

I N S I D E:

**FCC RENEWS UNITED'S
WDJY LICENSE**

In another in a series of victories for United Broadcasting, the FCC voted to grant renewal to WDJY/Washington. Meanwhile in the capital, broadcast organizations girded up to battle an alcohol ad ban proposal in Congress.

Page 10

**1985
ON THE HORIZON**

RADIO'S IMMEDIATE FUTURE

In a special theme issue, R&R's editors and industry experts analyze the immediate future for radio formats, sales prospects, networks, ratings & research developments, country music, and other important aspects of our industries. Insights and hard truths abound.

Pages 16, 22, 26, 36, 42, 46, 50, 51, 52, 54

**PEOPLE IN THE NEWS
THIS WEEK**

(Special Holiday Wrap-Up)

- Owen Weber GM at WCAO & WXYV
- Jim Stanton GM at WDJO & WUBE
- Dave Logan joins B/A/M/D
- Dale Parsons PD at WNBC
- Mike Grinsell GM at KABL-AM & FM
- Lee Jacobs PD at WOMC
- Larry Anderson VP/GM, Jerry Reo PD at WGR-AM & FM
- Carey Curelop PD at WSUN
- Tim Smith PD at WYNF
- Bob Neil OM at WYAY
- Tim Kelly PD at WLS (AM)
- Dallas Cole PD at WLS-FM
- Carey Davis Station Manager at WMCA
- Jim Butler GM at WCKO
- Phil Hall PD at WTIC
- David Berkeley GM at KRCK & KYTE
- Dave Robbins Op. Dir. at KHTR
- Bill Tanner PD at WHQT
- Tom Cale PD at KZAP
- Dick Shannon PD at WJRB & WJKZ
- Bob Barry OM at WVOK & WQUS
- Klee Dobra GM at WSJS
- Ray Sasser GM at WTQR
- Bill Rohde adds KLLS GM duties
- Paddy Ramsay Sr. VP, Bob Gad VP at Christal
- Mark Schwartz GM, Jerry Del Core GSM at WKKT
- Dennis Andersen PD at KRQX
- Roger Gaither PD at WKXX
- Bill Martin PD at WBCY
- John Larson PD at WCMF
- Larry Martino PD at WZKS
- Kevin Casey PD at WBJW-AM & FM
- Jodell Seagrave GSM at KITS
- Rich Totoian AOR Director, Pamela Newman Secondaries Director at HME

Page 3, 4, 6, 8, 37

Newsstand Price \$3.50



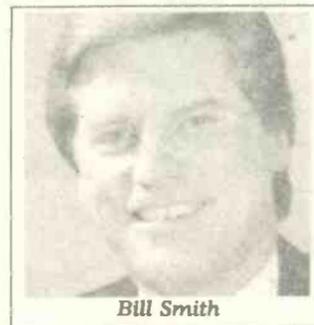
RADIO & RECORDS

**Smith Now VP/GM
At WHK & WMMS**

WHK & WMMS/Cleveland Station Manager Bill Smith has been promoted to VP/GM of the Malrite outlets. The position had been vacant since the departure of Walt Tiburski last May to form his own broadcast investment firm.

Malrite Exec. VP/Director of Radio Gil Rosenwald stated, "Bill Smith has always performed above expectations, given freely of himself, and exhibited the very best in leadership qualities."

Smith told R&R, "We've been fortunate in the past few years,



Bill Smith

and owe a lot of thanks to our listeners, the city of Cleveland, and the airstaff. It's been a lot of hard work on everyone's part, and I'm delighted to guide the station on to even greater glory."

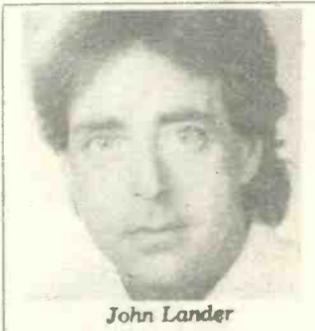
A 17-year radio veteran, Smith worked in sales at WMMS, WGAR, and WGCL in Cleveland and at Akron stations WCUE-AM & FM and WSLR before rejoining WMMS in 1980.

**Mainstream Appoints Lander
Executive Vice President**

KKBQ-AM & FM/Houston PD/morning man John Lander has been appointed Executive VP for newly-formed Mainstream Communications, effective February 10. The move reunites Lander with Pete Schulte, who left the KKBQ VP/GM post to become President of Mainstream last month.

Schulte remarked, "John will play a major role in the formation of the company. We hope to announce our first acquisition during the first quarter. We're also going to be looking at some TV and movie ventures."

Lander, who signed KKBQ-



John Lander

AM & FM on the air in July 1982, commented, "This move allows me to pursue the goal of an equity player. We've made companies a lot of money along

the way and now we're out to do it for ourselves. My staying with (new KKBQ owner) Gannett was never an issue of money, since their offers were incredibly generous. It just comes down to equity. I consider myself more of a builder than a maintainer, so I'm ready for a new challenge."

No replacement for Lander was announced. Prior to joining KKBQ, Lander had programmed KGB (AM)/San Diego, WLOF/Orlando, and WLCY/Tampa, and had been GM at Metroplex's WCKX (now WMGG)/Tampa.

**Libow, Sicurezza Elevated To Atlantic
Promotion Vice Presidencies**

In twin promotions at Atlantic, Judy Libow has been upped from Department Head to VP/National Album Promotion and Lou Sicurezza has been named VP/Field Operations, from Director.

Atlantic Senior VP Vince Faraci, commenting on Libow's promotion, stated, "Judy has developed into one of the most knowledgeable and respected promotion executives in our industry. She has had an indispen-



Judy Libow



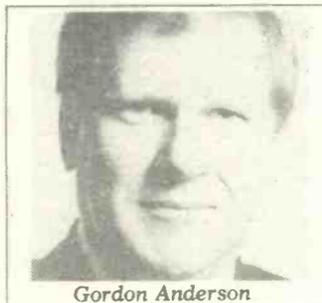
Lou Sicurezza

sable role in developing and expanding Atlantic's position as a

premier force in album radio." Discussing Sicurezza, he said, "Lou occupies a pivotal role in maximizing the local exposure of Atlantic artists. He

ATLANTIC/See Page 6

**Anderson Manhattan's
VP/Promotion**



Gordon Anderson

Gordon Anderson has been appointed VP/Promotion for Manhattan Records. A former broadcaster and record company promotion VP, Anderson was most recently President of Pinstripe Enterprises, an entertainment marketing/promotion consulting firm.

Manhattan President Bruce Lundvall told R&R, "Attracting a national promotion executive of Gordon's reputation is quite frankly a tremendous coup. He's a total music person." Added Sr. VP Stephen Reed, "Gordon's accomplishments and experience make him uniquely qualified. I am delighted he has agreed to join us."

After serving as PD at WLS-FM/Chicago, Anderson joined CBS Records, becoming Director/National Sales before serving five years as VP/Promotion for the CBS Associated Labels between 1977-81. He said, "The creation of Manhattan Records is an exciting and important

ANDERSON/See Page 4

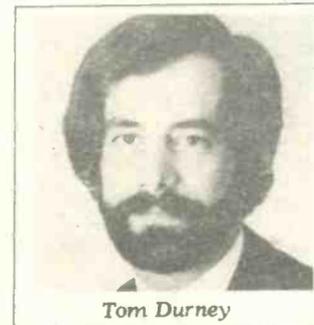
SMITH EXITS

**Durney Transfers To
WASH As VP/GM**

KHOW/Denver VP/GM Tom Durney has transferred to Metromedia sister station WASH/Washington as VP/GM. He replaces Jim Smith, who resigned.

Metromedia Radio President Carl Brazell Jr. commented, "During his year and a half as manager of KHOW, Tom has demonstrated the very qualities needed to return WASH to a position of strength in the Washington market."

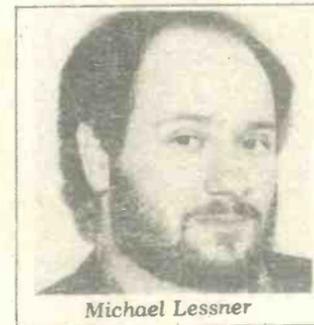
Durney, who joined KHOW from his Broad Street Com-



Tom Durney

munications post as Exec. VP and GM of WQUE-AM & DURNAY/See Page 6

**Lessner
Motown's
New VP**



Michael Lessner

Capitol National Promotion Director Michael Lessner has become VP/Promotion for Motown. He fills the vacancy created when Don Wright joined Geffen late last year.

Motown Sr. VP & Director of Operations Skip Miller told R&R, "We think we have a home run in Michael. His addition will further strengthen our endeavors at the CHR, A/C, and AOR levels."

Lessner, who's been with Capitol for eight years, the last two in his national post, told R&R, "To be part of the progressive movement of Motown presents me with a great sense

LESSNER/See Page 6

PAT BENATAR

OH OH SONG

VS442843

THE NEW SINGLE FROM THE ALBUM
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THE PROPER DELIVERY OF ONE-LINERS

Dan O'Day examines the foundation of an air personality's humorous presentation — the humble one-liner — and offers counsel on setting them up and knocking them out.

Page 39

Washington Report	10	AOR: Steve Feinstein	46
What's New	13	A/C: Ron Rodrigues	50
Ratings & Research: Jhan Hiber	16	Country: Lon Helton	51
Ratings Results	18	Nashville: Sharon Allen	52
Networks: Reed Bunzel	22	Black/Urban Radio: Walt Love	54
Sales	26	Marketplace	55
Street Talk	28	Opportunities	56
On The Records: Ken Barnes	32	Jazz Chart	59
News/Talk: Brad Woodward	36	Country Chart	63
Calendar: Brad Messer	37	A/C Chart	88
Air Personalities: Dan O'Day	39	AOR Chart	88
Picture Pages	40	Black/Urban Chart	88
CHR: Joel Denver	42	CHR Chart	88

Logan Joins B/A/M/D

KFOG/San Francisco PD Dave Logan has joined **Burkhart/Abrams/Michaels-Douglas & Associates** as a consultant. Logan's 14 years in radio have mostly been in AOR, including the OM position at **WLAV/Grand Rapids** and Asst. PD at **WLUP/Chicago**. Logan joins the firm January 21, in time for the Superstars annual convention the following week. A replacement at KFOG is expected by March 1.

B/A/M/D President Dwight Douglas commented, "Dave brings a multitude of expertise. He has a degree in advertising and marketing. He's been a promotion director, and knows how to wage hand-to-hand combat in radio promotions. From working at many different Superstars stations, he understands how our approach has developed and has a sense of heritage about the format. His 25+



Dave Logan

programming savvy is important for our company and clients — it's critical to get the numbers that can make money so people don't get scared and run to the hills."

Logan told R&R, "It's a job I've always hoped I'd have — it just came a little earlier than I expected. I thought I'd have a few more years to develop what we're doing at KFOG, but I'll still be doing that on behalf of the company."

Douglas said no decision has been made yet on whether the name of the company will change following Logan's appointment. Douglas added that B/A/M/D is considering adding an A/C consultant and is actively seeking applicants.

Jacobs Appointed PD At WOMC

WKJJ/Louisville PD Leigh Jacobs has accepted the PD post at **WOMC/Detroit**. He fills an opening caused by the departure of **Steve Goldstein**, who recently moved to crosstown A/C outlet **WNIC** as VP/Programming.

Jacobs, who earlier served as Asst. PD at **WMJX/Boston**, told R&R, "It's been a pleasure working here in Louisville but I'm looking forward to taking on the responsibilities in Detroit; it's quite a radio market."

VP/GM Elaine Baker commented, "Leigh is a bright and creative programmer who will help WOMC continue its strong growth pattern."

Jacobs begins his new duties January 14. No replacement has been named at **WKJJ**.

Neil Named OM At WYAY

Bob Neil has been named to the newly-created position of Operations Manager for **WYAY/Atlanta**. He comes to the Katz Country outlet from sister station **WSYR-AM & Y94/Syracuse**, where he has been OM for the past two years.

WYAY GM Bob Backman commented, "I'm thrilled to be able to fill the position with a successful person from within our own company. He has a great track record and we're lucky to be able to get him into our organization."

Neil, who programmed **WFLA-AM & FM/Tampa** before moving to **Syracuse**, told R&R, "Atlanta is a fantastic market and this will prove to be a great radio station. I couldn't be more pleased."

Weber, Stanton DKM's New Baltimore, Cincinnati GMs

In twin managerial appointments within **DKM Broadcasting**, Owen Weber has been named GM at **WCAO & WXYV/Baltimore**, while **Jim Stanton** is the new GM at **WDJO & WUBE/Cincinnati**.

Weber, who begins his new position January 21, succeeds **Bob Abernethy**, who left to manage **WBOS/Boston** in November. Stanton replaces **Terry Dean**, who exited late last fall.

DKM President **Jim Wesley** remarked, "Owen's experience in the Baltimore and Washington markets makes him an ideal choice for this position. Jim's performance in every assignment has been exceptional, and we are fortunate that he is available to manage our stations in Cincinnati."

Weber comes to Baltimore after two years as GSM at **WPGC-AM & FM/Washington**, having previously worked in similar positions at **WTOP/Washington** and **WCBM/Baltimore**. He told R&R, "DKM is an exciting company, and the opportunity to take over two excellent stations is an outstanding one."



Jim Stanton

Formerly GM at **KFJZ/Dallas**, Stanton most recently operated his own advertising/marketing company. Earlier he served 11 years with **Cap Cities** in sales and sales management at **WPRO/Providence** and **WBAP/Dallas**. "I'm very impressed with the staff and am excited about the future prospects," he said. "Under **Jim Wesley's** leadership, I see **DKM** quietly growing into one of the best-managed groups in this business."

Parsons Set As WNBC's Programmer

After three years as Operations Manager at **WTAR & WLTY/Norfolk**, **Dale Parsons** has accepted the PD post at **WNBC/New York**. The move fills a ten-month vacancy created when **Kevin Metheny** joined **MTV** as Director of Programming last February.

VP/GM **John Hayes Jr.** commented, "Dale's experience programming both AM and FM stations in a competitive market and his proven management skills will provide **WNBC** with a very solid program director. I know we have found a highly competent, innovative leader for the future programming needs of the station."

A 14-year broadcaster, Parsons joined **WTAR & WLTY** parent **Landmark Communications** in 1976 as **WTAR's** Production Director. He became PD in 1979, and transferred to **WLTY** the following year before moving up to OM for both stations. "WNBC's special personality approach gives it a unique position in the country's most competitive market," Parsons told R&R. "I'm excited about working with **John Hayes** and America's finest talent lineup, and look forward to helping make a great radio station even better."

Anderson New VP/GM At WGR-AM & FM

FM Drops AOR For A/C; Reo Named Combo PD

WSUN/Tampa Operations Manager **Larry Anderson** has transferred to Taft sister stations **WGR-AM & FM/Bufalo** as VP/GM. His first responsibility was to supervise **WGR-FM's** (previously known as **WGRQ**) January 4 format shift from its longtime AOR format to full-service A/C. **WGR (AM)** PD **Jerry Reo** has assumed the programming duties for both stations. He takes over the FM chores for **Tim Smith**, who shifted to Taft's **WYNF/Tampa** as PD (see separate story).

Commenting on Anderson's appointment, Taft Radio & Cable Exec. VP **Carl Wagner** said, "Larry's experience in programming A/C full-service formats is extensive. Our goal is to bring the best in A/C radio to **Bufalo**, on both the AM and FM dials."

WGR/See Page 8

TRANSACTIONS

KKCW Sold To Willamette

Columbia-Willamette Broadcasting will sell **KKCW (FM)/Portland** to **Heritage Broadcasting** for \$5 million. Heritage is principally owned by program syndicator **Fairwest Enterprises**; the seller has no other broadcast interests. "Love Songs"-formatted **KKCW** has 85 kw on 103.3 MHz at 1654 feet.

TRANSACTIONS/See Page 8

Grinsell Named To Manage KABL-AM & FM

KABL-AM & FM/San Francisco Station Manager **Mike Grinsell** has been promoted to General Manager. He takes over the post from **Shamrock Broadcasting Radio Division** President **Bill Clark**, who will now devote full time to his corporate duties.

Commenting on the promotion, **Clark** said, "Mike has handled virtually all of the responsibilities of the General Manager's office during the past year, while I have attended to **Shamrock** group activities. So it is appropriate that we formally recognize his contribution to the outstanding year **KABL** has had under his leadership."



Mike Grinsell

SMITH PROGRAMS WYNF

Curelop WSUN PD



Tim Curelop



Tim Smith

WYNF/Tampa PD **Carey Curelop** has transferred from the Taft AOR to AM sister station **WSUN** as PD. Curelop replaces **Larry Anderson**, who moves to Taft's **WGR & WGRQ/Bufalo** as VP/GM (see separate story). As **WGRQ** switches from AOR to A/C, PD **Tim Smith** has been named to replace **Curelop** at **WYNF PD**.

WSUN VP/GM **Ed Sander** commented, "We're looking forward to **Carey** doing as great a job at **WSUN** as he did at **WYNF**. I feel we'll benefit by using his programming approaches in the context of the Country format."

CURELOP/See Page 8

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KELLY UPPED TO AM PD; COLE FM PD

WLS Restructures Programming Setup

Following the return of John Gehron as OM at WLS-AM & FM/Chicago, and the departure of Steve Casey as the stations' PD, WKTI/Milwaukee PD Dallas Cole has been named PD at WLS-FM, while WLS-AM & FM Asst. PD Tim Kelly has been elevated to PD at the AM.

VP/GM Jeff Trumper explained, "It's a natural transition for the two stations to adopt separate identities. Tim is very excited about his new opportunity, and we're delighted to have Dallas re-join our company. With John Gehron overseeing the stations, plus these new moves, I think we have the best programming department in the country."

Both programmers will report to Gehron, who commented, "I think Dallas is exactly what we need for WLS-FM. He did an excellent job for the company (as Asst. PD) at Q107/Washington. Tim, with his knowledge of the market from his days at WLUP, is perfect for the AM."

Gehron went on, "For each station to continue to grow, they need individualized care on a day-



Tim Kelly Dallas Cole

to-day basis. As the days go by, each station will begin to separate more and more in sound, but both will maintain contemporary roots with different approaches."

Cole told R&R, "This is playing in the majors on a legendary team." Kelly, who was once PD at WLS-FM, rejoined WLS a year ago after programming WLUP for two years. He remarked, "We just need to solidify our adult demos and move more into a 25+ situation, instead of our present 18-34 heading."

WWJF's Butler Becomes GM At WCKO

WWJF/Ft. Lauderdale GM James Butler has been named GM for Sconnix's recently-acquired WCKO, also in Ft. Lauderdale. Butler replaces Chairman/GM John O'Neil, a principal in former owner Rose Broadcasting.

Sconnix VP Ted Nixon told R&R, "Jim's one of the most intelligent and insightful young broadcasters we've run into." Butler commented, "I'm thrilled to join up with a company run by such dynamic and committed people. We've got some exciting plans to be very competitive in the market."

Butler's ten years in radio include stints as GSM at WLYF & WGBS/Miami and Sales Manager at WGGG/Gainesville. He joined WWJF as GSM, moving up to GM two and a half years ago. No replacement has been named at WWJF.

Anderson

Continued from Page 1

step in the growth of the music industry. It will be fun to bang heads and tip a glass with so many old friends in radio."

WMCA Sets Davis As New Station Manager

WMCA/New York has promoted Director/Sales Carey Davis to Station Manager. Davis, who also serves as a VP of the station's parent company, Straus Communications, joined the Talk outlet in 1981 and previously was Station Manager at WSDR/Sterling, IL.

"With his expanded responsibility, Carey will surely contribute even more to the growth of WMCA in sales, in audience and in impact," said Straus Communications Chairman R. Peter Straus.

Davis called WMCA "New York's premier locally-owned and operated independent radio station" and said it "maintains outstanding qualitative data in the 35-64 age demographic." He added, "The ever-growing WMCA talk radio audience continues to

Hall Named To Program WTIC (AM)

Former WFLA-AM & FM/Tampa PD Phil Hall has been appointed to the newly-created PD post at WTIC/Hartford. The station's programming duties had been handled by Ten Eighty Sr. VP/Programming & Operations Tom Barsanti, who will now be devoting more time to corporate duties.

Barsanti told R&R, "I've always had a programmer working with me on the FM, and the AM station too deserves someone who can spend full time with it. And, the company has committed itself to further acquisitions this year, and I'll be active in that area as well. Phil will provide the leadership and enthusiasm necessary to continue the success we've had."

Before WFLA, Hall served as PD at KLAC/Los Angeles and as Director of Consulting for Surrey Broadcasting & Research. He commented, "I'm thrilled to be a part of one of the few great radio stations left, and I hope to continue WTIC's tradition."

offer huge buying power and makes us consistently rededicate our efforts to this innovative and informative radio station."

BERKELEY KRCK & KYTE GM

KRCK Drops AOR For Classical

AOR KRCK/Portland switched to a Classical format last week. Sales Manager Dave Berkeley, who had been acting GM at KRCK and Big Band AM sister KYTE since President/GM Bob Fauser and GSM Pam Thomas departed last month, has been named GM for both facilities. No GSM will be hired, but former KEX and KCNR/Portland sales executive Charlie King has been named Sales Manager.

As part of the changeover, the entire KRCK programming and airstaff was let go, including PD Cynde Slater, and the sales staff has been reduced from eight to five, as the stations will now be sold in combination. KRCK is calling itself "FM Stereo 101," and is considering a call-letter change to KYTE-FM.

Berkeley, a market veteran who had been Local Sales Manager of the stations for a year, explained, "With the format change, I think we'll make our combination much stronger to the advertising community. The change is in no way a reflection of the efforts of the AOR staff; it's simply a marketing move. The youth demo in town is oversaturated with CHRs and AORs, and we wanted a format compatible with MOYL KYTE. Also, we have 27 years of expertise at our sister station, KVOD/Denver, and they're helping us out now." The station is looking for a new PD and announcing staff; board operators are administering the programming at present.

ONE MORE REASON WHY WE'RE THE MUSIC INDUSTRY'S HOTTEST GROUP.



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Manager, MTV Publicity
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MTV ANNOUNCES STREET PULSE MARKET RESEARCH

Starting immediately, The Street Pulse Group, a Long Island-based market research company, will furnish MTV: MUSIC TELEVISION with weekly data base retail research reports. The reports will include national and regional information regarding the effect of MTV on record purchases. The Street Pulse Group will also undertake special consumer surveys for the channel upon request.

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Target market research for today's music industry.

East Coast Contact: Mike Shalett (516) 462-6960
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The staff and management of the Taft Television & Radio Company and the stations consulted by Burkhart/Abrams/Michaels/Douglas & Associates wish to express our deepest sympathy to the family, friends, and associates of Lee Michaels.

He was a good friend, and those of us who were fortunate enough to know him will miss him dearly.

- | | |
|---------|-------------|
| WGRQ-FM | Buffalo |
| WLVO-FM | Columbus |
| KYYS-FM | Kansas City |
| WDVE-FM | Pittsburgh |

WESTWOOD ONE PRESENTS

LAURA BRANIGAN



IN CONCERT

The power and emotion of Laura Branigan's live performance has been captured for the "Pop Concert Series," and the weekend of January 19th more than 200 Westwood One Radio Network affiliates will be presenting the Grammy-nominated singer In Concert. Recorded at New Orleans' International Amphitheatre during her recent *Self Control* tour especially for Westwood One, the 60-minute concert features Laura performing all the mega-hits from her three albums, including "Gloria," "Solitaire," "How Am I Supposed To Live Without You," "Self Control" and "The Lucky One." You won't want to miss this very special event from the leader in national concert programming. Westwood One.

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

Robbins Directs KHTR Program Operations

WBBM-FM (B96)/Chicago MD/air personality Dave Robbins has transferred to fellow CBS CHR KHTR/St. Louis to take the newly-created position of Director of Program Operations, supervising PD Bob Scott.

KHTR Station Manager Bob Fulstone commented, "We felt this would be a great opportunity for Dave, who's been with the company for a number of years, as well as a way to help serve our



needs. He will help coordinate many of our activities under one central authority.

"As PD, Bob Scott has distinguished himself nicely," added Fulstone. "He's worked very hard and we're happy with the results. This move is a chance to increase the staff and put Dave's expertise to work in all areas of the station."

Robbins, who's been with B96 since its conversion to CHR three years ago, told R&R, "Bob Scott and I will work closely to maximize our efforts, in addition to those of MD John Frost. We've got

Rohde Adds KLLS GM Duties

KKYY/San Antonio VP/GM Bill Rohde has been assigned additional duties as GM of Swanson's newly-acquired crosstown outlet KLLS. Swanson VP/COO Daniel DiLoreto told R&R, "Bill's diverse programming background gives him the tools to manage both an A/C and a modern Country station."

An 18-year company veteran, Rohde was PD at KKYY prior to his promotion to GM in 1976. He told R&R, "Both the programming and sales staff at KLLS are topnotch, and I want to stress that there will be no changes there. One of my first priorities is to get the two facilities in the same building." Rohde said both stations will operate with separate staffs reporting to him.

Dobra, Sasser New Summit GMs

Summit Radio of North Carolina has promoted two station managers at the chain's Winston-Salem facilities. Klee Dobra becomes GM at AM WSJS, while Ray Sasser is now GM for WTQR. Roger Stockton had held the GM position at both stations, and will continue as VP for Summit, with both Sasser and Dobra reporting to him.

Stockton commented, "Ray has been with me for ten years and has proven his ability time and time again. Klee has been in the business for over 20 years and has more than proven his worth in the year he has been here." Sasser remarked, "We've grown tremendously in my ten years here with the philosophy that people are what make the difference."

a super team assembled, so we can stay on top in the Hit Radio tradition." Robbins has also programmed WXGT (92X)/Columbus and was an air personality at KRUX/Phoenix. A search for a replacement is underway at WBBM-FM.

KCNN Debuts News & Information Format

At Summit Communications' KXXY/Oklahoma City, plans have been announced to discontinue simulcasting the Country programming of sister station KXXY-FM in favor of News & Information, beginning January 15. The call letters will become KCNN, and the station's new direction will be supervised by News Director Daryl Meyers.

KCNN & KXXY VP/GM Jim Tillery said, "For the first time, Oklahoma City will be able to have one place on the dial to tune to for the most complete and up-to-the-minute news from around the world, and from Central Oklahoma."

Pointing to KCNN's affiliation with the CNN and CBS networks,

Atlantic

Continued from Page 1



Linda Moran

has brought his extensive experience to bear on the creation of a promotion network second to none."

Sicurezza worked in regional and national positions for Atlantic in the early '70s, moving to regional posts at ABC and MCA before rejoining Atlantic in 1978. He became Director/Field Promotion in 1980. Libow joined Atlantic in 1975, working her way up from Asst. College Promotion Manager to Director of National AOR Promotion by 1979. She has headed the AOR Department for the last three years.

Moran Upped To Atlantic VP

In an unrelated appointment, 14-year label veteran Linda Jasmin Moran has been promoted to VP while remaining Exec. Asst. to Vice Chairman Sheldon Vogel. Vogel commented, "Linda has developed into an indispensable member of our executive team, bringing her considerable knowledge and experience to bear on every facet of corporate administration."

MILLION-DOLLAR DEAL; STATION NOW WHQT

Tanner Takes WEZI To Dance Rock Format

Former WASH/Washington PD and morning personality Bill Tanner has joined EZ Communications' WEZI/Miami in the same capacity. The former A/C station will adopt a "Dance Rock" format

and new calls WHQT. Tanner's longtime MD/Programming Assistant Colleen Cassidy has joined him, while WEZI PD John Moen will take a position in the sales department.

EZ VP/Programming Dan Vallie stated, "Our pact with Bill can best be described as a multi-year arrangement guaranteeing him in excess of \$1 million for the



Bill Tanner

term of the contract. He's not only a legend in South Florida, but he's one of the best programmers in America. Recent listener research indicated that despite his two-year absence from Miami, he

still ranks as the most popular and best-known personality in the market." VP/GM Chuck Goldmark added, "We know Tanner will be an instant success because people here love him."

Tanner explained, "Beginning January 10, we'll be known as WHQT, calling ourselves 'Hot 105 -The Party.' The format will set us apart from the other contemporary outlets. The criteria for the music will be danceability, beat, and acceptability to the Latin and black sectors of the population. Dade County is 42% Hispanic and 16% black."

He added, "I will do the morning show along with Miami radio veteran G. Michael McKay." Tanner spent ten years as PD/morning personality at Y100/Miami before programming WASH.

NASHVILLE, BIRMINGHAM STATIONS

Shannon, Barry Take Sanders PD Posts

In programming changes within the Mac Sanders Stations, former WZKS/Nashville Production Director Dick Shannon has been named PD at crosstown Country stations WJRB & WJKZ. He replaces Steve Atkins, who will stay on as afternoon personality.

At the same time, former WAPI (AM)/Birmingham OM Bob Barry was appointed Operations Manager at Sanders Birmingham outlets WVOK & WQUS. While Barry, a former WVOK PD, succeeds exiting WVOK PD Dave

White, WQUS PD Dave Edmunds retains his present responsibilities.

Sanders Group PD Don Keith told R&R, "Dick is a real find, and we're excited about having him

aboard. And it's a pleasure to work with Bob again. This is an exciting time for our company, and he's exactly the kind of person we need to reach some ambitious goals."

WDIA SALE ANNOUNCED

Morgan To Program WKDJ & WHRK

C.J. Morgan has been named PD at Black/Urban outlets WKDJ & WHRK (K97)/Memphis. An 11-year broadcaster, Morgan started his career at WKDJ (then WMPS), later programming neighbor WLOK from 1980-82.

President/GM Don Boyles said, "I am pleased to be able to make this appointment and am looking forward to working with C.J."

Parent Adams Communications recently reached an agreement to sell WKDJ to Viacom, but also announced plans to acquire Black-formatted AM competitor WDIA from BENI subsidiary Benidia, Inc. for \$2.5 million, pending FCC approval. While not commenting on that purchase or how it would



C.J. Morgan

affect WDIA PD Bobby O'Jay's status, Morgan did tell R&R, "WKDJ and K97 have been established winners. We're going to maintain WKDJ the way it is until the sale is approved. But we're going full-steam ahead with K97, providing some positive direction and motivation to turn it into the biggest kicker in town."

Azoff Adds Publishing To MCA's Music Operations

The MCA Records Group now includes MCA Music Publishing, with the expanded operation to be known as the MCA Records & Music Group, under the direction of Group President Irving Azoff. Azoff continues as President of MCA Records, while Exec. VP Myron Roth takes on a similar title for the group. MCA Music President Leeds Levy and Unicity Music Publishing President Kathleen Carey continue with their present duties, as do all other key executives within the music group.

MCA Inc. President Sid Sheinberg stated, "It has always been our intention to bring our music-oriented operations together under common leadership. Now that Irving Azoff has completed assembling his records management team, we thought it an appropriate time to accomplish our intentions, and are thrilled that Irving has agreed to assume these added responsibilities."

Cale Earns Promotion To KZAP PD

KZAP/Sacramento Assistant PD Tom Cale has been upped to PD following Chris Miller's move to the KRQR/San Francisco PD position last month. VP/GM Tom Weidle commented, "Tom's time has come. After an extensive search we've decided to give him the opportunity to prove it."



Tom Cale

Cale has been an air personality at several Northern California stations as well as KLOL/Houston, and held the MD and Asst. PD posts during two different stints at KZAP. He told R&R, "I'm delighted to walk into the job at such a highly-rated station and one of the premier AORs in the country. Chris Miller has left me a dynasty."

Lessner

Continued from Page 1

of challenge and commitment. I'm deeply honored that (President) Jay Lasker, Skip Miller, and all of Motown have chosen me for this position. I'm anxious to help put Motown right where it belongs - on top." No replacement was named for Lessner at Capitol at presstime.

Durney

Continued from Page 1

FM/New Orleans, indicated that WASH's formative future is still officially undecided. "It's all up for reevaluation," he told R&R. "WASH was an A/C station in the catbird seat with a nice upscale young audience. When I was with WQUE-FM, I patterned it much after WASH, so I never understood why they made the move to CHR instead of upgrading. They did have a strong morning show, and I'm making that a big priority."

No replacement for Durney has been named at KHOW.

First in a series

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DEL CORE NAMED GSM**Schwartz Named GM At Boston's Adult CHR WKKT**

Broad Street Communications Exec. VP and KJYO/Oklahoma City VP/GM Mark Schwartz has resigned after two years to become GM at First Media's newest acquisition, WKKT/Boston (formerly WHUE-FM and, for the past two weeks, WCOZ, as changed by previous owners T. Communications). In addition, KOPA/Phoenix GSM Jerry Del Core has transferred to WKKT as GSM, as the station prepares to launch an adult CHR format February 1. A PD is still being sought.

First Media Exec. VP Dan Mason told R&R, "Mark was a great choice for us. He's a leader with a proven track record of success."

Andersen New KRQX Programmer

KRQX/Dallas afternoon personality Dennis Andersen has been promoted to Program Director. A 13-year broadcaster, Andersen joined the Gold-formatted outlet 18 months ago. KRQX & KZEW VP/GM Gene Boivin noted, "Dennis understands the market and format, and has a good sense of which direction the station should take." Andersen said, "KRQX will continue to pioneer AM radio in its rebirth. We are looking forward to our second anniversary while continuing the 'Good Time Rock 'N' Roll' success story that KRQX has become."



Dennis Andersen

Schwartz, who was Sr. VP/GM at Lotus's KTKT & KLPX/Tucson for ten years, commented to R&R, "I believe the responsibility, market size, and overall challenge in the nation's seventh market is exactly what I need. After being in this market for just a short time, we see a hole in the market for a full-service 25-44 adult CHR station."

Commenting on Del Core, Schwartz added, "He's a real pro, and I know he will be able to duplicate his sales success in Boston as well."

Christal Radio Promotes Three

At Christal Radio Sales, Sr. VP/Western Region Manager Paddy Ramsay has advanced to Sr. VP/General Sales Manager.

In accepting her new responsibilities, Ramsay will relocate from Los Angeles to New York. Simultaneously, Bob Gad and Mark Braunstein have been elevated to VP/Western Region Manager and Northeast Region Manager, respectively.



Paddy Ramsay



Bob Gad



Mark Braunstein

Del Core told R&R, "I'm most excited to be a part of one of First Media's largest properties, and I'm proud about being part of the team that will get this one rolling."

Martino Become WZKS PD

WZKS/Nashville MD/midday personality Larry Martino has emerged as PD after six months as part of a joint programming committee formed after Jack Randall left in July. CEO/GM Ron Kempff told R&R, "96KISS's program management team served its purpose by allowing the natural leader of the group to rise to the top." Martino remarked, "The promotion is fantastic but the duties remain the same, as we continue to strive for the top spot in the market." Martino joined the station as morning personality in June 1983 after programming KRQY/Pueblo; WVLE/Gunnison, CO; and WTSL/Hanover, NH.

Seagrave Named GSM At KITS

KITS/San Francisco has tapped McGavren Guild Account Executive Jodell Seagrave as GSM. Former GSM Ed Krampf became VP/GM in December, replacing Jerry McKenna, who became VP/GM at KFSM/Sacramento. Krampf commented, "Jodell's a proven professional with her experience as a national rep and sales manager." Seagrave, who was previously GSM at KFAT/Gilroy-San Jose, told R&R, "Working at McGavren-Guild has been a fabulous experience, but the move to KITS is really a great opportunity."

Martin PD At WBCY

WVIC-AM & FM/Lansing PD Bill Martin has been named PD of Jefferson Pilot's WBCY/Charlotte, replacing

Bob Kaghan, now PD at WZNE/Tampa. WBCY & WBT VP/GM Bill Jennings told R&R, "Bill is going to bring to WBCY the experience and success of his last two CHR stations."



Bill Martin

Martin earlier programmed WSSX/Charleston, SC. No replacement was named at WVIC.

Larson Appointed WCMF's New PD

John Larson, former PD of WLLZ/Detroit and WAVA/Washington and most recently Asst. PD at WMET/Chicago, has been named PD at Scennix's AOR WCMF/Rochester, replacing

Trip Reeb. GM Peter Coughlin stated, "John is what the station needs right now. He'll structure us a bit more, while retaining our personality stance. He's also quite research-oriented from his Doubleday background and can handle an airshift if necessary."

Larson observed, "We're going to update the station's sound, while paying attention to its heritage and not making any abrupt changes."



John Larson

Gaither Becomes WKXX PD

Five-year WQEN (Q104)/Gadsden, AL PD Roger Gaither has been named PD at Sun Group's WKXX (KXX106)/Birmingham. He replaces VP/Programming Michael St. John, who became GM at sister station WYHY/Nashville in December.

WKXX & WERC VP/GM John Bomer told R&R, "I think Roger is a very talented young man who has an immense amount of potential." Gaither told R&R, "I've been looking to expand my horizons for a while now, and it took the right situation to make me move." A replacement hasn't been named for Gaither.

Casey Tapped As WBJW-AM & FM PD

Kevin Casey, interim PD at Nationwide's WBJW-AM & FM/Orlando since Garry Mitchell joined KBZT/San Diego last October, has been officially appointed to the position.

VP/GM Mickey Franko explained, "Kevin convinced me he was able to do the job. He has all the talent necessary to develop into a great PD, and I'm going to give him that opportunity."



Kevin Casey

Transactions

Continued from Page 3

Storz Deals WHB To Shamrock

Shamrock Broadcasting Co. is purchasing WHB (AM)/Kansas City from Storz Broadcasting for an undisclosed price. The deal will give Shamrock an AM property in Kansas City to go with FM outlet KUDL.

WHB programs an oldies-based A/C format with 10 kw days/5 kw nights at 710 kHz. Storz has owned the station since 1954, and it has been described as the first Top 40 station in the country.

Sudbrink Buys KAAV & KLPQ, Spins Off FM

Multimedia Radio is selling KAAV & KLPQ/Little Rock to Sudbrink Broadcasting for \$3.75 million. The buyer will sell KLPQ to Signal Media Corp. for \$2.75 million, which already owns local AM property KLRA. KAAV operates with 50 kw at 1090 kHz; KLPQ has 100 kw on 94.1 mHz at 770 feet. H.B. LaRue served as broker.

WARM Takes WYZZ For \$2 Million

WARM Broadcasting, a subsidiary of Susquehanna Broadcasting, will pay Scranton/Wilkes-Barre Fine Music Broadcasting \$2 million cash for WYZZ (FM)/Wilkes-Barre, PA. The buyer owns 13 other stations, and the sale provides an FM sister facility to local AM outlet WARM. The seller has no other radio interests. WYZZ operates with 9 kw on 92.9 mHz at 1060 feet. H.B. LaRue brokered.

Peabo Bryson Buys WALG & WKAK

Solar Broadcasting intends to sell WALG & WKAK/Albany, GA to Platinum Broadcast Limited for \$1,925,000 cash. PBL is owned by recording artist Robert "Peabo" Bryson, who has no other radio properties. Solar retains WDAK & WEIZ/Columbus, GA. WALG has 5 kw days/1 kw nights on 1590 kHz; WKAK broadcasts with 3 kw on 101.7 mHz at 300 feet. Blackburn & Co. acted as broker.

Curelop

Continued from Page 3

Curelop, a nine-year radio man who previously programmed WABX/Detroit, told R&R, "It's an opportunity to learn more about broadcasting and make me a better broadcaster. We bought 'SUN' from Plough about six months ago, and have stabilized the format and added a lot of excitement to the radio station."

WYNE VP/GM Chris Wheat remarked about Smith, "We're very fortunate to get another fine program director from within the Taft chain to continue the level of excellence that Carey's set."

Smith, whose ten years in radio include a programming stint at WPYX/Albany prior to his joining WGRQ a year ago, stated, "It's a great challenge to program a dominant station in a major market. It's one I've watched for several years and have wanted to work at."

Viacom Acquires WKDJ

Viacom Broadcasting will purchase WKDJ (AM)/Memphis from Adams Communications for \$1.5 million, giving the buyer an AM to match Memphis FM WRVR; Viacom also owns six other stations. Adams retains ownership of WHRK/Memphis, WRTH & KEZK/St. Louis, and WLAV-AM & FM/Grand Rapids. WKDJ operates with 10 kw days/5 kw nights on 680 kHz. H.B. LaRue handled the transaction.

Fritts Sells KMAR-AM & FM

Franklin Parrish Broadcasting, principally owned by NAB President Eddie Fritts, is selling KMAR-AM & FM/Winnboro, LA for \$375,000 to GM Bob Henry Soderquist. KMAR (AM) is a 1-kw daytimer on 1570 kHz; KMAR-FM has 3 kw on 95.9 mHz at 170 feet.

Grinsell

Continued from Page 3

Grinsell became Station Manager a year ago after seven years with KABL as Local Sales Manager. Prior to that, he held Account Executive positions at neighboring KNEW and KFOG. He told R&R, "I certainly appreciate the vote of confidence Shamrock Broadcasting Company has given me. KABL has a great staff, is one of the premier Easy Listening stations, and will continue to be in the future."

Also Pending FCC Approval:

- WJAS/Pittsburgh from BENI Broadcasting to Tony Renda for \$1.5 million.
- KRZE & KRAZ/Farmington, NM from Robert Finch to D.P., Inc. for \$750,000.
- WPUB-AM & FM/Camden, SC from Austin Sheheen to Holder Media for \$575,000.
- WBOB (AM)/Galax, VA from Carroll-Grayson Broadcasting to Blue Ridge Radio for \$400,000; WBOB-FM from same seller to Twin County Broadcasting for \$200,000.
- WXC-FM & FM/Clifton Forge, VA from Alleghany Highlands Broadcasting to Impact Broadcasting for \$292,000.

WGR

Continued from Page 3

Anderson was OM at WGR (AM) for nearly 12 years until 1981, when he transferred to the PD post at WDAE/Tampa. When Taft acquired WSUN last June, he was named OM there. Anderson told R&R, "Since our AM is already doing successful full-service A/C, we felt it natural to simulcast the stations during drivetimes. Otherwise, the sounds of the two stations will be very similar. There are nearly 30 share points that go to A/C, and since Taft knows how to operate successful A/C stations, it was the natural direction."

It was also announced that WGR (AM) interim GM Richard Aaron has been promoted to Sales Manager for both stations, moving up after ten years as GSM for the AM. Former WGRQ VP/GM Jim Di Figlia has left the station.

L R B

PLAYING TO WIN

The title track from their forthcoming album



CAMPANILE

WHEATLEY
MANAGEMENT

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for Pasha



UPI'S THOMAS HONORED — Veteran United Press International White House Bureau Chief Helen Thomas was honored last month with the prestigious Fourth Estate Award, given annually by the National Press Club. Thomas was the first woman and the first wire service reporter to be so honored. Among those attending the awards banquet in Washington was her colleague on the White House beat, ABC's Sam Donaldson.

Washington Report

Kahn Seeks U.S. Antitrust Probe Of Motorola-Harris Alliance

AM stereo entrepreneur Leonard Kahn has retained a New York law firm which will ask the U.S. Department of Justice and the Federal Trade Commission to investigate the antitrust implications of Harris Corp.'s decision to drop its own AM stereo efforts and build Motorola C-QUAM excitors.

"We plan to vigorously pursue this matter so that the broadcasters and the public will be free to make use of modern and superior AM stereo technology," Kahn announced. "In view of recent developments of inexpensive, fully automatic multi-system AM stereo circuitry, there is no legitimate justification for limiting choice to one AM stereo transmission system, especially a system with such serious performance weaknesses."

ABC's Hoberman Sees AM Salvation In Programming

"There is no inferior band," ABC Radio President Ben Hoberman declared to the California Broadcasters Association in Palm Springs this week (1-8). "What we as broadcasters must avoid is becoming entrapped by the mindset in which AM stations become perpetual understudies to their FM counterparts."

Hoberman identified the key to AM's survival as "programming, programming, programming." He advised, "Attract strong personalities, if appropriate add a sports franchise, examine the news and talk alternatives, strengthen your news programming, stop apologizing for older listeners, start a marketing campaign to attract FM listeners, become strongly involved in your community."

Seven Radio Stations Hit For \$12,000 In Fines

The stiffest of nine recent radio fines imposed by the FCC was a \$4000 penalty against WKWL/Floralta, AL for transferring control to one of its principals without FCC consent, failing to notify the Commission on time about ownership changes, and the issuance of new stock. KCUZ/Clifton, AZ was fined \$3100 for numerous EEO

violations, an incomplete public file, using an unlicensed operator, and failure to have a lockable protective fence around its tower.

