8, WPHD, WFMI, WRNO, KQMQ, KSKD, WFBG, KHTX, OK95, K104 d-40, WJZR on, WJXQ on-dp, WRQN on-dp, OK100 d-39, KKQV on, WSPT on-dp.

JOAN JETT & THE BLACKHEARTS "I Love You Love" (Blackheart/MCA) 18/1

Moves: Up 2, Debuts 2, Same 13, Down 0, Adds 1, Q100, WPHD 33-28, PRO-FM d-35, WERZ on, WKFM on, WJZR on, KZIO on, WJXQ d-40, KDKD on-dp, OK95 33-31.

SILENT TREATMENT "Life On Earth" (Red Label) 16/6

Moves: Up 0, Debuts 0, Same 10, Down 0, Adds 6, WWSR, WBBQ, WJXQ, KOFM, WRQN, KTRS, 103CIR on, T94 on, Y94 on, KHTX on.

SADE "Hang On To Your Love" (Portrait/CBS) 16/0

Moves: Up 1, Debuts 1, Same 14, Down 0, Adds 0, WXKS-FM on, CKOI on, WLAN-FM on, WFMI on, WRQN on, KF95 on, KIKI 36-35, KQMQ on, 103CIR on, OK95 d-34.

NOLAN THOMAS "Yo' Little Brother" (Mirage/Atco) 15/8

Moves: Up 2, Debuts 0, Same 5, Down 0, Adds 8, I95, FM102, WHTF, WJZR, WZKS, KCAQ, WSQV, WAZY-FM, Z100 29-24, WTIC-FM 32-29, KAMZ on, Y106 on.

LORENZO LAMAS "Fools Like Me" (Scotti Bros./CBS) 14/2

Moves: Up 0, Debuts 0, Same 12, Down 0, Adds 2, Q100, KKQV, WXKS-FM on, PRO-FM on, Y100 on, WHYT on, KIMN on, WWSR on, WBBQ on, WJZR on.

BILLY SATELLITE "I Wanna Go Back" (Capitol) 12/0

Moves: Up 3, Debuts 0, Same 9, Down 0, Adds 0, WXKS-FM on, PRO-FM on, K104 36-27, WERZ on, WJZR on, WJXQ on-dp, Z104 39-37, KQMQ on, OK100 27-24, 95XIL on, WIXV on.

RICK DEES "Eat My Shorts" (Atlantic) 11/0

Moves: Up 3, Debuts 0, Same 7, Down 1, Adds 0, WNYS on, I95 40-33, Y100 on, KIIS-FM 24-22, 98PX on, ZZ99 on, KJ103 35-33, WRQN on-dp, WOMP-FM on.

MOLLY HATCHET "Stone In Your Heart" (Epic) 10/10

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 10, WPHD, K104, WRCK, OK100, 95XIL, T94, WIXV, KCDQ, KBIM, OK95.

BRUCE COCKBURN "If I Had A Rocket Launcher" (Gold Mountain/A&M) 10/9

Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 9, WPHD, K104, WRCK, WJXQ, WRQN, OK100, WJBO, WJAD, KBIM, KQXR on.

SAM HARRIS "Hearts On Fire" (Motown) 10/6

Moves: Up 1, Debuts 1, Same 2, Down 0, Adds 6, CKOI, WKZR-FM, WHTF, KCAQ, KKQV, OK95, I95 d-38, WJZR on, KAY107 35-34, WCGQ on.

New & Active includes songs reported by at least 50 of our CHR reporters. Significant Action includes songs reported by fewer than 50, but at least 10 of our CHR reporters. The two numbers following the artist/title (label) designation indicate the total number, 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 is a sampling of individual station activity. Complete activity can be found in the Parallels.
 Note: Records that lack the required 60% of our CHR reporters to become Breakers may accumulate enough chart points from high chart positions on those stations reporting them, to debut on the CHR National Airplay/40.

Tina Turner

HER

P R I V A T E
D A N C E R



ALBUM

Is already
GOLD
in
Denmark,
Germany,
Norway,
Portugal,
and
South Africa.