Also fined were KSTN-FM/Stockton, CA, \$1500 for SCA overmodulation and operating after a remote metering malfunction; WYNU/Milan, TN, \$2000 for originating more than 50% of its non-network programming outside the community of license; and KCLR/Ralls, TX, \$500 for not making equipment performance measurements. Fined for lottery violations were KVOW & KTAK/Riverton, WY (\$500); WVIS/Fredricksted, St. Croix, Virgin Islands (\$1000); and KGMN/Kingman, AZ (\$500).

Irion Named VP/Radio Administration In NAB Staff Shuffle

NAB has moved VP/Broadcast Management Ron Irion into the newly-created position of VP/Radio Administration. Irion reports to Sr. VP/Radio Dave Parnigoni, and his duties include planning and supervision of radio meetings, seminars and conferences.

In other staff actions, Henry Roeder has been named NAB Director/Conventions and Meetings. He replaces Harold Niven, who becomes President of the Broadcast Education Association. NAB's new Director/Personnel is Ann Miller, filling a vacancy left by the departure of Fran Maine.

Now reporting directly to NAB President Eddie Fritts is VP/Minority and Special Services Dwight Ellis. His office was formerly part of the Station Services Department, which now handles only NAB marketing services.

Other Key Developments:

- FMs within 300 km of the Mexican border may now use SCAs between 20 and 99 kHz (53-99 for stereo stations), but their modulation must be limited to 100%. Effective January 1, all other stereo FMs were permitted to use up to 20% modulation for SCAs below 75 kHz (10% if above 75 kHz).

- The FCC has placed a freeze on the filing of applications for new FM educational stations, and has stayed, pending further review, new rules adopted last fall to resolve educational FM interference to Channel 6 TV stations.

- Radio stations have been given more flexibility, including the use of direct reading frequency (RF) power meters by AMs, in how they measure station operating power.

FORMER WOOK RENEWED

FCC Returns License Of United's WDJY/Washington

In the latest of a string of license victories for United Broadcasting, the FCC has voted 3-1 to grant the renewal application of WDJY/Washington (formerly WOOK-FM) for the first time since 1966. The decision overturns adverse rulings by a law judge in 1982 and the FCC Review Board in 1983. Both recommended taking away the Urban/Contemporary station's license for "a record of management misconduct."

United CEO Jerry Hroblak called WDJY's renewal a "historic decision" and added, "All broadcasters should be assured that a dedication to community service and an uncompromising observance of Commission rules will be recognized in the comparative renewal process."

With Commissioner Henry Rivera dissenting, the FCC said its Review Board made several errors when it awarded the license to District Broadcasting, one of two competing applicants. It said the board:

- Failed to give United enough credit for a stringent system of controls put in place to prevent recurrence of the kind of misconduct that resulted in license denials for WOOK (AM)/Washington and WFAB/Miami.

- Neglected to take into account the deterrent effect on United of the massive loss of its two AM licenses.

- Erred in not granting United a renewal expectancy preference for a substantial broadcast record at WDJY during the 1975-78 license term.

United got a slight demerit for its prior group misconduct, and for contest violations that earned a \$6000 fine at WDJY in the late 1970s. But those factors were

outweighed by the potent renewal expectancy credit. It also overpowered the two challengers' preferences for having no other media interests and for their proposed integration of ownership into station management.

KALI, KSOL Victories

United is still awaiting initial hearing decisions on the renewals of two stations, WYST-FM/Baltimore and WKDM/New York (formerly WBNX), but all recent FCC decisions have been in the group's favor:

- Last summer the Review Board granted renewal for KSOL/San Francisco, setting aside a law judge's decision in favor of a competing applicant.

- KALI/Los Angeles was renewed last August in an initial law judge's decision based on renewal expectancy for a substantial broadcast record.

- In 1982, the Commission overturned a law judge's denial of renewal for WJMO & WLYT/Cleveland.

WYST (AM)/Baltimore was left in the clear when a competing applicant dropped out, and United reached a settlement agreement in 1982 that ended a challenge to WINX/Washington (Rockville, MD).

DEREGULATION PUSH DOUBTFUL

Alcohol Ban Replaces Deregulation

Atop Radio's 1985 Agenda In Congress

For the better part of the past decade, radio deregulation has topped the industry's Congressional wish list. But for the new Congress that convened last week, that goal has slipped down the list, supplanted by a concerted drive to fight off a proposed ban on broadcast beer and wine ads.

"Clearly, the top priority is the beer and wine issue," says NAB Sr. VP/Government Relations John Summers. "I think there's a lot of emotion that we're encountering and I see a very tough battle ahead. We've found a fair number of people sympathetic to their views. There's a lot of religious support here, which is really neo-prohibitionism, but it's nevertheless support."

NRBA Sr. VP Abe Voron agrees that alcohol may dominate radio's concerns on Capitol Hill. "That may be the biggest, most important fight of this first session," he told R&R. So far, no member of Congress has stepped forward to offer ban legislation, but several committees are planning hearings on the issue in the near future.

Little Appetite For Deregulation Replay

There seems to be less unanimity among radio's chief trade associations on the question of pursuing radio deregulation. NRBA shows more appetite for tackling the problem again, despite last year's protracted and fruitless negotiations. "We're going to start all over again," Voron pledges. "We're going to go back to the drawing boards, starting with a series of meetings with the chief players to try ascertaining what is doable and then operating on that basis."

But Voron admits, "I'm not too optimistic

because the Democratic majority on the House committee is not really convinced that the marketplace is the best regulator. And I would expect that they're going to continue to block legislation based on that premise."

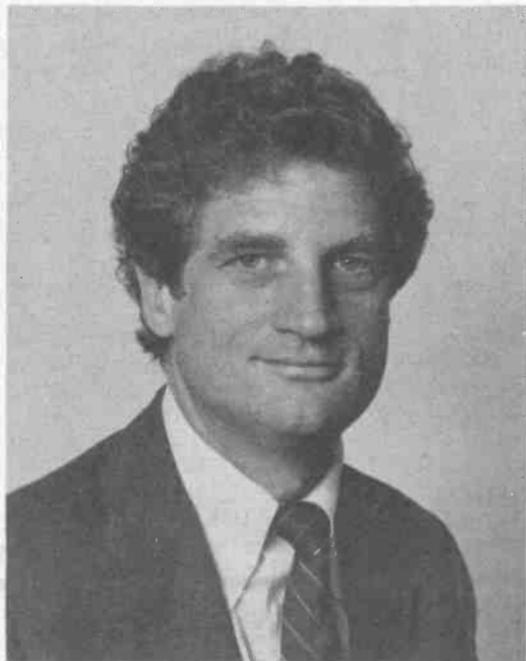
Radio's "Price" For Deregulation

NAB's Summers says it's too early to say whether his association will lobby for deregulation, a question NAB's Board may resolve at a meeting next week in Palm Springs. "We haven't seen the composition of Tim Wirth's (D-CO) subcommittee. But if it's pretty much the kind of composition we had last time, there's going to be a price placed on any kind of deregulation. I don't myself witness any great desire on the part of broadcasters to pay a price that involves a lot more regulation, a lot of it centered around content, which is something we should be moving away from."

Wirth Plans No Dereg Agenda

At the House Telecommunications Subcommittee, Wirth spokesman Ellis Woodward agrees that broadcasters seem unwilling to accept the "bottom line" of certain tradeoffs in return for new freedoms. "I would say the situation is unchanged from when negotiations broke down last October," Woodward observed. "And I have not picked up any significant interest by members in pushing dereg this year." He added, "Right now we are not planning to push any major dereg agenda."

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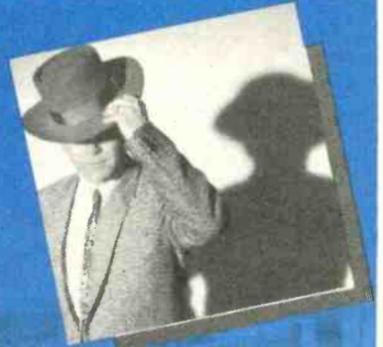
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CHR

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Int'l Radio Program Market Returns To MIDEM '85

For the second year, the international radio program market will return to "MIDEM '85," the 19th international radio and music publishing market. Reportedly, 700 companies from more than 50 countries (including the People's Republic of China) are already set to attend MIDEM '85, which will focus on satellite, cable broadcasting and

video, as well as the above-mentioned international radio program market.

MIDEM '85 will run from January 28 to February 1 at the Palais des Festivals in Cannes, France. For further information, contact MIDEM '85 at 179 Avenue Victor Hugo, 75116, Paris, France. Telephone: (1) 505-14-03.



Otari Intros "MX-70"

The "MX-70" professional production recorder represents Otari's entry into the one-inch, 16-track format. The unit is also available in a one-inch, 8-track format.

Designed for the radio station that wants to produce studio-quality spots or programming, the MX-70 features field-convertible speed pairs (7.5/15 or 15/30 lps), adjustable phase compensation, switch selectable equalizations, the ability to interface with any noise reduction system, and multi-function tape and time display. There's also a full-function remote session controller, as well as a veritable plethora of optional add-ons.

For more information, contact Ron Neilson at (408) 438-0598.

2B PLASTIC CARD PROMOTIONS



MOST PHENOMENAL SUCCESS STORY IN RADIO PROMOTION HISTORY
BOOST RATINGS • SELL MORE TIME • INCREASE PROFITS IMMEDIATELY

Advertiser funded, 2B Plastic Card Promotions are virtually "cost-free" . . . the sponsor(s) foot the bill. Unique in continuity effect, 2B Plastic Card Promotions maintain listener and sponsor involvement from book to book to book. Many stations have continued and profited from 2B Plastic Card Promotions for years. Work best for bold stations who want to go all out to win. Phone for complete information.

2B SYSTEM CORPORATION • BROADCAST PROMOTIONS DIVISION

2B 30105 Stephenson Hwy., P.O. Box 106
Madison Heights, MI 48071 313/588-7400

A&M Inks Word

A&M Records recently signed a manufacturing, distribution, and marketing agreement with Waco, TX-based **Word Records**. Said to be the world's largest producer of recorded Christian music, Word will continue to oversee service functions within the religious music market, while A&M shoulders responsibility for the mainstream marketplace.

Among the first albums issued under this new agreement will be LPs from rock quintet **Petra** and two-time Grammy winner **Amy Grant**. A&M will handle the existing Word Records catalog as well.



GETTING THE WORD — Pictured at the penning of the recent A&M-Word pact are (l-r): A&M Records President Gil Friesen, Word Records Exec. VP Stan Moser and A&M Sr. VP Michael Parkinson.

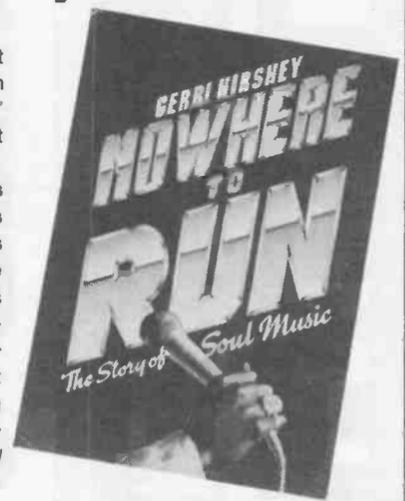
"Nowhere To Run" Surveys '60s Soul

These days, traditional soul music sneaks onto the charts only on occasion, usually from the most unlikely sources. **Al Hudson & One Way** will cop a **James Brown** riff and pay their respect to the Godfather with a "Mr.

Groove." Or a seemingly straight funk band like **Klique** will unleash **Jackie Wilson's** "Doggin' Around" and collar the biggest hit of their career.

While the new breed salutes its influences on occasion, R&B's first and second generations trudge on. Soul's survivors have either been exiled to the oldies circuit, the post office, or the Zircon Lounge. Enter **Gerri Hirshey**, who seems to have spent most of the early '80s tracking down everybody from the **Contours's Joe Billingsly** to J.B. and his hairdresser to **Aretha Franklin** and **Irma Thomas**. The result is "Nowhere To Run," the self-proclaimed "Story of Soul Music" (**Times Books**, \$17.95).

Hirshey's passion is all over "Nowhere To Run." So is her lost objectivity. Nevertheless, the biggest problem with Hirshey's generous helping of stick-to-the-ribs soul food lies in the size of the portions. At 370 pages, the reader doesn't get to spend enough time with *anybody*, and more than a few soul styles and stylists are omitted or only mentioned in passing. But we'll let the purists quib-



ble about such trivial pursuits, because generally speaking, "Nowhere To Run" is a trailblazing overview of an authentically American musical style that has yet to be properly documented.

Disposable Contacts



You can expect to see throwaway contact lenses on the U.S. market within the next two years, as several companies are currently in the development race. Quoting Dr. **Harold Davis** of the **American Optometric Association**, *USA Today* reports that "recent studies show that changing lenses every six months reduces the risk of complications by 90%."

National Religious Broadcasters Convention Upcoming

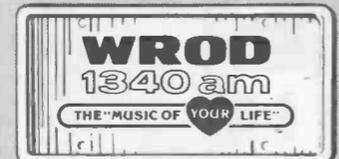
The 42nd annual National Religious Broadcasters Convention will be held February 3-6 at the Sheraton Washington Hotel in Washington, DC. Among the highlights will be the first public debate between U.S. Senator **Edward M. Kennedy** and Reverend **Jerry Falwell**, which the NRB is proud to sponsor.

President **Ronald Reagan** will also address the convention, as will Reverend **Billy Graham**, while featured musical performers will include **Debby Boone** and **George Beverly**

Shea. Topics to be addressed in workshops range from program producers, ownership, and noncommercial operations to technology and international broadcasting. FCC Chairman **Mark Fowler**, Commissioner **James Quello**, pollster **George Gallup Jr.**, and **Phyllis Schlafly** are also scheduled to speak.

For registration, contact your local **MTS** travel agent. For information, contact the **National Religious Broadcasters (NRB)** at (201) 428-5400.

Custom Radio License Plates Available



Made out of sturdy polystyrene, these customized license plates from Holly Hill, FL-based **Southeast Plastics** are a natural radio promotion item, whether imprinted with your station's call letters, logo, slogan, or public service campaign. For further information, contact **Gary Roebuck** at (904) 252-2442.

KLEMMABILITY

KLEMM RADIO CONSULTING
PRODUCES HIGHER RATINGS, 25-54
THAN OTHER CONSULTANTS.

90% OF KLEMM STATIONS ARE NO. 1.

(203) 927-3581

Klemm

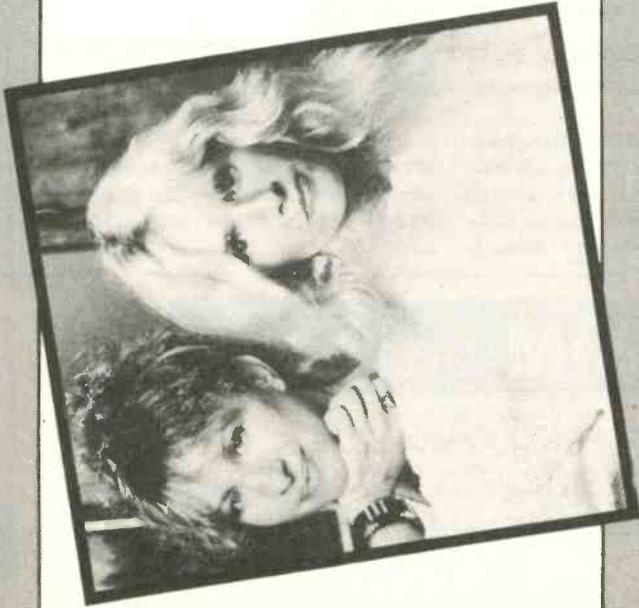
RADIO CONSULTANTS
BOX 647, KENT, CONNECTICUT 06757



PROGRAMMING DIARY



Airplay Week Of January 9-15, 1985
PLAYLIST CHANGES:



BARBARA STREISAND

Duet with

KIM CARNES

"Make No Mistake,
He's Mine"

** INCREASE ROTATION
IMMEDIATELY;
SALES AND AIRPLAY ARE HOT!*

MUST MAKE ROOM FOR THESE NEW RELEASES NOW!

BILLY JOEL

"Keeping
The Faith"



*IN MAJOR
MTV
ROTATION!
FOR WEEKS!*

SCANDAL

featuring

PATTY SMYTH

"Beat Of A Heart"



*THE FAVORITE TRACK
AT AOR!*

EUROGLIDERS

"Another Day
In The Big World"



*JUST WHAT WE NEED
TO STAY AHEAD OF
THE COMPETITION!*

Pro:Motions

MTC National Sales Team Set



Mark Gross David Bennett Mark Dorf

Metro Traffic Control has established a national sales staff. **Mark Gross**, VP/Sales, Eastern Region, was previously Sales Manager for **WAVA/Washington**. Wearing similar stripes for the Western Region is **David Bennett**; he was promoted from MTC's Regional Manager/West Coast post. And **Mark Dorf**, formerly VP/Development for Los Angeles-based **Nightstar Productions**, has been tapped as an Account Executive for the Eastern Region.

PSG Adds Bernard

Alexis Bernard is Director of Station Relations for "Rare & Scratchy Rock 'N Roll" syndicator **Program Services Group, Inc.** Her background includes several public relations posts within commercial and noncommercial radio.

CBS Ups Fuller, Reeve, Schroeder

Alan Fuller and **Thomas Reeve** have been promoted to Western and Midwest Sales Managers, respectively, for **CBS Radio Networks**. Fuller moves up following four years as an Account Executive in CBS Radio Spot Sales' Los Angeles office. Prior to this, Reeve had worked as an AE in CBS Radio Networks' New York office since 1983. In other Networks activity, **Robert Schroeder** becomes Manager/Midwest Sales Development. He served as Manager of the CBS Radio Networks Chicago sales office for six years.

Heatherly Directs RCA Sales

Bob Heatherly has been named Director/Special Sales at **RCA**. He accepts this newly-created post after two years as the label's Director/Country Promotion in Nashville. Heatherly is a 12-year RCA veteran, who previously served as Director/Commercial Sales, Eastern Region and Branch Manager for the Washington, DC/Baltimore regional office.



Bob Heatherly

Schiavo Elevated To KIIS LSM

Peg Schiavo has been promoted from AE to Local Sales Manager at **KIIS-AM & FM/Los Angeles**. Before joining KIIS 18 months ago, she was an AE at **Torbet**. Schiavo also gained experience as Sales Manager of the **Roslin** rep firm. Her radio sales career started at **McGavren Guild**.

KMFY & WAYL Tap Kulka

Greg Kulka has advanced to Sales Manager at **KMFY & WAYL/Minneapolis**. He first joined the stations in 1975 as a parttime announcer. Kulka later served as Production Director and in 1980 was upped to Program Director of WAYL. Three years after that he became an AE.

KUPL Appoints Sterling

Sanna Sterling has been named Regional Sales Executive at **KUPL-AM & FM/Portland**. During the past six years, she was affiliated with crosstown **KWJJ & KJIB**; her most recent position was Local and Regional Sales Account Executive.

Neiderman Joins Fastfire

William Neiderman has been appointed Executive VP/COO of **Fastfire Records**. Prior to this, Neiderman handled creative and business aspects for ad agency **Martz, Shaw & Company**. Before that he was GM of Toledo outlets **WWWM** (formerly **WXEZ**) and its sister **WOHO**. Neiderman's radio industry background also includes the PD posts at neighboring **WMHE** and **WIOT**.

Deardorff Raised To Texas Wireless VP

KWES/Odessa, TX GM **Mike Deardorff** has been upped to VP of parent **Texas Wireless, Inc.** He was formerly GSM, then GM of neighboring **KRIG**. Before that Deardorff served as GSM at Dallas outlets **KLIF** and **KPLX**.

Tyler, Hill Shift To Jones Communications



David Tyler

Dannie Hill

David Tyler and **Dannie Hill** have been named VP/GM and VP/National Sales Manager, respectively, of the **Jones Communications Group's** Broadcast Services division. Tyler spent ten years in a similar capacity with a worldwide syndicator, marketing and selling syndicated packages to networks in Mexico, Australia, Canada, the Netherlands, England, and the U.S. Hill brings 13 years' broadcast sales experience to his new post. He also worked with Sound Lab in Nashville, creating and syndicating the contemporary gospel program "Heavy Light."

Steinberg Joins RCA

Sue Steinberg has joined **RCA Video Productions, Inc.** as Director of Program Production. She comes to the new position from **Home Box Office**, where she worked in the Consumer Promotion Department. Steinberg has also served as VP/Programming for **Vestron Video** and Executive Producer of **MTV**.



Sue Steinberg

Francis Elected To Voyager Board

George Francis Jr., Senior VP/Managing Director of **Voyager Communications, Inc.**, was elected to the Board of Directors of subsidiaries **Voyager Communications II**, **Voyager Communications III**, and **Voyager Tower Company**. Voyager Communications owns **WMFR & WMAG/High Point, NC**.

Rimes Heads Tuesday Division

Robert Rimes has been tapped to head San Diego-based **Tuesday Productions'** Broadcast Division. Before accepting this position, he was President/Chairman of the Board of **Marketing Consultants, Inc.** and a general partner in **Rimes Hallmark, Normex Enterprises, Sunland Properties, and Media Reports, Inc.** Rimes's broadcast career covers 25 years, including stints as Director of Creative Services for **McGraw-Hill Broadcasting Company** and executive posts in advertising and promotion with **WWJ-AM-FM-TV/Detroit**.

Kleiman To WSBY & WQHQ GM

Gary Kleiman has become General Manager of **WSBY & WQHQ/Salisbury, MD**. Prior to joining these facilities, he was VP/GM of **WAJE & WGLU/Johnstown, PA**. Kleiman's radio career also includes the GSM post at **WBUD & WTRT/Trenton** and the Local Sales Manager slot at **WYSP/Philadelphia**.

Odyssey Video Service Debuts

January 5 marked the premiere of a new 24-hour stereo music and video service, **Odyssey**. Targeted at the 18-49 demo group, the service is directed by **NCN and Video Development** President **Ray Kassis** and programmed by **Tom Shaw**. The format, described as **USR (Urban Suburban Rock)**, combines Urban Contemporary and CHR with light rotations of reggae, jazz, and Latin rock. **Odyssey** is based in Cocoa, FL at 1150 West King Street, 32922; (305) 632-1000.

WGMS Promotes Leverrier To LSM

Rick Leverrier has been elevated to Local Sales Manager at **WGMS-AM & FM/Washington**. A four-year **WGMS** Account Executive prior to his promotion, Leverrier was Local Sales Manager and General Sales Manager at the former **NBC** outlet **WRC**. He first joined **WGMS** as an AE in 1971, holding that post for six years.

Novak Directs KFAC Regional Sales

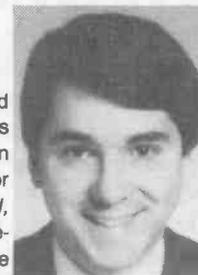
Robert Novak is the new Director of Regional Sales for **KFAC-AM & FM/Los Angeles**. He moves crosstown from **KMPC**, where he spent four years as an Account Executive.

Scalise New KYUU Sales Manager

Jim Scalise has been promoted to Sales Manager of **KYUU/San Francisco** after three years as an Account Executive. Prior to that he held a similar position with neighboring **KYA-AM & FM**.

CBS/Records Group Names Kirkeby

Marc Kirkeby has been named Director/Press and Public Affairs for the **CBS/Records Group**. An experienced reporter and editor (*Rolling Stone, Record World, Broadcasting*), Kirkeby had freelanced on special projects for the **CBS/Records Group** since 1980.



Marc Kirkeby

Weissinger Manages TNN Dept.

Susan Weissinger has been raised to Talent Department Manager for **The Nashville Network (TNN)**. Formerly the net's Talent Coordinator, she succeeds **Cindy Rose-Painter**.

ROCK CHRONICLES

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



Crystal-Balling Research Futures

As we enter the midpoint of this decade (where has the time gone?), it's fitting that we put our contacts, instincts, and brainwaves to work and sort out what might be ahead on the research front. 1984 was the year of the monthly ratings revolution and revisions in the way some perceptual research firms conduct focus groups. Let me examine what appears to be on the ratings and research horizon for '85, and see how that compares and contrasts with what '84 brought us.

Arbitron

Arbitron underwent some significant management changes in '84, but the team now seems ready for an interesting year. The new key player is Rhody Bosley, who succeeded current Birch executive Bill Livek as VP/Radio Sales & Marketing. In talking with Bosley during the '84 RCPC, we learned about (and debuted here) significant changes planned for the layout of the printed Arbitron market reports. Those revision plans are proceeding, in cooperation with the Arbitron Radio Advisory Council (ARAC), and will undoubtedly be the highlight of 1985 for Arbitron.

Following up on the information printed here in September, we are now able, with Arbitron's cooperation, to introduce several actual mockups of some of the key proposed changes.

In addition to the changes shown here, Arbitron and ARAC are openly soliciting industry suggestions on other features that might be added or deleted. ARAC Chairman Larry Wexler, VP/GM of WPEN & WMGK/Philadelphia, told R&R, "The book needs a redo and the outcome of these revisions can have a potentially tremendous impact on how radio is bought and sold." Between now and the March Arbitron/ARAC meeting, the Council is asking for your suggestions. Don't be shy. It's a unique opportunity to let Arbitron and/or the Advisory Council hear your thoughts on how to make the books even more useful for sales and programming.

Bear in mind that while the March Arbitron-ARAC meeting may firm up the changes to be made in the printed reports, no actual revisions will take place in '85. It's unlikely that any major book revisions will be enacted until spring '86 at the earliest.

Informed sources at Arbitron predict the ratings giant is likely to tackle the following this year:

1. Continuing the Arbitrends push. Apparently, the goal this year is to make the system more user-friendly, to consolidate by adding more subscribers in the 25 markets where the rolling monthly is now available, and to add demographic enhancements. In early

July don't be surprised if Arbitron announces a significant expansion of the demos available on the Arbitrends system. You can bet that effective in July stations will be able to get an adults 18+ figure, since that merely involves a tally of the men 18+ and women 18+ estimates currently on-line.

2. Compiling another County Coverage Study. Based on all the 1984 diaries, the report will probably be issued to the industry mid-year, around June. This biennial study of penetration

in the vast majority of American counties has proven most useful to the industry, so it will be helpful to see an update.

3. Studying possible satellite delivery of results. Both Arbitron and the NAB have done studies which showed that over 70% of the surveyed stations had earth stations. That led Arbitron to contemplate satellite delivery of ratings data. One of the benefits, which could be implemented in two or three years depending on what this year's study shows, is that each station so equipped in a market could receive its ratings results at the same time ("Beam the results aboard, Scotty").

One item that Arbitron has been hinting at for several months has to do with the possibility of electronic retrieval of listening data. However, Rhody Bosley says, "The electronic diary approach is a long way down the road, and we don't foresee any development toward that this year."

Birch Radio

While Arbitron is planning to redo its book by adding some features already incorporated in the Birch Radio reports, Birch doesn't see much change in its radio product. However, you can look for more and more concentration by Birch on providing useful qualitative information. In June look for a revised qualitative product that will show product usage cross-tabbed by newspaper readership. This can help station sales staffs, who can pitch for products consumed most by light newspaper readers.

Other items that will probably receive Birch's priority attention this year include:

1. Campaigning for agency usage. Tom Birch tells me that his firm is close to announcing three major New York agencies that will use Birch as either their only or primary buying source. The goal continues to be more and more agencies using Birch as the preeminent source of radio ratings information.

2. Keeping the firm's growth at a steady pace. Sources at Birch say they expect to see the company's revenues climb by 25-40% this year.

3. Looking for more international opportunities. Birch's move into Canada has gone very well, so markets south of the border are now being eyed. Tom Birch just returned from a trip to Mexico; other Latin American markets are also being analyzed.

4. Applying for accreditation from the Electronic Media Rating Council. Presently, the other major survey firms are accredited and audited annually by the EMRC to determine whether or not the Arbitron, Nielsen, and RADAR sweeps are properly conducted. This year it seems likely that Birch will finally apply for accreditation and be audited as well.

Fearless Predictions

In addition to the preceding rating services conjectures, here are some of my personal observations for the new year:

- The "hot call letters" problem will become more prevalent and serious. As more stations pick up call letters recently dropped by another station in the same market, Arbitron will have its hands full. It will be interesting to see how Arbitron will attempt to ferret out which station the diarykeeper was actually listening to that particular day. Post-survey diary reviews — to check on how Arbitron handles these ticklish situations — will become more and more popular.

- Arbitron may implement a new diary design with a close-ended layout. The diary will be laid out in quarter-hour blocks, making it easier for the respondents to record when they listened.
- Given the importance of Arbitron numbers, a perceptual research firm may come up with a diary-based strategic research technique. Results from this type of research might be more applicable to the Arbitron universe than data resulting from telephone-based perceptual studies.

- Finally, look for proposals from researchers concerning changes in how focus groups are conducted. You may see a merging of two technologies — focus groups and mass music tests.

Again, the most exciting aspect of 1985 is the chance to reshape the Arbitron books. Remember to give Arbitron or your Advisory Council rep your thoughts. Otherwise, it's likely that this will be a year of evolution, not revolution. Birch is here to stay, Arbitron just keeps getting bigger, and researchers are still looking for creative ways to help stations stay on top. Let's see where it all leads!

Proposed Arbitron Book Revisions

Listening Locations

Anytown, USA
Spring 1986

Monday-Friday 6AM-10AM + 3PM-7PM

	AQH (00)									
	PERSONS 12 +			WOMEN 18 +			MEN 18 +			
	AT HOME	IN - CAR	OTHER	AT HOME	IN - CAR	OTHER	AT HOME	IN - CAR	OTHER	
WAAA	123456	123456	123456	123456	123456	123456	123456	123456	123456	123456
%	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9
WBBB	123456	123456	123456	123456	123456	123456	123456	123456	123456	123456
%	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9
WCCC	123456	123456	123456	123456	123456	123456	123456	123456	123456	123456
%	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9

Shows in-car data for first time

Loyal & Exclusive Audience

Anytown, USA
Spring 1986

Monday - Sunday 6AM - MID

	CUME (00)											
	PERSONS 12 +			PERSONS 12 - 34			ADULTS 18 +			ADULTS 18 - 34		
	TOTAL	LOYAL	EXCLUSIVE	TOTAL	LOYAL	EXCLUSIVE	TOTAL	LOYAL	EXCLUSIVE	TOTAL	LOYAL	EXCLUSIVE
WAAA	345678	345678	345678	345678	345678	345678	345678	345678	345678	345678	345678	345678
%	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9
WBBB	345678	345678	345678	345678	345678	345678	345678	345678	345678	345678	345678	345678
%	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9
WCCC	345678	345678	345678	345678	345678	345678	345678	345678	345678	345678	345678	345678
%	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9	99.9

Brand-Loyals = % of a person's QHs, an excellent addition

Ethnic Composition

Anytown, USA
Spring 1986

Persons 12 +
Monday - Sunday 6AM - MID

	AQH (00)		CUME (00)			AQH (00)		CUME (00)			AQH (00)		CUME (00)	
	00	%	00	%		00	%	00	%		00	%	00	%
WAAA	123456	99.9	123456	99.9	BLACK	123456	99.9	123456	99.9	WAAA	123456	99.9	123456	99.9
BLACK	123456	99.9	123456	99.9	HISPANIC	123456	99.9	123456	99.9	HISPANIC	123456	99.9	123456	99.9
HISPANIC	123456	99.9	123456	99.9	TOTAL	123456	99.9	123456	99.9	TOTAL	123456	99.9	123456	99.9
TOTAL	123456	99.9	123456	99.9	WBBB	123456	99.9	123456	99.9	WBBB	123456	99.9	123456	99.9
WBBB	123456	99.9	123456	99.9	BLACK	123456	99.9	123456	99.9	BLACK	123456	99.9	123456	99.9
BLACK	123456	99.9	123456	99.9	HISPANIC	123456	99.9	123456	99.9	HISPANIC	123456	99.9	123456	99.9
HISPANIC	123456	99.9	123456	99.9	TOTAL	123456	99.9	123456	99.9	TOTAL	123456	99.9	123456	99.9
TOTAL	123456	99.9	123456	99.9	WCCC	123456	99.9	123456	99.9	WCCC	123456	99.9	123456	99.9
WCCC	123456	99.9	123456	99.9	BLACK	123456	99.9	123456	99.9	BLACK	123456	99.9	123456	99.9
BLACK	123456	99.9	123456	99.9	HISPANIC	123456	99.9	123456	99.9	HISPANIC	123456	99.9	123456	99.9
HISPANIC	123456	99.9	123456	99.9	TOTAL	123456	99.9	123456	99.9	TOTAL	123456	99.9	123456	99.9
TOTAL	123456	99.9	123456	99.9										

New feature in ethnically-weighted markets

Ron Nessen thinks the best way to get affiliates is to offer aggressive reporting, flexible schedules, targeted news products and a satellite connection.

It looks like he may be on to something.

He is. As Vice President, Mutual News, Ron's leadership gives our news team an edge. His background as broadcast journalist, editor, author, and former presidential press secretary means he knows how to deliver substantive radio news.

Just the way affiliates want it. Proof: over 800 carry the Mutual news product. And the list is growing fast.

THERE'S NO SUBSTITUTE FOR SOLID REPORTING.

News is news, you say? Ask your listeners. Ask them where they tuned to hear reports from the *first* radio correspondent to reach Grenada after the U.S. invasion.

Mutual.

Or where they heard reports on the condition of President Reagan from the *only* reporter at the operating room after the assassination attempt.

Mutual.

The Mutual Radio Network regularly

beats the TV networks and wire services on big stories. Like the plans to send Marines to Lebanon; the evacuation of dependents from Beirut; the resignation of James Watt.

Sure you can take your radio news from the TV networks, but what are you and your listeners really getting? Often just warmed-over television news.

OR FLEXIBILITY.

Your station can have our news any way your listeners want it: up to five minutes on the hour or up to five minutes on the half hour. And, unlike the TV networks, it's not all wrapped in a rigid package that allows you no scheduling options.

We also offer "Lifestyle" news and features — targeted to younger listeners — for up to 3½ minutes at the :55 mark, plus the news magazine "America

in the Morning," business reports, and closed circuit updates and special reports that you can broadcast directly or incorporate into your own presentation. You choose the combination that best fits your format.

HOW ABOUT A FREE SATELLITE DISH?

We'll help you deliver the news with a free satellite dish. It'll provide you with our regularly scheduled programming and, simultaneously, continuous live coverage of fast-breaking news events and special short-form updates.

Nobody else offers anything else like it.

When you want *radio* news, come to the *radio* network. To learn more call Mutual Station Relations at (703) 685-2050.

 **Mutual's on a Roll.**



Fall '84 Arbitron Advances

New York

WHTZ, WRKS Remain 1-2; WOR Takes Third, CHRs Slip; WLTW Leads AC Pack, WNEW-FM Hits High

	Summer '84	Fall '84
WHTZ (CHR)	6.6	5.9
WRKS (Urbn)	5.4	5.3
WOR (Talk)	4.7	5.2
WINS (News)	4.4	4.8
WPLJ (CHR)	5.3	4.3
WCBS (News)	3.3	3.9
WNEW-FM (AOR)	3.1	3.9
WBL (Urbn)	3.5	3.7
WCBS-FM (Gold)	3.3	3.2
WRFM (Easy)	3.7	3.2
WNEW (BBnd)	3.1	3.0
WLTW (AC)	2.8	3.0
WPAT-FM (BM)	2.9	3.0
WNBC (AC)	3.0	2.9
WKTU (CHR)	3.1	2.8
WHN (Ctry)	2.9	2.5
WABC (Talk)	2.6	2.4
WYNY (AC)	2.8	2.4
WADO (Span)	1.4	2.4
WPIX (AC)	2.3	2.3
WSKQ (Span)	1.8	1.9
WAPP (CHR)	2.4	1.8
WPAT (BM)	2.0	1.6
WMCA (Talk)	1.8	1.5
WQXR-FM (Clas)	1.6	1.3
WNCN (Clas)	1.1	1.0

San Diego

KGB Cops First As KJQY Softens; KFMB Has Strong Book Without Padres; KSDO-FM Profits As Lone CHR

	Summer '84	Fall '84
KGB (AOR)	9.2	8.9
KJQY (BM)	9.2	8.0
KFMB (AC)	9.4	7.1
KSDO-FM (CHR)	5.0	5.7
KFMB-FM (AC)	6.2	5.3
XTRA-FM (AOR)	4.4	4.8
KSDO (N/T)	5.8	4.5
XHRM (Urbn)	4.4	4.1
KIFM (AC)	2.7	3.6
KYXY (AC)	3.7	3.5
KPQP (BBnd)	2.5	3.3
KLZZ (AC)	2.5	2.9
XTRA (Gold)	3.5	2.7
KCBQ-FM (Ctry)	1.5	2.6
KFSD (Clas)	1.8	2.6
KBZT (AC)	3.0	2.4
KSON-FM (Ctry)	2.3	2.3
KOGO (AC)	1.4	2.2
KCBQ (Ctry)	1.2	1.9
XHZ (Urbn)	1.4	1.9
KNX (News)	1.2	1.8
KMLO (BBnd)	2.7	1.7
KEZL-AM&FM (AC)	1.9	1.8
KSON (Ctry)	1.6	1.5
KKOS (AC)	1.1	1.2

Los Angeles

KIIS-FM Slips, Still Dominant; KOST Surges, Posts Best Book Ever; KJOI, KNX, KLOS Win Format Races

	Summer '84	Fall '84
KIIS-FM (CHR)	10.0	9.1
KABC (Talk)	7.9	5.9
KJOI (Easy)	4.4	5.5
KBIG (Easy)	4.1	4.8
KOST (AC)	3.4	4.4
KLOS (AOR)	3.5	3.7
KNX (News)	2.9	3.7
KFWB (News)	2.9	3.3
KMET (AOR)	3.1	3.2
KMPC (BBnd)	3.4	3.1
KRTH (Gold)	2.9	2.8
KROQ-FM (AOR)	2.8	2.5
KKHR (CHR)	3.0	2.4
KMGG (AC)	2.4	2.4
KTNQ (Span)	3.2	2.4
KJLH (Urbn)	2.0	2.0
KLVE (Span)	1.2	2.0
KZLA-FM (Ctry)	2.0	2.0
KIIS (BBnd)*	1.7	1.9
KDAY (Urban)	1.6	1.7
KIQQ (CHR)	2.4	1.7
KUTE (Urbn)	1.3	1.7
KFI (AC)	1.8	1.6
KHTZ (AC)	1.7	1.5
KLAC (Ctry)	1.9	1.5
KRLA (Gold)	1.6	1.5
KALI (Span)	1.7	1.4
KNOB (Easy)	1.6	1.4
KWKW (Span)	1.5	1.4
KACE (Urbn)	1.3	1.2
KKGO (Jazz)	1.0	1.2
KFAC-FM (Clas)	1.0	1.0

*Was KPRZ for fall book but will be shown as KIIS in Arbitron data.

Philadelphia

WEAZ Surges, Holds Winner's Slot; WUSL New Runner-up, Widens Black/Urban Margin; WCAU-FM Jumps To Third

	Summer '84	Fall '84
WEAZ (BM)	7.1	8.3
WUSL (Urbn)	6.1	6.7
WCAU-FM (CHR)	4.7	6.3
KYW (News)	6.9	6.2
WMMR (AOR)	6.2	5.9
WMGK (AC)	6.6	5.8
WDAS-FM (Blk)	5.6	5.0
WPEN (BBnd)	4.9	5.0
WWDB (Talk)	3.4	4.5
WCAU (Talk)	5.5	4.4
WIOQ (AOR)	4.3	3.7
WIP (AC)	3.5	3.7
WXTU (Ctry)	3.3	3.7
WSNI (AC)	3.0	3.4
WKSZ (AC)	2.7	3.2
WYSP (AOR)	3.7	2.9
WZGO (CHR)	2.3	2.4
WFIL (Gold)	2.3	1.9
WFLN-FM (Clas)	1.6	1.7
WHAT (Blk)	1.5	1.4
WJBR-FM (BM)	1.1	1.2

Nassau-Suffolk (Long Island)

WHTZ Widens Winning Margin; WOR Rebounds Strongly; WNEW-FM, WLTW, WKJY Post Notable Gains

	Spring '84	Fall '84
WHTZ (CHR)	7.5	8.3
WOR (Talk)	3.0	5.0
WALK-AM&FM (AC)	5.0	4.9
WNBC (AC)	3.9	4.3
WCBS (News)	4.2	4.1
WNEW-FM (AOR)	3.0	4.0
WBAB (AOR)	3.2	3.9
WBLI (CHR)	7.4	3.9
WCBS-FM (Gold)	2.2	3.8
WHLI (BBnd)	3.7	3.4
WPLJ (CHR)	4.3	3.4
WLTW (AC)	2.0	3.3
WINS (News)	3.5	3.0
WCTO (BM)	2.7	2.9
WKJY (BM)	1.1	2.4
WAPP (CHR)	3.0	2.2
WHN (Ctry)	2.9	2.2
WNEW (BBnd)	1.8	2.2
WRFM (Easy)	4.4	2.2
WABC (Talk)	1.3	2.1
WGSM (AC)	1.3	2.1
WYNY (AC)	2.7	2.1
WRKS (Urbn)	2.4	1.9
WPAT-FM (BM)	2.1	1.7
WPIX (AC)	2.3	1.7
WLIR (AOR)	1.7	1.5
WEZN (BM)	1.2	1.5
WBL (Urbn)	1.5	1.4
WRCN (AOR)	.6	1.4
WKTU (CHR)	1.3	1.1
WMCA (Talk)	.6	1.1

Chicago

Cubless WGN Still Number One; WGCI-FM Rebounds To Second; WLS Tightens CHR Race; WUSN Wins Country Contest

	Summer '84	Fall '84
WGN (Talk)	11.4	9.7
WGCI-FM (Urbn)	4.7	6.1
WLOO (BM)	6.8	5.4
WBBM (News)	4.4	4.9
WBMX (Blk)	5.2	4.5
WBBM-FM (CHR)	5.0	4.2
WCLR (AC)	4.1	3.8
WLS (CHR)	2.7	3.6
WJJD (BBnd)	2.5	3.4
WKQX (CHR)	3.3	3.3
WUSN (Ctry)	2.9	3.3
WLAK (AC)	3.2	3.2
WLUP (AOR)	2.8	3.1
WIND (Talk)	3.4	2.9
WJMK (Gold)	1.9	2.9
WMAQ (Ctry)	3.2	2.8
WXRT (AOR)	2.4	2.6
WFYR (AC)	2.4	2.5
WLS-FM (CHR)	2.8	2.3
WMET (AOR)	2.9	2.3
WAGO (CHR)	1.7	1.9
WAIT (BBnd)	2.3	1.7
WFMT (Clas)	1.6	1.7
WOJO (Span)	1.9	1.7
WJPC (Blk)	1.5	1.2
WVON (Blk)	1.0	1.1

San Francisco

KGO, KCBS Rise, Hold 1-2; KSOL, KSN Down Notably; KFOG Extends AOR Margin

	Summer '84	Fall '84
KGO (N/T)	7.4	9.0
KCBS (N/T)	4.4	5.3
KSOL (Urbn)	6.1	4.0
KYUU (AC)	3.9	3.4
KABL-FM (BM)	3.5	3.0
KNBR (Misc)	2.5	2.9
KABL (BM)	2.6	2.8
KIOI (AC)	3.0	2.8
KFRC (CHR)	2.6	2.7
KOIT-FM (Easy)	2.6	2.7
KFOG (AOR)	1.9	2.6
KBLX (Urbn)	2.7	2.5
KBAY (BM)	2.3	2.4
KSFO (Easy)	2.7	2.4
KNEW (Ctry)	2.5	2.3
KFYI (News)*	2.2	2.2
KMEL (CHR)	1.6	2.2
KRQR (AOR)	1.8	2.2
KKHI-AM & FM (Clas)	1.8	2.2
KITS (CHR)	3.1	2.0
KLOK-FM (AC)	2.8	1.9
KSAN (Ctry)	3.5	1.9
KWSS (CHR)	2.3	1.9
KYA (Gold)	1.1	1.8
KDFC (Clas)	1.0	1.7
KOME (AOR)	1.5	1.7
KQAK (AOR)	1.6	1.7
KJAZ (Jazz)	1.1	1.5
KARA (AC)	1.2	1.3
KIQI (Span)	.9	1.3
KSJO (AOR)	1.3	1.3
KLOK (AC)	1.2	1.0
KNTA (Span)	—	1.0

*Was KDIA (Blk) for most of survey.

Detroit

WJR Stays On Top Despite Post-Tigers Slump; WJOI Tightens Grip On Second; A/C Race Draws Closer; WCZY Wins CHR Battle

	Summer '84	Fall '84
WJR (Misc)	13.8	10.6
WJOI (BM)	7.5	9.8
WJLB (Blk)	5.8	5.8
WWJ (News)	4.6	5.8
WRIF (AOR)	5.7	5.6
WXYT (Talk)	5.1	4.6
WNIC-FM (AC)	4.9	4.5
WCZY (CHR)	4.1	4.3
WHYT (CHR)	4.8	3.9
WLLZ (AOR)	4.2	3.9
WOMC (AC)	4.7	3.8
WMJC (AC)	2.8	3.7
WDRQ (Urbn)	3.7	3.5
WWWW (Ctry)	3.1	2.9
WCLS (AC)	2.6	2.8
WJZZ (Jazz)	2.5	2.5
WCXI (Ctry)	1.7	2.1
WCXI-FM (Ctry)	2.2	1.8
WKSG (Gold)	—	1.7
WCHB (Blk)	1.0	1.6
WQRS (Clas)	1.3	1.5
WHND (Gold)	2.3	1.4
WGPR (Blk)	1.3	1.1

Boston

WHDH Reclaims First; WBZ Up To Third; WBCN Solid Second; WXKS-FM, WHTT, WVBF Softer

	Summer '84	Fall '84
WHDH (AC)	8.4	8.7
WBCN (AOR)	8.6	8.4
WBZ (AC)	7.4	8.1
WXKS-FM (CHR)	7.5	6.5
WHTT (CHR)	6.6	5.8
WEEI (News)	4.6	5.0
WRKO (Talk)	4.7	4.9
WJIB (BM)	4.1	4.1
WROR (AC)	4.5	4.0
WHUE-FM (BM)	2.7	3.9
WMJX (AC)	3.1	3.3
WVBF (AC)	4.5	3.3
WSSH (AC)	2.1	3.1
WAAF (AOR)	1.9	2.6
WBOS (Ctry)	1.8	2.3
WZOU (CHR)	1.7	2.1
WILD (Blk)	2.4	1.6
WXKS (BBnd)	2.2	1.5
WCGY (Gold)	1.5	1.3
WHJY (AOR)	.5	1.2
WCRB (Clas)	.9	1.2
WROL (Rel)	.9	1.2
WMRE (BBnd)	.8	1.1

Washington, DC

WMAL Adds Three With Redskins Rampage; WKYS, WHUR Strong But Show Slippage; WWDC-FM Climbs To Best Book In Years

	Summer '84	Fall '84
WMAL (AC)	6.6	9.7
WGAY (BM)	8.5	8.2
WKYS (Urbn)	8.2	7.3
WHUR (Blk)	7.1	6.4
WWDC-FM (AOR)	5.3	5.8
WRQX (CHR)	5.6	5.3
WLTT (AC)	4.7	4.6
WAVA (CHR)	4.1	4.4
WMZQ-FM (Ctry)	4.1	4.3
WPGC-AM & FM (AC)	4.6	4.1
WGMS-AM & FM (Clas)	2.3	3.3
WTOP (News)	4.1	3.2
WASH (CHR)	2.6	2.8
WPKX-FM (Ctry)	2.8	2.8
WDJY (Urbn)	3.7	2.8
WXTR-FM (Gold)	2.4	2.1
WEZR (AC)	1.8	1.6
WHFS (AOR)	1.7	1.6
WWRC (Misc)*	4.2	1.5
WOL (Blk)	1.2	1.2
WYCB (Rel)	1.9	1.1
WTKS (Easy)	.8	1.0
WWDC (BBnd)	.9	1.0

*Was WRC (Talk) for most of sweep.

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RATINGS REPORT

Fall '84 Birch Advances

Boston

WBCN Strong, Stable Number One; WXKS-FM, WHTT Down Due To WZOU Debut; WBZ Rebounds To Double Digits; WVBF Back Up

	Summer '84	Fall '84
WBCN (AOR)	11.4	11.6
WBZ (AC)	9.7	10.4
WXKS-FM (CHR)	10.9	8.8
WHTT (CHR)	9.5	7.6
WHDH (AC)	7.1	7.1
WRKO (Talk)	4.5	4.3
WEEI (News)	3.6	4.1
WROR (AC)	3.2	3.9
WMJX (AC)	2.7	3.2
WVBF (AC)	1.7	3.2
WJIB (BM)	3.0	3.0
WAAF (AOR)	2.7	2.9
WSSH (AC)	2.0	2.8
WHUE-FM (BM)	2.5	2.3
WZOU (CHR)	—	2.2
WCRB (Clas)	1.4	1.2
WCGY (Gold)	1.0	1.1
WILD (Blk)	1.4	1.0
WXKS (BBnd)	.8	1.0

Washington, DC

WWDC-FM Wins Capital Contest; WKYS Loses Two; WHUR Gains; WMAL Rises With Redskins; WLTT Prospers

	Summer '84	Fall '84
WWDC-FM (AOR)	9.4	9.2
WMAL (AC)	5.7	8.0
WKYS (Urbn)	9.8	7.7
WHUR (Blk)	5.8	7.2
WRQX (CHR)	7.2	6.6
WGAY (BM)	5.6	6.1
WAVA (CHR)	5.6	5.7
WLTT (AC)	3.1	4.0
WTOP (News)	3.8	3.9
WPXX-FM (Ctry)	2.5	3.3
WMZQ (Ctry)	4.7	3.2
WASH (CHR)	3.9	3.1
WPGC-AM/FM (AC)	3.3	3.0
WGMS-AM & FM (Clas)	3.4	2.8
WDJY (Urbn)	3.0	2.7
WWRC (Misc)	3.5	1.9
WXTR-FM (Gold)	2.5	1.4
WEZR (AC)	1.4	1.4
WHFS (AOR)	1.2	1.4
WYCB (Rel)	1.0	1.2

Houston-Galveston

KMJQ Takes Title As KKBQ-FM Slips; KLLOL, KIKK-FM Softer; KLTR Surge Leads A/C Advance

	Summer '84	Fall '84
KMJQ (Urbn)	11.4	12.3
KKBQ-FM (CHR)	13.1	10.9
KSRR (AOR)	8.9	8.7
KIKK-FM (Ctry)	9.4	7.9
KLLOL (AOR)	8.6	7.1
KLTR (AC)	3.6	6.3
KFMK (AC)	4.3	5.8
KODA (Easy)	4.8	5.1
KXAS (Ctry)	3.9	4.3
KTRH (News)	4.7	3.7
KPRC (News)	2.4	2.5
KQUE (AC)	3.5	2.0
KLAT (Span)	.6	1.9
KRBE-FM (CHR)	3.5	1.7
KYOK (Blk)	1.5	1.7
KLEF (Clas)	1.5	1.6
KILT (Ctry)	1.1	1.5
KNUZ (Gold)	1.2	1.2
KCOH (Blk)	.3	1.1

Pittsburgh

KDKA Slips To Lowest Ebb, Still Pacesetter; WBZZ Falls To Third; WHTX Improves; Others Stable

	Summer '84	Fall '84
KDKA (AC)	14.2	12.8
WDVE (AOR)	10.1	9.9
WBZZ (CHR)	11.5	9.7
WAMO-FM (Urbn)	6.5	6.6
WHTX (CHR)	5.2	6.0
WSHH (BM)	5.2	5.4
WJAS (BBnd)	4.2	4.4
WWSW (AC)	4.4	4.3
WTAE (AC)	4.1	3.7
WHYW (AC)	3.5	3.6
WPNT (AC)	2.3	3.3
WYDD (AOR)	3.1	3.2
WTKN (Talk)	2.7	2.8
KQV (News)	2.9	2.6
WDSY (Ctry)	3.6	2.3
WEPP (Ctry)	1.5	1.8

Atlanta

WZGC, WKLS-FM Down, Still Standouts; WVEE Moves Into Runner-up Spot; WYAY Nibbles Into WKHX Audience; WFOX Bolts To Top Of FM A/C Standings

	Summer '84	Fall '84
WZGC (CHR)	15.0	12.3
WVEE (Urbn)	10.3	11.6
WKLS-FM (AOR)	13.1	10.1
WQXI-FM (CHR)	10.3	9.8
WKHX (Ctry)	8.5	5.9
WSB (AC)	3.8	5.9
WPCH (BM)	6.2	5.8
WAOK (Blk)	3.0	4.0
WFOX (AC)	.5	3.7
WYAY (Ctry)	2.0	3.6
WRMM (AC)	4.5	3.4
WSB-FM (AC)	3.7	3.4
WGST (News)	1.6	2.7
WIGO (Blk)	2.1	2.7
WPLO (Ctry)	.9	1.8
WJYA-AM & FM (BBnd)	.9	1.8
WCNN (News)	1.8	1.0

Seattle-Tacoma

KIRO Retakes Top Spot With Seahawks Boost; KUBE, KISW Slip But Score 2-3; KNBQ, KMPS-FM Notch Healthy Gains

	Summer '84	Fall '84
KIRO (News)	8.5	10.7
KUBE (CHR)	10.3	8.2
KISW (AOR)	8.5	7.9
KOMO (AC)	5.5	5.7
KNBQ (CHR)	4.1	5.1
KMPS-FM (Ctry)	2.5	4.9
KLSY (AC)	4.5	4.7
KPLZ (CHR)	5.5	4.5
KZOK (AOR)	5.5	4.2
KING-FM (Clas)	3.9	3.6
KSEA (BM)	3.0	3.2
KIXI (BBnd)	2.8	3.1
KBRD (BM)	4.4	3.0
KJR (AC)	2.6	2.5
KVI (Gold)	3.2	2.4
KCMS (Rel)	1.9	2.3
KRPM (Ctry)	1.6	2.3
KEZX (AC)	2.8	1.9
KKFX (Urbn)	2.2	1.6
KMPS (Ctry)	1.1	1.4
KIXI-FM (AC)	1.4	1.3
KKMI (AC)	1.3	1.2
KING (News)	2.0	1.2
KHIT (CHR)	—	1.0

Minneapolis-St. Paul

WCCO Steady, Dominant; KQRS-FM, KSTP-FM In Virtual Tie; KDWB-FM Closes CHR Gap, Gains On WLOL; KEEY Adds Two Shares

	Summer '84	Fall '84
WCCO (AC)	19.4	19.3
KQRS-FM (AOR)	9.2	9.8
KSTP-FM (AC)	10.0	9.7
WLOL (CHR)	10.9	8.8
KDWB-FM (CHR)	6.8	8.6
KEEY (Ctry)	6.4	8.4
WAYL (BM)	5.3	4.2
WDGY (Ctry)	4.2	3.4
KSTP (Talk)	2.9	3.3
WLTE (AC)	4.2	3.1
KJJO (Gold)	2.4	3.0
KTCZ (AOR)	3.3	2.2
KLBB (BBnd)	.6	1.9
WWTC (Blk)	1.0	1.1

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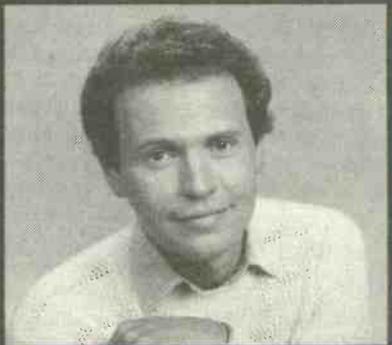
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NETWORK FORECAST

Looking Ahead To '85

Like it or not, 1985 is here. The events and non-events of Orwellian literary prophecy are behind us, four fresh economic quarters lie ahead to anticipate and plan for, and business continues more or less as usual.

Now is a good time to sit up, look ahead, take stock, and map out the course of the new year. Gone are the days when the economic indicators of the previous year can foretell the course of the next; in the words of Arthur C. Clarke (and others, perhaps), "The future isn't what it used to be."

General consensus within the network radio sector is that improvement on 1984 is not only desirable but probable. The last 12 months were somewhat sluggish, but in the final quarter a few fresh signs of new life sprouted from the dearth. Optimists (and even pessimists) are looking ahead for signs of continued industry improvement. This week's column asks the networks a few questions vital not only to them, but to radio stations and advertisers as well. How are the networks going to fare in 1984? What will the coming year's trends dictate to the industry? Is network's share of the pie going to improve, now that the election and Olympics are out of the way? Read on for some 1985 projections.

Jack Clements, Exec. VP Mutual Broadcasting

"The business climate in the fourth quarter of calendar '84 looked good, so we are looking for a 10 to 12% increase in network revenue for 1985. There is going to be a

substantial number of clients in network radio that were not in it this past year, and there is going to be a return to network



radio of clients who spent all their money in Olympic TV in 1984. This in itself is going to put money back into network radio — over and above last year. The marketplace is more receptive to network radio than it was in 1984 and that, coupled with the return of '84's Olympic dollars to network radio, is going to help us."

Nick Verbitsky, President United Stations

"This past year has been an important one for radio networks. The efforts of all the companies involved in the Radio Network Association have made advertising agencies and individual clients more aware of radio's attractiveness as a medium. In 1985, I firmly expect an even greater interest on the part of advertisers in the radio medium, both at the network and the local levels."

Dick Brescia, Sr. VP CBS Radio Networks

"Although network radio did not fare particularly well during the first nine months of 1984, the year-end outlook is a bright one. We are optimistic that the positive momentum we've earned in the fourth quarter will continue well into 1985. Overall, radio networks themselves will probably continue to develop programming that satisfies not only stations' and listeners' needs, but the advertisers' needs as well."

John Tyler, President Satellite Music Network

"We feel that the overall radio network industry will improve by 15-17% over the 1984 calendar year. I'm bullish on the economy. I think we're going to have lower interest rates and an infusion of more capital in the advertising arena for all media."

Norm Pattiz, President Westwood One

"1985 will be the year of transition in network radio — a year in which the nature of the medium will expand to not only encompass news on the hour, but to recognize the importance and viability of the networks, the programs, and the companies which produce them.

Ed McLaughlin, Sr. VP ABC Radio Networks

"Financial figures for the 1984 radio network business will probably end up around the 6-7% bracket as opposed to the double-digit increases that we have seen in the past. This is due primarily to a very soft first quarter and a soft first half. We also saw some recovery in the third and fourth quarters, which should carry into 1985. Because of this, the industry is projecting a 7-8% increase for 1985. Of course, last year

was unique because of the Olympics and conventions, and you can't really compare it with past years or 1985. That would be like comparing apples to oranges. You have to compare apples to apples."

Bill Hogan, President RKO Radio Networks

"Industry projections for 1985 seem to be falling somewhere between 5 and 10%, and from what I've seen, this is probably a fair assumption. This time last year we were looking at a number of positive things, such as the Olympics and the election, but 1984 finished a bit differently — around 3%. Using that as a base, the 5-10% increase in 1985 is probably a realistic projection. This increase is nothing earth-shattering, but it is a modest and positive sign."

C.T. Robinson, President Transtar

"It's hard to get an accurate handle on the figures for 1984, but the networks seemed to be up around 3 1/2% through October. I estimate that the final results for the year will be similar. Projecting from this growth, I would say that the radio network business will see an increase somewhere between 5-10% over 1984 in sales."

Richard Penn, Sr. VP NBC Radio Networks

"1985 will be a strong business year for networks, with more opportunities than ever before for advertisers to target specific audiences. Traditional networks have come through a period of learning more about the needs that radio stations have at the local level, and they will be offering additional choices to fulfill these needs. The type of programming that is made available through organizations such as NBC's new entertainment arm gives advertisers specific opportunities to capitalize on audience delivery."

AN AMERICAN TRADITION

The Inaugural Heritage

A week from Sunday (1-20) marks the 50th presidential inauguration in American history. To celebrate the event the White House is sponsoring a series of 20 :60 radio features highlighting special events of past inaugurations.

Actually coordinated by the 50th American Presidential Inaugural Committee, "Inaugural Heritage" takes a look at the tradition of the presidential inauguration, looking back at special historical moments during the swearing-in ceremony. Using actualities from past inaugurations, the series will remember President Kennedy's famous "ask not what you can do for your country" speech, re-



Pres. Reagan

count how President Johnson was sworn in on Air Force 1, and recall when President Reagan announced the release of the American hostages in Iran.

The series, co-produced by O'Conner Creative Services and National Public Radio, was shipped this week to all radio stations in the United States. Keep an eye open.

Network Spots

• John Madden, former football coach and current radio and television color commentator, has renewed his contract at RKO Radio Networks. He will continue to deliver his weekday afternoon drivetime commentary for RKO II and provide other color for additional network sports programming. Also at RKO, Mike McKay has been named to replace Bob Dearborn as host of "Night Time America."



John Madden

Dearborn leaves the network to pursue radio station ownership, while McKay moves up from his position of weekend host, the slot he has held since last July. For more information call RKO at (212) 575-6122.

• "Rock 'N' Hits" has been selected as the new name for Satellite Music Network's satellite-delivered CHR programming. The format has also been known as "Rock America" and "Kent Burkhardt's Contemporary Top 40/CHR," named for its initial programmer. According to SMN, "Rock 'N' Hits" will continue to be an "all-hit radio" format. Further details at (800) 527-4892.

• The AP Radio Network has announced the creation of two new radio features for 1985. "Real Estate For Real People" is a daily :90 guide to smart real estate investments, co-hosted by network broadcaster Ed Busch and investment counselor Wade Cook. "The Business Report" is a daily 2:00 analysis of current business and investment trends, hosted by AP's financial

correspondent Alan Schaertel. Call (202) 955-7243 for more details.

• Dorsey & Donnelly Enterprises, creator of world-famous "Hiney Wine," has just released its long-awaited publication "101 Things To Do With Your Hiney." The book is based on the comedy commercials written for the mythical winery, and includes a number of practical suggestions for using empty Hiney Wine cans. "101 Things" closely follows the introduction last year of a real "de-alcoholized" Hiney Wine, which is now being tested in various markets around the country. Contact (817) 640-0392 for further information.

• Another satellite network? Apparently so. From Charles Michelson, Inc. comes word of the formation of a new web to debut some time in April or May on Satcom 1R. A variety of programming is planned, ranging from a morning cooking show sponsored by a microwave oven manufacturer to daily presentations of classic radio dramas, mysteries, and soap operas. The new network, as yet unnamed, is also discussing plans for national sponsors to identify with particular programs rather than running short flights in and out of random shows. Additional information at (213) 278-4546.

• The Telecommunications Center at Ohio University has begun production of "Family Health," a daily radio feature focusing on health and health care. The series of 2-1/2-minute programs is available free to all radio stations and is distributed either on disk or via NPR's satellite. "Family Health" is hosted by Dr. Frank Myers of Ohio University; for more information call (614) 594-5321.

Several weeks ago, we proudly announced
our relationship with KKGO/FM in Los Angeles,
California. This week...

KQXT/FM
the Westinghouse
Broadcasting Station
in San Antonio, TX
has selected Blair RAR
as its national
sales representative.

BLAIR  RAR INC.
"We Have The Time."

R&R MUSIC CALENDAR

NEWS & INFORMATION FEATURES JANUARY 14-18

The Weekend	
JANUARY 19-20	
The Countdown (WO) Whispers/Teena Marie	
Countdown America With John Leader (RKO) Chicago	
Dick Clark's Rock, Roll, & Remember (US) Donovan	
Dr. Demento (WO) Super Bowl/Inauguration Songs	
The Great Sounds (US) Dionne Warwick	
Lee Arnold On A Country Road (MBS) John Anderson/Vern Gosdin/Johnny Cash	
Metalshop (MJI) Triumph	
Rare & Scratchy Rock & Roll (PIA) Rock Salute To James Bond	
Rick Dees' Weekly Top 40 (US) Kool & The Gang	
Rock Chronicles (WO) More Roots Of Rock	
Solid Gold Saturday Night (RKO) Wilson Pickett	
Source Special (SOU) Foreigner: "Agent Provo Cateur"	
Weekly Country Music Countdown (US) Don Williams	

The Week Of	
JANUARY 21-25	
Country Closeup (NP) David Frizzell	
Earth News (WO) Robert Plant/Bryan Adams	
Music Makers (NP) Jerome Kern Tribute	
Off The Record (WO) Don Henley/Triumph/Roger Hodgson	
Off The Record Special (WO) Lindsay Buckingham	
Rock Over London (RI) Foreigner	
Live From Gilley's (WO) Nitty Gritty Dirt Band	
Special Edition (WO) Chaka Khan	

Monday	
JANUARY 21	
Behind The Music (RKO2) Kim Carnes	
Checkin' In (RKO2) John Anderson	
Private Session (RKO1) Wham!	
Solid Gold Country (US) Country In Hollywood	

Tuesday	
JANUARY 22	
Behind The Music (RKO2) Michael Martin Murphey	
Checkin' In (RKO2) Lee Greenwood	
Private Session (RKO1) Shalamar	
Solid Gold Country (US) Versatile Stars	

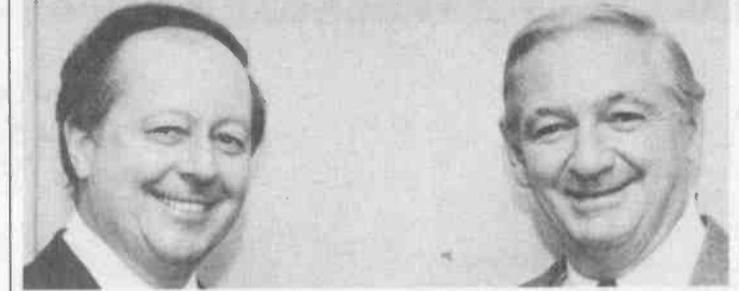
Wednesday	
JANUARY 23	
Behind The Music (RKO2) Kool & The Gang	
Checkin' In (RKO2) Anne Murray	
Private Session (RKO1) Cyndi Lauper	
Solid Gold Country (US) Country Families	

Thursday	
JANUARY 24	
Behind The Music (RKO2) Hall & Oates	
Checkin' In (RKO2) Gail Davies	
Private Session (RKO1) John Parr	
Solid Gold Country (US) Singing Songwriters	

Friday	
JANUARY 25	
Behind The Music (RKO2) Lionel Richie	
Checkin' In (RKO2) Brenda Lee	
Private Session (RKO1) Sheena Easton	
Sound Check (RKO) Feature Year 1980	



TWO "BEES" OR NOT . . . — On a recent visit to MJI's "Metalshop," members of the band W.A.S.P. proved that they're head and shoulders above the crowd, earning them the title of "tallest metal band around." Pictured (l-r) are MJI's Hillary Ford, W.A.S.P.'s Blackie Lawless and Chris Holmes, and MJI's Dave Schulps.



BOARD WALK — The changing of the guard of the Radio Network Association recently became official as exiting Chairman Ed McLaughlin, ABC Radio Networks President (l) passed the gavel to incoming Chairman Dick Brescia, Sr. VP, CBS Radio Networks.



UNITED WE STAND — United Stations last month celebrated the holidays by throwing a seasonal party for over 200 of its closest friends and advertisers at the Cafe Central in New York. Pictured (l-r) are U.S. Tobacco's Rob Rothenberg, Manny Lietao, and Stev Towle; United Stations's Dick Clark and Nick Verbitsky, and U.S. Tobacco's Bob Cremin and Tom Molito.

Entertainment	
Assignment Hollywood (MBS) Mel Gibson (1/14) Barbara Williams (1/15) Ted Danson (1/16) Jane Seymour (1/17) Robert Mandan (1/18)	

NETWORK PROMOS

• **Ruth Presslaff**, former Director/Affiliate Relations in **United Stations's** Washington, DC office, has been named Manager/Midwest Sales for the company. Presslaff will take charge of continued development and maintenance of client relationships



Ruth Presslaff

for **United Stations** in the midwest region of the country. She initially joined the company in 1982 as Station Clearance Representative; prior to that she was with **Narwood Productions** in New York. She also was an air personality at **WQUE-FM/New Orleans**.

Also at **United Stations**: **Lynne Archambault** has joined the Affiliate Relations department, where she will be responsible for establishing and maintaining affiliations with local stations. Archambault most recently was with **U.S. News & World Report**, and also worked in sales and programming at **WAVA-FM/Washington**.

• **Alan Fuller** and **Thomas Reeve** have been named **CBS Radio Networks** Western and Midwest Sales Managers, respectively, and **Robert Schroeder** has been named to the newly-created position of Manager/Midwest Sales Development. Fuller has been an Account Executive in the Los Angeles office of **CBS Spot Radio Sales** since 1980, and joined the company from **Katz Radio**. Reeve has been an Account Executive in the CBS New York office since 1983; prior to that he held a similar position in the Chicago Spot Sales office. Schroeder has been Manager of the CBS Radio Network Sales Office in Chicago since 1978, and joined the company in 1968.

• **UPI** has announced two internal promotions: **Vincent Del Giudice** has been appointed Metro Editor for the news service, while **Dennis Kinsella** has been upped to the new position of Director/Computer Sales, Western Region. Del Giudice, who started with UPI in 1977 as a stringer and reporter in Frankfort, KY, will direct coverage of the District of Columbia and its suburbs, and will report directly to Eastern Division Editor **Bruce Cook**. Kinsella has been a Regional Sales Executive with UPI for 10 years, and will now be responsible for marketing the new UPI Broadcast Computer System.

Comedy	
Laugh Machine (PRN) Rodney Dangerfield/Robert Klein/ George Carlin/Jean Rivers/Bill Cosby	
Radio Hotline (ASR) Attorney/Newlywed Game/skinning a cat/ Dial An Ego/UFO	
Stevens & Grdnic's Comedy Drop-Ins (ASR) Climbing the stairs/Profiles In Professionalism/this is a mistake/ shoppers/Lucky Louie	

General Information	
Computer Program (PRN) Business software/floppy discs/ disc drives/strained relationships	
Jim Bohannon Show (MBS) Dennis Smith (1/19)	
Larry King Show (MBS) Meir Rosene (1/15) B.G. Founie (1/16) James Coco (1/17) J. Peter Grace (1/18)	
News Blimp (PRN) Teenage boredom/aerobics for pets/ Ronco art exhibit/national violence problem/skirts for men	
Something You Should Know (SBS) Working at love (1/14) Investments (1/15) Forgiving (1/16-17) Burnout (1/18)	
Sound Advice (PRN) Sound separation/acoustic suspension/ bass reflex	

Lifestyle	
Beat The System (RKO1) Freelancing (1/15) Business loans from Washington (1/17)	
Mindgames (RKO1) Technostress (1/14) Blood (1/15) "Have A Nice Day" (1/16) Face Value (1/17) Mood Food (1/18)	
Smart Money (RKO1) Know Your Realtor (1/14) Financial Rules (1/16) Convertible Bonds (1/18)	

PROGRAM SUPPLIERS KEY	
ABCD = ABC Direction Net	
ABCE = ABC Entertainment Net	
ABCR = ABC Rock Net	
ABCY = ABC Youth Nets	
AMS = American Media Services	
AP = Associated Press	
ASR = All Star Radio	
BR = Barnett-Robbins	
CB = Continuum Broadcasting	
CBS = CBS Radio	
CBSR = CBS Radio Radio	
CRN = Creative Radio Net	
CW = Clayton Webster	
DCA = DC Audio	
DIR = DIR Broadcasting	
GSN = Global Satellite Net	
IN = Interview	
IS = IS INC	
LBP = Lee Bell Prod.	
LW = London, Wavelength	
MBS = Mutual Broadcasting	
ME = Multimedia Entertainment	
MJI = MJI Broadcasting	
NBC = NBC Radio	
NP = Narwood Productions	
NSBA = NSBA Productions	
PFM = PFM Inc.	
PRN = Progressive Radio Network	
PG = PG Prod.	
PIA = Public Interest Aff.	
RCP = Ron Cutler Productions	
RI = Radio International	
RKO = RKO Radio Net	
RK01 = RKO One	
RK02 = RKO Two	
SBS = Strand Broadcast	
SI = Syndicate It	
SOU = NBC The Source	
SP = "The Spirit" Productions	
TRAN = Transtar	
US = The United Stations	
WO = Westwood One	
YRN = York Radio Network	

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WESTWOOD ONE PRESENTS

PLAYBACK: A Review of 1984

J a n u a r y



EXCLUSIVES:
THE CARS
JOHN COUGAR MELLENCAMP
JOURNEY
STEVIE NICKS
HUEY LEWIS & THE NEWS
PAT BENATAR
38 SPECIAL
LOVERBOY
ASIA
SAMMY HAGAR
THE PRETENDERS

SUPERSTAR CONCERT SERIES

Expands Throughout the Year

F e b r u a r y

CONCERTMASTER II
Mobile Recording Studio
Launched



CHICAGO OFFICE OPENS

CONCERT HOUR FEATURES
CHAKA KHAN

M a r c h

MARY TURNER
Interviews
ZZ TOP
OFF THE RECORD

Live From Gilley's
Celebrates
5TH YEAR With
CHARLIE DANIELS

Waldenbooks Review Premieres

A p r i l

WESTWOOD ONE GOES PUBLIC

SID McCOY Profiles
RICK JAMES
CULTURE CLUB
Simulcast
with HBO

A Tribute to MARVIN GAYE

DR. DEMENTO Celebrates April Fools

M a y

LINDA RONSTADT
Simulcast with HBO



MORRIS, AMBROSE, COHEN
JOIN WESTWOOD ONE
MANAGEMENT TEAM

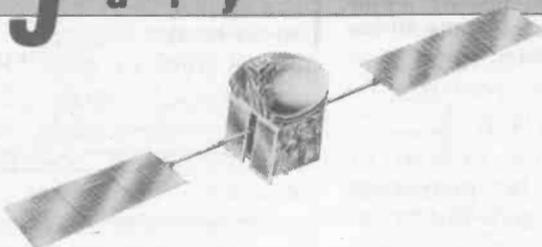


J u n e

THE PRETENDERS Simulcast with MTV



J u l y



SATELLITE DELIVERY
SYSTEM

Westwood One becomes first independent
network on Satcom I-R... Builds West Coast
earth station.

FUTURE HITS

Premieres as first satellite-delivered series

A u g u s t



RADIO ESPANOL'S
EXCLUSIVE OLYMPICS
COVERAGE



DURAN
DURAN
Simulcast
with
CINEMAX

S e p t e m b e r

Westwood One Presents Al Jarreau & Melissa Manchester NAB/NRBA

STAR TRAK PROFILES
EXCLUSIVES:

Barry Manilow
Barbra Streisand
Barry Gibb
Herb Alpert

SPECIAL EDITION
Profiles
TINA TURNER

O c t o b e r

9-HOUR
BEATLES
SPECIAL

COUNTRY
PROFILES:
Tammy Wynette
Hank Williams Jr.

MUSICAL!
Premieres

US FESTIVAL
COUNTRY
3-HOUR SPECIAL



N o v e m b e r

ELTON JOHN LIVE IN CONCERT
via satellite

OFF THE RECORD SPECIAL
Exclusive: Pat Benatar

ELVIS:
A Golden
Celebration

DYLAN
ON
DYLAN
Interview
Exclusive

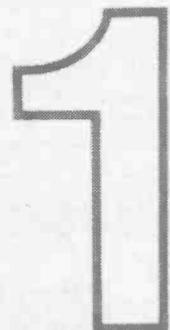


D e c e m b e r

A CONVERSATION WITH
BRUCE SPRINGSTEEN

SCOTT SHANNON'S
ROCKIN' AMERICA
TOP 30 COUNTDOWN
Premieres

RADIO VOTES
WESTWOOD ONE
PROGRAM SUPPLIER
OF THE YEAR



FOR THE BIGGEST EVENTS ON RADIO, IT'S WESTWOOD ONE...AND ONLY! (213) 204-5000

Sales

1985 ON THE HORIZON

Preliminary Forecasts For 1985

Here is a compendium of facts and figures that sets out a preliminary forecast for economic performance in 1985 as it affects radio.

General Economic Outlook

- The recovery should continue with some shifting of emphasis and pace from sector to sector. Generally, we expect 1985 to be about the same as 1984 with a slight erosion in growth.

- We expect the rate of inflation as measured by the Consumer Price Index (CPI) to hover around the 5% range throughout 1985.

- The prime rate, which is currently changing and dropping into the 11-12% range for corporate customers, could drop as low for consumers, with interest rates for housing expected to dip below 13% (on fixed 30-year loans) for the first time in years.

- Consumer demand and the demand for consumer credit should result in overall retail sales growth of 4-5% in 1985. In the short term, consumer spending will peak during the 1984 Christmas season and ease off to 2.5% level through 1985.

- The deficit is the biggest and most threatening economic issue. A failure by the administration to address the growing deficit could either drive interest rates up or force the Federal Reserve to float enough money to bring back significant inflation.

Key Industries And Radio

- **Automobiles:** The pent-up demand still has not been satisfied. Lower interest rates combined with new models targeted to specific consumer groups should sustain strong sales, although at levels lower than the 1984 record-breaking pace.

Radio should benefit from this trend as well as Dodge and Chevy's groundbreaking use of radio for new car introductions. Radio's big challenge will be to get Ford and import manufacturers to follow suit. Radio revenues grew 22.5% in 1983 from dealers who are now spending up-

ward of \$385 million annually with us.

- **Banks & Financial Services:** This field is about to bust wide open. Interstate banking is here and the FDIC has authorized 9300 state-chartered banks to get into the investing/securities business. Strong competition in the consumer area combined with more than 200 banks in trouble with the Fed will prime the pump for advertising expansion.

Radio, which is already used by 77% of all banks, is well positioned to support aggressors (interstate

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banks) or defenders (local banks or S&Ls), and the RAB anticipates strong growth in radio revenue from this field as bank-by-phone and other consumer convenience services become competitive tools. Other financial institutions are spending about 20% of ad budgets in radio with credit cards, tax services, and mortgage bankers leading the way.

- **Electronics:** Sales of electronics, from VCRs to microwave ovens to Walkman radios, are booming. The demand, fueled by cheaper credit, should be sustained through 1985. Telephones, compact disc players, and a new generation of VCRs (that can automatically zap TV spots) will spur the growth.

Radio expenditures by appliance and electronics dealers over the last few years are up (\$191 million, up 44% since 1980). National dollars from phone makers and electronics brands will

be our challenge for 1985.

- **Computers:** Cutthroat competition is the basic outlook. In the home market Jack Tramiel will revamp Atari's product and take on his old shop (Commodore) with a vengeance. Apple, strengthened with JAZZ software for the ailing MacIntosh line, will upgrade that product even more in early 1985 in an attempt to wrestle the PC (home, office, and small business) market from IBM. Big Blue will unveil even more new office models and software before the end of the first quarter and continue ruthless price competition. Everyone will readjust and adapt to IBM's lead, and come out swinging.

Radio has a major role to play on the retail end, where competitive price-cutting has eroded profit margins. We expect strong growth in local sales to computer retailers. National dollars from manufacturers, which jumped 226% to \$37.9 million in 1983, will be hot prospects for national spot business. (Six firms spent \$1 million or more.)

Food

1. **Supermarkets:** Radio has increased sales by 64% in the last three years. We expect this trend to continue. The big challenge is to attract more national dollars from packaged goods manufacturers like Procter & Gamble, and to help local grocers implement plans to target customers for their stores.

2. **Restaurants:** Fast food and sit-down restaurants are expected to do well in 1985. New competition between and among fast food chains will provide substantial ad budgets. Chains increased radio spending by 32% in 1983 to \$65 million for chains alone. This trend should continue, though we're unsure that radio will continue to outpace overall ad spending in-

creases in this category as it did in 1983.

3. **Convenience stores:** An expanding product base and the increased development of non-food services (like gas, cash machines, hardware) to attract customers should yield revenue growth and countless radio opportunities at local and regional buying levels.

- **Travel:** Trends follow the airlines, who have been in and out of radio in 1984. Many are shifting dollars from newspapers to broadcast media, which is good news for reps. Strong competition and the need for short-term marketing changes are radio's greatest selling points in 1985. Expanding national advertising by hotel chains, car rental firms, and peripheral travel businesses should provide radio with opportunities for growth.

- **Professionals:** This should be the biggest local growth field in 1985. Doctors, lawyers, and allied health professionals are breaking down so-called "ethical" barriers in record numbers. An anticipated U.S. Supreme Court ruling on advertising by lawyers by June should either encourage an advertising free-for-all or a freeze. Private hospital chains and free-standing emergency clinics (called "McMedicine" by critics) are strong competitors in a field marked by soaring costs for service. Pharmacies, which have been strong radio users, should continue to be an important local category, especially as they add new product lines. Perry Drugs, which introduced auto parts into pharmacies, should be a pacesetter to watch. They've doubled their radio usage since 1980 from \$66 million to \$127 million in 1983. Our challenge will be to get drug manufacturers to build brand awareness for over-the-counter products by purchasing more national spot and network inventory.



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SURVIVOR



The New Single

"HIGH ON YOU"

Taken From
The Scotti Bros. Album
"Vital Signs"



Distributed by CBS Records



HME RECORDS BREAKS GROUND WITH JOHN PALUMBO "BLOWING UP DETROIT"

WS4-04706

From John Palumbo's Album



39950

A N D

DONNIE IRIS "INJURED IN THE GAME OF LOVE"

WS4-04734

From Donnie Iris' Album



39949



HME RECORDS

Distributed by CBS Records, Inc.

Street Talk



Harold Childs

Congratulations to **POLYGRAM** Sr. VP/Urban-Black Dance Music Division **HAROLD CHILDS**, who has resigned that post to become President of **QWEST RECORDS**. Look for an official announcement within two weeks.

The latest from **WMET/CHICAGO**? Yes, **DOUBLEDAY** is going to change the AOR format to either CHR or A/C within the next two weeks. The new PD will also be announced soon — you can expect it'll be someone with multiformat experience.



Meanwhile, is **WLUP/CHICAGO** "Urbanizing?" Not so, say **H&W** National PD **MARK DRISCOLL** and Loop GM **JIM DeCASTRO**. They admit some fine-tuning is going on, but note that adding George Benson and Madonna cuts doesn't constitute a major shift in direction. **WLUP** continues to move from its former identity as a hard-rockin' AOR to a more eclectic, adult rock approach. The changes seem to be working, as the Loop's 12+ ratings advances place it ahead of the other two AORs in town.

Before we leave town, note that **B96/CHICAGO** PD **BUDDY SCOTT** needs a night-rocker/MD to replace **DAVE ROBBINS**, who transfers to **CBS's KHTR/ST. LOUIS** (see Page 4). That slot won't remain vacant for long... **JIM TYLER** did leave the Windy City, as he split the midday show at **WMAQ** for mornings at **WGKX/MEMPHIS**.



Kevin Fleming

What's up at A/C outlet **WEZR/WASHINGTON**? New call letters **WBMW**, for starters. Seems "B-106.7" is heading slightly more contemporary, which is interesting in light of the fact that crosstown **WASH** is hinting of a return to A/C. In any event, those new calls should make at least one local automobile dealer happy.

Sad to note the news of **THELMA WALKER's** passing; she served 21 years as secretary to WB Chairman Mo Ostin.



Dan Ingram

Legendary New York air personality talent **DAN INGRAM** joins **WKTU** to do 4-7pm. He replaces **PACO**, who shifts over to **INFINITY** sister station **WJIT** as MD.

WRIF/DETROIT PD **MARK PASMEN** and Assistant PD **TOM DALDIN** have resigned to form their own record company — **MOCITY RECORDS**. MD **MICHAEL MAYER** is now acting PD.

Can you guess which San Diego station is getting a new GM? And while we're in the market, note that **XHZ** has switched from its "Noventa 90" slogan to "90.3 HITZ-FM," clarifying the station's more mainstream CHR position.

Also in San Diego, **JIM RICHARDS** officially resigned his PD position at **XTRA**. He'll announce his new programming gig in another a major market next week.

WGCL/CLEVELAND is looking for a new PD, as it seems **C.C. MATTHEWS** has another opportunity working. Details next week in **R&R**.

ARISTA's VP/Black Promotion **RICHARD SMITH** has resigned. Word has it he'll remain with the company until a replacement is named.

GAYLORD BROADCASTING will soon have a new president. Taking on the newly-created position is **WILLIAM BANOWSKY**, who is resigning February 1 from his current job as President of the University of Oklahoma.

Three managerial changes in Jacksonville? That's right! **LINDA BYRD COOPER** has been promoted from GSM to GM at **WCRJ**, succeeding **MICHAEL COHEN**, who'll become the new GM at neighbor **WIVY** following **GILMORE's** takeover later this month. Meanwhile, across town at **WFYV**, President **VIC ADERHOLD** has resigned to pursue station ownership.

In other GM news, **WGAN-AM & FM/PORTLAND, ME** VP/GM **GARY JENSEN** has exited. At **KFMQ/LINCOLN** Sales Manager **RAY FARRINGTON** has replaced **BOB McINERNEY** as GM of **KFMQ** and sister **KLMS**.

Get-well wishes to **SIRE** Promotion/Production Coordinator **SUZANNE EMIL**, who broke a leg ice skating in Detroit on New Year's Eve.

GROUP ONE'S WAEZ/AKRON has converted from Easy Listening to AOR, with former **WDEK/DeKalb** PD **WARD HOLMES** at the helm. The new calls are **WONE-FM**, to go with Country AM sidekick **WONE/Dayton**.

Continued on Page 30

STRATEGIC RADIO RESEARCH

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of our new "Catalog of Research
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655 W. Irving Park at Lake Shore Drive, Chicago, IL 60613 ☐ (312) 883-4400

DIANA



"MISSING YOU"

A/C CHART: 11 117 STATIONS 85%
BLACK/URBAN CHART: 9 71 STATIONS 90%

CHR NEW & ACTIVE

WBLI	94Q	195	KPLUS
CKOI	Z93	WNVZ	FM102
WCAU-FM	WASH	Q103	OK100 30-9
WFLY	WBBQ	WAHC	KKFM
Q100	WFMF	KIHK	KBOS

Be sure to watch rare historic footage of Diana Ross and Marvin Gaye in the "Missing You" video, now seen on VH-1 and "Friday Night Videos." Exclusive footage — never before seen!

IT'S A NEW YEAR WITH CONTINUED COMMITMENT FROM RCA RECORDS

RCA
Records and Tapes

TIME



"JUNGLE LOVE"

CHR BREAKERS

PRODUCED BY
MORRIS DAY & THE STAR COMPANY
MANAGEMENT:
CAVALLO, RUFFALO & FARGNOLI



MANUFACTURED & DISTRIBUTED
BY WARNER BROS. RECORDS



Street Talk

Continued from Page 28

Not surprisingly, **KTNQ/LOS ANGELES** is trying to stop Spanish competitor **KSKQ** from using the phrase "La Super K-Q," a term borrowed from KSKQ sister **WSKQ/New York**. KTNQ feels that line cuts too close to its own longstanding "La Super Q" slogan.

MERGING TRAFFIC
Lots of programming changes since Christmas: Moving up in the ranks is **KWTO/SPRINGFIELD, MO PD KELLY CARLS**. He's the new PD at **KRMG/TULSA**, replacing exiting **BILL CONWAY** . . . **WSKS/CINCINNATI PD PAUL FREDRICKS** segues to the PD chair at **KGGO/DES MOINES**. Current **KGGO PD LARRY MOFFITT** keeps his morning duties.

KWFM/TUCSON PD RICK ALLEN has left the station, so **BEHAN Group PD HOWIE CASTLE** will serve as PD for now . . . **BOB JONES** has been named PD/MD for **WQBE/CHARLESTON**. Former PD **BRUCE CLARK** is still Group PD for **BRISTOL BROADCASTING**.

At **KKMY/ORANGE (Beaumont)**, **MICHAEL BRANDON** is out as PD, and is replaced by Production Director **RANDY FULLER** . . . Heading further east along Interstate 10, **GAYLORD BOYD** is the new PD at **KQXL/BATON ROUGE**, taking over for **GERARD RAINE**, who's staying aboard for on-air duties.

Leaving the sun for the snow is **BILL DAVIS**, who gives up his Production Director's post at **KEYZ/ANAHEIM** to program **KROC/ROCHESTER, MN** . . . Personality **SHERMAN BOOTH** has been boosted to OM at **KLZE/SAN JOSE**.

All of us at **R&R** extend our sympathy to the family and friends of **POLYGRAM Carolinas** rep **JOHN FOLEY**, who died recently after a sudden illness.