PLATINUM
in
Australia,
Canada,
Holland,
New Zealand,
Sweden,
and the
United Kingdom.

**TRIPLE
PLATINUM**
in the
United States.

And that's
only the beginning.

Introducing the first hit of 1985...

NOW

P R I V A T E
D A N C E R

The **TITLE TRACK** from the Album.

Written by Mick Knopler. Produced by Carter.

SINGLE



Tina Turner's
New Video 45,
Private Dancer,
available on
Sony Video
Cassettes.

\$16.95
Suggested List
Beta Hi-Fi
and
VHS Hi-Fi
SONY

Capitol

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Contemporary Hit Radio

Three Weeks	Two Weeks	Last Week	
9	2	1	1 MADONNA/Like A Virgin (Sire/WB)
8	4	3	2 PAT BENATAR/We Belong (Chrysalis)
19	15	5	3 JACK WAGNER/All I Need (Qwest/WB)
24	17	8	4 CHICAGO/You're The Inspiration (WB)
2	1	2	5 DURAN DURAN/The Wild Boys (Capitol)
15	10	7	6 BRYAN ADAMS/Run To You (A&M)
13	9	6	7 JULIAN LENNON/Valotte (Atlantic)
7	5	4	8 HONEYDRIPPERS/Sea Of Love (Es Paranza/Atlantic)
35	25	15	9 PHILIP BAILEY with PHIL COLLINS/Easy Lover (Columbia)
18	16	12	10 BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia)
-	30	20	11 FOREIGNER/I Want To Know What Love Is (Atlantic)
20	18	14	12 JERMAINE JACKSON/Do What You Do (Arista)
14	11	10	13 NEW EDITION/Cool It Now (MCA)
29	23	19	14 DON HENLEY/The Boys Of Summer... (Geffen)
32	26	22	15 RAY PARKER JR./Jamie (Arista)
16	14	13	16 CARS/Hello Again (Elektra)
1	3	9	17 DARYL HALL & JOHN OATES/Out Of Touch (RCA)
-	36	25	18 BILLY OCEAN/Loverboy (Jive/Arista)
-	-	32	19 PRINCE/I Would Die 4 U (WB)
27	22	21	20 BOB SEGER & SILVER BULLET BAND/Understanding (Capitol)
4	6	11	21 PAUL McCARTNEY/No More Lonely Nights (Columbia)
-	-	33	22 WHAM!/Careless Whisper (Columbia)
34	28	26	23 SHEILA E./The Belle Of St. Mark (WB)
37	33	29	24 JOHN CAFFERTY & BEAVER.../Tender Years (Scotti Bros./CBS)
40	35	30	25 RICK SPRINGFIELD/Bruce (Mercury/PG)
5	8	17	26 CHAKA KHAN/I Feel For You (WB)
-	-	38	27 DARYL HALL & JOHN OATES/Method Of Modern Love (RCA)
-	-	37	28 POINTER SISTERS/Neutron Dance (Planet/RCA)
10	12	18	29 SURVIVOR/I Can't Hold Back (Scotti Bros./CBS)
-	40	34	30 STEVE PERRY/Foolish Heart (Columbia)
36	32	31	31 U2/Pride (In The Name Of Love) (Island)
3	7	16	32 CYNDI LAUPER/All Through The Night (Portrait/CBS)
-	38	35	33 GIUFFRIA/Call To The Heart (Camel/MCA)
-	-	39	34 STEVIE WONDER/Love Light In Flight (Motown)
-	37	36	35 REBBIE JACKSON/Centipede (Columbia)
22	21	23	36 TOTO/Stranger In Town (Columbia)
-	-	40	37 ELTON JOHN/In Neon (Geffen)
6	19	27	38 WHAM!/Wake Me Up Before You Go-Go (Columbia)
DEBUT			39 KOOL & THE GANG/Misled (De-Lite/PG)
BREAKER			40 MIDNIGHT STAR/Operator (Solar/Elektra)