The fathers of **A&M Sr. VP/Promotion CHARLIE MINOR** and **ATCO Director/National Singles Promotion MARC NATHAN** passed away over the holidays, and our condolences go out to Charlie, Marc, and their families.

WTPA/HARRISBURG is about to flip from AOR to CHR with new calls **WNNK (WINK104)**. **BRUCE BOND** remains PD, while **DAVE KLEMM** consults. Word has it that another station in the region will pick up the AOR format and 'TPA calls soon.

TYLER is no longer programming **WERI/PROVIDENCE**. Former PD and now Sales Manager **STEVE FELDMAN** is acting PD, and handling Tyler's afternoon show is **MIKE OLSON** from **WHTT/BOSTON**.

JIM MARSHALL is the new OM at **WAMT/TITUSVILLE, FL** . . . At **WZZO/ALLENTOWN**, **GENE ROMANO** is upped to PD, as **TOM KELLY** is promoted to Director/Corporate Programming Services for parent **HOLT BROADCASTING**.

GOODBYE TO AN INSTITUTION Cotillion President Allen Retires

Thirty-year recording industry notable **HENRY ALLEN** will step down as President of Cotillion Records March 1. Allen, who started in the stock room at Atlantic Records in 1956, has been label President since 1976.



Henry Allen

Atlantic Chairman Ahmet Ertegun noted, "It's quite impossible to imagine Atlantic Records without Henry's presence. His career parallels Atlantic's growth over the past 30 years, and he has had an integral part in the company's development on virtually every level. A true industry pioneer, his tremendous contributions to the black music arena in particular have earned him a permanent place in the annals of contemporary music."

Allen said, "For the past three decades, Atlantic Records has been my home away from home, but there comes a time when you feel you need a couple of days of your life to yourself. My association with the company has been a long and fruitful one, with a world of happy experiences."

Yet more PD news: Former **KROK/Shreveport PD PETER STEWART** is off to program **KQIZ-FM/AMARILLO** . . . **WAPL/APPLETON PD WAYNE SHANE** is out, as is **WPLR/NEW HAVEN** programmer **EDDIE HASKELL** . . . Stepping down as **WNEW-FM/NEW YORK MD** is **MAXANNE SARTORI**; she'll continue her weekend airwork. Her post is not expected to be filled.



Baby Talk: To A T I C Director/Marketing Administration SUSAN GLAZER and husband Theodor, daughter Hilary Paulen (11-21) . . . To **WZXY/KINGSPORT, TN** Assistant PD **JOHN KELLY** and his wife Terri, girl Jennifer Elizabeth (12-6) . . . At **KKLV/ANCHORAGE**, **GREG WILKINSON** and wife Denise welcomed son Michael John on New Year's Eve, while **BILL HAMPTON** and his wife Pamela produced daughter Dru Madeline (1-2) . . . To **Q106/YORK PD MARK MCKENZIE** and wife **KELLY WEST** (who works at **WSBA/YORK**), daughter McKenzie Leigh . . . **KZLA/LOS ANGELES Asst. PD R.J. CURTIS** and wife Lori are the proud parents of son **JJ** (1-4).



Nuptial Notes: Congrats to radio consultant CLARK SMIDT and Maura Mulcare, who exchanged vows Christmas Eve . . . Also best wishes to **DRAKE-CHENAULT** Distribution Manager **WARREN BOTTINO**, who will marry **LORI DEE EHLERS** next weekend. Lori formerly worked in the D-C music department.

Listen to this . . .

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94Q	KZIO	KWTO-FM
Z93	WZPL	WDBR
KMJK	KOFM	KDVV
K104	WHOT	KGOT
Z106	KQMQ	KCDQ
93Q	KCAQ	KTRS
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On The Records



KEN BARNES

Irrelevant Song Titles

(Or, Avoiding The Hook)

If there's one standard rule in pop music, it's that a hit has to have a hook. And a corollary to the rule dictates that the hook's catchphrase is usually reinforced in the title of the song — "Out Of Touch," "Like A Virgin," "Run To You" — you get the picture. It's a rare hit whose chorus is not echoed in its title.

But every so often there's a hit whose title is not only unaffiliated with its hook, but is not even mentioned once within the lyrics. The current example is Julian Lennon's "Valotte," which is part of an obscure but longstanding tradition of abstract song titles. I'm indebted, by the way, to WOAY/Beckley, WV PD Jim Martin for both the idea and most, if not all, of the following historical examples.

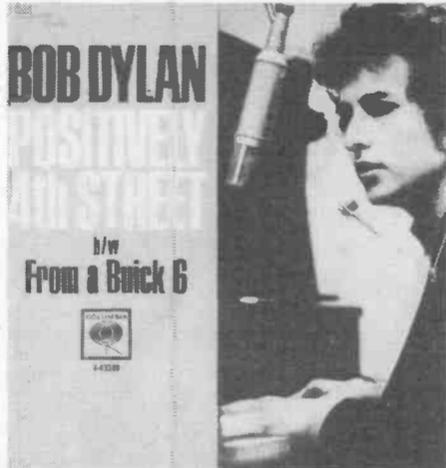


Julian Lennon's title doesn't have a lot to do with his lyrics; Robert Plant's don't either.

The Abstract Hit List

Recent irrelevantly-titled hits include "Big Log" by Robert Plant and Phil Collins's "Against All Odds" (although the title is relevant to the movie from which it sprang), with REM's recent minor hit "So Central Rain" serving as a perfect example of the type. Moving backwards through time, we can cite such songs as "The Rain, The Park & Other Things" by the Cowsills, "Unchained Melody" by the Righteous Bros. and others, and two written by Stephen Stills, Buffalo Springfield's "For What It's Worth" and CSN's "Suite: Judy Blue Eyes."

The aforementioned Mr. Plant was involved in a few other titular abstractions while with Led Zeppelin, notably "The Immigrant Song," "Black Dog," and "D'yer Maker." But the championship may have to



Dylan's double-sided abstraction

be awarded to Bob Dylan, whose first chart effort was abstractly entitled "Subterranean Homesick Blues." "Like A Rolling Stone" had something to do with its chorus (although "How Does It Feel" was the actual hookline). But Dylan followed it up

with a double-sided abstract piece, "Positively 4th Street"/"From A Buick 6," and the next year outdid himself with the staggeringly irrelevant title of "Rainy Day Women No. 12 & 37."

As usual, I can't pretend to have compiled an exhaustive list, and of course welcome additions. While abstract titles are fairly rare, I have the sneaking feeling there are one hell of Valotte of 'em out there.

Catching Up Is Hard To Do

The combination of quiz answers and year-end statistics prevented me from catching up on a lot of responses to previous columns, so here goes. The November 30 column on Radio's Obscenity Standards provoked a large number of reactions, most of them to remind me that Steve Miller's "Jet Airliner" was edited to change "funky shit" to "funky kicks." Thanks to everyone for that correction; I guess I never heard the amended version. WROQ/Charlotte PD Randy Kabrich, who detailed a number of lyrical edits he'd made himself over the years, also reminded me that "White Horse" was edited to delete its "bitch" reference.

And Columbia VP Bob Sherwood and station owner/longtime programmer John Rook checked in with reminders about the

Mick Jones: Foreign First

After almost eight years and five albums, **Foreigner** is a rock institution. Interestingly, founder **Mick Jones** essentially started his career as a foreigner.

In the midsixties, Jones and his then-partner **Tommy Brown** left their native England to work for French singing idol **Johnny Hallyday**. Writing and arranging much of Hallyday's material, they were able to modernize his sound to align it with the British rock movement of the Sixties.

The alliance with Hallyday also resulted in a recording deal of their own for Jones and Brown, under the trendy Sixties-style moniker of the **State Of Micky And Tommy**. They made two singles that came out on **Mercury** here, one of which, "With Love From 1:00 To 5:00," is regarded as something of a psychedelic pop classic by connoisseurs of British rock.

Another musician who collaborated with Hallyday was **Gary Wright**, whose band **Spooky Tooth** was big in France. Wright later hired Jones for a reformed Spooky Tooth; Jones appears on three of their albums and contributed songs as well.

None of these ventures were extraordinarily successful, so when Jones and **Lou Gramm**, who had made two albums for fairly obscure upstate New York band **Black Sheep**,

Mick Jones in his early Scott McKenzie bag



Mick Jones in his "Spooky" period

assembled **Foreigner**, observers could be pardoned for not predicting overnight superstardom. But that's just what happened, as "Feels Like The First Time" paved the way for a string of successes that includes nine Top 15 hits prior to the current album — and who's to say they won't score foreigner row or more off this one?

Ego Rock

My column on artists who plug their own names into songs drew an educational response from Pat St. John of WPLJ/New York and the ABC Rock Network's "Rocknotes" show. Pat sent along a cassette of an interview he did with Mitch Ryder, in which Pat discussed the backing vocalists on "Jenny Take A Ride" chanting "See Mitch Ryder." On my hundred or so previous listenings to that song, I always thought they were just singing "See See Rider," but Pat's right and Mitch backs him up on it (and is rather embarrassed about the whole idea).



See Mitch Ryder: Mitch expresses his delight at the producers' novel concept of backing vocals.

Fly Like An Ego

KGEO/Bakersfield's Liz Weissman also came up with a couple of good ego-rock examples: **Stevie Wonder** singing "you know Stevie ain't gonna leave ya" in "I Was Made To Love Her" and **Lee Michaels's** "Do You Know What I Mean," in which Lee's girl justifies her stepping out with one "Bobby" by remonstrating, "Lee, you haven't loved me in nearly four years."

Baseball & Thanksgiving

As a final baseball players' record note, I wanted to thank **Paul Gallis** of **Third Coast Promotions** for responding to my plea and supplying me with several Cubs-oriented records, including "Men In Blue"/"Good Ol' Time Tonight" by **Jody Davis**, **Leon Durham**, **Keith Moreland**, **Gary Woods & Rick Sutcliffe**, which is quite . . . spirited; and the late **Steve Goodman's** "Go Cubs Go" (on the **WGN Radio 720** label), which has backing vocals from Cubs players, kind of a **Bo Diddley** beat, and is an above-average baseball ditty, musically speaking. Paul tells me these sold around 30,000 apiece, and all proceeds went to charity.



ONE YEAR AGO TODAY

- DAVE MARTIN VP/PROGRAMMING FOR DOUBLEDAY
- ALAN GOODMAN NAMED VP/GM AT WAVA/WASHINGTON
- MARC MORGAN NAMED GM AT WXFM/CHICAGO
- JIM TEESON VP/GM AT KLIR & KRZN/DENVER
- LORNA OZMON BECOMES PD AT WROR/BOSTON
- DAVE POPOVICH NAMED PD FOR WMJI/CLEVELAND
- JIM MADDOX NEW PD AT WKDJ & WHRK/MEMPHIS
- TONY GRAY PD AT WDRQ/DETROIT
- TODD CHASE NAMED PD AT WHTX/PITTSBURGH
- #1 CHR: "Owner Of A Lonely Heart" — Yes (Atco) (2nd week)
- #1 A/C: "I Guess That's Why They Call It The Blues" — Elton John (Geffen) (2nd week)
- #1 BLACK: "If Only You Knew" — Patti Labelle (Phila. Intl/CBS) (2nd week)
- #1 COUNTRY: "The Sound Of Goodbye" — Crystal Gayle (WB)
- #1 AOR TRACK: "Jump" — Van Halen (WB)
- #1 LP: "Genesis" — Genesis (Atlantic) (2nd week)

FIVE YEARS AGO TODAY

- JEFF POLLACK FORMS CONSULTANCY
- JOHN LONG FORMS CONSULTANCY
- CHARLES GIDDENS UPPED TO FIRST MEDIA VP
- #1 CHR: "The Long Run" — Eagles (Asylum)
- #1 A/C: "Do That To Me One More Time" — Captain & Tennille (Casablanca/PolyGram) (3rd week)
- #1 BLACK: "I Shoulda Loved Ya" — Narada Michael Walden (Atlantic)
- #1 COUNTRY: "Coward Of The County" — Kenny Rogers (UA) (3rd week)
- #1 LP: "The Long Run" — Eagles (Asylum) (11th week)

TEN YEARS AGO TODAY

- JERRY RUBINSTEIN NAMED CHAIRMAN OF ABC RECORDS
- #1 CHR: "Mandy" — Barry Manilow (Arista)
- #1 A/C: "Mandy" — Barry Manilow (Arista) (3rd week)
- #1 COUNTRY: "Kentucky Gambler" — Merle Haggard (Capitol)
- #1 LP: "Miles Of Aisles" — Joni Mitchell (Asylum)

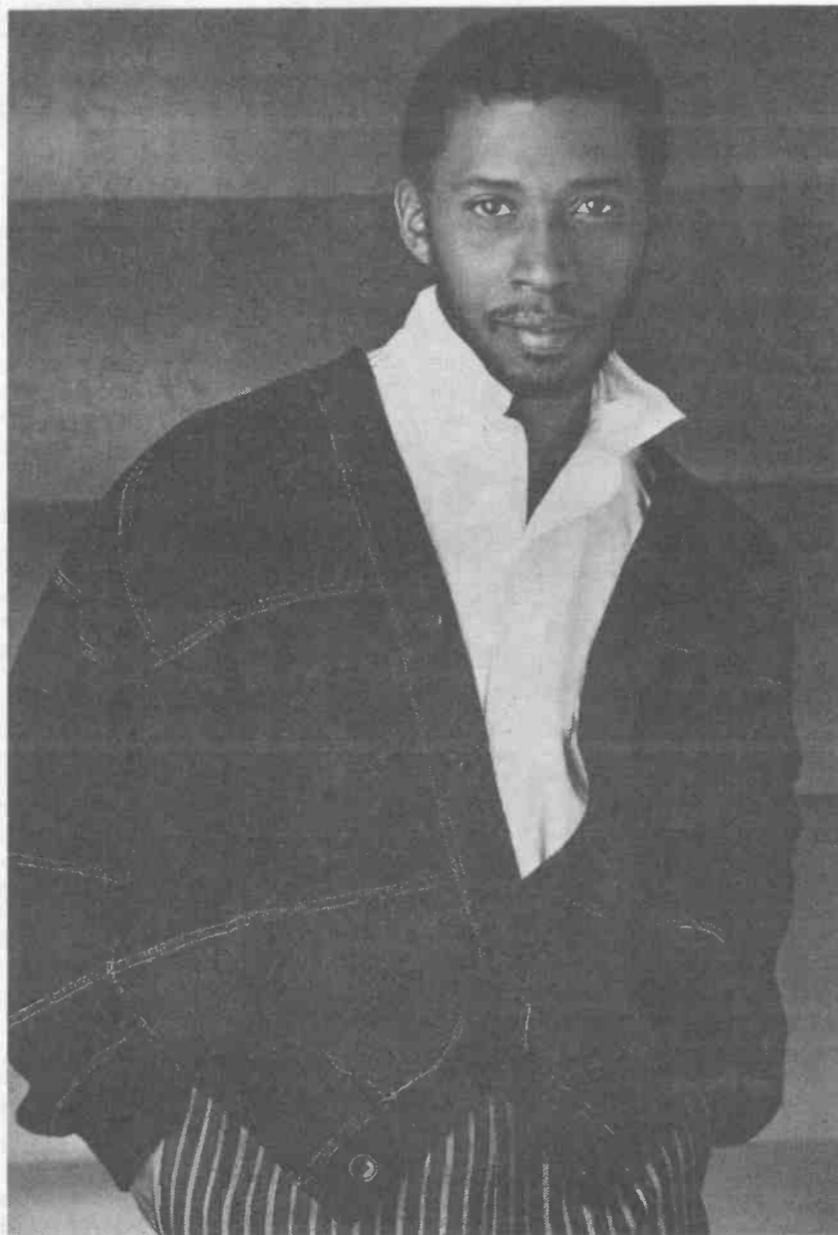
■ Jeffrey Osborne is a man who takes chances.

■ Just back from his sold-out national tour, Jeffrey cannot rest.

■ Reflecting on 1984, a year that brought him three Top 40 singles, Jeffrey longs for more.

■ His current album, Don't Stop, has been a solid performer at retail for three straight months.

■ His newest single, "The Borderlines," is on your desk today.



CROSSOVER

"THE BORDERLINES"

It's a song about taking chances...from a man who does.

"THE BORDERLINES" from the album DON'T STOP (SP-5017)

(AM-2695)

Produced by George Duke for George Duke Enterprises

On A&M Records, compact discs and BASF chrome cassettes.

Management: Jack Nelson & Associates



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RECORDS

ASHFORD — & — SIMPSON

CHR Chart
Debut **38**

132/22

"Solid"



Produced by Nickolas Ashford & Valerie Simpson
for Hopsack & Silk Productions, Inc.
Capitol
© 1985 Capitol Records, Inc.

R&R

Datebook

The Space Race & Other Confessions Of A Data Sifter

I began the Datebook column last year determined to give artists from each major format at least one item per day. That resolve lasted roughly 15 minutes. I told my editors how much space I'd need and they cooperated . . . by offering me some very attractive ad supplement rates. Besides, even after this column chased "On The Records" back to its own page, there still wasn't room to include all the items I thought deserved it and do any sort of in-depth writing.

This year I'm trying a slightly different approach. "Datebook" is going to a "Brad Messer's Calendar"-style format that *should* allow me to cover more than one event for each day, depending on how well I control my tendency to write book-length biographies of artists. There is a tradeoff for this new utilitarian bent, though. I probably won't be able to devote an entire paragraph to **Bettye LaVette's** birthday any more. (Unless of course, enough people — four will do — write in and ask for one.)

Flying Sources

As much as I'd like people to believe that I write all this from memory, this would also be a good time to credit my main sources for 1984. Almost all of *Rolling Stone's* publications helped, especially the almanac and encyclopedia. **Coupe & Baker's** "The New Rock & Roll" was a good source for information on those artists who were too recent to show up anywhere else; so was British *Smash Hits* magazine and its U.S. clone, *Star Hits*. **Carmen Brown** of **WBLX/Mobile** does a birthday list for black stars who — for the most part — are underrepresented elsewhere.

Other sources: the *Daily Insider*, perennials like **Norm N. Nite's** "Rock On" encyclopedia and the "Illustrated Rock Almanac," my predecessor **Dan Formento's** "Rock Chronicles," the "Guinness Book Of British Hit Singles," several radio/station calendars, and one issued by the **Country Music Association**. These are all commonly available sources. The job of this column, therefore, is really 10% interpretation and 90% codification, looking through fourteen different calendars so you don't have to.

That codification process isn't always easy. One of the apparent privileges of stardom is that you can claim more than one birthday, or at least more than one age. **Rick Springfield, Bo Diddley, Ike and Tina Turner** were only a few of those with conflicts last year. When no definitive information is available, I've tended to go with the most common date. Chances are that anybody else with a conflicting date — save, perhaps, the artist, his label or management — is probably making an educated guess also.

Anyone with information, corrections, or comments of any sort is strongly urged to come forth this year. One of the things **R&R** discovered after **Dan Formento's** column ended is that features of this sort don't generate a lot of mail . . . until they disappear. The more feedback I get, the better a job I can do of shaping this column to its users' needs. After this year's first admirable show of self-restraint and conciseness, we still have room for . . .

MONDAY, JANUARY 14

1966/**David Jones** changes name to **Bowie**.
1973/"**Elvis**, Aloha From Hawaii" broadcast.
1978/**Sex Pistols'** last concert in San Francisco.

TUESDAY, JANUARY 15

1967/**Stones** sing censored "Let's Spend Some Time Together" on "Ed Sullivan."
1973/**Stones** announce benefit concert for Nicaraguan earthquake victims.
Birthdays: **Chuck Berry** 1926; **Martin Luther King** would be 56, **Ronnie Van Zant** would be 37.

WEDNESDAY, JANUARY 16

1970/**Scotland Yard** shuts down **John Lennon's** "Bag One" art exhibit.
1972/**Rosa Bagdasarian** a/k/a **David Seville** dies.
1973/**Clara Ward**, one of the first gospel troupe leaders to expand on **Mahalia Jackson's** lead and take gospel in- to the secular market, dies.
1976/"**Frampton Comes Alive**" released.
Birthday: **Ronnie Milsap** 1946.



THURSDAY, JANUARY 17

1936/**Bill Monroe** cuts first records.
1969/"**Led Zeppelin I**" released.
Birthdays: **Mick Taylor** 1948, **Paul Young** 1956, **Dave Collard (Joboxers)** 1961.

FRIDAY, JANUARY 18

1969/**CCR's** "Bayou Country" released.
1973/**Pink Floyd** begin work on "Dark Side Of The Moon."
1981/**Wendy O. Williams** arrested for obscenity in Milwaukee.
1982/**Bob & Doug McKenzie** Day in Los Angeles.
Birthdays: **David Ruffin** 1940, **Tom Balley (Thompson Twins)** 1957.

SATURDAY, JANUARY 19

1976/Promoter **Bill Sargent** makes the first of his public pleas for a **Beatles** reunion.
1977/**Jimmy Carter's** rock inaugural at the Kennedy Center.
Birthdays: **Phil Everly** 1939, **Janis Joplin** 1943, **Dolly Parton** 1946, **Robert Palmer** 1949, **Dewey Bunnell (America)** 1951.

SUNDAY, JANUARY 20

1964/"**Meet The Beatles**" released in U.S.
1965/**Alan Freed** dies of uremia in Palm Springs.
1968/**Bob Dylan's** first post-cycle crash appearance at a **Woody Guthrie** benefit.
1982/**Ozzy Osbourne** takes his turn at bat in Des Moines.
Birthdays: **George Burns** 1896, **Slim Whitman** 1924, **Paul Stanley** 1949, 1950, or 1952.

— Sean Ross

DAVID LEE ROTH

California Gurls



THE FIRST SINGLE FROM HIS FORTHCOMING SOLO DEBUT

Tranny From The Heat

Produced by Ted Templeman
Management Noel Monk

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News/Talk



BRAD WOODWARD

1985 ON THE HORIZON

AN UPBEAT VIEW

News Directors As "Information Programmers"

At last month's Radio-Television News Directors Association (RTNDA) conference in San Antonio, the air was thick with doomsday rhetoric about the fate of radio news. One network news chief spoke darkly of news directors being "mowed down by some mysterious thresher," while station managers and programmers were often cast as enemies of news.

Is the picture really so bleak? At the risk of being branded a heretic, let me say that I saw no vultures circling the San Antonio Convention Center. True, some stations have cut back or eliminated their news departments. It's also a fact that others have expanded their news commitments. Anecdotal evidence aside, the only reliable study of overall news employment, conducted for RTNDA last year, showed no decline in the two years since radio's deregulation in spring 1981.

Nonetheless, here are some of the forces said to be pushing radio news towards the precipice:

- Radio has allowed television to usurp one of its greatest strengths, live on-scene news coverage.
- With FM now commanding two-thirds of all radio listening, the first instinct of some desperate AM operators is to grab the budget axe and head for the newsroom.
- Too many station managers see the newsroom just as an expense and simply don't realize that news can be sold at premium rates to upscale advertisers.
- Programmers mistakenly regard news as an audience tuneout and fail to understand that news can successfully make even an AOR or CHR station stand out in a field of competitors playing the same records.
- Radio networks sell station managers on the idea that affiliating will let them save money by cutting their local news efforts. (The nets deny using any such tactic.)
- Radio deregulation has convinced station managers that news is no longer necessary.

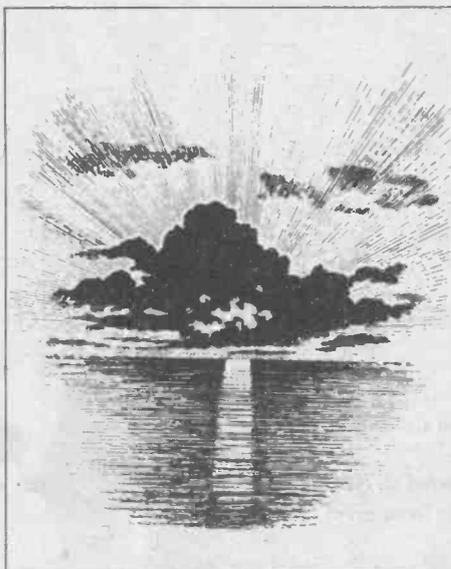
"The news director should know how to create new avails."

—Jim Farley

An Optimistic View

"I don't understand this doomsday rhetoric at all," says Wynn Alby, whose Broadcast Talent Coordinators firm filled 1000 radio jobs in 1984, including 300 news positions. A year ago, news openings were being listed with the Birmingham-based agency at a rate of six to eight a week. Today the rate is up to 10-15 a week, and Alby has trouble finding enough qualified candidates.

Significantly, Alby estimates that 40% of the news openings are newly-created positions that make up two distinct trends: small market stations hiring their first fulltime news person, and larger stations adding staff to existing news departments.



Alby, a 25-year industry veteran who was formerly VP/Columbia Pictures Radio, believes news on radio goes in cycles. Right now, he says, it's on an upswing as stations move away from "ten in a row" music presentations. As Alby puts it, "Even the high school kids are looking for some information."

News Key To CHR Success

WSB/Atlanta News Director Bill Bulger agrees with that last statement, and he's convinced that more and more CHR programmers are beginning to realize that their audiences want at least some news. Even though he works for a full service A/C station with a heavy news commitment, Bulger credits CHR neighbor 94Q (WQXI-FM) for strengthening its news efforts in recent years, resulting in what he sees today as an excellent news product.

Bulger points out that CHR has become a mass appeal format that does quite well even in the more information-oriented 25-54 demo. That, coupled with the maturing of CHR's youngest listeners, convinces Bulger that information will become an increasingly critical part of a successful CHR station's programming.

Deregulation Kills "Public Affairs Ghetto"

One news executive who remains optimistic despite perceiving some news slippage at the local level is NBC VP/Radio News Jim Farley. "There are enough examples of cuts that there is a bit of a trend," he observes. "I think it's a short-term trend; it's going to turn around."

What is not to blame is deregulation, he stresses. "When we had regulation, there was the infamous public affairs ghetto — the best news efforts were put on at three o'clock Sunday morning. A lot of managers

crammed their news into the overnight slot, and station owners were able to comply with the requirements just by having a jock rip and read from the wire. They didn't have to spend money on a news department.

"Today with deregulation, if you think about it, it's a positive environment for news. A station owner who spends money on a news department does it not because a federal regulator has a gun to his head, but because he wants it and knows he needs it competitively."

News Linked To AM Renaissance

Farley believes the comeback of radio news is inextricably linked to the overall revival of AM radio. "What's going to make the AM band is more creativity, and news will have a big part to play there. News, information, talk, and sports are among the things that will create excitement on the AM band. I was encouraged to see that a station in Florida has signed up with the Children's Radio Network. That's creative; that's something new. It's giving people a reason to come back to AM radio — especially kids, who are growing up not knowing about the AM band."

Blueprint For Positive Action

Farley says the networks can and will take a leading role in efforts to revitalize the industry's commitment to radio news. But he's convinced that the real answer lies in individual news directors educating themselves, changing their attitudes, and becoming more bottom-line oriented.

"Local news directors themselves have been too passive," Farley asserts. "They've tended to sit back and just think of themselves as news directors. What they must do is think of themselves as information programmers. A news director must let the station manager know he's a full department head, that if the PD's out of town he's waiting to take over."

"I don't know what this doomsday rhetoric is all about."

—Wynn Alby

News directors at RTNDA spoke of feeling isolated within their stations and of being hampered by their own lack of understanding of programming and sales. Learning those areas is critical, Farley agrees, but news directors shouldn't sit around waiting for someone to teach them. "There's no school for PDs," he says. "They learn it on the job. They made it a point to teach themselves not only stopsets and power rotations, they taught themselves about sales. And if they didn't, they didn't stay in the job long."

Bottom Line Contribution

"The ND has to find out about sales. He must also stay on top of the sales manager to find how he's selling, what he's selling,

and what he needs. The ND should know how to create new avails and to persuade salespeople that news is a premium, a prestige buy. The ND has to be perceived as somebody who contributes to the bottom line of the station, not someone who only spends money. The ND has to be perceived as somebody who contributes to the bottom line of the station, not as someone who only spends money."

Jim's remarks make a lot of sense, and they certainly offer a blueprint for positive action by news directors. In San Antonio there was a lot of bitterness expressed towards programmers and managers. But, of course, handwringing and harboring resentment toward management don't solve anything and, in fact, probably just make things worse.

"The ND has to be perceived as somebody who contributes to the bottom line of the station, not as someone who only spends money."

—Jim Farley

More constructively, since last month's convention there's already been talk among the networks of pooling all available studies, quotes, and other materials that RTNDA could distribute to help news directors convince their superiors that news is a profit center. And an upcoming issue of RAB's new monthly magazine *Sound Management* will address the issue of selling news. These are both good steps.

I would also hope that RTNDA, under the leadership of new President (and WOR/New York VP/Director of News) Lou Adler, will take the lead, through its publications and meetings, to teach news directors about the programming and business ends of radio. Why not bring in programmers and other station executives to talk to, and learn from, news directors?

Presumably, a greater understanding of programming will lead news directors to both greater flexibility and creativity, and encourage an adoption of the PD's sensitivity to what the audience really wants. To be sure, the no-nonsense, fact-filled newscast should and will always have its place in radio. But the listeners of some stations simply don't want or need to know about a plane crash in Yugoslavia or even what the city council did last night.

"Lifestyle" and "capsule" news are obscene words in the vocabularies of many radio newsmen. But I submit that the most successful news directors will be those who welcome Jim Farley's "information programmer" mantle, and who master, rather than resist, new ways of presenting information so that it's in sync with the flow and personality of a station's overall sound.

CALENDAR



BRAD MESSER

1985 Milestones

100th anniversary of Karl Benz driving his first homemade car; dedication of the Washington Monument; publication of Mark Twain's "The Adventures of Huckleberry Finn"; the first pleasure motorboat; the first electrically-wound watch movement; the first commercial moving picture film; Morton's Salt; proof that no two fingerprints are identical; the founding of Stanford University, Georgia Tech, Bryn Mawr, and the University of Arizona; Pasteur's rabies vaccine; the first successful appendectomy; *Good Housekeeping* magazine; the first self-service restaurant (Exchange Buffet in NYC); and the introduction of the Scottish sport golf in America.

75th anniversary of the Boy Scouts of America, Fathers Day, the federal eight-hour work day, Indianapolis 500, an appearance of Halley's comet, and creation of Glacier National Park.

50th anniversary of the Orange Bowl and Sugar Bowl, Alcoholics Anonymous, Babe Ruth's last career home run, Jesse Owens's six Olympic records, the first night game in major league baseball, beer in cans, Amelia Earhart's solo Hawaii-California flight, and the birth of Elvis Presley.

25th anniversary of the first anti-anxiety drug Librium and the first Civil Rights sit-in demonstration by blacks, at a Greensboro, North Carolina lunch counter.

10th anniversary of the end of American military involvement in Vietnam.

The new national holiday, Martin L. King Jr.'s birthday, will be universally observed next year. After a seven-year trip, Voyager-2 will approach Uranus and transmit pictures January 24.

During 1985 no eclipses of the sun or moon will be visible from the contiguous United States.

Coldest Day?

MONDAY, JANUARY 14 — The alltime low temperature occurred in Siberia on this date in 1734 when the mercury sank to -120 degrees below zero. One observer claimed that "smoke was unable to rise in the frigid air" and wrote that "birds dropped frozen to the ground."

Henry Ford turned on the first major automobile assembly line in 1914. The "Today Show" premiered on NBC in 1952. Marilyn Monroe and Joe DiMaggio were married at San Francisco City Hall in 1954. The first Be-In occurred at San Francisco's Golden Gate Park in 1967. Traditionally winter's coldest day.

Marjoe Gortner 41. Faye Dunaway 44. Julian Bond 45. Jack Jones 47.

Sticky Industrial Mishap

TUESDAY, JANUARY 15 — A freak industrial accident made headlines in Boston in 1919, when a huge container ruptured inside the Purity Distilling Company, sending a 15-foot-high river of hot molasses into the street. Twenty-one people died in what was named the Great Molasses Flood.

The donkey was first used as the symbol of the Democratic Party in 1870. The first official basketball rules were published in 1892. Famous Civil War photographer Matthew Brady died (flat broke) in NYC in 1896. The Pentagon Building was completed in 1943. Martin Luther King Jr. Day.

Charles Edward "Chuck" Berry 59. Lloyd Bridges 72.

Booze Outlawed

WEDNESDAY, JANUARY 16 — Liquor became illegal in 1920. The national Prohibition of alcoholic drinks caused an immediate jump in sales of coffee, ice cream sodas and soft drinks. America's only national experiment with outlawing liquor lasted 13 years until 1933.

Clamp-on rollerskates were patented in 1866 and touched off a national skating fad. The United States Civil Service Commission was created in 1883. The nation's only noted female criminal gang leader, Kate "Ma" Barker, was shot to death in 1935. The first nylon fishing leader was marketed by DuPont in 1939. "Hello, Dolly!" premiered on Broadway in 1964.

A.J. Foyt 50.

Home Video Recorders Okayed

THURSDAY, JANUARY 17 — A year ago today, the US Supreme Court handed down its ruling in the so-called Sony case, saying (noncommercial) home use of video recorders does not violate the Copyright Act.

Benjamin Franklin born 1706. Glenn Martin born 1886: made first 2-engine airplay 1918, first metal US monoplane 1922. US purchased Virgin Islands from Denmark for \$25 million in 1917. Nine men robbed a Brinks armored car in Boston in 1950 and netted \$1.5 million, most of which has never been recovered. First atomic-powered submarine "USS Nautilus" launched 1955.

Voyager-2 is scheduled to approach the planet Uranus and begin transmitting data next Thursday.

Muhammad Ali 42. James Earl Jones 54. Vidal Sassoon 57.

Law Against Sliced Bread

FRIDAY, JANUARY 18 — America outlawed sliced bread in 1943, to conserve manpower and material during World War II. Restaurants immediately began a successful lobbying effort to repeal the ban, and presliced bread returned to the markets within weeks.

Peter Mark Roget ("Roget's Thesaurus") born 1779. Secretary of State Daniel Webster born 1782.

Curt Flood 47. Danny Kaye 72. Cary Grant 81.

Tomorrow (1-19) Neon patented 1915. Howard Hughes set transcontinental air record of 7hr 28 min 1937. Last Volkswagen bug produced 1978. Iran hostage agreement reached 1981, they released following day. State holiday Robert E. Lee's birthday AL, AR, MS, SC, TN. Dolly Parton 39, Phil Everly 48, Jean Stapleton 62.

Sunday (1-20) NYC East River froze solid 1852. Red #2 food dye banned 1976. Iran hostages released shortly after Reagan sworn in to succeed Carter 1981. Joan Rivers 48, Edwin "Buzz" Aldrin (2nd on moon) 55, Slim Whitman 61, George Burns 89.

Nine Join HME Promotion Team

In an expansion of New York-based HME Records, two national and seven local promotion executives have been appointed to the label's staff.

Recently-appointed Director/National Promotion Ron Gregory explained, "Many of these people are veterans of the CBS branch system, which distributes HME Records. All of them have years of professional experience in their territories. HME is poised for our climb to the ranks of the leading independent companies."

Joining as National Director/AOR Promotion is Rich

Totoian, who previously handled National AOR for CBS, A&M, and E/P/A. Former WEA singles specialist Pamela Newman is HME's new National Director/CHR Secondary Promotion.

Accepting local positions are several veterans with backgrounds at a variety of major labels. Those reps include Joe Bilello (Baltimore-Washington), Jerry Goodman (Atlanta), Len Evanoff (Cleveland), Jon Matthews (Dallas), Marvin Gleicher (Chicago), Greg Phifer (San Francisco), and Ron Farber (Los Angeles).

Hanover Fist Head Over Heels



Canadian rockers Hanover Fist signed with MCA Records, with an album scheduled for February 1985. Shown here are (l-r): George Bernhardt and Frank Zirone of the band, MCA's John Alexander (seated), producer Stacy Heydon, and Hanover Fist's David Alpin, Kim Hunt, and Chris Brockway.

213-553-4330

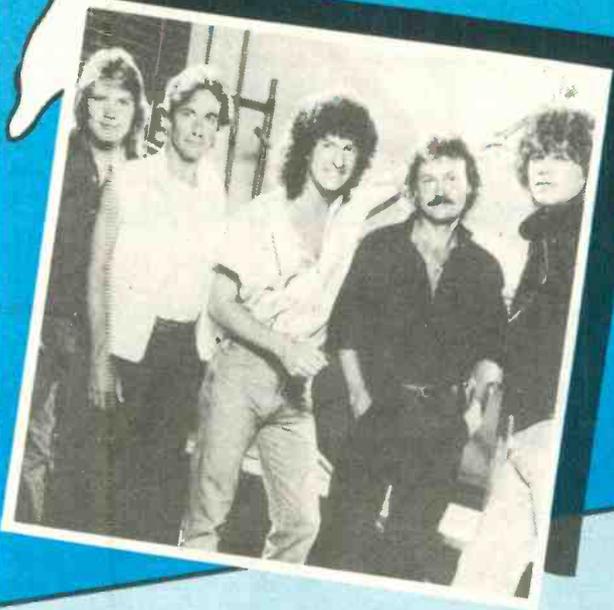
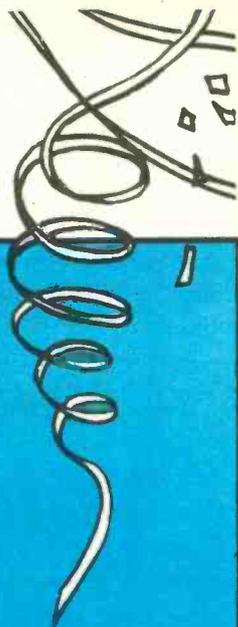
'The Call That Gets It All'

R&R

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RADIO & RECORDS

START 1985 SUCCESSFULLY WITH E/P/A



REO SPEEDWAGON

"Can't Fight This Feeling"

1st Week Out - 180 CHR Adds!

#2 Most Added CHR

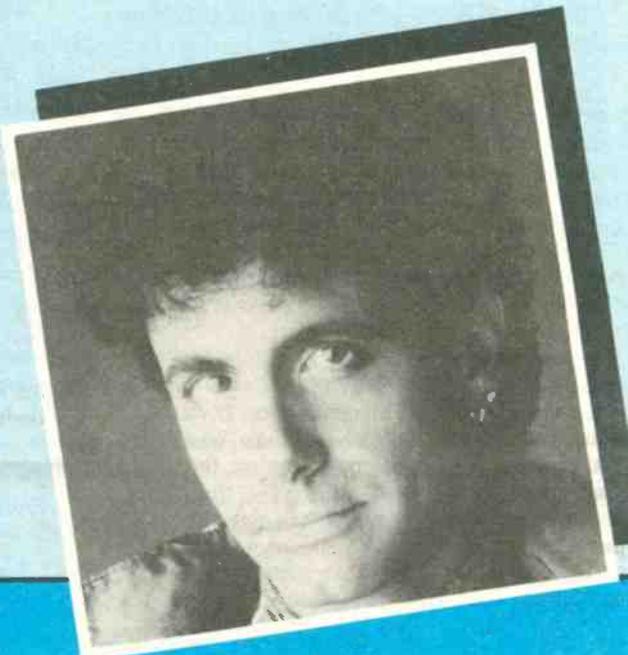
... And One Of The Most Added At A/C Radio!

AOR Tracks: 



JOHN HUNTER

"Tragedy"



CHR NEW & ACTIVE 119/27 52% Including:

WHTT	WBLI	KAFM	KWK
WNYS	CKOI	93FM	WLOL-FM
WPHD	WCAU-FM	WHYT	Q103
	PRO-FM	KBEQ	FM102
	Z93	KDWB-FM	KPLUS



TEENA MARIE

"Lovergirl"

Now On Over 70 CHR Stations **CHR NEW & ACTIVE**

WXKS-FM deb 36	WHYT deb 31	KPLUS 34-30
WCAU-FM 12-5	KIIS-FM 29-24	KNBQ deb 32
KAFM add	KOPA add 24	CKOI on
93FM add	FM102 deb 19	WASH 20
WGCL deb 23	KS103 add	
WCZY 39-30		

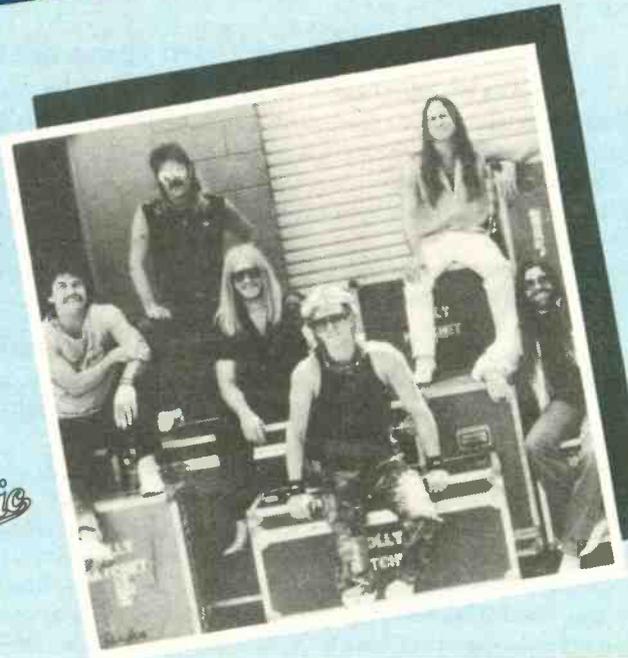
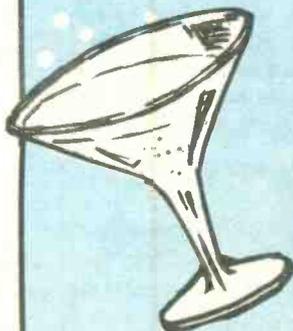


MOLLY HATCHET

"Stone In Your Heart"

Already On:

WPHD	K104	WJXQ	95XIL	WHSL	KBIM
WGCL	WRCK	WRQN	T94	WDBR	OK95
KPLUS	WJZR	OK100	WIXV	KCDQ	



Distributed By CBS Records

Air Personalities



DAN O'DAY

One-Liners: It's How You Tell 'Em

Recently I received a letter from an air personality in Houston, who asks about making natural segues into humorous one-liners: "What's the best way to incorporate one-liners into your show without making it sound corny — especially when you're not doing a morning show and don't have a newscaster to play off of? I see lots of things in comedy services that really crack me up, but it doesn't seem like it would sound good if I give the calls and my name and then: 'I come from a town that's so small the jail is self-serve . . .' That sounds pretty stiff to me. How do we make jokes sound relatable and natural?"

Here are four basic rules for using prepared material:

1. Don't use the joke unless you think it's funny.
2. Rewrite the line to fit your own speech patterns. We each have our own way of speaking, and one key method of transforming a joke written by someone else into an expression of your own sense of humor is to put it in your own words.
3. Review your material before beginning your airshift and look for subjects to hook your bits onto: song titles, news stories, station promotions, weather, PSAs . . .
4. Deliver the line with confidence. If you sound comfortable with who you are, what you're doing, and what you're saying, then your audience will feel comfortable. If you give the message, however — via awkward pauses, stammering, or a self-conscious approach to the material — that you're unsure of yourself, that you're unsure of your ability to entertain . . . then your listeners will have their doubts, too.

PD Peeves On T&Rs

Judging from the input I've been getting from program directors across the country, job-seeking pet peeves of PDs include:

- Handwritten cover letters and/or resumes
- Poorly recorded or dubbed airchecks
- Absence of cover letter
- Non-personalized (often photocopied) cover letters

• Resumes that say, "Tape on request." As KDWB's Dave Anthony points out, "With 50 other envelopes containing tapes, it's too easy to just forget about this one. Besides, how serious can someone be when they don't send a tape?"

And while we're on the subject of job-hunting, Rick Singer, who programs WOOS/Canton, OH, brings up a point many jocks never think of: "The jock should be prepared for the call from the PD. Make sure whoever answers your phone at home knows how to react. It doesn't help your job prospects when Mom, Dad, Wife, Sister, Daughter or Whoever doesn't seem to care that the PD is calling and doesn't offer to take a message. Stress upon them the importance of taking a clear message and making sure the message is passed along. We PDs will try to get in touch only so many times before it appears to us you're not all that interested."

Some Smooth Transitions

It's actually *easy* to make smooth transitions into prepared one-liners. To illustrate this, I've taken a copy of my favorite radio humor service along with the two top songs from R&R's five major charts for December 7. My task is to find a gag to tie into each song. The first thing I look for is a tie-in to the song title, because it's easy to bring the title into your outro: ". . . floating along on the Sea of Love with Ed Jock on KKED . . ." In fact, each of these ten examples ties into the title. Other veins to mine for tie-ins include:

Using Prepared Material

1. Don't use the joke unless you think it's funny
2. Rewrite the line to fit your own speech
3. Look for subjects to hook your bits into
4. Deliver the line with confidence

• The artist (career, personal life, appearance, image)

• The overall feel of the record (a romantic song might remind you of that "hot date last night who . . ."; a loud song might sound a lot like "this incredible nightmare I had last night; I dreamed I was . . .")

• Special features of the song's arrangement: guitar riff, synthesizer, background vocals ("Don't that remind you of the Ronettes? Man, that takes me back to my high school days. I remember every week in Phys. Ed . . .")

Anyway, here are the examples I came up with. I'm not saying these are the finest, smoothest transitions ever made . . . but I did manage to produce ten serviceable segues in as many minutes.

"WILD BOYS" — I'm dedicating this one to (OTHER JOCK), who is one of the *least* wild boys I know. I mean, this guy is so nice that he got kicked off his high school debate team because he kept agreeing with his opponents!

"NO MORE LONELY NIGHTS" — I don't have any more lonely nights, either, thanks to those new late-night "adult" cable TV channels. I think my personal favorite is XMTV — you know, the one that's devoted exclusively to all-nude aerobic videos!

"THE BOYS OF SUMMER" — Whenever I think of summer, I think of my first girlfriend, Mary Lou Reddenbacker. We used to spend every summer out on the lake, late at night, fishing. She was great.

write it on.

"SEA OF LOVE" — Those of us who are single know what it's like to be adrift on the sea of love. You can always recognize single people who are going to spend Friday night alone. They're the ones you see in the 7-11 at 7 o'clock in the evening, purchasing a gallon of ice cream and two 8-pound chocolate chip cookies!

"RUN TO YOU" — Speaking of running, can you believe that (OTHER JOCK) actually jogged to work today?? You don't know what silly is until you've seen (JOCK) running down the street wearing his sweatband, jogging suit, and ice skates!

"TREAT HER LIKE A LADY" — Sure, that's good advice, but I don't always know just how to act around women. For instance, the other night I went out with this beautiful lady. She invited me in for a drink, turned on some soft music, and said, "Come on, baby, light my fire!" And no matter how hard I tried, I just couldn't find her pilot light!

"THE BEST YEAR OF MY LIFE" — I think this is going to be the best year of my life. The worst year of my life was 1971. That's the year I had my first real identity crisis after taking first place in the Invisible Man Lookalike Contest!

Rose To The Occasion

KFRC's Dr. Don Rose is the best I've ever heard at getting right to the joke. Here are four samples from an aircheck:

DR. DON (outroing "My Cherie

AIRCHECK IDEAS

Dollars To Donuts

George D. Nice, Director of Broadcast Operations for WCAU-FM/Philadelphia, checks in with a clever method for making your aircheck stand out from the rest of the pile on the desk of the program director you're trying to impress:

"Here's an idea which worked very well for me when I was a jock: Enclose a \$1 bill with your cover letter, but don't mention anything about it until the very end of your letter. Then write that the dollar is for coffee and donuts, on you, for the PD to enjoy while listening to your tape. Nine times out of ten, the PD will return your \$1 with a thank-you . . . and a critique of your tape. It's definitely an attention-getter."

Even though George is comfortably ensconced in a rewarding job these days, I see he still practices what he preaches; along with his letter to me he enclosed — no, not a dollar bill — a Hot Hits T-shirt! Naturally, I'm above being influenced by unsolicited gifts such as this . . . but I have to admit it *did* get my attention! (And thanks for the shirt, George!)

She used to keep the live bait warm by holding it in her mouth! (I never did get around to kissing Mary Lou . . .)

"OPERATOR" — I played that in honor of our own KKED switchboard operator, Eloise Florida. That's one lady I don't want to upset. I'm not saying she has a sharp tongue, but she's the only person I know who can cut her own mouth just by licking her lips!

"WHY NOT ME" — Yeah, why *not* me? After all, I've just received a great honor. The California Coroners Association has chosen me as the entertainer upon whom they'd most like to perform an autopsy!

"LIKE A VIRGIN" — Talk about a coincidence! Just as this record began, the boss's secretary walked into the studio. She said she wanted to make a mental note of something but couldn't find anything to

Amour"): "KFRC . . . 'My Cherie Amour' . . . Lot of that going around these days. My aunt Dot was the eager one in my family. She used to go to the county jail and holler up to the prisoners, 'Hey! Anybody want me to go your bail?'"

DR. DON (over the record intro): "KFRC . . . with a song for (Other Disc Jockey), who was going to elope last weekend — but his girl couldn't get past the state agricultural inspection!"

DR. DON: "I had a speaking engagement yesterday for the Boys Club of San Francisco and I ran into Mike Hornstein, who's my tax man . . . and I was just thinking about my uncle's accountant, who put him into a fantastic tax shelter: Leavenworth."

DR. DON (record outro): "KFRC . . . 'The Tears of A Clown.' Man, I can identify with that, 'cause that's how I grew up. We were so poor that . . ."

Look what Dr. Don has done! He's smoothly slid from a love song into a sleazy sex joke . . . from a record — any record, because he's "playing it" for someone — to your basic "ugly" joke . . . from a quick mention of a real public appearance to a tax/crime joke . . . and from a sad love song to a "How poor was I?" gag.

Often Dr. Don doesn't even attempt a direct tie-in. He'll simply say, "That reminds me of . . ." and go into the joke, and he makes it sound so natural that the listener never stops to wonder, "Why did that remind him of that?"

Two Things Not To Do After Delivering A One-Liner

1. Don't laugh at your own joke! I mention this because it is one of the most common irritants I hear on the radio. There's one jock in L.A. who always laughs at his own jokes, which rarely are funny. My reaction first is to think, "What a dumb remark for someone to make," and then, after hearing him laugh, to think, "How can this jerk think that's funny??" The poor quality of his material is underscored by his insistence on patting himself on the back by laughing at it.

2. Don't let it just sit there to die! Once you've hit the punchline, go to something else — a spot, jingle, record, something! Leave your listeners still laughing as the jingle begins and you help develop a flow from your personality to the music to the commercials. It's painful to hear a jock deliver a humorous line and then sit there trying to figure out what to do next! Timing is crucial to humor — before, during, and after the delivery of the line.

I NEED YOUR INPUT. Letters, comments, and cassette airchecks are welcome. Due to a large volume of mail, however, I regret that I cannot critique the tapes I receive.

THE PICTURE PAGES

Summer Wins Human Relations Award



RCA Records President Robert Summer recently received the Human Relations Award from the Anti-Defamation League of B'nai B'rith. Joining Summer at a party to announce the award were (l-r): CBS Records' Tony Martell, Kragen & Co.'s Ken Kragen, A&M's Gil Friesen, Summer, Management III's Jerry Weintraub, and ADL Chairman Cy Leslie.

Bangles Draw Bead On New York City



Columbia Records hosted a party for the L.A.-based Bangles after a show at New York's Radio City Music Hall. Pictured backstage (l-r) are: Columbia's Peter Philbin, Debbie Peterson of the band, group manager Mike Gormley, Bangle Susanna Hoffs, Columbia Senior VP/GM Al Teller, Bangles Michael Steele and Vicki Peterson, and Columbia VP Bob Sherwood.

Valotte Parking In Toronto



Atlantic's Julian Lennon visited Toronto to promote his "Valotte" LP, which has now achieved platinum sales in the country. Shown (l-r) are: WEA Canada's Dave Tollington, Lennon manager Dean Gordon, Atlantic VP Perry Cooper, WEA Canada's Roger Desjardins, Lennon, and WEA Canada's Randy Sharrard.

Kiss Is On The Road



Kiss went back on the road to celebrate their new, already-platinum "Animalize" LP. Shown after a Long Island show (l-r) are PolyGram's Bill Levinson and Linda Walker, Gene Simmons of Kiss, PG Sr. VP Jerry Jaffe, Paul Stanley of Kiss, and PG's Drew Murray and John Weston.

Sheila E's First Gold



Sheila E's debut album, "The Glamorous Life," was recently certified gold by the Canadian CRIA. WEA Canada President Stan Kulin had the pleasure of handing over the gold plaque to Sheila.

Cockburn Launched In L.A.



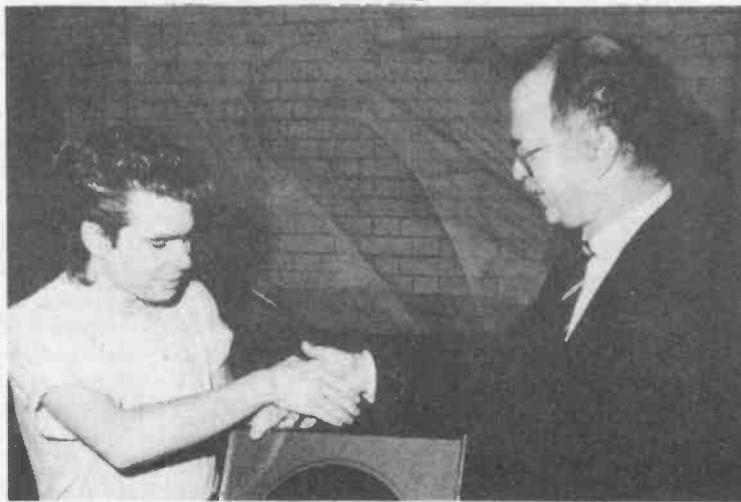
Gold Mountain/A&M recording artist Bruce Cockburn met with singer J.D. Souther and Gold Mountain executives after a show in L.A. Pictured (l-r) are Cockburn, Gold Mountain President Danny Goldberg, Souther, and Gold Mountain's Burt Stein.

Wham! Makes It Big



Columbia's Wham! was welcomed by label executives upon arriving in New York for their first promotional tour. Shown here are (l-r): Columbia VP Arma Andon, George Michael of Wham!, Columbia Sr. VP/GM Al Teller, Andrew Ridgeley of Wham!, and Columbia VP Ray Anderson.

Kershaw Racing For Gold



Nik Kershaw's debut LP "Human Racing" was recently certified gold in Canada. He is currently in the process of completing his new album, "The Riddle," which should be out shortly. Shown here is Kershaw (left) accepting the award from MCA Canada VP/GM Ross Reynolds.

THE PICTURE PAGES

Textones On A Mission



Fellow rockers came out to party with the Textones when they played Hollywood's Palace. The tour's on to introduce their first LP, "Midnight Mission." Shown backstage are (front l-r): Texas rocker Joe Ely, Textone Joe Read, Gold Mountain President Danny Goldberg, and "Midnight Mission" co-producer Barry Goldberg. In back (l-r) are: L.A. rocker Gary Myrick, Stan Lynch from Tom Petty's Heartbreakers, and Textone members Phil Seymour (sitting), Carla Olson, George Callins, and Tom Junior Morgan.

Twisted Sister Finds Honeymoon Suite



Dee Snider of Twisted Sister presented Honeymoon Suite with Canadian gold awards after the band played a special set for the Juno Awards Program. Pictured (standing, l-r): Dave Betts and Johnny Dee of the band, WEA Canada VP Garry Newman, Honeymoon Suite's Ray Coburn, WEA Canada President Stan Kulin, WEA's Bob Roper, Honeymoon Suite member Tom Treumuth, and manager Steve Prendergast. Kneeling (l-r) are the band's Derry Grehan, Dee Snider of Twisted Sister, and Honeymoon Suite's Gary Lalonde.

Kool Move For PolyGram & Ronald



McDonald's is sponsoring De-Lite/PolyGram artists Kool & The Gang in a series of concerts, with all proceeds donated to the United Negro College Fund. Retailers and PolyGram will also be donating 50 cents for every sale of Kool & The Gang's "Emergency" LP. Smiling about the agreement are (l-r): PG VPs Jeff Brody and Rick Bleiweiss, UNCF's Nathaniel Adams and Virgil Ecton, Robert "Kool" Bell, Ronald McDonald, and J.T. Taylor of Kool & The Gang, McDonald's owner/operator Forrest Smith, and McDonald's Owner/Operators Association President Ed Flynn.

W.A.S.P. Stings The West



Capitol's W.A.S.P. and labelmate rockers Helix recently opened the show for Krokus at the Long Beach Sports Arena. Shown backstage (l-r) are label VP Walter Lee, Capitol's Susan Epstein, Judi Kerr, and VP Kick Van Hengel, W.A.S.P.'s Blackie Lawless, Capitol's Bill Bartlett, W.A.S.P.'s Randy Piper, Capitol VP Don Grierson, label's Nancy Farbman, VP Ray Tusken, and Craig Melone, W.A.S.P. manager Rod Smallwood, and an unidentified friend. Standing (l-r) are: W.A.S.P.'s Chris Holmes and Steve Riley and Capitol's Jeremy Hammond.

Easy To Embrace



Rick Springfield is visited backstage by RCA's Alan Wolmark after a recent appearance at New York's Radio City Music Hall. His show included some songs from his latest LP "Hard To Hold".

Dusty Offers "Hit" Savvy



TSR recording artist Yvonne Wilkins has released her first single, entitled "Two Wrongs Make It Right." Recently, baseball star Dusty Baker stopped by the TSR offices to wish her success on the record. Pictured here (l-r) are: TSR's Pierre Gonneau, TSR President Tom Hayden, Yvonne Wilkins, Baker, and TSR's Kurt Logan.

Morrison Does Manhattan



When Ze/Island artist Junie Morrison visited New York to discuss his new single, "Tease Me," with marketing and promotion firm Pro Motion, Sugar-Coated Andy Hernandez from Kid Creole & The Coconuts was on hand to wish him success and appear in the photo. Pictured (top, l-r): Andy with Ze Records' Kate Hyman and Jim Leavitt. Bottom row (l-r): Pro Motion's Joe Giaco, Junie Morrison, and Pro Motion's Brad LeBeau.

Manhattan Welcomes Tania Maria



Manhattan Records President Bruce Lundvall celebrated with Tania Maria on her signing with the company. Tania is currently working on recording and producing her debut album for the label, due in February 1985.

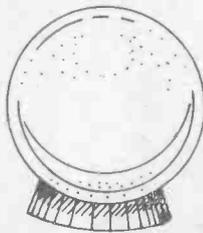
Contemporary Hit Radio



JOEL DENVER

PREDICTIONS FROM THE PROS

Shining Up Our 1985 Crystal Ball



To get a bit of a jump on what's ahead in 1985 for the CHR format, I called on the expertise and knowledge of four of America's most well-rounded programmers. Each one has a winning station that's unique in style and presentation.

The combined years and experience of Z100/New York PD Scott Shannon, KIIS-AM & FM/Los Angeles mentor and Gannett VP/Programming Gerry DeFrancesco, WZPL/Indianapolis programmer and H&W Group PD Mark Driscoll, and WHTT/Boston PD Charlie Quinn would make a bestselling book if all of them would share their trade secrets. Since that's not going to happen, consider the following formative insight a condensed version, like something out of *Reader's Digest!*

The Personality/Presentation Combo

What makes us like one person over another? Bet your answer is "personality." The same holds true for radio as well. CHR programmers have discovered the tastes of the active, upwardly-mobile American public are more youth-oriented and diverse than believed a few years back.

To do well with this desirable cell of listeners, CHR programmers seek to program the right music, while blending in the



Scott Shannon



Gerry DeFrancesco



Mark Driscoll



Charlie Quinn

most entertaining air talent, contests, jingles, and special programming that will add up to the right personality of the radio station.

All of this gets back to previous discussions about the mindset of a radio station. What is the overall appeal? Is it aimed only

at a confining demographic target, or is it positioned to capture the overall feeling of the general population?

Today's format-dominant (and often market-dominant) CHRs like Z100, KIIS, and WZPL are set to reinforce the positive feeling that most of the country is enjoying. WHTT, while just behind competitor WXKS-FM, employs an upbeat presentation and is in the process of evolving toward this broader level of appeal.

Once achieved, a CHR will own those desired adult demographics, and will remain strong and/or on top with tomorrow's

taken your place as the leader!

Putting The Pieces Together

When defining the overall personalities of CHRs that are format or market-dominant, there are some basic common denominators. The difference in the amount of success can be determined by how well these segments of "winning CHR" are utilized, and how committed management is to spending the money to accept nothing but the best.

"CHR's set on winning in 1985," Scott predicted, "will become heavily involved with the community and more than just a jukebox. They'll do community service promotions, work with high school sports, and be more family-oriented." Gerry forecast, "The stations that continue to succeed are those that compete with tremendous vigor, energy, and an uncompromising desire to win."

Mark, referring to the format's appeal to the mindsets of an increasing number of 12-44s, says, "CHR's boundaries are as limitless as the baby boom that grew up with it. Now, this newer group of teens (and younger listeners) are growing up with the same values, tastes, and preferences we once enjoyed and in many cases still do."

"The personality, both of the station and the people on-air, is what brings in the extra tenths of shares. This means loyalty. But winning begins with the music," noted Charlie, "and to win, it must be fresh. Then everything else, such as personality, excitement, contests, jingles, and community involvement, must complement the music."

A MATTER OF MOTIVATION

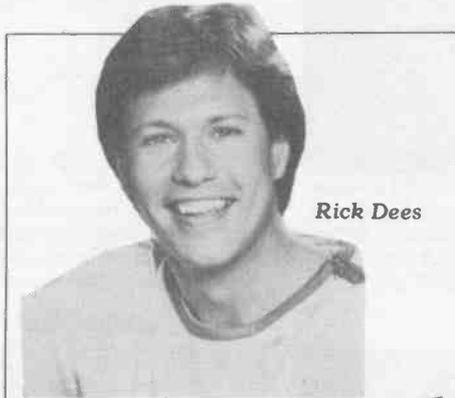
More Dees, Please

Fast becoming a household name, KIIS-AM & FM/Los Angeles morning maniac Rick Dees is everywhere. Because of his hard work, the bright-eyed and very affable 34-year-old from Greensboro, NC is now a self-made millionaire.

During the past year, Rick's not only inked a longterm deal for big bucks with KIIS, but he's placed his John Hancock on contracts to extend his visibility in many other areas. Not only does Rick host his "Weekly Top 40" national radio show and syndicated TV's "Solid Gold," he's also become the spokesman for the Southern California Chrysler/Plymouth dealers, added his star to the Hollywood Walk of Fame, and recorded an album for Atlantic Records ("Put It Where The Moon Don't Shine"). As if that weren't enough, the ubiquitous Dees continues to do voice-over promos for CBS Television, is launching the daily one-hour syndicated radio show "American Music Magazine," and hosts the Rick Dees Comedy Show, opening for Kenny Rogers & Dolly Parton at L.A.'s Fabulous Forum on New Year's Eve. Whew!

There isn't a PD who wouldn't like to have someone of Rick's talent (and stamina) working for him. If you're an on-air personality, Rick should be all the motivation you need to put a shine on your own star. Get started today. Never has the doorway for success as an air talent been more wide open than now.

Programmers are crying for top-notch air talent. Test yourself as a personality to see how high you can soar in 1985 by being original and creative. Before long, some



Rick Dees



observant programmer will make you an offer you can't refuse.

It All Starts With The Music

As pointed out by Charlie Quinn, "winning begins with the music." If the day comes that music isn't the number one priority, then your station has become something other than a CHR property.

"Most stations still concentrate on 20 to 25 primary records," said Charlie, "but they've spread out the rotations by using good-sounding midcharters and strong recurrences to fill in the gaps once held by burned-out oldies. You know that not every record you added became a smash, but you also know you wouldn't have played them if they sounded bad in the first place."

For the future, Gerry DeFrancesco sees a continued trend toward more variety. "There will be more and more Black/Urban cross-overs on the nation's CHR playlists. People like to dance, and there's no dance or disco backlash present."

Mark Driscoll theorizes why such a backlash isn't likely to spring up. "There's no room for one because there are no negatives to support it. There is a more secure national consciousness about such matters than five or ten years ago. R&B has always been CHR's greatest ally. With all of the imported influences from Europe, Australia, and the islands, the best years are still ahead. R&B will take an even greater role in the future."

Songs Or Artists?

Charlie predicted that 1985 will be another banner year for new music, and larger playlists will be the norm as long as the quality of music is upheld. But he also astutely pointed out the fact that major artists have the occasional flops because the audience is often more aware of the song than they are of the artist.



"Superstars come and superstars go because the public continues to crave new faces and songs," he elaborated. "Star loyalty is diminishing because there are so many choices. As a result, you can afford to go out and play newer artists without the fear of unfamiliarity, as long as the record sounds like it belongs on your radio station."

And Charlie was optimistic about the musical direction of CHR. "I don't see any kind of return to a pseudo-A/C or AOR direction. We learned by our mistake of researching ourselves into passivity. To do well, CHR will always have to shake people by their shoulders and wake them up."

When your listeners went to the stores
and voted, they voted for Sam Harris.



Thanks to those radio stations
who know how to pick a winner,
Sam Harris's debut album
was just certified gold.

And now, the brand new single—
and it's the one you've been waiting for:

“HEARTS ON FIRE”
SAM HARRIS

America's Winner



Spending Cash And Talkin' Trash

It's no mistake that the great air personalities are few and far between. Like anything that sets a benchmark or standard, they are made in limited editions!

KIIS-AM & FM's Gerry DeFrancesco has the job of directing not only the biggest name in Los Angeles radio, Rick Dees, but possibly soon the best-known radio personality in America (see "More Dees, Please").

"Air personalities can really make the difference in your station," said Gerry. "They add the magic, the spark not found elsewhere in the market. The trick is not to let them go overboard to the point where a more-music station can get a foothold in against you.

"It's all too easy to think of winning as a simple formula. Our approach is bright, polished, but not too slick. With the music and promotions we aim right down the middle. To me, the most desirable gift for a listener is cash, and we're going to continue handing it out. The simpler the method, the better. Albums, T-shirts, and concert tickets still go a long way in my book."

"The trick is to be creative with your cash. A year and a half ago, no one was giving away money in New York," recalled Scott Shan-

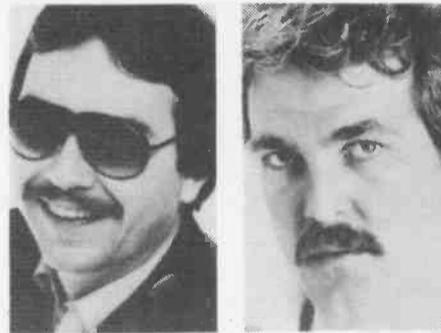


non. "Now everyone's doing it. It's not how much you give away, it's how you do it that can make the difference. That philosophy also applies to jingles, which I never used before coming to Z100. They are elements that can set my station apart from the others."

Gerry continued, "Jingles are worth consideration, but they must be kept fresh." Both Mark Driscoll and Charlie Quinn agreed that jingles have their place in the CHR format, as they've added uniqueness to the format.

Motion

WJMX/Florence, SC hires PD/morning personality Benji Norton from afternoons at WZLD/Columbia . . . 99KG/Salina welcomes John McKay to noon-3pm from WREN/Topeka. Bob Singer also returns to 99KG for middays . . . WZYP/Huntsville MD Scott Mitchell becomes an AE for the station . . . Tom Evans returns as PD/MD for once-again CHR KIIS-FM/Meridian, ID, and welcomes new AM team Michael Stone



Tom Evans

Tom Gowan

& Barb Bryant . . . Chuck Anthony leaves the MD slot at WQUT/Johnson City for mornings at Y105/Kingsport, TN . . . Mark Allen becomes OM at WLWU/Erie, PA . . . Bob Simpson leaves PM drive at KIMN/Denver to do mornings at WBT/Charlotte . . . KEZY/Anahelm adds two airstaff members: KCAL/San Bernardino's Lisa Dillon will be doing middays, and Chuck Martin comes out of semi-retirement to rock in the evenings . . . PD Mike Schaefer, of L.A.'s newest CHR KIIS-AM, announces the following lineup: Rick Dees simulcasting in the mornings, WAVA/Washington's J.J. McKay doing middays, Big Ron O'Brien simulcasting PM drive, FM parttimer Larry Morgan switching to evenings, crosstown KHTZ's Benny Martinez rocking at night, and former KPRZ jock Tom Murphy handling after-hours. Weekend and parttime help include Jeff Serr, Ev Kelly, and Steve Lehman from L.A.'s KMGW, KWNK and KFI, respectively . . . Craig Hunt, who encountered hiring problems with Western Cities a few months ago when he attempted to join WZOU/Boston, has landed the afternoon shift at KDWB-FM/Minneapolis . . . Mike Ruble is upped to Public Service Director at 99KG/Salina . . . Michael Right appointed MD at KKXL-FM/Grand Forks . . . Johnny Edwards jumps from evenings at KKRZ/Portland to AM drive at KHFI/Austin . . . Tom Gowan raised from Promotion Director to Director/Marketing & Advertising at WLWL-FM/Minneapolis . . . Bob Johnson leaves KMBZ & KMBR/Kansas City to become PM news anchor at KAAM & KAFM/Dallas. In other station changes, Vicki Robbins moves from PMs to mornings on KAAM, and Nancy Jay shifts to morning news on KAFM . . . Michael Foxx exits KSJO/San Jose's nights/production slot for weekends at FM102/Sacramento.

Staying Alive In '85

Our group of programmers all feel the competitive pace will quicken in 1985 as more and more stations jump on the CHR bandwagon. "With so many stations playing the same music, and this trend will continue," warns Scott Shannon, "programmers must learn to move a bit more fluidly on their feet, making changes on the fly in response to the demands of the market."

Scott, who not only does mornings and programs Z100, also finds time for his weekly "Rockin' America" countdown show and a VJ slot on MTV's newly-launched "VH-1" channel. He observed, "Radio is in a stage of stunted growth because so many programmers are trying to get to the big markets by copying instead of learning or being innovative. We need to encourage more growth from new, young programmers with fresh ideas. I look to see more developing air talent and programmers coming to the forefront in 1985."

Echoing Scott, Mark Driscoll added, "I only fear one thing, imitation. If we allow imitation to grow like a cancer, we're going to all end up in the same boat, and none of us will have any oars in the water. We'll all be carried along in the same non-creative current."

Imagination And Budgets

"Imagination is where things have to go," Mark said. "Don't confuse imagination with budgets. If your imagination creates a new situation, or there is a competitive change in the market, then obviously the budget you designed six months ago won't work.

"Budgets need to be planned with vision and an eye toward expansion," he continued. "I think sales and programming are going to work on an even footing more this year than in the past. As always, the true leaders won't be the imitators. They are the leaders because they have a bit more on the ball than the next guy."

Enough Room For All

Lately there have been those who fear too many stations are moving into the CHR arena. Sure, the shares can become fragmented, but Scott predicted, "CHR will continue to grow in 1985 and remain healthy. The future of this format will not be based on how many or how few CHRs are in a market. The format's success will be based on how well the winning CHR competes with everyone else. Look at KIIS-FM. Everyone's shooting at them and they're still on top by a wide margin. They are simply providing a better product than are all the other CHRs and contemporary formats in the market."

Bits

• **In The Pink For The Holidays** — WPLJ/New York gave away Christmas hams during the holiday season. All listeners had to do was listen for the "oink" and then call in to win!

• **They're Tagging Traffic** — WSEZ/Winston-Salem is giving away a 1985 Mustang convertible in its "Traffic Tag" promotion. Listeners don't have to do anything except be seen with a WSEZ bumper sticker attached to their cars, and the WSEZ staff will "tag" them with a key that might fit the door to the Mustang. The drawing will be held this month.

• **Islands, Here I Come!** — Z102/Savannah will be giving away a dream vacation to a lucky keyholder any day now. A song is being announced every morning, and the first ten people to call in win an album and a key. One of those keys will fit a suitcase, and this suitcase is the one they'll pack for their trip to the Caribbean island of St. Martin!

• **It's Christmas Time, Get Lucky!** — WHTX/Pittsburgh spent the 12 days before Christmas giving away assorted prizes to lucky listeners. Correct callers were eligible for all kinds of prizes, including dinners, dolls, and home comforts.

• **Watch For That Cash!** — KX104/Nashville enjoyed great success with its "\$20,000 Treasure Hunt," which invited listeners to search for cash and other prizes. The prizes were hidden all over the city, and twice the metro police had to handle traffic problems caused by people hunting all over town. Prizes included such goodies as \$500 and \$1000 bills, as well as airline tickets to anywhere in the U.S. The grand prize was a 1985 Ford Mustang, arriving just in time for Christmas. Happy Holidays, Nashville!

• **Cabbage Patch Breeding** — KCBN/Reno and the local Washoe Medical Center are giving away 35 Cabbage Patch dolls, the only ones in Reno. Currently residing in the center's maternity ward, these dolls are wearing KCBN T-shirts and carrying Nevada birth certificates. Lucky listeners are randomly chosen during drivetime hours.

• **Come To Rio Now!** — KWIC/Beaumont is giving away a week in Rio De Janeiro plus tickets to the January "Rock In Rio" concerts. T-shirts and name registration are being awarded to numbered callers, and a drawing is being held on November 29. KWIC/Beaumont will be boppin' with its listeners until then, prepping them for acts like Rod Stewart, Def Leppard, and the Scorpions.

TMC proudly announces the creation of CUSTOM jingle packages for another two hot CHR stations...

WAPP

— Doubleday, New York
Gerry Cagle, Operations Manager

KPKE

— Doubleday's Denver CHR leader
Tim Fox, Program Director

TMC helped Gerry and Tim create their own CUSTOM jingles...and we can do the same for you. Call Janie Autz, toll-free, 1-800-527-7759, to discuss details or request a demo of the music packages that have made TMC the custom music-maker for so many of the best!



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HEADLINERS: RAB'S MANAGING SALES CONFERENCE

January 26-29, 1985—Amfac Hotel, Dallas



Sunday, January 27

8:15 AM

Larry Wilson, president of Wilson Learning Corp. and co-author of "The One Minute Salesperson," will keynote the 6th annual MSC with ideas on motivating your staff and improving sales productivity. Drawing on his best-selling book and his years of experience as a marketing trainer, he promises to open your horizons for radio sales in 1985.

Monday, January 28

8:15 AM

John Murphy, vice president of Sales Promotion/Marketing for the National Retail Merchants Associations, will share his association's outlook for retailing in a nuts-and-bolts look at the primary concerns of the nation's department stores, specialty outlets, chain stores and independents. He will bring the perspective of these key clients to bear on the question, "Do Retailers Still Need Radio?"



Monday, January 28

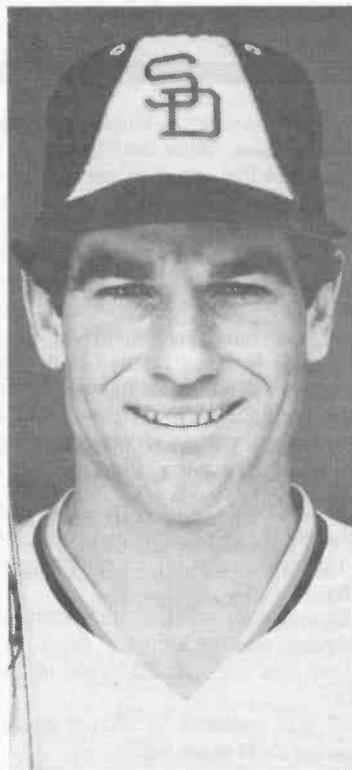
1:15 PM

Kathleen Black, publisher of USA Today, Gannett's national newspaper, will discuss the challenges of today's multimedia marketplace. A career media salesperson, she will combine her experience with Travel & Leisure, Ms., New York and Holiday magazines and her knowledge of newspapers to provide marketing tactics for radio managers and salespeople that offer a realistic appraisal of the marketplace for advertising nationally and regionally.

Monday, January 28

7:30 PM

Steve Garvey, best known for his exploits as a member of the San Diego Padres and his promotional and marketing affiliations, will offer his ideas and his system for sales consistency and success. On the field and off, Steve has developed a series of concepts which keeps him "up" and increases his chances of winning each day.



Tuesday, January 29

9:45 AM

F.G. "Buck" Rogers, formerly IBM's vice president for marketing worldwide and currently one of the most sought-after sales consultants and speakers, will offer radio executives his personal philosophy on marketing, sales and motivation which has lead others to write about him in *The Ten Greatest Salespersons and In Search of Excellence*.



For instant reservations call Lorraine Hamill Toll free: **1(800) 232-3131**
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AOR



STEVE FEINSTEIN

RUMINATION & REFLECTION

Assessing & Assaying The Format

Before we plunge back into the wild, wacky world of radio for another year, let's take stock of ourselves. For a reading on where we stand and where we're headed, we'll turn to some thoughtful voices in the field, who were asked what AOR must do to become even stronger in the next year. Their comments range from general advice to specific examples of what their own stations practice. If some of the insights are not comforting to hear, perhaps it's because their truth cuts to the heart of matters.

PD, KGB/SAN DIEGO

Larry Bruce

Get your attitude in order, and then focus on the basics, says Larry Bruce. "We must reestablish a winning attitude. It's the beginning of everything else," he proposes. "We also have to start differentiating the core issues from the B.S. We spend so much time mentally masturbating over the music mix — should we play Madonna, modern, or metal — that we're avoiding the key issue: how do you deliver a winning radio station? The answer to that is no different in AOR than it is in any other format."

The Basics According To Bruce

As Bruce sees it, radio's fundamentals are:

- *Program to your target:* Not the CHR target, but your own chosen demographic, as determined by market conditions.
 - *Be consistent:* When listeners hit you on the dial, they should know it's you. Live up to what you've promised.
 - *Deliver good format mechanics:* E.g., call letters always first out of music.
 - *Promote effectively:* Once you've firmly established your rock image, your promotions and TV spot should branch out in order to expand quarter-hour and come. There's life beyond bumper stickers and rock 'n' roll trips. Move on to major items, such as cash giveaways. Consider clever smaller bits, such as KGB did when it asked listeners to call in with the locations of nifty Christmas lights, so folks cruising around could find out where the best displays were.
- Bruce elaborates on his promotional philosophy: "We use TV and cash to touch everybody, while our street promotions — a running marathon, a surfing exhibition, a

motorcycle showcase — touch one constituency at a time. With that in mind, we treat a concert like it's only one of a series of events, instead of solely framing ourselves in that area."

These basics all seem so . . . basic. Aren't they a given, so obvious that no one could forget them? "The influence of consultants tends to nationalize programming discussions," opines Bruce. "Instead of listening to the people (listeners) in his market who give him his ratings, a PD listens to the philosophizing of people in other markets."

Larry Looks Ahead

Bruce is decidedly upbeat on AOR's prospects this year, predicting two concurrent events that will make AOR a core buy with agencies:

- CHR will lose a bit of its luster, both with listeners and the industry, due to oversaturation and the natural cycle of radio formats.
- AOR will continue to attract more of the growing 25-34 male cell.

PD, KLOL/HOUSTON

Joe Denton

AOR must rid itself of an inferiority complex, says Joe Denton. "We've somehow become convinced incorrectly that the format is in a slump. Tell that to the local Cadillac dealer who just bought a big schedule with us. His own research indicates that our target demos are among the primary customers for Cadillacs."

At the same time, AOR must cast off its self-imposed shackles and get its creative juices flowing again, according to Denton. "AOR has to start taking chances again. We

1985 ON THE HORIZON

have grown staid, developed formulas, bred out creativity from our jocks, and institutionalized mediocrity."

Suggesting that programmers should rely more on "instinct than pseudo-science," Denton cites an "11 O'Clock Blues" feature at KLOL. The station plays a song each night by a blues artist such as Muddy Waters or James Cotton. Inspired by reaction to Stevie Ray Vaughan's music, he says, "We play one cut that gets heavily billboarded, rather than a full hour of blues. It's a small example of what I'm talking about, but the key is packaging it properly and cashing in on AOR's tradition of uniqueness and boldness."

Denton To The Dogs

Denton also feels AOR needs "a sense of craziness . . . all-out silliness. If you put a smile on someone's face, you've done them an enormous favor. People are grateful for a genuine, old-fashioned belly laugh, and will remember you for it." For instance, KLOL's month-long search for "Houston's Ugliest Dog" had the finalists appearing on the station's weekly TV show. The homeliest pooch received a night on the town. Fido, dressed in a bow tie, was limoed along with his master to dinner (complete with candelabra and table linen) and a club.

"We've got to get out of the music business, and back into the entertainment business," he urges. "When there are six stations in the market playing the new Police, you've got to find a way to set yourself apart. You're not going to do it with music, you're going to do it with *radio programming*. I'm encouraging personal content from all our jocks — not just our morning show. You've got to connect with people and give them a compelling reason to care about you as a human."

PD, WIYY/BALTIMORE

Chuck DuCoty

Chuck DuCoty takes umbrage at the knocks AOR's received recently, and feels the format has no reason to be considered second banana. "The key challenge in 1985 is overcoming the perception that the format is not viable or doing well. That is wrong; it puts us in an apologetic mode. Successful AOR managers have stations they should be proud of, and we don't have to come in with our hat in hand to anyone."

Out, Bad Broadcasters, Out

There's actually an up side to the bad rap, as DuCoty sees it. "On the other hand, the misperception that AOR is dying has expedited some bad broadcasters' bailing out of the format, and that's been to AOR's benefit. When they flock to CHR, the fragmentation knocks down individual CHR shares. Also, those bad operators often only know how to sell for \$25 a spot, and that depresses the price that other CHRs get."

DuCoty sees the depreciation in a historical perspective. "Bad press happens at one time or another to almost every format. A few years ago, Easy Listening stations started tinkering with their format because the trades told them they were in trouble, and that perpetuated the downward spiral. A bunch of them got out of the format, leaving fewer per market, and now you're going to start hearing of what a recovery Easy

PD, WBCN/BOSTON

Oedipus

"Too many AORs are too narrow, dwell too much on oldies, and have presentations that are insufferably boring and outdated," proclaims Oedipus. "It's not enough just to say, 'We play rock 'n' roll.' You've got to convey the spirit of rock 'n' roll, and be as exciting as the lifestyle. You've got to have fun, and remember that this is more than radio — it's show business, first and foremost. Radio is just the vehicle we use to be entertaining."

360 Degrees Of Rock 'N' Roll

He's a staunch advocate of the liberal selection of music that 'BCN employs. "If AOR wants to expand on its 18-24 male base, it's got to take chances and play songs that don't have a guitar break in the middle. There are songs that the core may not like, but will sit through as long as they know the next song is something they'll like. That's how you play artists like Cyndi Lauper, Prince, and UB40. You don't have to play everything they do, but at least represent them and show how they fit into the context of rock 'n' roll. AOR has to be the format that defines what music is rock and roll, instead of letting CHR do it."

"You break it, it belongs to you" sums up his philosophy of how AOR deserves to be regarded by record companies. "Any AOR that's allowed itself to lose credibility and power with record companies to a CHR has not been doing its job properly. CHR has built-in limitations — it can't go deep on

Continued on Page 48

PRESIDENT/GM, WEBN/CINCINNATI

Frank Wood

"AOR's biggest problem is what to do with all the money we're making," laughs Frank Wood. His quip, only half-facetious, points out that AORs which program and promote effectively are continuing along the path to financial bliss, unaffected by trends and doomsayers.

Those stations rolling in the green also properly market themselves to advertisers, notes Wood. "There's nothing wrong with the AOR audience. There's plenty of listeners, the demographics are good, and so is the income level. AOR shouldn't be sold as a lifestyle format, but as a regular radio format with demographics that are getting even better."

Let 'Em Think What They Will

Wood rejoices in AOR being perceived as not a "hot" format in radio circles right now. "In the current climate, fewer competitors are likely to come at you. If you're the only one in town doing your format, whichever one it is, and you're doing it well, you stand to make a lot more money than if you're one of three outlets doing the same thing."

He's also not losing sleep over AOR not being favored by some record label advertising departments. "Record companies

Continued on Page 48

Continued on Page 48



Larry Bruce

Joe Denton

Chuck DuCoty

Oedipus

Frank Wood

WESTWOOD ONE PRESENTS

**FORMER EAGLE
TELLS SOLO STORY**

DON HENLEY OFF THE RECORD



W I T H MARY TURNER

Continuing her long-standing tradition of being the first to present in-depth candid conversations with the most important movers and shakers of rock & roll, Mary Turner spotlights Don Henley on her "Off The Record Special" airing the weekend of January 11 on more than 250 Westwood One Radio Network affiliates throughout North America and around the world. Join rock radio's most-listened-to interview host as she and the former Eagle discuss his new *Building The Perfect Beast* solo album, hot tracks such as "The Boys Of Summer" and "Sunset Grill," and working on the LP with an all-star cast including Danny Kortchmar, Lindsey Buckingham, members of Toto and Tom Petty's Heartbreakers, Patty Smyth, Sam & Dave's Sam Moore and others. To let your listeners tune into this special behind-the-scenes visit with one of rock's most articulate figures, contact your Westwood One representative now at (213) 204-5000.

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

Chuck DuCoty

Continued from Page 46

Listening is making. For instance, I'm certain it'll be #1 in Baltimore and Washington this book."

Stressing that AOR requires a sophisticated, conceptual sell in the marketplace, DuCoty himself helped with the striking design to 'IYY's station media kit. He also strives for promotions that present a strong, clean image in the community. The station recently provided the live entertainment at a Clemson vs. Maryland college football game attended by city officials.

Frank Wood

Continued from Page 46

are a miniscule product category at this point. They put most of their money in MTV some time ago. We have apartment complexes that buy more time than the entire record industry. They're more of a problem category; there isn't a single product category that demands more of our time.

"The only stormcloud on the horizon is erosion of our teen base," he cautions. "Increasingly, we have the demos of male A/C stations. MTV and CHR are consuming our lower flank, which could hurt us someday down the line."

Oedipus

Continued from Page 46

albums, and it can't go on artists like John Parr or Alphaville as soon as AOR. If I take a chance on an artist early, I'm going to make sure I'm offered a promotion."

Airstaff Reflects PD

A vibrant, exciting airstaff requires direction from an able motivator. "You need a creative program director willing to devote the time to one-on-one coaching, who'll give the space and encouragement to bring out the best in personalities," says Oedipus. "You've got to inspire people to talk about the city and how they feel about music while still getting all the elements in. There are so many talented people who are in touch with the street, but have had the creativity in them beaten down. They're bursting at the seams."

'BCN's #1 position is a textbook example of longterm investment in talent development paying off in spades. Oedipus explains, "When a station relates to its listeners as people, they in turn realize that you're real people with feelings and emotions, and that you genuinely care about them and what you're doing. People gravitate to that; they want human beings on the radio."

"Through hard work we've earned the respect and trust of our audience. You've got to get that trust before you can take your audience to higher levels."

SEGUES

91X/San Diego's Steve West is tapped as MD, as Dean Opperman shifts to Programming And Creative Services Consultant . . . WZZR/Memphis's new MD and night-rocker is David Allen Ross from KMJX/Little Rock. New to overnights at 'ZXR is Leon Griffin . . . MD Rob Lipschutz exits WAAF/Worcester and can be reached at (617) 562-5781 . . . KKCI/Kansas City MD Gary Poole leaves, and Brad Olsen is new to nights . . . You can contact former KRCK/Portland MD Craig Martin at (503) 246-8499 . . . WZZO/Allentown's new MD is Rick Strauss . . . Night-rocker Mark Devine is named MD at WRKI/Danbury . . . Amy Grossman segues from Assistant MD at WMMR/Philadelphia to the music department at sister WNEW-FM/New York. 'MMR is looking for her replacement. Call MD Erlin Riley immediately . . . CFOX/Vancouver MD Rick Shannon becomes Assistant PD at neighboring CKLG (AM).

Doc Phillips, late of KMEL/San Francisco, grabs KMET/Los Angeles overnights . . . Don DeWolf from KKDJ/Fresno and PD Warren Williams are the new morning team at KKDB/Phoenix, as John Glese and Tim Hattrick exit . . . Former KLOL/Houston personality Nick Van Cleve joins WYNF/Tampa for middays, replacing Robert Reed . . . Michael Foxx exits KSJO/San Jose nights . . . Tony Matthews leaves

WCMF/Rochester mornings for airwork at cross-town A/C WVOR . . . J. R. Michaels from WTAO/Carbondale moves to KFMG/Albuquerque afternoons . . . KPOI/Honolulu adds Scott Amahale for late nights and Cynthia D for 9am-1pm . . . Jay Daniels leaves the PD post at WKRZ/Wilkes Barre to replace Gena Cook on WEZX/Scranton mornings.

Consultant Al Peterson has inked KFMQ/Lincoln.