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Complete Tracks Chart Begins on Page 63

Three Weeks	Two Weeks	Last Week	
2	1	1	1 DON HENLEY/The Boys...Summer (Geffen)
11	3	3	2 FOREIGNER/I Want To Know What Love Is (Atlantic)
5	4	4	3 KINKS/Do It Again (Arista)
1	2	2	4 BRYAN ADAMS/Run To You (A&M)
16	8	5	5 PHILIP BAILEY with PHIL COLLINS/Easy Lover (Columbia)
13	7	6	6 GIUFFRIA/Call To The Heart (Camel/MCA)
-	-	18	7 JOHN FOGERTY/The Old Man Down The Road (WB)
15	14	9	8 JOHN PARR/Naughty Naughty (Atlantic)
19	17	11	9 TRIUMPH/Spellbound (MCA)
46	21	12	10 DON HENLEY/Sunset Grill (Geffen)
17	15	10	11 BRYAN ADAMS/It's Only Love (A&M)
3	5	7	12 PAT BENATAR/We Belong (Chrysalis)
38	24	16	13 REO SPEEDWAGON/Can't Fight This Feeling (Epic)
29	20	15	14 JULIAN LENNON/Too Late For Goodbyes (Atlantic)
14	13	13	15 DEEP PURPLE/Perfect Strangers (Mercury/PG)
8	9	14	16 BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia)
-	-	39	17 GLENN FREY/The Heat Is On (MCA)
34	26	20	18 AUTOGRAPH/Turn Up The Radio (RCA)
54	32	22	19 SURVIVOR/High On You (Scotti Bros./CBS)
37	34	25	20 DEEP PURPLE/Knocking At Your Door (Mercury/PG)
9	6	8	21 TOTO/Stranger In Town (Columbia)
BREAKER			22 BAND AID/Do They Know It's Christmas? (Columbia)
59	41	28	23 BRUCE COCKBURN/If I Had A... (Gold Mtn./A&M)
44	36	29	24 LOS LOBOS/Don't Worry Baby (Slash/WB)
12	16	19	25 JOHN CAFFERTY &.../Tender Years (Scotti Bros./CBS)
27	25	24	26 KROKUS/Our Love (Arista)
4	10	17	27 JULIAN LENNON/Valotte (Atlantic)
36	35	30	28 PAT BENATAR/Diamond Field (Chrysalis)
33	31	27	29 U2/Wire (Island)
7	12	21	30 BOB SEGER/Understanding (Capitol)