You can reach PD Ward Holmes and new AOR WONE/Akron at Box 1590; Akron OH 44309-1590; (216) 535-7831 . . . Head-bangers can contact Heavy Metal AOR WRZK/Fayetteville, NC at (919) 497-3176. David Gillis is PD.

Rickl Becker is named WRIF/Detroit Assistant Director of Advertising and Promotion . . . Lindy Scott is appointed 91X News Director . . . WNEW-FM/New York personality Pete Fornatale is named Director Of Public Affairs . . . KBCO/Boulder News Director Karen Conway leaves for KIMN/Denver . . . KFMF/Chico adds Geanne Beuhell for weekends.

Look for an air guitar band featuring AOR industry notables Jeff Lauffer, Kenny Ryback, and Tommy Nast on this week's edition of "Puttin' On The Hits."



PLANET P's & Q's — Q-FM-96/Columbus's Wendy Steele compares notes on interplanetary airplay with Planet P Project's Tony Carey.



ATTACK OF THE ATLANTIC ARTISTS — WPDH/Poughkeepsie got a double shot of Atlantic performers during a recent visit. From left, Zebra's Randy Jackson and Fiona, New York rep Bruce Tenenbaum, and MD Pam Brooks.



BLOOM SQUIERED BACKSTAGE — WQFM/Milwaukee PD Andy Bloom (center) meets with Billy Squier and Capitol's Steve Pachter (left).



BREAKING DOWN THE WALLS OF EL PASO — Stone Fury's Lenny Wolf (left) flingers KLAQ MD Pepe Lopez as the inspiration for the band's wallbreaking and chartbusting tunes.



CHURCH MEMBER VISITS MUSICAL TEMPLE — Church bassist Steven Kilbey (left) is pictured with KBCO/Boulder late-night lady Roxanne and MD Doug Clifton.



A TOAST TO TULL — WLLZ/Detroit afternoon guy Johnathon Blair (left) and Promotion Director Michael Isabella (right) pour their hearts out for Ian Anderson. The occasion was a "Lap Of Luxury" soundcheck party, where listeners were served champagne and hors d'oeuvres as they watched the band fine-tune.



CADDY SHOCK — KTYD/Santa Barbara's winner of a pink Cadillac and tickets to a Bruce Springsteen concert expected she'd at best be only lucky enough to be a runner-up in the contest. When she didn't hear her name announced among the runners-up, she turned off the radio. Luckily, a more optimistic friend stayed tuned, and called her when the good news was announced. From left, Promotions Director David Hefferman, the winner and friend, and PD Rick Williams.



'BCN TO BROADWAY — WBCN/Boston Production Director Tom Sandman and Assistant Creative Services Director Larry Loprete ventured to the town of the Great White Way to interview Paul McCartney, who held court at New York's Plaza Hotel, the same hotel he stayed at during the Beatles' first American tour in 1964.



NATION'S CAPITAL ROCKED BY SCANDAL — Expect a jealous Congress to investigate why Patty Smyth visited DC101 but neglected to pay her respects to either chamber of lawmakers. From left, Smyth, Columbia's Ritch Bloom, and VP/Programming & Operations Don Davis.

AOR

Picture Page



A WHALE OF A WEDDING — First Tiny Tim tied the knot on the Carson show. Then Sly Stone got hitched in front of thousands at Madlson Square Garden. Now KWHL/Anchorage makes another entry into the showbiz annals with an In-studio, on-air wedding. A "What Would You Do For A Trip For Two To Hawaii" contest inspired a couple to make their vows in front of the VU meters. The justice of the peace intoned, "Dearly beloved, we are gathered here in the studios of KWHL to join this man and woman . . ." to the strains of the traditional "White Wedding" march by Billy Idol. The blushing bride and grinning groom are pictured here with midday personality Jessica West.



MULTI MOOD-IA — An L.A. dinner party found (l-r) KNAC/Long Beach PD Jimmy Christopher wide awake and alert, RCA West Coast rep Jeff Naumann uncharacteristically calm, and Lou Reed quite relaxed.



PORTLAND'S MIEN STREETERS — KGON/Portland sponsored a free show with ex-Quarterflash member Jack Charles and his new band Mien Street. The concert was taped for broadcast on an area cable system. From left, drummer Gregg Williams, Charles, MD Inessa York, and bassist Denny Blxby.



RATT ON A PLATINUM PLATTER — Celebrating at Ratt's platinum party are (l-r, back row) the band's Warren De Martini, Stephen Percy, and Juan Croucier; engineer Jim Faraci, Ratt's Bobby Blotzer, KLOS/Los Angeles PD Tommy Hedges, and producer Beau Hill. In front are KLOS Assistant Promotions Director Diane Morales and the group's Robbin Cresby.



KRISTEN CAPTURES KOME'S HEARTS — Kristen Ellis, this year's March Of Dimes Poster Child, stopped by KOME/San Jose to record promotional spots for the organization's Skate-A-Thon fundraiser. She's pictured with GM Jim Hardy.



GOTTA HAND IT TO YA, TOM — WSHE/Miami morning team (l-r) Herman and McBean get ready to mail Tom Petty get-well wishes after he injured his hand. Asked to send messages with copies of their left hand, listeners responded with everything from X-rays to wooden and plaster replicas.



NOW THEY CAN'T DRIVE 55, EITHER — KSHE/St. Louis netted 30,000 entries when it joined with a local newspaper to give away a red Trans Am and a trip to Chicago to see Sammy Hagar. From left, a local concert promoter and a Pontiac dealer, the winners, Hagar, PD Rick Balls, and Assistant PD Al Hofer.



SPORTS SNORTS — AOR say, "Sports Is Us." On the left, it was serious business when Seattle Seahawks placekicker Norm Johnson stopped by KISW to mentally prepare for an upcoming game. He got help from afternoon team Gary Crow (left) and Mike West (right). On the right, it was all smiles when Philadelphia Flyers Dave Paulin (left) and Bob Froese bodychecked WYSP Flyer fan and afternooner Pam Merly.



ASSORTED NUTS — WLUP/Chicago morning zany Jonathon Brandmeier (far left) and his band, Johnny And The Leisure Suits, react to the news that their percent of the take at a recent gig amounted to less than carfare. There was better news at their next show, when the group's benefit concert for the area's Forgotten Children's Fund yielded donations of 1200 new, unwrapped toys. The outfit's latest album, "Brandmeier Almost Live," features a scratch 'n' sniff label that some say reflects the two sides of Brandmeier's personality — one side of the platter is redolent of roses, the other of gin.



A MOVEABLE FEAST — KZEW/Dallas's "Concert Suite" promotion treated listeners to a three-course meal before a Billy Squier show. The party then walked across the street for the concert and met Squier afterwards. Afternoon team Tempie Lindsey and Chris Taylor are at the far right.

Adult/ Contemporary



RON RODRIGUES

1985 ON THE HORIZON

Programmers Prognosticate For 1985

The evolutionary process will always ensure that this business (and, more specifically, this format) remains exciting. One never really knows what lies ahead, but I asked several programmers to gaze into the New Year crystal ball and predict what's going to be happening with Adult/Contemporary.

Format Evolution

Said KUDL/Kansas City PD Dene Hallam, "I don't plan to make significant changes with the station in '85. What I see happening with the format, however, is a growing number of hybrid stations that play a larger proportion of contemporary music. There will always be room for the softer A/C's, such as WLTW/New York, but if you had to categorize KUDL, we would fit the hybrid category better."

WNIC/Detroit VP/PD Steve Goldstein also forecast a split, "The format will certainly continue to be strong, but it's fragmenting into two definitive formats — one more oldies-based and the other more recent and recurrent."

Hallam cautioned that it was the music, not necessarily the other programming elements, that KUDL shared with the CHR's. "I see us in the hybrid category more for our substance rather than style. We will be sharing a lot of music with the CHR's, but we won't necessarily be emulating them in style. We can't run CHR-type



"Music will always play an important and vital part of a full-service station . . . it's the binding force that ties all of our other elements together."

—Greg Picciano

promotions on KUDL because most of our listeners don't have the discretionary time to spend with our station the way CHR audiences do."

Programming Research

Goldstein noted, "We'll continue to employ research in virtually all aspects of the station. It's becoming more important to differentiate ourselves from the other stations through marketing and packaging, and research is a wonderful tool to that end."



"It's fragmenting into two definitive formats — one more oldies-based and the other more recent and recurrent."

—Steve Goldstein

Music On Full-Service Radio?

Said WSB/Atlanta MD Greg Picciano, "Music will always play an important and vital part of a full-service station, at least here at WSB. It's the binding force that ties all of our other elements together. Besides, we play only the cream of the crop, so every record that's heard is identifiable to our audience."

Although many full-service programmers have complained about the intrusion of CHR music on the A/C charts, Picciano said that he's always had to be very selective. "We'll sometimes have to eliminate even a number one record if the sound is too hard or stylized for WSB. I think the lifestyle of urban Atlanta lends itself to faster-paced music even with the older demographic. Still, we get very selective when

we feel a record will hurt us more than help us."

Hallam sees a trend towards FM full-service. "There was a time not too long ago when AM full-service was king of the radio band. We could see more FM stations moving in that direction, particularly since most adult listeners are listening to FM anyway."

Picciano hopes AM stereo counters that trend, that "AM stereo does a lot in '85. It will hopefully bring back some of the lost rating points we've conceded to FM. However, it will only happen when manufacturers get together on one standard system and begin promoting AM stereo the way they do FM stereo."



"We can't run CHR-type promotions on KUDL because most of our listeners don't have the discretionary time to spend with our station the way CHR audiences do."

—Dene Hallam

Non-Music Elements

While all the programmers I spoke with indicated that they don't intend to change the amount of news they program, Steve Goldstein emphasized its importance to WNIC — a station that has four direct competitors — three FMs and a full-service AM. "In Detroit, we have four FM A/C's. Personality will be the critical difference between them. It's certainly not going to be enough for all of us to play the same Jim Croce records, so it's personality that will give us character."

Progress

WAXY/FL Lauderdale staffer Candy Sims named President of Executive Women International . . . Congratulations to KLSI/Kansas City afternoon personality A.W. Pantoja and wife Lauren on their pre-Christmas birth of son Arnold Wade . . . Former WLTF/Cleveland PD Bob McKay returns for evening on-air . . . Mike "Slick" Edmonds joins KAIR & KJYK/Tucson . . . Charles Graves crosses the hall Tom Wallace from WSA/Harrisonburg, VA to sister outlet WQPO for PM drive . . . Tom Wallace named MD



at WBLM/Portland, ME . . . Dave Chambers promoted to OM at WAJX/Titusville, FL . . . Lineup at WARM/Scranton features Harry West in mornings, Steve St. John in afternoons, Vince Sweeney afternoons, Ron Allen Sportsline evenings, Jim Gannon nights, Larry Kingovernights; Paul Damlén and Frank LaBarr handle weekends . . . WBEC/Pittsfield, MA Chief Engineer Don Coleman hangs up his voltmeter . . . WWOM/Albany picks up J.W. Wagner for mornings, while current AM driver Jon Knott moves to middays . . . Jane Wilson named Promotion Director at WDBO/Orlando . . . WTON/Staunton lineup includes Joe Acker mornings, Ron Hartlaub middays, Dave McCormick afternoons/PD, Charles Gillis evenings/MD, and Phil Neff and M. Bonfoey weekends.

UPDATE: THE ULTIMATE RESTAURANT GUIDE



Great Gifts For Everyone

...and
where
to find
them



IT'S BETTER TO GIVE . . . WCZY/Detroit morning man Dick Purtan really has no enemies, except perhaps Steve Gannon and Jim Harper, who reign on crosstown A/C WNIC. Here's the Harper & Gannon team presenting Purtan with a lovely gift, as seen on the cover of December's issue of Metropolitan Detroit magazine.



LON HELTON

THREE NATIONAL OVERVIEWS

Through The Looking Glass

We've just gone through the time of year when most magazines and newspapers feature retrospectives on the year gone by. While it's always nice to reflect on what was, it's essential that we not lose sight of what is to be. This is especially true for the media. We are, after all, supposedly (some might sarcastically add allegedly) on the cutting edge, leading public opinion as opposed to merely mirroring it.

Assuming the latter to be the case, I asked three prominent researchers/consultants their thoughts on where Country radio might be headed in 1985. Jay Albright, Rob Balon, and Bill Moyes are especially qualified to offer unique insights on the direction we're going because their re-

search and consulting activities are conducted on a national level. This broad overview enables them to see the forest as many of you fight among the trees. Here's what they feel you should consider while planning your strategy for winning in 1985.

JAY ALBRIGHT

Music: More Critical Than Ever

"The biggest factor of 1985 is the beginning of a huge demographic shift in the United States. The baby boom is drawing to a close and by '86 more people will be leaving the work force than entering it. This has a dual-edged implication for a format trying to target 25-54. As the median age advances, so does the potential for all adult-oriented formats.

"The pitfall, as shown in the music research we've done over the last year, is that you can't expect to satisfy the 35-year-olds of today with the things that have satisfied them in the past. Nashville is doing focus

groups and research too, and you can see a dichotomy of some record companies targeting the 'Yuppies' (young upscale professionals). They're a good target and Country radio and music is very viable in terms of reaching those people.

"On the other hand, a radio station stands a real chance of alienating its core if it gets too carried away trying to satisfy the post-war baby boom group. This group is moving into the 35-44 demo cell — right in the center of our target — and I see the re-

Continued on Page 52



"You can't expect to satisfy the 35-year-olds of today with the things that have satisfied them in the past."

—Jay Albright
National Programming Consultant/
Country, Drake/Chenault



"To consistently win in a competitive market, you have to establish an image consistent with the lifestyle of your market — not the lifestyle of the music you play."

—Rob Balon, President,
Balon And Associates



ROB BALON

Get The Cow Chip Off Your Image

"I see the next couple of years as a critical time for the entire format. There are a lot of stations in a position where they're going to have to evolve, both musically and promotionally, more quickly and more aggressively than ever. To consistently win in a competitive market, you have to establish an image consistent with the lifestyle of your market, not the lifestyle of the music you play.

"In 1985, Country programmers need to get out of the demographic corner they have painted themselves into: i.e., a 35+ orientation. Many feel that appealing to 35+ is a necessity, but it doesn't have to be your only goal. In talking with people in the 18-34 demo, I've found a lot of them who could be country music fans. However, the industry as a whole and radio in particular hasn't provided them with a place to go. The format really needs a young superstar who crosses musical boundaries to put some excitement into this music and format. If that doesn't happen in the next couple of years, there is going to be a dramatic erosion from an age standpoint in country music."

The Disappearing Fringe

"In the markets I've studied over a three-year period, the country audience erosion can be attributed to these newer country listeners — the ones who went through the "disenfranchisement" with rock back in 1977 or '78. Rock was in a sad state at that point. There were few choices for the radio listener, and many who were looking for an alternative picked Country. These disenfranchised folks had their roots in rock 'n' roll and came to Country radio for the music. The important point is they never

fully embraced the country lifestyle. These are the listeners who are now summarily leaving Country radio, just as they came to it. Many of the women who were cuming Country stations a couple years ago are now swelling the ranks of CHR stations."

Don't Kick Yourself

"A lot of Country music stations made the mistake — and there's no question it was a mistake — of trying to sell the lifestyle to these people as opposed to just selling the music. Thus, we saw all the 'Kicks' and 'Kickers' come into existence — stations identifying themselves with some sort of Country lifestyle attribute. Having a Country lifestyle affectation in your image tends to limit your appeal, not broaden it. To a large extent, Country radio overreacted and missed the mark with a lot of these folks. It's not so much a loss as it is a repositioning of lifestyle on the part of the listener. I deal in images, and I've seen some high levels of confusion over the last year or so.

Continued on Page 52

BILL MOYES

25-54

Battle Royale

"One of the things we have to watch for in 1985 is a fundamental challenge where people on the adult or contemporary side of radio are getting increasingly interested in putting more good, varied products out there for 25-54 year-olds. This has never been the case before, and as such is really a longterm challenge.

"The challenge now becomes one of Country stations keeping people attracted to Country. Country radio has to be better than ever in 1985; it has to be good on its own. Being the best Country station won't cut it; you have to be a really good radio station in comparison with everyone around you. No longer can you assume, 'This is a 15-share Country market. I'll take this part and my competition will get that part.' The pressure to be good could well carry one beyond the 15 share if the product is there. If it's not, the other attractive alternatives for adults will erode the Country audience.

"1985 should also show evidence that personality and Country need to go together more than ever before to combat the challenge. A Country station that's just a music box will not be the answer to stave off increasing competition.

"Musically for the coming year, anything you play that leads a listener to say, 'Wait a minute . . . that's not my kind of radio station' (regardless of whether it's a song he likes), is very dangerous. Anything that goes against the grain goes against basic positioning."



"If the product isn't there . . . the other attractive alternatives for adults will erode the Country audience."

—Bill Moyes, President
The Research Group

Nashville This Week



SHARON ALLEN

A Look Ahead

Continuing the theme addressed in Lon Helton's column this week, I asked six record label executives what 1985 will mean for the country record industry from their point of view. Their feelings, thoughts, and projections are as follows:

Rick Blackburn, Sr. VP/General Manager, CBS Nashville — " '85 is going to find country music to be rather flat. We will have growth, it will be very moderate. But country music is also open for new superstars. We're looking for people that are setting trends. That's a very tall order, but I think you can expect some major superstars, maybe not to emerge in '85 but to lay very solid groundwork.

"I think the homogenization of the sound of music is upon us now. In other words, the criteria for signing acts out of Nashville in '85 and '86 may well be not just what is played on Country radio. It may well be what is programmed on video channels that are available to us.

"I think we'll find that Country radio will continue to do a good job. Surveys show the country music fan has a love affair with his radio station. They're dedicated. It makes them a bit passive from the buying standpoint because their needs are satisfied by listening to some degree, but it's up to us to find out how to market that.

"I think there are some price sensitivities that must be addressed. I'm looking at '85 and '86 together because these are going to be really formulative years now as we go into the downside of the '80s."

Jim Foglesong, President/Nashville Division, Capitol-EMI — "1985 should be a very exciting year for us. We have the unique opportunity of rebuilding the country music image of a great organization that is giving us its total support. We have the team and the momentum is building. We have no copouts."

Joe Galante, Division VP, RCA Nashville — "I think 1984 was an extremely difficult year. Now, the question is how long do you remain at the bottom, and will this year be a better year? I think with the economic situation the way it is, it's a little too soon for us to call. I do look for '85 to be as tight as '84 in terms of new artists signings, the number of records coming out . . . still watching the dollars.

"I think '85 is a rebuilding process for the industry itself in terms of country and certainly each of the labels. Some of us are a little further along than others. It's been a great year for us.

"We'll investigate variable pricing, and whether or not to put out albums. We're definitely going to stay with the mini-LP concept, and we're really looking at ways to continue to increase the market for country music.

"I think the label has definitely developed a sound . . . you just keep fine-tuning it, and early on in the year we will do that. I don't believe traditional is the future of country music. If you look at the best-selling albums right now they are not what people are call-

ing traditional. I think that country music has a special sound right now which is still lyrically intact . . . and we've developed some distinctive production techniques. We've got to stop looking at the past and look at the future, then try to figure out what the new course is, because it's not written down yet."

Bruce Hinton, Sr. VP/General Manager, MCA Nashville — " '85 will be another outstanding year for MCA. We are rapidly becoming known as the place for album-oriented artists, and the label that knows how to successfully market that music. Frankly, I'm very pleased to say at this point that our '84 projection is going through the roof and that will set the pace for '85. Jimmy Bowen and I look forward to the year with the happiest of expectations."

Frank Jones, Sr. VP Country, PolyGram Nashville — "In '84 we have seen a continuous increase of successful, critically-acclaimed country releases, expanded sales and marketing, and aggressive expansion of the roster and catalog. This has been an exciting year; however, as we look forward to 1985, we view it as only the beginning. In the coming year, as our commitment to country continues, we will aggressively strive for greater success levels. Not only for our established artists, but for new and developing artists as well. We look forward to announcing some exciting new additions to the roster in early 1985."

1985 ON THE HORIZON

Jim Ed Norman, Exec. VP/Nashville Division, Warner Bros. — "During 1984, the buzzword within the country music marketplace and equally at Warner Bros. Nashville was 'change.' The year began with personnel and roster changes for us while the country music marketplace headed back to basics.

"Much good came out of these changes and our awareness of needs at all levels (promotion, sales, marketing and publicity) greatly broadened our base. Our response to the changes in country music will be creative as well and we will continue to encourage our artists to maintain an awareness of what's happening in Country radio. We would like to be in the forefront of continuing to expose contemporary country music to the marketplace via Country radio. We are open to radio's input regarding the changing demographics and, in turn, the changing needs of their listeners. Immediate feedback will be a great asset.

"The Nashville division will be very competitive in the area of talent acquisition, scouting both established and new talent."

JAY ALBRIGHT

Continued from Page 51

search fragmentation which tells me you can't satisfy them all. Country broadcasters will be faced with some decisions regarding fragmentation of the format in 1985, and if they're not made, we'll continue to see erosion of our cume and time spent listening as we slowly lose touch with one or both of these segments of our audience."

Sharing Is A One Way Street

Jay sees Country stations losing the sharing battle in 1985 due to "country listeners spending time with contemporary stations while few contemporary listeners come Country outlets.

"In one of our contemporary music tests, we included five very pop-sounding country records (which received no CHR airplay) to see how they would rate with the contemporary music-oriented sample group. Amazingly, all five ended up clumped together near the bottom. Knowing that it is not unusual for a Country station to share more than 40% of its cume with contemporary stations (A/C or CHR), I inferred from this that the cume is primarily traveling in only one direction: the sharing is moving away from Country and toward A/C. For this reason, you have to be very careful not to lose the exclusivity of format (which is what can buy you long time spent listening and exclusive cumes) by going away from the music that makes you different from the contemporary stations.

"Certainly, there are cases where contemporary listeners can be attracted to Country, but those are special market situations and almost always on FM. AM Country stations almost never attract contemporary listeners."

I asked Jay if Country stations playing pop artists aren't just whetting the appetite of the country listener for more of the pop sound and actually encouraging him to go elsewhere by "expanding" his musical horizons. Shouldn't we be focusing more on getting the country music listener to spend more time listening to Country? "Yes," he said, "and that is why 1985 is the year for stations to decide who they're going to target. As they decide that, they'll also have to make narrower decisions on which music they're going to play.

"More towns than ever before have more than one Country station. The audience perceives little or no difference between the music these stations are playing. Thus, this is a year when the Country broadcasters will recognize it makes sense to position themselves differently from the competition. However, you have to be careful when you do fragment. Just as there is a difference between the audience delivered by a 'soft' rock station and an A/C station, Country broadcasters will see that you can't be a straight-ahead Country station, play Stevie Wonder, and not expect to lose something. The same principle applies to younger, pop-leaning Country stations. They will come to realize they can't play the hardcore country records that don't sound right on their stations."

Mega-Thoughts

"1985 can also be a year for radio to capitalize in, since the U.S. is switching from a capital economy to an information economy, as discussed in 'Megatrends.' We have to make sure radio remains a credible source, because as the economy becomes more of an information economy, that perception is going to be worth money.

"Continuing with another theme from 'Megatrends,' there will be much more use of intuition: i.e., using your gut and your head. It's fine to work with the consultant/syndicator to gather information, but you don't want to rely on them so much that you start to let some guy in L.A. or New York tell you what to play. This is the year to be more in touch with your own market than ever before."

ROB BALON

Continued from Page 51

The bottom line has become very much a question of marketing. Country music and Country stations currently maintain an 'old' image. If we don't get some kind of strong new image, we're going to find our audience dying off and no one to replace them with. It's scary, but that's what I see happening.

"The stations that will continue to do well in 1985 are those already with a solid base of country listeners. What Country radio as a whole has to accept is that many of these listeners who have gone away were never as 'country' as the stations wanted them be, and probably weren't really going to stay around very long anyway.

"Taking this analysis one step further, the people responsible for the great Country audience growth are still out there. They're just not as actively identifying with Country stations as they did four years ago. Perhaps the question is more one of the 'disassociation' which has come about partly because listeners don't want to be associated with the lifestyle and partly because they just overdosed on Country; it was shoved down everyone's throats to the point it turned them off. This whole business is one of unaided recall and the challenge is to turn real listening into reported listening. A lot of people are out there coming but are not necessarily reporting it.

"The problems of disassociation are being seen in the more marginal country music markets — primarily the northern cities that enjoyed the benefits of the rush to Country. Unfortunately, many who are bailing out of the format are doing so because they just haven't addressed the problem correctly. They've tried to sell the boots and cow-crap, and that just doesn't work without the surrounding hoopla of the fad. These listeners are now crossing between A/C, some of the softer CHRs, and Country. There's a lot of cuming going on among that audience. Some of them will come back, but their listening habits will be different. Getting them to come back to spend some time with Country will be a key to the format's success in 1985."

Have You Heard?

Happy New Year! I know that's a couple of weeks late, but I went to the *greatest* New Year's Eve party . . . At any rate, since last we talked all kinds of things have been happening. By now those Christmas cards you sent to WXTU/Philadelphia may have been returned because you didn't have the right address. Don't wait 'til next year to change the Rolodex card to: WXTU, 23 W. City Line Avenue, Bala Cynwyd, PA 19004 . . . The FCC elves brought some good news to two Country stations over the holidays. WBCS/Milwaukee got the OK to boost its nighttime power from 250 to 1000 watts. WKKQ/Duluth unwrapped its bureaucratically-papered present and found the okey-dokey to move from 1060 to 650 on the AM dial, and to up its power from 5kw to 10kw . . . KQIL/Grand Junction VP/Sales Dave Beck has been named Exec. VP/GM, replacing Jim Ter Louw, who left for ownership in Sterling, CO. Also, VP/Operations Don Rhea has been elevated to Exec. VP/Station Manager . . . WCAV/Brockton upped personality Michael Paige McIver to PD and appointed salesperson Tom Donaghue Promotions Director . . . WORC/Worcester, MA recently began playing the country hits — shifting from CHR. The new PD is Mark Ericson; new MD is Tim Todd. On-air, Dave O'Gara does mornings, followed by Tim, Mark, Jay Dixon, and Jeff Wilson . . . Another crosstown shot is fired in Memphis as Bill Knight leaves afternoons at WGKX for middays at WMC . . . Betty Lou Pardue joins KTPK/Topeka as morning personality and Promotions Director from crosstown WIBW.



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NEW FOR '85

KAREN BROOKS

"A Simple I Love You"

7-29154



DARRELL CLANTON

"I Forgot That I Don't Live Here Anymore"

7-29185

His first record on Warner Bros.

JOHN FOGERTY

"Big Train (From Memphis)"

7-29100

John's tribute to the KING — it's country and it's GREAT!



THE FORESTER SISTERS

"(That's What You Do) When You're In Love"

7-29114

If you haven't listened to their debut record do yourself a favor...LISTEN NOW!

BREAKERS 44

JOHNNY LEE

"Rollin' Lonely"

7-29110

His follow-up to his last No. 1 smash. From the album "Workin' For A Livin'"



NITTY GRITTY DIRT BAND

"High Horse"

7-29099

Chuck Morris' and Barry Fey's personal pick.

One of the MOST ADDED. From the album "Plain Dirt Fashion"

BREAKERS 45

VIVA

SHELLY WEST

"Now There's You"

7-29106

Produced by: Barry Beckett and Jim Ed Norman



HANK WILLIAMS, JR.

"Major Moves"

7-29095

From the album "Major Moves." FLASH: KMPS is playing Hank Jr.



CURB RECORDS



WHERE THE MUSIC MATTERS

Black/Urban Radio



WALT LOVE

1985 ON THE HORIZON

WHERE ARE WE HEADED?

Looking To The Future

It's a brand new year, 1985. Though none of us truly knows what the future holds, we certainly have our own definite ideas and hopes.

With that in mind, I contacted four industry veterans to discuss the future of the Black/Urban Contemporary format. You may not agree with everything (or anything) said in this particular column. But that's what it's all about — differences of opinion and an exchange of ideas, which can only make us better people and better broadcasters.

VP/GM Barry Mayo, WRKS/New York

"The biggest threat to Black/Urban radio is the rediscovery of black music by Top 40 radio, now called CHR by some. But the format is very healthy, and will be as long as we don't lose sight of our core audience. The nature of the format is such that it does attract a certain amount of black listeners, especially when one of these stations programs a predominant amount of black music. One thing that all Black/Urban radio stations must always remember is why their home audience listens to them. We'll be fine as long as we don't stray too far from that reasoning."

Mayo also shared thoughts about the amount of advertising dollars being spent on Black/Urban radio. "From my seat, it's getting better. In New York City, overall acceptance of our format and the amount of money being spent on our station is getting better each year. This year was certainly better than last year for us, and last year wasn't that bad. Everything has improved, including buyers' attitudes."

"The biggest threat to Black/Urban radio is the rediscovery of black music by Top 40 radio."

—Barry Mayo

"Black/Urban radio has to realize the charge is on us; no one is going to do it for us. It's up to us to educate these people as to our format's importance. Not only do we reach people, we reach people who have dollars to spend. In fact, our listeners spend more money than any other consumer in the marketplace."

"Giving the agencies more information about the format is imperative. In some cases, it's obviously racism when Black/Urban radio isn't bought. On the other hand, there are those buyers and agency personnel who just aren't informed about the format and what it can do with a good product. Lack of information has hurt us in the past, and we must not continue to let that sort of thing go unchecked. We must get out there and provide the necessary materials that will help buyers/agencies make more productive and intelligent decisions about our format."

Station Manager Harry Lyles, WVKO/Columbus

"When I look at the R&R CHR chart and see New Edition, Jermaine Jackson, Philip Bailey, Chaka Khan, Ray Parker Jr., Billy Ocean, Wham!, Sheila E., Lionel Richie, Prince, the Pointer Sisters, Stevie Wonder, and other black artists also listed, this tells me our music is in the mainstream. CHR,

"No one should be able to do better radio with our music than us."

—Harry Lyles

A/C, and AOR stations barely looked at black music two years ago. These PDs realized that their white listeners enjoy black artists and also what I call the music of the '80s: Culture Club, Sade, the Eurythmics, and Eurogliders.

"If CHR stations are starting to play this much black-oriented music and winning, then we better stop making obvious programming mistakes right now. If not, there will be no need for Black/Urban-formatted stations — most blacks will just listen to a CHR outlet. We're letting these people take our black and white listeners away from us because we're playing junk, instead of the hits. We've got to quit playing 80, 90, and 100 records. No one should be able to do better radio with our music than us."

"Our format must promote like general market stations do. If you can't do a first-class promotion with major dollars and major prize giveaways, then don't embarrass your station by doing something half-assed. It's better to do what you can with the utmost professionalism. In some cases we don't know why we're doing the things we're doing on the air. You shouldn't do a

promotion because the competition is doing it. There has to be a predetermined reason. KIIS-FM/Los Angeles is a great example. Here's a CHR station that uses black music to its overall benefit, and has a lucrative black listening audience. You can be sure promotions are designed to accomplish certain things for the station."

On the subject of advertising, Lyles predicted, "Things are going to stay about the same, except for the top-of-the-line Black/Urban-formatted outlets. For those stations, things are going to get better because they've begun an educational process with different agencies. They show these agencies that their stations can reach the desired audience and demos. (The other stations) better wake up, or it may be too late."

"And we have to get even more involved with our base community because of the 'homogenized' programming approach CHR stations are utilizing. It's imperative that we utilize all the weapons in our arsenal while we still can."

OM/PD James Alexander, WJLB/Detroit

"Successful stations within our format have to really be serious about what they're doing. At one time Black stations may have had the black audience to themselves. It's no longer that way. Our audience has become sophisticated enough to realize it doesn't have to listen to just Black or Urban Contemporary radio. They can now make additional choices."

"Our being black is not going to keep our listeners loyal."

—James Alexander

"In 1985 all those involved with our format are going to have to meet the challenge. CHR-formatted stations are going to continue making inroads in most markets. (Black/Urban station) Owners, top level management, and programmers must all come together and use every available broadcasting tool to hold on to their present audience, and start shooting for the additional audience that's out there. If we don't, we'll be left behind — with not much of an audience or a format!"

"If we rise to the occasion now, our format's future is bright. People are looking for the most entertaining and enjoyable radio station available to them. Our being black is not going to keep our listeners loyal. They're listening for good radio. Our entire presentation must be very professional for our format to survive."

"The Black/Urban Contemporary stations that have taken the time to educate their clients as to who they reach and how they reach them will continue to get bought. They'll probably even increase their billing this year. But stations new to the format, and the ones that continue to drag their feet with a nonprofessional product, will continue to find the going all uphill at this juncture."

"Our format has to make sure that we get and keep a good balance of listener demographics. Our format is sometimes top-heavy with teens. That isn't bad, but we do need those upper demos to be financially successful. Programming balance is quite critical and always will be in this profession."

PD Jeff Wyatt, WUSL/Philadelphia

"It's going to depend on the music's direction; music is primary in our format. A lot of things come into play: (1) Will CHR continue to have its negative impact on Urban/Contemporary stations? (2) Will urban music continue to cross over to CHR in '85? (3) Will breakin' and rappin' music continue to be popular? These questions have to be answered because they all have an effect on our format."

"Now, more than ever, the music is accessible to every group of people all over the country. One thing that has held Urban radio back is its overall presentation. In some cases it's just bad radio. The '80s demand that people communicate, and that broadcasters who aren't become communicators. Our presentation will make us or break us."

"On a positive note, I'm hoping that Urban radio will continue to make good radio

"I feel better about this format every time we get together for a conference or convention."

—Jeff Wyatt

our overall goal. With that comes professional success. We've got to insist on professionalism from other people within our format and quit negatively positioning ourselves as being on the outside of broadcasting's mainstream. In terms of advertising, it's not up to the ad agency buyers to change their opinions of our format. It's up to us to change their attitudes. And we can do that."

"I feel better about this format every time we get together at a conference or convention. We're finding people out there who have goals they want to achieve through being better broadcasters. If we continue to talk with each other on a regular basis and discuss how to make our stations sound better, we can have great ratings successes in the future."

There you have it, folks. The bottom line is this — be professional, execute, and educate. Let's all make '85 a helluva year!!



Barry Mayo

Harry Lyles

James Alexander

Jeff Wyatt

Marketplace

AIRCHECKS

Current and Classic Airchecks!

Current Issue #57 features Chicago's WBBM-FM/Don Geronomo & WFYR/C.K. Cooper, Phoenix CHRs KZZP & KOPA, Dallas' new CHRs KEGL & KTKS, San Francisco's KITS & KFRC/Chuck Browning, KRTH/Dean Goss, KIIS/Bruce Vidal, plus Cincinnati's WKQR & Lansing's WVIC. 90-minute cassette, \$5.50.

Current Issue #56 features KYUU/Bobby Ocean, KMGG/Robert W. Morgan, Denver's CHR battle with KIMN, KOAQ, KPKE & KRXY, WKQX/Robert Murphey, KKBQ/Q Morning Zoo & KIQQ/G.W. McCoy. 90-minute cassette, \$5.50.

Special Issue #S-46/47 features LOS ANGELES AM DRIVE! CHRs KIIS/Rick Dees, KIQQ/Jack Lacy, KKHR, KHJ, AORs KLOS/Shana, KMET/Mike Harrison, KROQ, A/Cs KFI/Lohman & Barkley, KOST, KHTZ/Charlie Tuna, KMPC, KPRZ/Gary Owens, Oldies KRTH & KRLA plus Black KUTE. 3 HOURS on cassette, \$11.00.

Classic Issue #C-50 features KFRC/Chuck Buell-1975, KGB/Bobby Ocean-1969, B100/Rich Brother Robbin-1976, KHJ/Real Don Steele-1970, KKDJ/Kris Erik Stevens-1973, WOR-FM/Don Rickert-1972, WNBC/Cousin Brucie's first show-1974, & KMAK/Chuck Cooper-1964. Cassette, \$10.50. STILL AVAILABLE: #S-43 (HOUSTON), #S-44, (DALLAS) @ \$5.50 each.

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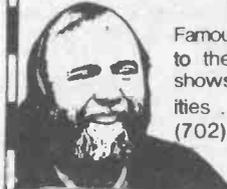
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Opportunities

Openings

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Radio Personnel Needed

NATIONAL, recognized as the leader in radio personnel placement, is currently receiving job orders for announcers, news people, programmers and production personnel, male & female, from radio stations in all size markets coast to coast. Over 1,000 radio stations used our placement service in 1984. Are you ready for a move? Let NATIONAL help! For complete details and registration form send \$1 postage and handling to:

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EAST

We're looking for mature, personal-sounding drivetime jocks for positions opening soon on A/C Oldies-based FM in Northeast market. Please include 1-hour unedited aircheck with resume and salary requirements. Also seeking strong morning news person/personality. Must be a digger. Aircheck, resume and salary requirements to: Radio & Records, 1930 Century Park West, #899, Los Angeles, CA 90067. EOE M/F

Top 100 market needs News Director yesterday. AM Drive in growing market; salary negotiable. T&R: Mark Ericson, WORC, 8 Portland St., Worcester, MA 01608. EOE M/F (1-11)

Boston's WSSH FM has immediate opening for overnight jock. T&R: Mike Coby, 4 Broadway, Lowell, MA 01853. EOE M/F (1-11)



Program Director &/Or Morning Announcer

Lost PD & AM jock to larger market. May or may not hire one person to fill his shoes. Applications sought for one or both positions. PD's job includes an air shift but not necessarily mornings. PD qualifications include organizational skills, promotional expertise, knowledge of A/C format, plus on-air and production abilities. Prerequisites for morning announcer include good voice, friendly delivery and strong production skills. Send tape and resume to WORQ, P.O. Box 97, Mystic, CT 06355. EOE

Openings

ND, major market Highly rated station seeks mature, aggressive department leader. Call Peter Zolnowski, WECK (716) 894-1230 EOE M/F (1-11)

WQCM is now accepting T&R's for potential fulltime air slot. Gary Walker, 1250 Downsville Pike, Hagerstown, MD 21740. Experience required. EOE M/F (1-11)

Philadelphia's "LOVE SONG" station needs an adult-oriented morning person. Minimum 5 years experience. A stable secure environment, competitive major market salary. Tapes and resumes to Kris Chandler, KISS 100, 101 Baltimore Pike, Media, PA 19063. EOE M/F

50kw A/C seeks mature communicator for full & parttime. Great stepping stone. T&R: WQNY, Box 6476, Itacha, NY 14851. EOE M/F (1-11)

WLAN AM/FM needs experienced newperson with big voice. T&R: Ellen Wascou, News Director, 252 N. Queen St., Lancaster, PA 17603. EOE M/F (1-11)

New FM in New Hampshire looking for staff. Morning talent, production, ND. Great opportunity. Send C&R/references: The Fifth Estate, 16 Coltsway, Wayland, MA 01778. EOE M/F (1-11)

Upstate NY AM/FM seeks air ready talent. Strong production skills. T&R: Box 649, Oneonta, NY 13820. EOE M/F (1-11)

Future Yours & ours. Great AM MOR, FM A/C accepting T&R's for future openings. WJTN, Jamestown, NY 14702-1139. EOE M/F (1-11)

Easy listening station seeks copywriter/production engineer. Two years experience. T&R/writing sample/salary history: Bob Dunphy, WRFM, 485 Madison Ave., New York 10022. (1-11)

Vic Sample seeking an experienced parttime announcer. Must have good production skills. Females encouraged. T&R: Vic Sample, WJUD, Box 140, Salisbury, MD 21801. EOE M/F (1-11)

Afternoon drive position open. Great station. Send T&R to: WLBR, Box 1270, Lebanon, PA 17042. EOE M/F (1-11)

WIIN AM 1450 - WFPG FM 97

Operations Manager

Wanted who is strong programmer, excellent administrator and capable of good air work for East's fastest growing market... Atlantic City, New Jersey and top combo WFPG/WIIN. Applicant must be close enough for interview. Rush resume (and tape if available) to: A. Roberts, 22 Hilltop Road, Longmeadow, MA 01106. EOE M/F

Openings



THIS IS IT.

America's first station, KDKA, is conducting a nationwide search for the right personality to fill a rare fulltime opening. This is a once-in-a-lifetime opportunity for a warm, friendly, entertaining communicator who can keep an A/C format moving and keep us number one. It doesn't matter what size market you're now working in... if you've got what it takes, we're ready to hear from you. Send tape, resume to Chris Witting Jr., Program Manager, KDKA, One Gateway Center, Pittsburgh, PA 15222. EOE M/F. No phone calls, please.

SOUTH

SUNBELT... TOP 40 MARKET... ON THE MOVE CHR

What else is there? If you've got what it takes, we want you! Tapes & resume immediately to: Radio & Records, 1930 Century Park West, #894, Los Angeles, CA 90067. EOE

WWSA/WCHY accepting T&R's for possible future opening. Experienced one-to-one A/C announcer, team worker. Randy Bush, Box 1247, Savannah, GA 31402. EOE M/F (1-11)

Hands-on C.E. for two class C's in Shreveport. Excellent & strong companies with opportunity to springboard to our own contract company. (318) 938-7927 (1-11)

COMBO PD/AIR TALENT

Needed for successful medium market mid-South AOR. Help us re-energize. Great living. Tape & resume to: Radio & Records, 1930 Century Park West, #901, Los Angeles, CA, 90067. EOE

Are you entertaining, creative, fun, informative, aggressive, marketable? Mornings now open at CHR. T&R: Mike Willis, WZLD, 2334 Airport Blvd., W. Columbia, SC 29169. EOE M/F (1-11)

GSM & personality needed for central TX small market, modern Country FM & A/C AM with big market sound. T&R: Don Hupp, KYCX, Box 1590, Mexia, TX 76667. EOE M/F (1-11)

PERSONALITY TOP 40

Brand new Class C to eat Top 100 Sunbelt market. Need insatiable winning PD and full roster of zany innovators. Cassette & resume to: Radio & Records, 1930 Century Park West, #896, Los Angeles, CA 90067. EOE

Openings

KRIO McAllen-Brownsville has openings for bright, creative personalities, Minorities encouraged. T&R: Nolan Cruise, Box 3097, McAllen, TX 78502. EOE M/F (1-11)

100kw stereo Country Sunbelt growth market. Good money, great opportunity for air talent. T&R: Russ Schell, WKJN, 3029 S. Sherwood Forest, Baton Rouge, LA 70816: (504) 292-9556 (1-11)

MAJOR MARKET A/C... OFFERS MAJOR \$\$\$

For top-rated morning talent or team. We offer state-of-the-art facility, sunshine, and extensive promotional support. You give us unequalled humor and professional talent, and all replies kept in strictest confidence. T&R to: Radio & Records, 1930 Century Park West, #903, Los Angeles, CA 90067. EOE M/F

WGLD/WCOG top 50 combo now accepting T&R's. Send to David Isreal, Box 8009, Greensboro, NC 27419. EOE M/F (1-11)

A/C Immediate morning drive. Experienced adult approach. T&R: Reynolds Hawk, Q-99, Box 6002, Roanoke, VA 24017. EOE M/F (1-11)

COPYWRITER/PRODUCER

Wanted for Mid-South rocker. Emphasis on writing plus supervising production. Experience only. Future CLIO winners send T&R and copy samples to: Radio & Records, 1930 Century Park West, #902, Los Angeles, CA 90067. EOE

Mid-South clear channel needs drive time entertainer with creative production & news director to head staff of three. T&R: Chip Hoback, WDXN, Box 724, Clarksville, TN 37041. EOE M/F (1-11)

Orlando's leading CHR Y106 now accepting T&R's from highly personable & creative air talent. 233 North Lake Blvd., Altamonte Springs, FL 32701. EOE M/F No calls (1-11)



24 HOUR STEREO COUNTRY

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Northwest Arkansas, 200,000 population, progressive market, #1 rated station with hard-working, talented and cooperative staff. Part of successful and expanding group that tries to promote management from within. I desire applicants who are genuine, ambitious, stable and aggressive with at least 5-10 years radio sales experience, preferably with some background in leading promotional and aggressive radio station, maybe in a comparable-sized market, perhaps a successful salesperson or sales manager whose potential is restricted. Please send complete resume with real earnings to Doug Whitman, KKIX, P.O. Box 1104, Fayetteville, AR 72701 EOE

Opportunities

Openings

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

94 FMX-AOR looking for a skilled afternoon drive. Production a must! T&R: 94 FMX, 5613 Villa Dr., Lubbock, TX 79452. EOE M/F (1-11)

Tallahassee FM CHR needs morning air talent. Promotion-oriented, strong production. T&R: Rick Sprinkles, WGLF, Box 1815, Tallahassee, FL 32302. EOE M/F (1-11)

94 FMX-AOR needs morning talent to share AM drive. News a must along with a mind for the abnormal. T&R: 94 FMX, 5613 Villa Dr., Lubbock, TX 79452. EOE M/F (1-11)

Opening for a night rocker High profile, phones, and fun. T&R: Tom Wood, KMJX, 11300 Rodney Perham Rd., Little Rock, AK 72212, or call (501) 470-0123 (11am-3pm CST) EOE M/F (1-11)

GROWING CENTRAL TEXAS MARKET

Seeking Program Director, News Director and Copywriter. Enthusiastic and hardworking talent is needed. Rush T&R and references to: Radio & Records, 1930 Century Park West, #893, Los Angeles, CA 90067. EOE M/F

New owner needs jocks midday & afternoon for personality contemporary station. Minimum three years experience. T&R/salary expected: WADA, Box 2388, Shelby, NC 28151-2388. EOE M/F (1-11)

You'll love north FL. Need personality A/C drive announcer ASAP. T&R: WBGM FM/99, Box 3168, Tallahassee, FL 32315. EOE M/F (1-11)

Great ground floor opportunity with Colonial Broadcasting's latest acquisition. 100,000 watt FM Country needs jocks, news, and production. Both full and part-time. T&R to Gary Stone, WWWI, P.O. Box 18747, Airpark West, Greensboro, NC 27419. EOE

Do you know the definition of entertainment? Need A/C talent for all shifts & production director. C&R/photo: Dean Taylor, KORQ, Box 2201, Abeline, TX 79605. (1-11)

Houston's top contemporary Christian station still looking for morning news anchor/news director. Excellent pay & benefits. Call Gem O'Brien at (713) 797-6500 (1-11)

MIDWEST

Now looking for hot morning talent for medium market CHR. C&R: James Media, 1775 Woodrow Court, Wichita, KS 67203. EOE M/F (1-11)

Medium market CHR with new PD wants to update files on aggressive personalities on the way up. T&R: Fast Eddie Ashton, WHKC, 3809 Washington Ave., Evansville, IN 47734. (1-11)

50kw KXEL is accepting T&Rs for air talent & news for future openings. Send to: KXEL, Box 1540, Waterloo, IA 50704. EOE M/F (1-11)

WDBQ Radio has an opening for sales manager. Excellent income/benefits. Resumes: WDBQ, Box 1280, Dubuque, OH 52001. EOE M/F (1-11)

Good knowledge of 60's & 70's rock experienced professional: KRQX wants you! T&R: Dennis Anderson, PD, KRXQ, Communications Center, Dallas, TX 75202. No calls. EOE M/F (1-11)

MIDWEST TOP 25 MARKET A/C FM

Seeks PD applicants. No air shift required. Respond to: Radio & Records, 1930 Century Park West, #895, Los Angeles, CA 90067. EOE M/F

WKKD-FM A/C needs announcer with production & copywriting experience. T&R: John Powell, Box C-1730, Aurora, IL 60507. EOE M/F (1-11)

PM drive personality needed. Witty, creative, fun. A/C format, some news & sports. T&R: PD, WNFL, Box 11907, Green Bay, WI 54307-1907. EOE M/F (1-11)

Openings

Chicago metro A/C accepting tapes for immediate opening. No beginners. T&R: Jim Holly, Z-107, 1000 E. 80th Place, Merrillville, IN 46410. EOE M/F (1-11)

Strong production/PM drive needed immediately. If production is your game, send T&R: Brad Shupe, Box 608, Galion, OH 44833. EOE M/F (1-11)

News person needed to present, write & gather news. T&R: Wally Hubbard, WASK, Box 7880, Lafayette, IN 47903. EOE M/F (1-11)

AIR TALENT

Air talent/production director for major market Black AM. Community sense, creative flair, and high standards are essential. Tapes & resumes to Radio & Records, 1930 Century Park West, #898, Los Angeles, CA 90067 EOE M/F

MORNING PERSONALITY

A major radio station in a top 5 market needs a dynamic morning personality. If you have real talent, can entertain and inform adults, and really the best at what you do, we want to hear from you. Station offers top dollars, excellent benefits and an opportunity to win. Cassettes and resumes are to be sent to: Radio & Records, 1930 Century Park West, #900, Los Angeles, CA 90067. EOE M/F

Immediate opening for News Director & reporters for an AM/FM combo. T&R: KBMR/KQDY, Box 1233, Bismark, ND 58502. or call A.L. Anderson: (701) 255-1234 EOE M/F (1-11)

Top talent needed for small market A/C station. Professionalism please. Rush T&R: Sean Jacobs, PD, 521 Broadcasting Group, Comanche, OK 73529. EOE M/F (1-11)

Bright, concise, warm morning entertainer wanted for Oldies format. Two years experience. AM drive. T&R: Chuck Dees, WDJO, 225 E 8th St., Cincinnati, OH 45202. EOE M/F (1-11)

"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

Dominant small market station is now updating files for future openings. Winning, competitive attitude a must. T&R: Brian Burns, KODY, Box 1085, North Platte, NE 69103. EOE M/F (1-11)

Production Director needed for WGAR AM & FM. Former Production Director heading for L.A. T&R/writing sample: Tom Barney, 9446 Broadview Rd., Cleveland, OH 44147. (1-11)



Top Rated CHR Looking For PD
95FM - WVIC/Lansing, Michigan seeks a high-powered, people-oriented Program Director.
Current PD is moving to major market. If you can direct and manage a winning air staff, use the best research tools and state-of-the-art facilities, we want to hear from you. Will reward with top pay. Send tape and resume to: Bob Goodrich, General Manager, 2565 29th Street, S.E. Kentwood, Michigan 49508. EOE

Openings

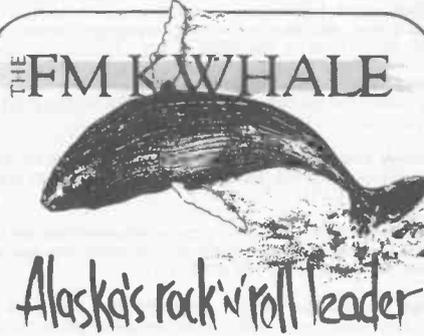
MORNING SHOW

Upper Midwest leader seeking adult, energetic, entertaining morning show... \$30,000 plus... T&R to: Radio & Records, 1930 Century Park West, #897, Los Angeles, CA 90067. EOE

WEST

Coastal OR AM/FM seeks CE/air talent. Transmitter/studio maintenance. Assist with new three tower array. Rick St. Clair, Box 250, Coquille, OR 97423. EOE M/F (1-11)

CA based chain seeks air talent for future openings with Country station. T&R: Lisa Schlitz, Box 220, Arroyo Grande, CA 93420. EOE M/F (1-11)



KWHL, Alaska's #1 radio station, is looking to immediately fill the morning drive positions of 1) air personality, 2) news personality. We are looking for a morning drive person, morning team, or morning tabernacle choir, to join our winning team in the largest city of the largest state in America.

State-of-the-art facilities, great benefits, great pay (D.O.E. and Talent), incredible beaches, and weather better than you'd ever imagine. We are looking in all formats to fill the AOR position. Send tape, resume and salary requirements to: Carter B., Program Director, KWHL, 9200 Lake Otis Parkway, Anchorage, Alaska 99507. EOE M/F

Top-rated Christian station seeking news/production & air talent for future openings. T&R: Joe Michaels, Crista Broadcasting, 19303 Fremont Ave N., Seattle, WA 98133. (1-11)

Wanted: alive preferably news/sports/air/production/sales, the combination of any of the above. T&R: Dean Carl, KDUN, on the beautiful S. Central OR Coast. (503) 271-3674 EOE M/F (1-11)

Air talent needed, all positions for good paying CHR in excellent location. T&R: Bill Roberts, KQ92FM, Route 1, Box 48, Polson, MT 59860. (406) 883-9200 EOE M/F (1-11)

Looking for an afternoon newperson. Experience preferred. T&R: Rob Lechner, Box 1918, Redding, CA 96099. (916) 243-1515 EOE M/F (1-11)

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

News & operations assistant needed in Northern CA. Send resume: Jonsson Communications Corp., Box 2424, Sacramento, CA 95811. EOE M/F (1-11)

Mature, heavy experienced morning pro needed immediately. Dedication a must. Country & Western format. No calls. T&R: KRZY, Box 3280, Albuquerque, NM 87190. EOE M/F (1-11)

News woman wanted! Be part of Reno's #1 CHR station and live on beautiful Lake Tahoe! Someone to head own department and have fun on the morning show! Send to O.M. John Chommie, KHTX, P.O. Box 1365, Crystal Bay, NV 89402.

Openings

Ambitious Morning Personality

One of our medium market Country clients is looking for a dynamite, talented morning entertainer. Ambitious small market personality looking to move up would be an ideal candidate. Successful station, very desirable market, EOE. Resumes and salary requirements (no calls) to

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



Looking for 12-6am talent who wants to have fun on the air. Be a part of Reno's top-rated CHR. T&R: OM, John Chommie, KHTX, Box 1365, Crystal Bay, NV 89402. EOE M/F (1-11)



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.



Morning news anchor needed immediately for new FM A/C! T&R: Brad Orchard, KLLY, Box 2630, Bakersfield, CA 93303. (805) 393-1900 EOE M/F (1-11)

News Director Non-smoker, with liberal arts background & courage to ask forward looking questions of community leaders. KMTN-FM, Box 927, Jackson Hole, WY 83001. (1-11)

Wake Up The Rocky Mountain West!

Small market AM, soon to be 10kw. Need mature morning drive jock for A/C format. Foot of snowy range... 120 north of Denver... University town... benefits and chance to move up. Send T&R to: Ken Keating, GM, Rocky Mountain Radio Corp., P.O. Box 818, Laramie, WY 82070. (307) 745-7396. EOE

S. CO's hottest new radio station K-VIEW-99 seeks a "take charge" morning pro. T&R: Bobby Irwin, 2860 S Circle Dr., Penthouse, Colorado Springs, CO 80906. EOE M/F (1-11)

Immediate opening. 100kw-er going A/C. Unique station, unique area. One year experience minimum. T&R: Brew Michaels, 805 Stewart, Lewiston, ID 83501. EOE M/F (1-11)

KGHL 790 AM

We Want To Hear From America's Finest Morning Talent

Do you know country music? Are you tired of your job being on the line every 3 months? Do you work the phones? Can you make people laugh without being offensive? Do you realize the value of community involvement?

If the answer is yes to all of the above, you qualify for a rare opening at one of America's premier country music stations. Excellent pay and benefits, a chance to entertain a 28 share on Billboard's station of the year, hunting, fishing, skiing, and Yellowstone Park in your back yard! Interested? T&R to Lee Rogers, KGHL, P.O. Box 30198, Billings, Montana, 59107! Don't let the market size fool you! No phone calls! EOE M/F

Opportunities

Openings

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.

CHR smoker wanted for weekends now! Right bucks for the right person. T&R: Dave Holmes, KWIN, Box 7871, Stockton, CA 95207. EOE M/F (1-11)

Positions Sought

Music video show in L.A. has host looking for weekend air work in S. CA AOR pro could fit your format. Call JAY: (714) 840-2039 (1-11)

Philly veteran seeks Gold/CHR PD/OM position. Extensive on-air, programming, promotion, management experience. Ailing stations healed. ALAN SWAN: Box 3, Palmyra, NJ 08065-0002. (1-11)

Committed To Country?

Let's talk about putting my 20+ yrs. experience on your team. Experience includes music research, RCS Computer Music System/IBM-Apple basic language. PD/Assistant PD/MD.

Jay Phillips (312) 670-6879

Engineer/announcer, seven years experience. Prefer SE. BOB: (716) 372-8142 after 7pm est. (1-11)

Satellite coming so I'm leaving. Six years experience. Any format, any shift, anywhere! LEE: (301) 759-1282 (before noon est). (1-11)

Former KMGK PM drive/MD looking for assistant PD/MD in medium market. Career-oriented, dedicated, nine year pro. Call MICHAEL T.: (515) 288-9493 (1-11)

Rock jock experience in production & programming seeking position in S. CA (L.A./San Bernardino) Career move. Rush offers to: STRIDER (502) 222-1930 (1-11)

Major market MD seeks PD position at A/C or CHR station in medium market. Very good Oldies background & excellent recommendations. Call: (215) 946-7944 after 4pm est (1-11)

Will go anywhere for first job. Diverse background. BA degree, warm, mature, dependable, creative, articulate, interviewing, reporting sports. DARRELL: (219) 883-9337 (1-11)

Washington DC parttime fill in announcer available. Currently PD at suburban station. Call LEE: (301) 475-8077 (1-11)

Urban/CHR dedicated jock. Great voice, four years experience. Will relocate. AL TWITTY: (502) 637-8899 (1-11)

How would you like afternoon numbers like this? 12 plus-22.4, 18-34 35.0, 18-49 25.0. Six year CHR pro can deliver. DON (evenings) (318) 474-9593 (1-11)

Wanted: a spot on your sales staff where my abilities, talents & experience would be utilized in increased sales for you. Call ELYSIA: (213) 879-5923 (1-11)

Six year radio vet TOMMY TUCKER looking for your MD position. A/C, Country, CHR music knowledge-personality stations only! (606) 783-1009 (1-11)

I will go anywhere & do anything to get back into radio! Four years experience in news/production/sales/DJ. Invite me back. BOB GOFF: (612) 872-1811 (1-11)

Four years experience A/C, Country jock, assistant PD & promotions director. WDVH, WHOO, K92. Looking for similar position in small/medium market. JEFF HARPER: (305) 299-9491 (1-11)

**Have Pipes,
Will Travel**

Personality-oriented pro in Western Major seeks CHR, A/C or AOR air and/or production slot. Winning track record in majors, multitrack background, National voiceover credits. Prefer NYC, Chicago or LA, but open to any Top 50. Call Paladin (801) 298-0558.

Positions Sought

Female rocker equipped to roll over the competition. Have chutzpah will travel. TERRY: (704) 254-8474 (1-11)

Seven year pro in wrong situation. Announcer, news, sports, traffic, promotions, successful PD looking for challenge in medium or small market. T.G.: (507) 895-4207 (1-11)

Ambitious & versatile five year team player who can follow directions. Available immediately. T&R upon request. DAVE: (608) 251-1887 (1-11)

News Director in Chicago metro looking for news position in Indianapolis area. LAURIE SCHAEFER: (219) 663-3671 (after 2 p.m. CST) (1-11)

One of America's top rated A/C PD's seeks new challenge to increase your numbers 150%. Call JIM: (317) 743-1349. (1-11)

Former PM drive at TX powerhouse. Five years experience A/C & CHR. Looking for CHR position, any shift with opportunity for growth. DAVE: (317) 742-7222 (after 3 p.m. CST) (1-11)

Looking hard, looking low, need a new job. I'm ready to go. Entry level, two years experience newperson, wants new job. ANGELA: (213) 756-1820. (1-11)

Black air personality, currently employed, seeking relocation to Urban/CHR formatted station. Call LANCE HAYES at (212) 693-2400. (1-11)

Twelve year pro DJ, PD, MD, TV announcer seeks top 100 market, CHR or A/C jock position. KEVIN EVANS: (412) 856-5834 (1-11)

RANDY MASON, first phone, good entertaining voice and decent production. Seeking full-time rock & roll. Will relocate with best offer. (317) 759-6780 (1-11)

Start the New Year with . . . RICH STEVENS. Five years on air experience. Prefer CHR, but will consider all offers. Willing to relocate. (305) 583-DUCK (1-11)

Mature, responsible person looking for medium market. Prior PM drive, but nights/overnights okay to begin. ROD: (315) 853-8761 (1-11)

FEMININE APPEAL

BIG voice, strong production, and lots of female numbers are my trademarks. If that's your target demo, then I'm your man! 9 yr. pro seeks happening CHR, A/C. Call Richard at (818) 709-8955

Morning DJ available, relocated to NYC. Looking for opportunity in NY, New Jersey, or Connecticut. Creative and crazy! Call (212) 523-2310 (1-11)

Looking for hot CHR, MICHAEL FOX, worked at B104, Q105, FM102. (415) 490-5423 (1-11)

Look to the Big E! Experienced, energetic, exciting CHR/Oldies pro personality, good voice. Listener interest compounded daily . . . EAST. BILL at (516) 423-0167 (1-11)

Copywriting/production team relocated in NYC. Innovative, talented & creative . . . what more could you want? Call (212) 523-2402 (1-11)

Natural sounding major market air talent. Seeks A/C, CHR position. All markets considered. 12 years experience, good production, references. KIRK RUSSELL, (408) 378-3483 (1-11)

Central California hard-working morning pro seeks new challenge. Call MIKE at (209) 383-3146 (1-11)

Phoenix 4-track production pro, with own studio, seeks production &/or on-air position. Medium markets considered. BRUCE ARTMAN: (602) 997-8155 (1-11)

Brrr...I'm stuck in North Dakota, looking to relocate to Colorado. Dedicated with over two years experience. JON ST. CLAIR: (701) 838-8791 (1-11)

Top 100 market PD, marketing/promotion director, jock. Recent experience Country, past is A/C. References include current owner. Available Feb. Call STEWART: (504) 344-2666 (1-11)

I'm tired of pushing buttons! Experienced small market announcer looking to relocate. East coast preferred. For T&R, call TERRY at (913) 528-4766 (1-11)

CHR morning team available now! Off the wall jock (nice pipes) and female lifestyle anchor (nice legs). We know our nuggets! (614) 459-3483 (1-11)

Sure, voice is important! Good management makes money. Currently GM in small market in CA, looking to join team-oriented station. SASCHA: (619) 873-7792 (1-11)

News professional looking for a change. Ten years anchoring reporting experience. Have also done announcing & production. Prefer Midwest. (319) 388-8977 (after 7 p.m. CST) (1-11)

Pittsburgh Broadcast School grad and DJ for weddings, corporate parties looking for first job in broadcasting. Call TED at (412) 443-6715 (1-11)

Air personality, CHR/Top 40/Oldies formats, fifteen years experience. Great voice & production. Looking for position in medium/major market. GEORGE BENSON: (609) 547-4377 (1-11)

Positions Sought

PAUL DeWITT DJ/VJ/AOR/CHR. (602) 795-7154 (1-11)

SWM Rocker, 24, seeks satisfying relationship with station in Northeast. Emerson radio degree. Creative, experiences on air, production, programming. CRAIG: (617) 935-3038 (1-11)

Good announcers are easy to find. Good announcers who care as much about their work as I do are rare. 400 mile radius NYC. (518) 842-2296 (1-11)

15 years stable experience! Morning man, news, copy production PD. Prefer Florida medium/major market. Growth, security important. LARRY KAY: (717) 653-2500 (after 4 EST) (1-11)

Personality plus a near-photogenic memory regarding oldies equals fun for a middle market A/C or oldies station. ROB: (312) 577-5771 (1-11)

Greater Cincinnati area. A/C. Top 40 DJ, 15 years plus. Good voice, production, rating builder. Call KRIS at (513) 528-5793 (1-11)

Single, young black announcer looking to hook up in 1985 with CHR, Urban format station. Five years in the business. Let's talk! MIKE: (704) 865-7166 (1-11)

Researcher with major research company seeks change, challenge. Experienced in research and computer design. All medium/major markets. JIM ARMSTRONG: (415) 284-5488 (1-11)

DOC STIX Experience in college AOR, looking for job in midwest CHR or AOR close to Chicago. (312) 561-7836 (1-11)

Creative services/Production Director. Award-winning production, money making specs. Pro now employed in top 50. Looking for better opportunity. (517) 773-9273 (1-11)

Employed and experienced southeast market personality looks to move on. Willing to relocate. Interested in sports work also. DAVE MURDOCK: (305) 275-6054 (1-11)

Consider this one! Tactful, topical talker, mostly mornings. Natural funny guy. 15 year personality. Dependable family man. (702) 871-7595 (1-11)

WARNING: This major market production director may be hazardous to your sense of conformity. Splicing supreme. Experience includes WZAK, WGAR. (216) 725-1902 (1-11)

Energetic, enthusiastic, hard-working and dedicated personality cooking for a position in small or medium midwest market. CHR, A/C. ED HICOK: (313) 478-0157 (1-11)

Bright young DJ with full-time commercial experience seeks exciting AOR/CHR slot. Want to relocate to YOUR city. Desire challenge. TROY: (802) 885-4397 (1-11)

Seven year air personality looking for announcing position. Worked east coast, currently PM drive at WJDY in Maryland. JAMES WALSTON: (301) 749-8306 (9-noon EST) (1-11)

Right-hand man. 15 years air/production, promotions. Internal operations, programming/administration. Great references. Available now. ANDY BUDNICK: (904) 744-5750 (1-11)

Help a radio junkie who doesn't want to sell encyclopedias. Experienced board, production engineer looking for jock gig. Great references, attitude. PETER SHAMIN: (718) 886-2704 (1-11)

Reliable, ready & right! Air personality RALPH RICHARDS for your CHR/AOR station. T&R: (216) 238-3028. (1-11)

Sportscaster/PBP man with degree and three years experience in market of 70,000. Looking for same in small/medium market. Will relocate. GARY: (812) 232-3089 (1-11)

Dedicated, talented professional. 2 years small market. Many skills, strong production. Entertaining better half, valuable on own. CHARLENE: (414) 248-0834 (1-11)

Team player looking for a team. Little experience, lots of desire. Could start yesterday. Country, A/C, CHR anywhere. DAVE: (503) 230-0822. (1-11)

Dependable CHR, A/C professional DJ, MD, programmer, operations manager. Outstanding deep voice delivery, production. Cincinnati. SCOTT: (513) 528-5793. (1-11)

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.

Entry level, broadcast grad. Copywriting, production, DJ, sales, news/writing, excellent board work. Go anywhere. Licensed. DONNA: (319) 355-4212 (days) (319) 465-4822 (nights) (1-11)

AOR, energetic A/C TREVOR LEY is looking for a PD/production/airshift in top 50 market. 11 years experience including KSJO, WDVE. (919) 775-2767 (1-11)

Program Director/jock. Solid Gold, Country. 12 years experience. Serious commitment only. BOB: (818) 335-5037 Leave message. (1-11)

PM drive/production director looking to move back to medium market in south. Interest in first PD position. Contact SHAWN: (505) 722-9025 or (713) 728-1348 (1-11)

Positions Sought

Solid on the basics. 2 years in A/C, Country. Good voice. Friendly delivery. Seeking small/medium market. Prefer NE, consider anywhere. MIKE ERB: (607) 748-1252 (1-11)

Promotions is more than giving away T-shirts and frisbees. Promotions is a specialty. I'm a specialist. BRUCE GYGER, promotions manager: (303) 493-5346 (1-11)

Chicago, Phoenix market female personality. Country, R&R and oldies experience. Great references. KENDALL GORDON: (312) 385-7978 (1-11)

PHLASH! That's my name. Show resembles Dees'. Looking for medium/small market. Phone the Phlasher, PHLASH PHELPS at (919) 455-7926 (1-11)

Very experienced news/sport & operations. Tireless worker, numerous national speaking awards seeking medium/large market. Call JIM: (309) 662-4708 (1-11)

Experienced announcer in Country Western & A/C formats looking for full-time middays or afternoon drive. Want to stay in SW. No small stations. RJ KOLLINS: (602) 947-6972 (1-11)

Promotion/sales/production. Hard-working newcomer to radio does independent radio promotion. Good in sales, copywriting. Music/recording background. JOHN: (818) 765-8707 (1-11)

Changes

RADIO

Oscar Warren appointed Account Executive WOR/New York.

Dee Jones named Account Executive KGO/San Francisco.

Warrington Retzer named Account Executive WOR/New York.

Michael Valli appointed Account Executive KGO/San Francisco.

Patricia Grady named Retail Account Executive WPEN & WMGK/Philadelphia.

Gaby Cardwell named Retail Account Executive Q103FM/Denver.

Linda Battle named Account Executive Q103FM/Denver.

Mark Miller joins KENI's sales staff as Account Executive.

Bob Walters named Account Executive KNBQ/Tacoma.

Darl Stuvick appointed Account Executive KNBQ/Tacoma.

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.

Black/Urban

BREAKERS

"Breakers" are those newer records that have the greatest level of station activity on any given week.

ROCK MASTER SCOTT & DYNAMIC 3 Request Line (Reality/Fantasy)

66% of our reporting stations on it. Rotations: Heavy 14/1, Medium 29/7, Light 9/3, Total Adds 11, WILD, WDJY, WHUR, KYOK, WGCI, XHRM, WJJS, K94, WORL, WTOY, WTLC. Moves to number 24 on the Black/Urban chart.

STEPHANIE MILLS

Edge Of The Razor (Casablanca/PolyGram)

62% of our reporting stations on it. Rotations: Heavy 2/0, Medium 25/4, Light 22/3, Total Adds 7, WWIN, WDAS, WAMO, WDIA, WHRK, WJAX, WANT. Heavy: WAOK, WQOK. Debuts at number 36 on the Black/Urban chart.

NEW & ACTIVE

CHAMPAIGN "This Time" (Columbia) 47/8

Rotations: Heavy 1/0, Medium 27/5, Light 19/3, Total Adds 8, WUSL, WAMO, KKDA-FM, WJLB, WRDW, WATV, WPEG, KHYS. Heavy: WAOK. Medium: WWIN, WILD, KRNB, WDIA, WHRK, WTMP, WZAK, KDAY, KSOL, WNHC, WFXC, WQMG, WKXI, KJCB, WBLX, WQOK, WORL, KAPE, WEAS, KOKA, WQKS, WTLC. Debuts at number 38 on the Black/Urban chart.

JONZUN CREW featuring MICHAEL JONZUN "Lovin'" (Tommy Boy) 47/4

Rotations: Heavy 3/0, Medium 25/1, Light 19/3, Total Adds 4, WFXC, WQMG, WORL, WANT. Heavy: WAMO, WPEG, WKXI. Medium: WWIN, WXYV, WILD, WDAS, WAOK, WVEE, KRNB, WEDR, WBMX, WDMT, WLUM, WZEN-FM, KACE, KDAY, XHRM, KSOL, WATV, WENN, WJAX, KJCB, WQOK, WEAS, KOKA, WWWS. Debuts at number 34 on the Black/Urban chart.

NOLAN THOMAS "Yo' Little Brother" (Mirage/Atco) 45/8

Rotations: Heavy 11/0, Medium 16/1, Light 18/7, Total Adds 8, WXOK, WPEG, WPDQ, WLOU, K94, WORL, WEAS, KDKO. Heavy: WUSL, KMJQ, KRNB, WDIA, WDMT, WJLB, KMJM, WZEN-FM, WFXC, WQOK, WWWS. Medium: WWIN, WXYV, WILD, WRKS, WDAS, WAMO, WHRK, WDRQ, KACE, XHRM, WQMG, KHYS, WQMG, WKWM, WVOI. Debuts at number 29 on the Black/Urban chart.

POINTER SISTERS "Neutron Dance" (Planet/RCA) 44/11

Rotations: Heavy 12/3, Medium 22/4, Light 10/4, Total Adds 11, WWIN, WILD, WAMO, WHRK, XHRM, WRDW, WQMG, WJJS, WEAS, WKWM, WVOI. Heavy: WXYV, WDJY, KRNB, WPEG, JET94, WJMI, WJAX, KOKA, WANM. Medium: WHUR, WAOK, WVEE, WDLA, WBLZ, WLUM, WZEN-FM, KSOL, WKND, WNHC, WENN, WKXI, WBLX, WQOK, WORL, WQKS, WAAA, WWWS. Debuts at number 30 on the Black/Urban chart.

READY FOR THE WORLD "Tonight" (MCA) 43/8

Rotations: Heavy 11/0, Medium 10/3, Light 22/5, Total Adds 8, WWIN, WAMO, KNOK-FM, WLUM, WLOU, K94, WTOY, WDAO. Heavy: KMJQ, KYOK, WDMT, WZAK, WDRQ, KMJM, WZEN-FM, KDAY, WQKS, WKWM, WWWS. Medium: WILD, KKDA-FM, XHRM, WQOK, KAPE, KOKA, WTLC. Debuts at number 35 on the Black/Urban chart.

CASHMERE "Can I" (Philly World/Atlantic) 41/8

Rotations: Heavy 1/1, Medium 20/0, Light 20/7, Total Adds 8, WAOK, WXOK, WQMG, WORL, KHYS, KOKA, WWDM, WDRQ. Medium: WWIN, WXYV, WILD, WDAS, WAMO, WVEE, WDIA, WEDR, WTMP, WDMT, WZAK, WENN, WJAX, WPDQ, KAPE, WANM, WDAO, WTLC, WWWS, KDKO.

STAPLE SINGERS "This Is Our Night" (Private I/CBS) 41/2

Rotations: Heavy 6/0, Medium 11/0, Light 24/2, Total Adds 2, WRDW, WXOK. Heavy: WDIA, WNHC, WPEG, WKXI, KAPE, KOKA. Medium: WILD, WAOK, KRNB, KSOL, WATV, Z93, WQMG, KHYS, WQKS, WAAA, WDAO.

FURIOUS FIVE featuring COWBOY, MELLE MELLE & SCORPIO "Step Off" (Sugar Hill) 40/6

Rotations: Heavy 8/1, Medium 16/1, Light 16/4, Total Adds 6, WAMO, WHUR, WDIA, WHRK, K94, WANM. Heavy: KMJQ, KYOK, WZEN-FM, KDAY, WLOU, WQOK, WTLC. Medium: WWIN, WDAS, KKDA-FM, KNOK-FM, WEDR, WDMT, WZAK, WDRQ, WJLB, KMJM, KJLH, KSOL, WTOY, WVOI, KDKO. Debuts at number 37 on the Black/Urban chart.

THOMAS McCLARY "Thin Walls" (Motown) 40/5

Rotations: Heavy 0/0, Medium 16/2, Light 24/3, Total Adds 5, WKND, WORL, WPLZ, KAPE, KOKA. Medium: WWIN, WAMO, KKDA-FM, WYLD-FM, WJLB, WZEN-FM, XHRM, WPDQ, WEAS, WANM, WTLC, WWWS, WVOI, KDKO.

DAN HARTMAN "We Are The Young" (MCA) 39/4

Rotations: Heavy 5/0, Medium 14/0, Light 20/4, Total Adds 4, WXOK, WENN, WPLZ, WTOY. Heavy: KMJQ, WYLD-FM, WJAX, WLOU, KDKO. Medium: WHUR, WZEN-FM, WNHC, WRDW, WPEG, KIIZ, WBLX, WQOK, K94, KAPE, KOKA, WVEE, KYOK, KRNB.

OLLIE & JERRY "Electric Boogaloo" (Polydor/PolyGram) 39/3

Rotations: Heavy 2/0, Medium 22/1, Light 15/2, Total Adds 3, WZAK, WPDQ, WAAA. Heavy: WNHC, WWWS. Medium: WWIN, WXYV, WDAS, KRNB, WDIA, WTMP, WGCI, WZEN-FM, XHRM, KSOL, WRDW, WENN, WPEG, JET94, WFXC, WQMG, WKXI, KIIZ, WBLX, WORL, WTLC.

SHEENA EASTON "Sugar Walls" (EMI America) 38/25

Rotations: Heavy 9/5, Medium 14/7, Light 15/13, Total Adds 26 including WDJY, KKDA-FM, KNOK-FM, KYOK, KRNB, WDIA, WTMP, WDRQ, KMJM, XHRM, KSOL, WJAX, WANM, WVKO, WVOI. Heavy: WZAK, WQOK, WQKS, WWWS. Medium: WDAS, WUSL, WVEE, WDMT, WJLB, KDAY, WKWM. Debuts at number 40 on the Black/Urban chart.

UTFO "Roxanne, Roxanne" (Select) 34/18

Rotations: Heavy 7/3, Medium 9/4, Light 18/11, Total Adds 18, WILD, WAMO, WAOK, KKDA-FM, KYOK, WDIA, WZAK, WDRQ, WJLB, KMJM, WPEG, WJAX, KIIZ, WANT, WTOY, WEAS, KOKA, WWDM. Heavy: WDAS, WUSL, WDMT, WQOK. Medium: WWIN, WRKS, WHRK, WEDR, KDAY.

KURTIS BLOW "Basketball" (Mercury/PolyGram) 32/9

Rotations: Heavy 8/1, Medium 10/3, Light 14/5, Total Adds 9, WWIN, WAMO, WAOK, WDIA, WRDW, WPEG, WANT, WDAO, WVOI. Heavy: WVEE, KKDA-FM, KYOK, KDAY, KIIZ, WQOK, WWWS. Medium: WZAK, KMJM, WZEN-FM, XHRM, WATV, WENN, JET94.

TIME "The Bird" (WB) 31/24

Rotations: Heavy 1/1, Medium 10/7, Light 20/16, Total Adds 24 including WWIN, WDJY, WAOK, WZAK, WDRQ, WNHC, WXOK, WJMI, WKXI, KJCB, WANT, WANM, WAAA, WVKO, WTLC, WWWS. Medium: WUSL, WAMO, WWDM.

DARYL HALL & JOHN OATES "Method Of Modern Love" (RCA) 31/14

Rotations: Heavy 5/1, Medium 15/7, Light 11/8, Total Adds 14, WWIN, WILD, WUSL, KNOK-FM, WHRK, WLUM, XHRM, WNHC, WRDW, WXOK, JET94, KIIZ, WVKO, WWWS. Heavy: WDJY, WJAX, WANM, WQKS. Medium: WHUR, KKDA-FM, WBLZ, WDMT, Z93, WFXC, KOKA, WKWM, WVOI.

RJ'S LATEST ARRIVAL "Cry Like A Wolf" (Golden Boy/Quality) 31/6

Rotations: Heavy 1/0, Medium 8/1, Light 22/5, Total Adds 6, KMJM, WZEN-FM, XHRM, WQMG, WORL, WQKS. Heavy: KRNB. Medium: WDIA, WEDR, WZAK, WATV, WKXI, WLOU, WWWS.

ASHFORD & SIMPSON "Out Of The World" (Capitol) 30/28

Rotations: Heavy 1/1, Medium 9/7, Light 20/20, Total Adds 28 including WWIN, WXYV, WILD, WDAS, WUSL, WAMO, WHUR, WAOK, KKDA-FM, WDMT, WZAK, WDRQ, WZEN-FM, JET94, WFXC. Medium: KIIZ, KJLH.

RODNEY SAULSBERRY "Look Whatcha Done Now" (Allegiance) 30/8

Rotations: Heavy 0/0, Medium 10/2, Light 20/6, Total Adds 8, WWIN, WILD, WLUM, KMJM, WPEG, WJAX, WEAS, WDAO. Medium: WAMO, KKDA-FM, KRNB, WEDR, WENN, WKXI, WORL, KOKA.

CULTURE CLUB "Mistake No. 3" (Virgin/Epic) 30/5

Rotations: Heavy 1/0, Medium 13/3, Light 16/2, Total Adds 5, WAMO, WHRK, WPEG, JET94, WDAO. Heavy: WYLD-FM. Medium: WHUR, WZEN-FM, KSOL, WNHC, WBLX, WQOK, KAPE, KOKA, WANM, WQKS.

CHAKA KHAN "This Is My Night" (WB) 29/29

Rotations: Heavy 1/1, Medium 6/6, Light 22/22, Total Adds 29 including WWIN, WILD, WDJY, WHUR, WAOK, WTMP, WLUM, KMJM, WZEN-FM, Z93, WPDQ, KAPE, WQKS, WVKO, WWWS, WVOI.

XAVION "Get Me Hot" (Mirage/Asylum) 26/6

Rotations: Heavy 0/0, Medium 5/1, Light 21/5, Total Adds 6, WWIN, WDIA, WZAK, XHRM, WQMG, WDAO. Medium: KRNB, WPDQ, WEAS, WHRK.

MOST ADDED

CHAKA KHAN (29)
This Is My Night (WB)
ASHFORD & SIMPSON (28)
Out Of The World (Capitol)
SHEENA EASTON (25)
Sugar Walls (EMI America)
TIME (24)
The Bird (WB)
COMMODORES (23)
Nightshift (Motown)

HOTTEST

MIDNIGHT STAR (38)
Operator (Solar/Elektra)
PAUL HARDCASTLE (32)
Rain Forest (Profile)
STEVIE WONDER (29)
Love Light In Flight (Motown)
TEMPTATIONS (25)
Treat Her Like A Lady (Gordy/Motown)
MADONNA (24)
Like A Virgin (Sire/WB)
EUGENE WILDE (24)
Gotta Get You Home Tonight (Phil. World/Atl.)

SIGNIFICANT ACTION

WHAMI featuring GEORGE MICHAEL "Careless Whisper" (Columbia) 24/11

Rotations: Heavy 2/1, Medium 9/4, Light 13/8, Total Adds 11, WILD, WUSL, KNOK-FM, WHRK, WRDW, WJJS, WBLX, WORL, WTOY, WWDM, WVKO. Heavy: WQKS. Medium: KACE, KSOL, JET94, WQOK, KOKA.

COMMODORES "Nightshift" (Motown) 23/23

Rotations: Heavy 0/0, Medium 4/4, Light 19/19, Total Adds 23 including WILD, WAMO, WHUR, WTMP, WGCI, WZAK, WLUM, WZEN-FM, WRDW, WFXC, WJMI, KIIZ, KAPE, WEAS, WVOI.

WHODINI "Freaks Come Out At Night" (Jive/Arista) 23/7

Rotations: Heavy 7/0, Medium 6/3, Light 10/4, Total Adds 7, WAMO, XHRM, WKND, WRDW, WQMG, WKXI, WAAA. Heavy: KYOK, WZAK, WZEN-FM, KDAY, WJMI, WJAX, WWWS. Medium: WDMT, WQOK, WDAO.

SHIRLEY BROWN "This Used To Be Your House" (Sound Town) 23/5

Rotations: Heavy 5/0, Medium 12/3, Light 8/2, Total Adds 5, WKND, WENN, WPEG, WQMG, WPDQ. Heavy: WILD, WDIA, WRDW, KAPE, WKWM. Medium: WAMO, KRNB, WTMP, WZEN-FM, WXOK, WBLX, WORL, KOKA, WTLC.

LONNIE HILL "Hard Times" (Urban Sounds) 23/4

Rotations: Heavy 0/0, Medium 8/0, Light 15/4, Total Adds 4, KMJM, WBLX, WTOY, WEAS. Medium: WDAS, WDIA, WXOK, WENN, WKXI, WPDQ, WLOU, WTLC.

WISH featuring FONDA RAE "Touch Me (All Night Long)" (KR/Personal) 21/8

Rotations: Heavy 2/0, Medium 10/3, Light 9/5, Total Adds 8, WAOK, KRNB, WZAK, WLUM, WFXC, WQMG, WEAS, WWDM. Heavy: WILD, WAMO. Medium: WDAS, WUSL, KYOK, WEDR, WBMX, WLOU, WANM.

SLAVE "The Word Is Out" (Cotillion/Atco) 20/4

Rotations: Heavy 0/0, Medium 4/0, Light 16/4, Total Adds 4, WWIN, XHRM, WQMG, WLOU. Medium: KKDA-FM, KYOK, WTMP, WDAO.

KASHIF "Ooh Love" (Arista) 20/3

Rotations: Heavy 1/0, Medium 9/0, Light 10/3, Total Adds 3, WKND, WWDM, WTLC. Heavy: KACE. Medium: WAOK, WZAK, WFXC, WQMG, WJMI, WORL, WTOY, WANM, WWWS.

GRADY HARRELL "Belinda" (Constellation/MCA) 20/2

Rotations: Heavy 0/0, Medium 5/0, Light 15/2, Total Adds 2, WAMO, KAPE. Medium: KRNB, WEDR, WGCI, KSOL, WENN.

RAY, GOODMAN & BROWN "Who's Gonna Make The First Move" (Panoramic) 19/4

Rotations: Heavy 0/0, Medium 6/1, Light 13/3, Total Adds 4, WDIA, WZAK, WKXI, WPDQ. Medium: WWIN, WILD, KRNB, WNHC, WEAS.

BUTCH SAM & THE STATION BAND "Say That You Will" (Private I/CBS) 19/3

Rotations: Heavy 0/0, Medium 4/0, Light 15/3, Total Adds 3, WXOK, WQMG, WTOY. Medium: WAOK, WPEG, WJAX, KOKA.

JOHNNIE TAYLOR "Lady, My Whole World Is You" (Malaco) 19/1

Rotations: Heavy 2/0, Medium 7/0, Light 10/1, Total Adds 1, KHYS. Heavy: WDIA, KAPE. Medium: KNOK-FM, KACE, WRDW, WXOK, WENN, KIIZ, WBLX.

CHERYL LYNN "At Last You're Mine" (Columbia) 18/18

Rotations: Heavy 0/0, Medium 3/3, Light 15/15, Total Adds 18, WILD, WAOK, KKDA-FM, KNOK-FM, WTMP, WZAK, WJLB, WKND, WNHC, WENN, WJMI, WJAX, KJCB, WORL, KOKA, WANM, WTLC, WVOI.

TINA TURNER "Private Dancer" (Capitol) 18/18

Rotations: Heavy 1/1, Medium 6/6, Light 11/11, Total Adds 18, WAOK, WZAK, WZEN-FM, WKND, WNHC, WRDW, WENN, JET94, WFXC, WJMI, WJAX, KJCB, WORL, WWDM, WANM, WQKS, WWWS, WVOI.

ROGER featuring SHIRLEY MURDOCK "Girl, Cut It Out" (WB) 18/13

Rotations: Heavy 2/0, Medium 7/6, Light 9/7, Total Adds 13, KKDA-FM, WZAK, XHRM, WRDW, WXOK, WATV, WQMG, WKXI, WORL, WTOY, WDAO, WTLC, KDKO. Heavy: WAOK, WANM. Medium: KDAY.

EVELYN "CHAMPAGNE" KING "Out Of Control" (RCA) 17/14

Rotations: Heavy 0/0, Medium 9/7, Light 8/7, Total Adds 14, WWIN, WDAS, WUSL, WAMO, WTMP, WZAK, XHRM, WNHC, WRDW, WATV, WPEG, WORL, WANM, WDAO.

JIMMY CASTOR "It Gets To Me" (Dream/Salsoul) 17/7

Rotations: Heavy 0/0, Medium 4/1, Light 13/6, Total Adds 7, WXYV, WAMO, WZAK, WPEG, WEAS, WAAA, WTLC. Medium: WKXI, WLOU, WWWS.

BLACK IVORY "You Are My Lover" (Panoramic) 17/0

Rotations: Heavy 0/0, Medium 6/0, Light 11/0, Total Adds 0. Medium: WAMO, KRNB, WEDR, WNHC, WENN, WPDQ.

ROCKWELL "He's A Cobra" (Motown) 15/15

Rotations: Heavy 0/0, Medium 3/3, Light 12/12, Total Adds 15, WILD, WAMO, WHUR, WAOK, WTMP, WZAK, KMJM, WZEN-FM, WNHC, WFXC, WJMI, WBLX, WORL, WANM, WWWS.

E. ISLEY, C. JASPER, M. ISLEY "Kiss And Tell" (CBS Associated) 15/9

Rotations: Heavy 2/2, Medium 7/3, Light 6/4, Total Adds 9, WAOK, WDIA, WTMP, WZAK, WJMI, KJCB, WORL, WANM, WTLC. Medium: KRNB, WKXI, WQOK, KOKA.

CHERRELLE "When You Look In My Eyes" (Tabu/CBS) 14/2

Rotations: Heavy 1/0, Medium 4/0, Light 9/2, Total Adds 2, WQMG, WWDM. Heavy: WXOK. Medium: KKDA-FM, KNOK-FM, KJCB, WLOU.

YARBROUGH & PEOPLES "I'll Be There" (Total Experience/RCA) 14/1

Rotations: Heavy 1/0, Medium 4/0, Light 9/1, Total Adds 1, WDAO. Heavy: WTLC. Medium: WAOK, WKND, WPEG, KAPE.

FATBACK "Spread Love" (Spring) 13/2

Rotations: Heavy 0/0, Medium 2/0, Light 11/2, Total Adds 2, WPEG, WAAA. Medium: WAMO, WAOK.

MAGNUM FORCE "Cool Out" (Now Sounds) 12/8

Rotations: Heavy 1/0, Medium 4/2, Light 7/6, Total Adds 8, WWIN, WUSL, WDJY, WDRQ, KMJM, WXOK, KOKA, WVOI. Heavy: WGCI. Medium: WZEN-FM, WKWM.