Black/Urban

1	1	1	1 MIDNIGHT STAR/Operator (Solar/Elektra)
32	11	3	2 STEVIE WONDER/Love Light In Flight (Motown)
7	2	2	3 TEMPTATIONS/Treat Her Like A Lady (Gordy/Motown)
25	14	7	4 KOOL & THE GANG/Misled (De-Lite/PG)
11	5	5	5 THELMA HOUSTON/You Used To Hold Me So... (MCA)
14	7	6	6 EUGENE WILDE/Gotta Get You Home... (Phil. World/Atl.)
-	24	12	7 NEW EDITION/Mr. Telephone Man (MCA)
-	25	11	8 PAUL HARDCASTLE/Rain Forest (Profile)
30	17	10	9 RAY PARKER JR./Jamie (Arista)
8	4	4	10 WHISPERS/Contagious (Solar/Elektra)
9	8	8	11 TEENA MARIE/Lovergirl (Epic)
-	29	17	12 MADONNA/Like A Virgin (Sire/WB)
-	36	22	13 GAP BAND/Beep A Freak (Total Experience/RCA)
29	22	19	14 JERMAINE JACKSON/Do What You Do (Arista)
28	23	15	15 ROY AYERS/In The Dark (Columbia)
-	-	28	16 DIANA ROSS/Missing You (RCA)
39	31	25	17 KLYMAXX/The Men All Pause (Constellation/MCA)
6	3	9	18 S.O.S. BAND/No One's Gonna Love You (Tabu/CBS)
19	16	16	19 JERMAINE STEWART/The Word Is Out (Arista)
38	35	24	20 SADE/Hang On To Your Love (Portrait/CBS)
-	-	33	21 VANITY/Mechanical Emotion (Motown)
3	6	13	22 ASHFORD & SIMPSON/Solid (Capitol)
BREAKER			23 PRINCE/I Would Die 4 U (WB)
-	-	34	24 GWEN GUTHRIE/Love In Moderation (Island)
18	18	18	25 JOYCE KENNEDY/Stronger Than Before (A&M)
10	19	21	26 GLENN JONES/Show Me (RCA)
-	-	39	27 GEORGE BENSON/20/20 (WB)
-	38	31	28 BILLY OCEAN/Loverboy (Jive/Arista)
36	33	29	29 ALICIA MYERS/Appreciation (MCA)
BREAKER			30 JEFFREY OSBORNE/The Borderlines (A&M)
-	-	38	31 NUANCE f/VICKI LOVE/Love Ride (4th & Brdwy/Island)
21	20	20	32 TOM BROWNE/Secret Fantasy (Arista)
BREAKER			33 PHILIP BAILEY w/PHIL COLLINS/Easy Lover (Columbia)
40	37	36	34 SHALAMAR/Amnesia (Solar/Elektra)
31	26	30	35 L. THOMAS w/M. MOORE/ (Can't Take Half)... (Capitol)
DEBUT			36 ROCK MASTER SCOTT &.../Request... (Reality/Fantasy)
12	10	14	37 MTUME/C.O.D. (I'll Deliver) (Epic)
BREAKER			38 JANET JACKSON/Fast Girls (A&M)
BREAKER			39 RONNIE LAWS/City Girl (Capitol)
BREAKER			40 FORCE MD'S/Tears (Tommy Boy)

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N&A Begins on Page 59

Adult/Contemporary

6	5	1	1 JACK WAGNER/All I Need (Qwest/WB)
12	9	4	2 CHICAGO/You're The Inspiration (WB)
5	3	2	3 JERMAINE JACKSON/Do What You Do (Arista)
9	6	6	4 BOB SEGER & SILVER BULLET BAND/Understanding (Capitol)
8	7	5	5 JULIAN LENNON/Valotte (Atlantic)
3	2	3	6 HONEYDRIPPERS/Sea Of Love (Es Paranza/Atlantic)
16	13	9	7 RAY PARKER JR./Jamie (Arista)
1	1	7	8 PAUL McCARTNEY/No More Lonely Nights (Columbia)
13	11	10	9 BARRY MANILOW/When October Goes (Arista)
24	18	14	10 STEVE PERRY/Foolish Heart (Columbia)
23	15	12	11 STEVIE WONDER/Love Light In Flight (Motown)
2	4	8	12 CYNDI LAUPER/All Through The Night (Portrait/CBS)
-	-	19	13 FOREIGNER/I Want To Know What Love Is (Atlantic)
-	23	16	14 DIANA ROSS/Missing You (RCA)
-	-	20	15 ELTON JOHN/In Neon (Geffen)
BREAKER			16 WHAM!/Careless Whisper (Columbia)
25	21	18	17 RICK SPRINGFIELD w/RANDY CRAWFORD/Taxi Dancing (RCA)
4	8	11	18 LIONEL RICHIE/Penny Lover (Motown)
-	-	24	19 B. STREISAND w/K. CARNES/Make No Mistake... (Columbia)
-	24	21	20 LINDA RONSTADT/Skylark (Asylum)
7	10	13	21 AL JARREAU/After All (WB)
19	16	15	22 MELISSA MANCHESTER/Thief Of Hearts (Casablanca/PG)
10	12	17	23 DARYL HALL & JOHN OATES/Out Of Touch (RCA)
BREAKER			24 MANHATTAN TRANSFER/Baby Come Back To Me... (Atlantic)
BREAKER			25 GEORGE BENSON/20/20 (WB)