FORCE MD'S "Forgive Me Girl" (Tommy Boy) 11/6

Rotations: Heavy 1/0, Medium 4/1, Light 6/5, Total Adds 6, WXYV, WILD, KIIZ, KJCB, WQKS, WWWS. Heavy: WUSL. Medium: KYOK, WDMT, WZAK.

MICHAEL WYCOFF "Gonna Chase You 'Til You Catch Me" (Valley View) 11/5

Rotations: Heavy 0/0, Medium 3/3, Light 8/2, Total Adds 5, WWIN, WAOK, WATV, WENN, KHYS.

FREESTYLE "The Party Has Begun" (Sunnyview) 11/3

Rotations: Heavy 0/0, Medium 5/0, Light 6/3, Total Adds 3, WXYV, KRNB, WWDM. Medium: WENN, WPEG, WQOK, WEAS, WTLC.

AM/FM "Push The Pedal To The Metal" (Dream/Salsoul) 11/2

Rotations: Heavy 0/0, Medium 4/0, Light 7/2, Total Adds 2, WQKS, WAAA. Medium: WXYV, KMJQ, WQOK, WWWS.

DYNAMIC BREAKERS "Dynamic (Total Control)" (Sunnyview) 11/2

Rotations: Heavy 0/0, Medium 5/1, Light 6/1, Total Adds 2, WAMO, KHYS. Medium: KYOK, WENN, WKXI, WQOK.

CLARENCE JACKSON "Our Love Will Last Forever" (R&R Records) 10/2

Rotations: Heavy 0/0, Medium 2/0, Light 8/2, Total Adds 2, WKXI, WTLC. Medium: KRNB, WEAS.

Breakers are those records that have achieved concurrent airplay at 60% of our reporting stations. New & Active records are receiving airplay at 25 or more stations. Records in Significant Action are receiving airplay from 10-24 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the Black/Urban chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart. Checkmarks signify the most added of the non-charted records.

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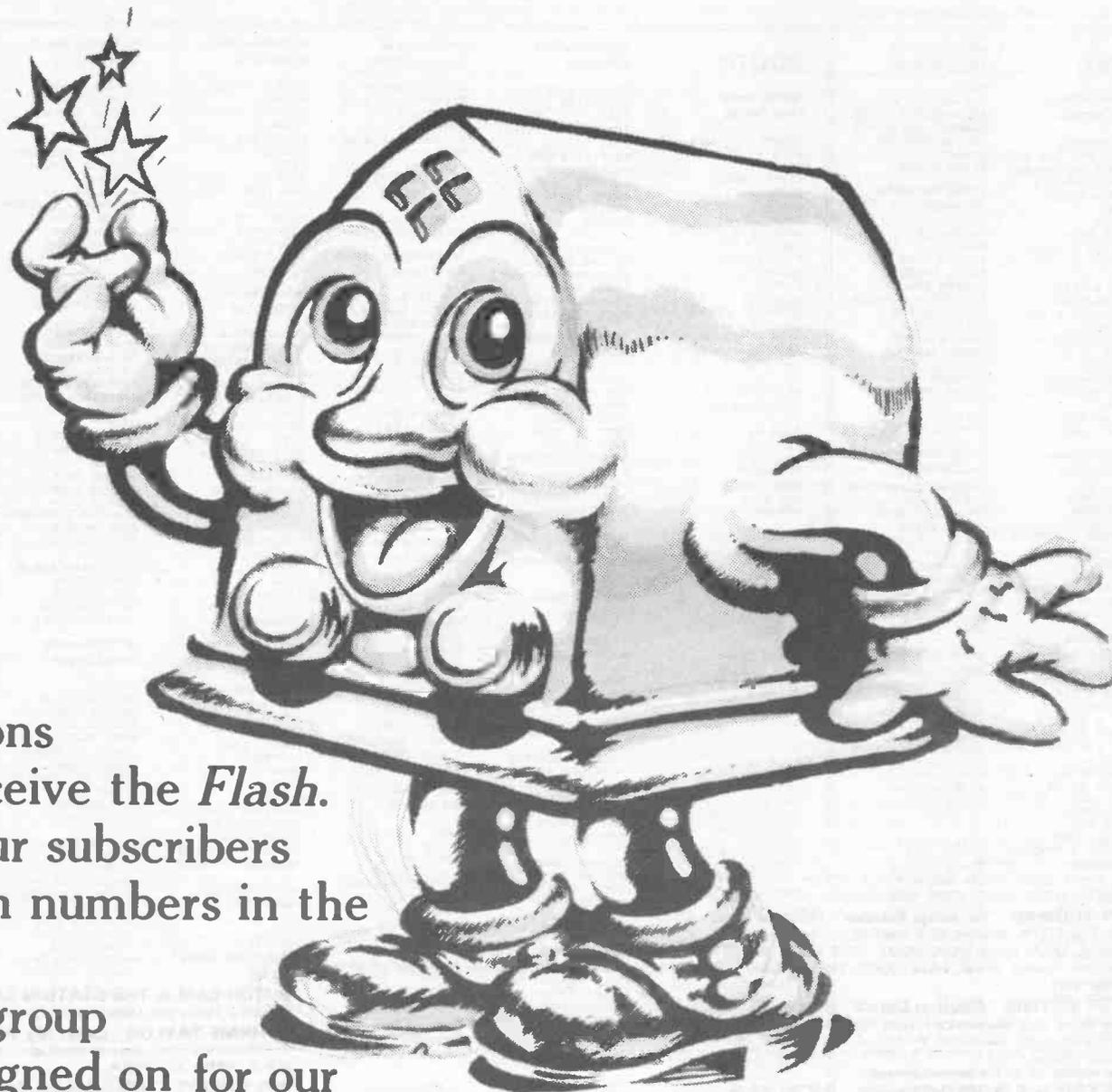
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Black/Urban Regional Adds & Hots

Stations are listed by region. Hots are listed in order of their airplay activity.

EAST	SOUTH	WPEQ/Charlotte	WKXJ/Jackson	WHRK/Memphis	KHYS/Port Arthur	MIDWEST	WZAK/Cleveland	WTL/Indianapolis
<p>WRKS/New York Tony Quararone</p> <p>WWIN/Baltimore Keith Newman</p> <p>RONNIE LAWS READY FOR THE WOR RODNEY SAULSBERRY MICHAEL WYCOFF MAGNUM FORCE ALBEM XAVION CHAKA KHAN POINTERS SISTERS ASHFORD & SIMPSON TIME BALL & OATES EVELYN KING STEPHANIE MILLS NEWCLUS KURTIS BLOW SLAVE Hottest: EUGENE WILDE PAUL BARDCASTLE NUANCE PRINCE DIANA ROSS</p> <p>WXYV/Baltimore Roy Sampson</p> <p>FORCE MD'S FREESTYLE JIMMY CASTOR ASHFORD & SIMPSON Hottest: THELMA ROUSTON PAUL BARDCASTLE JERMAINE JACKSON JERMAINE STEWART STEVIE WONDER</p> <p>WILD/Boston Elroy R.C. Smith</p> <p>POINTERS SISTERS BILLY OCEAN WHISPERS BALL & OATES RODNEY SAULSBERRY OBIO PLAYERS WHAMI FORCE MD'S ALICIA MYERS ROCK MASTER SCOTT COMMODORES CHAKA KHAN CBERYL LYNN ASHFORD & SIMPSON ROCKWELL UTFO Hottest: TEMPTATIONS JERMAINE STEWART PAUL BARDCASTLE STEVIE WONDER NEW EDITION</p> <p>WKND/Hartford Jordan/McLean</p> <p>WHODINI KEY-MATIC SHIRLEY BROWN JEFFREY OSBORNE TINA TURNER CBERYL LYNN CHAKA KHAN KASIF THOMAS MCCLARY Hottest: STEVIE WONDER MADONNA DIANA ROSS SADE PAUL BARDCASTLE</p> <p>WNHC/New Haven James Jordan</p> <p>SAMSON & DELILAH TINA TURNER CBERYL LYNN ASHFORD & SIMPSON TIME COMMODORES ROCKWELL EVELYN KING BONNIE POINTNER LEON LOVE BALL & OATES Hottest: RAY PARKER JR. TOM BROWNE STYLISTICS MIDNIGHT STAR KOOL & THE GANG</p>	<p>WAOK/Atlanta Larry Tinsley</p> <p>ISLEY, JASPER & WISB UTFO KURTIS BLOW CASHMERE MICHAEL WYCOFF CHAKA KHAN ASHFORD & SIMPSON CBERYL LYNN TINA TURNER ROCKWELL TIME Hottest: MIDNIGHT STAR MADONNA KOOL & THE GANG PAUL BARDCASTLE GAP BAND</p> <p>WVEE/Atlanta Scotty Andrews</p> <p>none Hottest: WHODINI DREAMBOY FORCE MD'S FAT BOYS MADONNA</p> <p>WRDW/Augusta Charlotte Logan</p> <p>FAT BOYS ROGER CHAMPAIGN LIMIT WHODINI TIME CHAKA KHAN KURTIS BLOW BALL & OATES POINTERS SISTERS COMMODORES ASHFORD & SIMPSON Hottest: KLYMAXX PAUL BARDCASTLE MIDNIGHT STAR KURTIS BLOW ROCK MASTER SCOTT</p> <p>WFXC/Durham Alvin Stowe</p> <p>JONZUN CREW SHEENA EASTON TINA TURNER ROCKWELL COMMODORES ASHFORD & SIMPSON WISB Hottest: STEVIE WONDER PAUL BARDCASTLE NOLAN THOMAS TEMPTATIONS EUGENE WILDE</p> <p>KNOK-FM/Ft. Worth Kenny Byrd</p> <p>HALL & OATES MTUME FORCE MD'S STEVIE WONDER JEFFREY OSBORNE PHILIP BAILEY SKYY COMMODORES UTFO Hottest: KOOL & THE GANG JERMAINE JACKSON GREN GUTBRIE KLYMAXX</p> <p>WQMG/Greensboro Doc Foster</p> <p>SHIRLEY BROWN SKYY POINTERS SISTERS RJ'S LATEST ARRIV JONZUN CREW JANET JACKSON LIMIT CASHMERE LINDA CLIFFORD SLAVE ROGER WHODINI WISB BUTCH SAM & THE S MICK JESSUP CHERRELLE XAVION Hottest: MIDNIGHT STAR TEMPTATIONS STEVIE WONDER KOOL & THE GANG THELMA ROUSTON</p> <p>WATV/Birmingham Ron January</p> <p>ROGER CHAMPAIGN JAMES INGRAM EVELYN KING CONTROLLERS TIME TINA TURNER CHAKA KHAN CBERYL LYNN DAN HARTMAN ROGER Hottest: EUGENE WILDE MIDNIGHT STAR JERMAINE STEWART TEMPTATIONS STEVIE WONDER</p> <p>WWWZ/Charleston Marc Little</p> <p>CHAKA KHAN Hottest: EUGENE WILDE MIDNIGHT STAR TEMPTATIONS STEVIE WONDER JERMAINE JACKSON</p>	<p>KURTIS BLOW CHAMPAIGN CICI RODNEY SAULSBERRY UTFO SHIRLEY BROWN NOLAN THOMAS CULTURE CLUB JIMMY CASTOR EVELYN KING COLORS PATBACK Hottest: EUGENE WILDE PAUL BARDCASTLE DIANA ROSS MIDNIGHT STAR PHILIP BAILEY</p> <p>JET94/Chattanooga Rich Phillips</p> <p>HALL & OATES GAP BAND SHEENA EASTON EUGENE WILDE CULTURE CLUB TINA TURNER ASHFORD & SIMPSON TIME Hottest: CHAKA KHAN DANNY SHIRLEY RONNIE LAWS MADONNA Hottest: MADONNA PRINCE PAUL BARDCASTLE KLYMAXX</p> <p>KKDA-FM/Dallas Terri Avery</p> <p>CHAMPAIGN SHEENA EASTON MADONNA ROGER UTFO ASHFORD & SIMPSON CBERYL LYNN Hottest: KLYMAXX PAUL BARDCASTLE MIDNIGHT STAR KURTIS BLOW ROCK MASTER SCOTT</p> <p>WFXC/Durham Alvin Stowe</p> <p>JONZUN CREW SHEENA EASTON TINA TURNER ROCKWELL COMMODORES ASHFORD & SIMPSON WISB Hottest: STEVIE WONDER PAUL BARDCASTLE NOLAN THOMAS TEMPTATIONS EUGENE WILDE</p> <p>KNOK-FM/Ft. Worth Kenny Byrd</p> <p>HALL & OATES MTUME FORCE MD'S STEVIE WONDER JEFFREY OSBORNE PHILIP BAILEY SKYY COMMODORES UTFO Hottest: KOOL & THE GANG JERMAINE JACKSON GREN GUTBRIE KLYMAXX</p> <p>WQMG/Greensboro Doc Foster</p> <p>SHIRLEY BROWN SKYY POINTERS SISTERS RJ'S LATEST ARRIV JONZUN CREW JANET JACKSON LIMIT CASHMERE LINDA CLIFFORD SLAVE ROGER WHODINI WISB BUTCH SAM & THE S MICK JESSUP CHERRELLE XAVION Hottest: MIDNIGHT STAR TEMPTATIONS STEVIE WONDER KOOL & THE GANG THELMA ROUSTON</p> <p>WATV/Birmingham Ron January</p> <p>ROGER CHAMPAIGN JAMES INGRAM EVELYN KING CONTROLLERS TIME TINA TURNER CHAKA KHAN CBERYL LYNN DAN HARTMAN ROGER Hottest: EUGENE WILDE MIDNIGHT STAR JERMAINE STEWART TEMPTATIONS STEVIE WONDER</p> <p>WWWZ/Charleston Marc Little</p> <p>CHAKA KHAN Hottest: EUGENE WILDE MIDNIGHT STAR TEMPTATIONS STEVIE WONDER JERMAINE JACKSON</p>	<p>DAVID SIMMONS MICHAEL WYCOFF ROGER WHODINI RAY GOODMAN & BR TIME Hottest: MIDNIGHT STAR TEMPTATIONS KLYMAXX EUGENE WILDE KOOL & THE GANG</p> <p>WJAX-FM/Jacksonville Chris Turner</p> <p>ROD STEWART SHEENA EASTON FOREIGNER TINA TURNER TIME BOB SEGER RICK SPRINGFIELD RODNEY SAULSBERRY UTFO CHAKA KHAN CBERYL LYNN STEPHANIE MILLS Hottest: PRINCE ROD STEWART NEW EDITION PAUL BARDCASTLE FOREIGNER</p> <p>WPDQ/Jacksonville Scott Jackson</p> <p>VANITY OLLIE & JERRY NOLAN THOMAS RAY GOODMAN & BR CHAKA KHAN PENNYE FORD GAP BAND SHIRLEY BROWN TUNE CREW Hottest: EUGENE WILDE ANGELA BOFILL KOOL & THE GANG TOM BROWNE STEVIE WONDER</p> <p>KIIZ/Killeen Bill St. John</p> <p>HALL & OATES MTUME FORCE MD'S STEVIE WONDER JEFFREY OSBORNE PHILIP BAILEY SKYY COMMODORES UTFO Hottest: KOOL & THE GANG JERMAINE JACKSON GREN GUTBRIE KLYMAXX</p> <p>KJCB/Lafayette Beatrice Evans</p> <p>ISLEY, JASPER & ASHFORD & SIMPSON FORCE MD'S CBERYL LYNN TINA TURNER CHAKA KHAN TIME JOYCE KENNEDY SHEENA EASTON PHILIP BAILEY IVY FRANKIE LEE COMMODORES Hottest: STEVIE WONDER NEW EDITION MIDNIGHT STAR EUGENE WILDE PAUL BARDCASTLE</p> <p>WLOU/Louisville Tony T. Fields</p> <p>PRINCE SHEENA EASTON NOLAN THOMAS GREN GUTBRIE READY FOR THE WOR JEFFREY OSBORNE SLAVE Hottest: TEMPTATIONS PRINCE ROY AYERS KLYMAXX MIDNIGHT STAR</p> <p>JEFFREY OSBORNE WHAMI POINTERS SISTERS PRINCE DIANA ROSS GEORGE BENSON BONEDRIPPERS ROCK MASTER SCOTT PAUL BARDCASTLE KLYMAXX SADE GREN GUTBRIE JANET JACKSON RONNIE LAWS FORCE MD'S ROY AYERS SKYY Hottest: PRINCE MADONNA PHILIP BAILEY STEVIE WONDER MIDNIGHT STAR</p> <p>KRNB/Memphis Jerry Mason</p> <p>PRESTYLY WISB SHEENA EASTON Hottest: MIDNIGHT STAR EUGENE WILDE RAY PARKER JR. KOOL & THE GANG JERMAINE JACKSON</p>	<p>BALL & OATES WHAMI CULTURE CLUB KLYMAXX STEPHANIE MILLS FURIOUS FIVE SKYY POINTERS SISTERS EGYPTIAN LOVER Hottest: GLENN JONES ASHFORD & SIMPSON FORCE MD'S TEENA MARIE MADONNA</p> <p>WDIA/Memphis Bobby O'Jay</p> <p>BILLY OCEAN SHEENA EASTON ISLEY, JASPER & XAVION KURTIS BLOW STEPHANIE MILLS FURIOUS FIVE BR UTFO Hottest: EUGENE WILDE GAP BAND NOLAN THOMAS JOHNNIE TAYLOR KOOL & THE GANG</p> <p>WEDR/Miami Jackson/Jones</p> <p>none Hottest: EUGENE WILDE SHALAMAR STEVIE WONDER KOOL & THE GANG TEMPTATIONS</p> <p>WBLX/Mobile B.J. 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Davis</p> <p>CASHMERE HAROLD MELVIN THOMAS MCCLARY MAGNUM FORCE SHEENA EASTON UTFO CBERYL LYNN BONNIE POINTNER DWHIGHT TWILLEY Hottest: MIDNIGHT STAR STEVIE WONDER TEMPTATIONS WHISPERS EUGENE WILDE</p> <p>WWDW/Sumter Mays/Hart</p> <p>SHEENA EASTON WHAMI CBERELLE FREESTYLE COLORS CHAKA KHAN TINA TURNER CASHMERE WISB COMMODORES UTFO Hottest: EUGENE WILDE PAUL BARDCASTLE NEW EDITION MIDNIGHT STAR STEVIE WONDER</p>	<p>UTFO ASHFORD & SIMPSON EUGENE WILDE WISB SPYDER D TINA TURNER OLLIE & JERRY SKYY RAY GOODMAN & BR CBERYL LYNN FAT BOYS TIME ISLEY, JASPER & EVELYN KING ROGER JANET JACKSON XAVION JIMMY CASTOR ROCKWELL COMMODORES L.L. KOOL JAY ALBEM Hottest: PAUL BARDCASTLE READY FOR THE WOR FREDERICK WHODINI BAROLD MELVIN</p> <p>WVVO/Columbus K.C. Jones</p> <p>TIME WHAMI BALL & OATES SHEENA EASTON CHAKA KHAN KLYMAXX NEW EDITION Hottest: STEVIE WONDER KOOL & THE GANG JEFFREY OSBORNE PRINCE PAUL BARDCASTLE MADONNA UTFO</p> <p>WDAQ/Dayton Lankford Stephen</p> <p>ROGER PENNYE FORD EVELYN KING CONTROLLERS READY FOR THE WOR ASHFORD & SIMPSON YARBROUGH & PEOP MADONNA CULTURE CLUB FREDERICK SHEENA EASTON RODNEY SAULSBERRY KURTIS BLOW XAVION Hottest: TINA BARDCASTLE NEW EDITION MIDNIGHT STAR EUGENE WILDE PHILIP BAILEY</p> <p>WJLB/Detroit James Alexander</p> <p>BALL & OATES MADONNA UTFO GAP BAND CHAMPAIGN CBERYL LYNN ALICIA MYERS Hottest: PAUL BARDCASTLE REBBIE JACKSON TEENA MARIE PRINCE EUGENE WILDE</p> <p>WDRQ/Detroit Jim Snowden</p> <p>SHEENA EASTON UTFO DIANA ROSS JOYCE KENNEDY MADONNA MAGNUM FORCE ASHFORD & SIMPSON CASHMERE JEFFREY OSBORNE ONE WAY ROY AYERS SHALAMAR TIME Hottest: FAT BOYS PAUL BARDCASTLE SHEENA EASTON TEENA MARIE UTFO</p> <p>WKWM/Grand Rapids Frank Grant</p> <p>ASHFORD & SIMPSON CBO BO FRIO COMMODORES JANET JACKSON TIME POINTERS SISTERS Hottest: PAUL BARDCASTLE WHODINI TEMPTATIONS MIDNIGHT STAR SHIRLEY BROWN</p>	<p>ROGER ROCK MASTER SCOTT SYLVESTER RASHP ISLEY, JASPER & CLARENCE JACKSON JIMMY CASTOR CBERYL LYNN COMMODORES ASHFORD & SIMPSON AMUZZEMENT PARK BA GAP BAND TIME Hottest: BILLY OCEAN KLYMAXX EUGENE WILDE PHILIP BAILEY PAUL BARDCASTLE</p> <p>WLUM/Milwaukee Brown/Austin</p> <p>DIANA ROSS HALL & OATES RODNEY SAULSBERRY KLYMAXX READY FOR THE WOR CYNDI LAUPER CHAKA KHAN FOREIGNER COMMODORES WISB Hottest: MADONNA EUGENE WILDE JERMAINE JACKSON KOOL & THE GANG BILLY OCEAN</p> <p>WVWS/Saginaw Karmik Crockett</p> <p>FAT BOYS TIME CHAKA KHAN HALL & OATES ROCKWELL COMMODORES TINA TURNER ASHFORD & SIMPSON THELMA ROUSTON FORCE MD'S SONNY CHARLES Hottest: KURTIS BLOW WHODINI SHEENA EASTON MADONNA PRINCE</p> <p>KMJM/St. Louis Ron Atkins</p> <p>SHEENA EASTON TEENA MARIE MIDNIGHT STAR UTFO CHAKA KHAN MAGNUM FORCE ROCKWELL GAP BAND NUANCE RODNEY SAULSBERRY LONNIE BILL RJ'S LATEST ARRIV Hottest: NEW EDITION PAUL BARDCASTLE JERMAINE STEWART READY FOR THE WOR NOLAN THOMAS</p> <p>WZEN/St. Louis Rod King</p> <p>ROCKWELL COMMODORES RJ'S LATEST ARRIV GRANDMASTER PLASH ASHFORD & SIMPSON TINA TURNER CHAKA KHAN Hottest: STEVIE WONDER TEMPTATIONS MIDNIGHT STAR READY FOR THE WOR PAUL BARDCASTLE</p> <p>WVOI/Toledo Maxx Myrick</p> <p>KLYMAXX PHILIP BAILEY COMMODORES TINA TURNER SHEENA EASTON ASHFORD & SIMPSON CHAKA KHAN CBERYL LYNN POINTERS SISTERS TIME KURTIS BLOW CONTROLLERS NEWS CREW STEVIE WONDER MAGNUM FORCE Hottest: MIDNIGHT STAR THELMA ROUSTON STEVIE WONDER KOOL & THE GANG EUGENE WILDE</p>	
<p>WEST</p>								
<p>KDKO/Englewood Carlos Land</p> <p>DIANA ROSS ANDY SUMMERS PRINCE ROGER NOLAN THOMAS SKYY STEVIE WONDER Hottest: MIDNIGHT STAR KOOL & THE GANG MADONNA STEVIE WONDER PHILIP BAILEY</p> <p>KACE/Los Angeles Miller/Robinson</p> <p>none Hottest: STEVIE WONDER EUGENE WILDE MADONNA NEW EDITION KLYMAXX</p> <p>KDAY/Los Angeles Jack Patterson</p> <p>none Hottest: PAUL BARDCASTLE NEW EDITION MADONNA GAP BAND MIDNIGHT STAR</p> <p>KJLH/Los Angeles Maddox/Reed</p> <p>none Hottest: EUGENE WILDE KLYMAXX TEMPTATIONS MADONNA NEW EDITION</p>	<p>KUKQ/Phoenix Jay Stone</p> <p>none Hottest: WHODINI MIDNIGHT STAR MADONNA PRINCE THELMA ROUSTON</p> <p>XHRM/San Diego Duff Lindsey</p> <p>ROCK MASTER SCOTT POINTERS SISTERS EVELYN KING ROGER RJ'S LATEST ARRIV HALL & OATES XAVION SHEENA EASTON SLAVE WHODINI Hottest: STEVIE WONDER</p> <p>WENN/Birmingham Michael Star</p> <p>MICHAEL WYCOFF PRINCE JEFFREY OSBORNE JAMES INGRAM SHIRLEY BROWN SHEENA EASTON CONTROLLERS TIME TINA TURNER CHAKA KHAN CBERYL LYNN DAN HARTMAN ROGER Hottest: EUGENE WILDE MIDNIGHT STAR JERMAINE STEWART TEMPTATIONS STEVIE WONDER</p> <p>WWWZ/Charleston Marc Little</p> <p>CHAKA KHAN Hottest: EUGENE WILDE MIDNIGHT STAR TEMPTATIONS STEVIE WONDER JERMAINE JACKSON</p> <p>WJMI/Jackson Carl Haynes</p> <p>TIME ISLEY, JASPER & JEFFREY OSBORNE NUANCE CHAKA KHAN ASHFORD & SIMPSON TINA TURNER CBERYL LYNN ROCKWELL COMMODORES Hottest: STEVIE WONDER JERMAINE STEWART DIANA ROSS MADONNA PHILIP BAILEY</p>	<p>WENN/Birmingham Michael Star</p> <p>MICHAEL WYCOFF PRINCE JEFFREY OSBORNE JAMES INGRAM SHIRLEY BROWN SHEENA EASTON CONTROLLERS TIME TINA TURNER CHAKA KHAN CBERYL LYNN DAN HARTMAN ROGER Hottest: EUGENE WILDE MIDNIGHT STAR JERMAINE STEWART TEMPTATIONS STEVIE WONDER</p> <p>WWWZ/Charleston Marc Little</p> <p>CHAKA KHAN Hottest: EUGENE WILDE MIDNIGHT STAR TEMPTATIONS STEVIE WONDER JERMAINE JACKSON</p> <p>WJMI/Jackson Carl Haynes</p> <p>TIME ISLEY, JASPER & JEFFREY OSBORNE NUANCE CHAKA KHAN ASHFORD & SIMPSON TINA TURNER CBERYL LYNN ROCKWELL COMMODORES Hottest: STEVIE WONDER JERMAINE STEWART DIANA ROSS MADONNA PHILIP BAILEY</p>	<p>WJMI/Jackson Tommy Marshall</p> <p>DAVID SIMMONS MICHAEL WYCOFF ROGER WHODINI RAY GOODMAN & BR TIME Hottest: MIDNIGHT STAR TEMPTATIONS KLYMAXX EUGENE WILDE KOOL & THE GANG</p> <p>WJAX-FM/Jacksonville Chris Turner</p> <p>ROD STEWART SHEENA EASTON FOREIGNER TINA TURNER TIME BOB SEGER RICK SPRINGFIELD RODNEY SAULSBERRY UTFO CHAKA KHAN CBERYL LYNN STEPHANIE MILLS Hottest: PRINCE ROD STEWART NEW EDITION PAUL BARDCASTLE FOREIGNER</p> <p>WPDQ/Jacksonville Scott Jackson</p> <p>VANITY OLLIE & JERRY NOLAN THOMAS RAY GOODMAN & BR CHAKA KHAN PENNYE FORD GAP BAND SHIRLEY BROWN TUNE CREW Hottest: EUGENE WILDE ANGELA BOFILL KOOL & THE GANG TOM BROWNE STEVIE WONDER</p> <p>KIIZ/Killeen Bill St. John</p> <p>HALL & OATES MTUME FORCE MD'S STEVIE WONDER JEFFREY OSBORNE PHILIP BAILEY SKYY COMMODORES UTFO Hottest: KOOL & THE GANG JERMAINE JACKSON GREN GUTBRIE KLYMAXX</p> <p>KJCB/Lafayette Beatrice Evans</p> <p>ISLEY, JASPER & ASHFORD & SIMPSON FORCE MD'S CBERYL LYNN TINA TURNER CHAKA KHAN TIME JOYCE KENNEDY SHEENA EASTON PHILIP BAILEY IVY FRANKIE LEE COMMODORES Hottest: STEVIE WONDER NEW EDITION MIDNIGHT STAR EUGENE WILDE PAUL BARDCASTLE</p> <p>WLOU/Louisville Tony T. Fields</p> <p>PRINCE SHEENA EASTON NOLAN THOMAS GREN GUTBRIE READY FOR THE WOR JEFFREY OSBORNE SLAVE Hottest: TEMPTATIONS PRINCE ROY AYERS KLYMAXX MIDNIGHT STAR</p> <p>JEFFREY OSBORNE WHAMI POINTERS SISTERS PRINCE DIANA ROSS GEORGE BENSON BONEDRIPPERS ROCK MASTER SCOTT PAUL BARDCASTLE KLYMAXX SADE GREN GUTBRIE JANET JACKSON RONNIE LAWS FORCE MD'S ROY AYERS SKYY Hottest: PRINCE MADONNA PHILIP BAILEY STEVIE WONDER MIDNIGHT STAR</p> <p>KRNB/Memphis Jerry Mason</p> <p>PRESTYLY WISB SHEENA EASTON Hottest: MIDNIGHT STAR EUGENE WILDE RAY PARKER JR. 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R&R Country NATIONAL AIRPLAY/50

January 11, 1985

	Total Reports/Adds	Heavy	Medium	Light
1 ALABAMA/(There's A) Fire In The Night (RCA)	156/1	134	17	5
2 OAK RIDGE BOYS/Make My Life With You (MCA)	159/0	127	25	7
3 CONWAY TWITTY/Ain't She Somethin' Else (WB)	159/0	121	34	4
4 CRYSTAL GAYLE/Me Against The Night (WB)	155/0	119	31	5
5 MERLE HAGGARD w/JANIE FRICKE/A Place To Fall Apart (Epic)	151/0	119	23	9
6 T.G. SHEPPARD/One Owner Heart (WB/Curb)	159/0	109	44	6
7 ED BRUCE/You Turn Me On (Like A Radio) (RCA)	157/3	93	57	7
8 JOHN CONLEE/Years After You (MCA)	146/1	107	25	14
9 MEL McDANIEL/Baby's Got Her Blue Jeans On (Capitol)	154/5	96	49	9
10 GARY MORRIS/Baby Bye Bye (WB)	158/1	84	67	7
11 EDDY RAVEN/She's Gonna Win Your Heart (RCA)	158/2	79	68	11
12 RICKY SKAGGS/Something In My Heart (Epic)	148/2	96	42	10
13 GENE WATSON/Got No Reason Now For Goin' Home (MCA/Curb)	145/4	90	36	19
14 DAN SEALS/My Baby's Got Good Timing (EMI America)	156/5	59	86	11
15 REBA McENTIRE/How Blue (MCA)	132/2	85	25	22
16 GLEN CAMPBELL/A Lady Like You (Atlantic America)	158/8	33	99	26
17 THE STATLERS/My Only Love (Mercury/PG)	153/10	38	96	19
18 EXILE/Crazy For Your Love (Epic)	159/19	32	92	35
19 GUS HARDIN w/EARL THOMAS CONLEY/All Tangled Up In Love (RCA)	151/7	32	88	31
20 EMMYLOU HARRIS/Someone Like You (WB)	146/6	25	100	21
21 LEE GREENWOOD/You've Got A Good Love Comin' (MCA)	153/29	18	94	41
22 VERN GOSDIN/Slow Burning Memory (Compleat/PG)	148/10	26	89	33
23 MICHAEL MARTIN MURPHEY/What She Wants (EMI America)	149/9	20	100	29
24 JIM GLASER/Let Me Down Easy (Noble Vision)	134/8	35	79	20
25 LACY J. DALTON/If That Ain't Love (Columbia)	139/18	15	86	38
26 EDDIE RABBITT/The Best Year Of My Life (WB)	104/2	48	38	18
27 STEVE WARINER/What I Didn't Do (MCA)	145/25	16	78	51
BREAKER 28 KENNY ROGERS/Crazy (RCA)	140/48	13	70	57
29 JOHN ANDERSON/Eye Of A Hurricane (WB)	136/14	13	95	28
30 SAWYER BROWN/Leona (Capitol/Curb)	97/1	37	46	14
31 B.J. THOMAS/The Girl Most Likely To... (Clev.Int/Col)	98/2	34	51	13
BREAKER 32 RAY STEVENS/Mississippi Squirrel Revival (MCA)	111/22	24	51	36
BREAKER 33 DON WILLIAMS/Walkin' A Broken Heart (MCA)	124/78	6	51	67
BREAKER 34 JOHN SCHNEIDER/Country Girls (MCA)	123/53	8	45	70
35 REX ALLEN JR./Running Down Memory Lane (Moon Shine)	102/8	12	61	29
BREAKER 36 EARL THOMAS CONLEY/Honor Bound (RCA)	116/74	1	50	65
37 GEORGE STRAIT/Does Fort Worth Ever Cross Your Mind (MCA)	78/1	25	28	25
BREAKER 38 GEORGE JONES w/BRENDA LEE/Hallelujah, I Love You So (Epic)	108/34	7	49	52
39 RAY CHARLES w/WILLIE NELSON/Seven Spanish Angels (Columbia)	91/20	14	45	32
BREAKER 40 JANIE FRICKE/The First Word In Memory Is Me (Columbia)	110/56	2	43	65
41 JUDDS (WYNONNA & NAOMI)/Why Not Me (RCA/Curb)	71/0	21	36	14
42 DAVID ALLAN COE/She Used To Love Me A Lot (Columbia)	93/16	9	47	37
43 KENDALLS/I'd Dance Every Dance With You (Mercury/PG)	83/2	29	30	24
BREAKER 44 JOHNNY LEE/Rollin' Lonely (Full Moon/WB)	102/63	2	35	65
BREAKER 45 NITTY GRITTY DIRT BAND/High Horse (WB)	97/86	3	24	70
46 LOUISE MANDRELL/This Bed's Not Big Enough (RCA)	90/8	2	50	38
47 JOHNNY PAYCHECK/I Never Got Over You (AMI)	78/5	12	36	30
48 RAZZY BAILEY/Touchy Situation (MCA)	81/9	6	45	30
49 BELLAMY BROTHERS/I Need More Of You (MCA/Curb)	79/73	1	12	66
50 DAVID FRIZZELL/No Way Jose (Viva)	72/2	6	35	31

MOST ADDED

- NITTY GRITTY DIRT BAND (86)
High Horse (WB)
- DON WILLIAMS (78)
Walkin' A Broken Heart (MCA)
- EARL THOMAS CONLEY (74)
Honor Bound (RCA)
- BELLAMY BROTHERS (73)
I Need More Of You (MCA/Curb)
- ANNE MURRAY (72)
Time Don't Run Out On Me (Capitol)
- WAYLON JENNINGS (64)
Waltz Me To Heaven (RCA)
- JOHNNY LEE (63)
Rollin' Lonely (Full Moon/WB)
- HANK WILLIAMS JR. (60)
Major Moves (WB/Curb)
- JANIE FRICKE (56)
The First Word In Memory Is Me (Columbia)
- JOHN SCHNEIDER (53)
Country Girls (MCA)

HOTTEST

- ALABAMA (91)
(There's A) Fire In The Night (RCA)
- MEL McDANIEL (61)
Baby's Got Her Blue Jeans On (Capitol)
- OAK RIDGE BOYS (61)
Make My Life With You (MCA)
- CRYSTAL GAYLE (51)
Me Against The Night (WB)
- REBA McENTIRE (45)
How Blue (MCA)
- MERLE HAGGARD w/JANIE FRICKE (39)
A Place To Fall Apart (Epic)
- JOHN CONLEE (35)
Years After You (MCA)
- CONWAY TWITTY (28)
Ain't She Somethin' Else (WB)
- GARY MORRIS (27)
Baby Bye Bye (WB)
- T.G. SHEPPARD (27)
One Owner Heart (WB/Curb)

MOST ADDED & HOTTEST list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicate the total number of Country reporters adding the song this week or noting that the song is among their five hottest.

BREAKERS

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, 1-7-85.

KENNY ROGERS Crazy (RCA)

On 86% of reporting stations. Rotations: Heavy 13, Medium 70, Light 57, Total Adds 48 including WAJR, WPOR, WMZQ, WZZK, WXBQ, WSOC, KPLX, KIKK, KYXX, WUBE, WIRE, WMIL, KLZ, KMAK, KNEW. A Most Added Record. Debuts at number 28 on Country chart.

DON WILLIAMS Walkin' A Broken Heart (MCA)

On 77% of reporting stations. Rotations: Heavy 6, Medium 51, Light 67, Total Adds 78 including WYRK, WRKZ, WXTU, WNYR, KASE, WEZL, WESC, WAMZ, WSIX, WQYK, WFMS, WIL, KFDI, KUZZ, KCBQ. A Most Added Record. Debuts at number 33 on Country chart.

JOHN SCHNEIDER Country Girls (MCA)

On 76% of reporting stations. Rotations: Heavy 8, Medium 45, Light 70, Total Adds 53 including WTSV, WXTU, WNYR, WWVA, KXYL, WCOS, WKSJ, KRMD, WONE, WQHK, WMIL, WTHI, KIK-FM, KYGO, KRAK, KSAN. A Most Added Record. Debuts at number 34 on Country chart.

EARL THOMAS CONLEY Honor Bound (RCA)

On 72% of reporting stations. Rotations: Heavy 1, Medium 50, Light 65, Total Adds 74 including WPTR, WYRK, KPLX, KIKK, WUSQ, WMNI, WMIL, WDGY, WOW, KVOO, KGHL, KFRE, KCCY, KCBQ, KCUB. A Most Added Record. Debuts at number 36 on Country chart.

JANIE FRICKE

The First Word In Memory Is Me (Columbia)

On 68% of reporting stations. Rotations: Heavy 2, Medium 43, Light 65, Total Adds 56 including WGNA, WCAO, WDSY, WVMI, WEZL, WAMZ, WQYK, WMNI, WKKQ, WBCS, WXCL, KWEN, KYGO, KMPS, KCUB. A Most Added Record. Debuts at number 40 on Country chart.

GEORGE JONES with BRENDA LEE Hallelujah, I Love You So (Epic)

On 67% of reporting stations. Rotations: Heavy 7, Medium 49, Light 52, Total Adds 34 including WPOC, WAJR, WKYG, WVMI, WCOS, KLLL, WSM, WSLR, WONE, WIL, WTHI, KRKT, KIK-FM, KVEG, KMPS. A Most Added Record. Debuts at number 38 on Country chart.

JOHNNY LEE

Rollin' Lonely (Full Moon/WB)

On 63% of reporting stations. Rotations: Heavy 2, Medium 35, Light 65, Total Adds 63 including WPTR, WWVA, WYII, KEAN, KASE, WGTO, WGKX, WLWI, WTQR, KSO, WGEE, KTTS, KYGO, KCCY, KSOP. A Most Added Record. Debuts at number 44 on Country chart.

NITTY GRITTY DIRT BAND High Horse (WB)

On 60% of reporting stations. Rotations: Heavy 3, Medium 24, Light 70, Total Adds 86 including WCAO, WRKZ, WXTU, WDSY, WMZQ, WEZL, KPLX, WNOX, WMC, WRK, WUSQ, WDAF, KXXY, KFDI, KNEW, KMPS. A Most Added Record. Debuts at number 45 on Country chart.

HALLELUJAH, IT'S A HIT!

It's George Jones with his good friend Brenda Lee singing

"Hallelujah, I Love You So"

(34-04723)

Breaking out big in the new year.

Produced by Billy Sherrill. From the album "Ladies' Choice" (FE-39272)

R&R 38 **BREAKERS**

BB 47

CB 44



ON EPIC RECORDS



NEW & ACTIVE

DAVID ALLAN COE "She Used To Love Me A Lot" (Columbia) 93/16

Rotations: Heavy 9, Medium 47, Light 37, Total Adds 16, WPOC, WQBE, WDSY, WSEN, KEAN, KPLX, WESC, KIKK, KXAS, KYXX, WIRK, WUSN, WTSO, WMIL, KTPK, KGHL. Debuts at number 42 on the Country chart.

RAY CHARLES with WILLIE NELSON "Seven Spanish Angels" (Columbia) 91/20

Rotations: Heavy 14, Medium 45, Light 32, Total Adds 20 including WPTR, WYRK, KEAN, WEZL, WUSY, KXAS, WSIX, WQYK, WSLR, WONE, WWJO, WTHI, KIK-FM, KKCS, KRPM. Debuts at number 39 on the Country chart.

LOUISE MANDRELL "This Bed's Not Big Enough" (RCA) 90/8

Rotations: Heavy 2, Medium 50, Light 38, Total Adds 8, WXTU, KEAN, WEZL, WFMS, WMIL, KIK-FM, KGHL, KFTN. Heavy: KKYX, KIGO. Medium: WQBE, WIXY, KYXX, KBMR. Debuts at number 46 on the Country chart.

RAZZY BAILEY "Touchy Situation" (MCA) 81/9

Rotations: Heavy 6, Medium 45, Light 30, Total Adds 9, WSEN, WILQ, KEAN, WKSJ, WLWI, WSIX, WAXX, WMIL, KRAK. Heavy: WTSV, WEZL, WTVY, KKYX, KSO, WCUZ. Debuts at number 48 on the Country chart.

BELLAMY BROTHERS "I Need More Of You" (MCA/Curb) 79/73

Rotations: Heavy 1, Medium 12, Light 66, Total Adds 73 including WBGW, WRKZ, WNYR, WWVA, WSOC, WOXE, WMC, KISS-FM, WTQR, WCXI, WBCS, WIL, KLZ, KRSY, KRPM. Debuts at number 49 on the Country chart.

JOHNNY PAYCHECK "I Never Got Over You" (AMI) 78/5

Rotations: Heavy 12, Medium 36, Light 30, Total Adds 5, WSEN, WEZL, KXXY, KFRE, KRAK. Heavy: WVAM, WWVA, WTVY, WAMZ, WLWI, KKYX, KSO, WCXI, WITL, KQIL. Debuts at number 47 on the Country chart.

ANNE MURRAY "Time Don't Run Out On Me" (Capitol) 73/72

Rotations: Heavy 1, Medium 15, Light 57, Total Adds 72 including WCAO, WPOR, WILQ, KMML, KLVI, WSOC, WUSY, KYXX, WKSJ, WCXI, WMIL, KEBC, KWEN, KMAK, KCKC.

CON HUNLEY "All American Country Boy" (Capitol) 70/8

Rotations: Heavy 2, Medium 29, Light 39, Total Adds 8, WEZL, WSOC, WESC, KYXX, WONE, WTHI, KVEG, KCUB. Heavy: WGNA, WNOX. Medium: WAJR, WIXY, KTTS, KFDI, KKAL.

WAYLON JENNINGS "Waitz Me To Heaven" (RCA) 68/64

Rotations: Heavy 1, Medium 12, Light 55, Total Adds 64 including WGNA, WYRK, WRKZ, CHOW, WSOC, WGKX, WCMS, WIRK, KFGO, KXXY, KVOO, KRKT, KUUY, KSON, KMPS.

HANK WILLIAMS JR. "Major Moves" (WB/Curb) 63/60

Rotations: Heavy 1, Medium 17, Light 45, Total Adds 60 including WPTR, WZZK, KXYL, KXAS, WKSJ, WLWI, WCXI, WOW, KTPK, KFDI, KRST, KFRE, KRWQ, KMPS, KCUB.

JIMMY BUFFETT "Bigger Than The Both Of Us" (MCA) 59/6

Rotations: Heavy 4, Medium 21, Light 34, Total Adds 6, WOKQ, WPOR, WEZL, WMIL, KTPK, KMPS. Heavy: KIKK, KKYX, KBMR, KIOV. Medium: WIXY, WESC, WPAP, WCUZ, KRSY.

LLOYD DAVID FOSTER "I'm Gonna Love You Right..." (Columbia) 54/4

Rotations: Heavy 4, Medium 22, Light 28, Total Adds 4, KIKK, KYXX, WFMS, KTPK. Heavy: WTSV, KKYX, KRMD. Medium: WSNQ, WYII, KMML, WEZL, WITL, WXCL, KKAL, KRSY.

HILLARY KANTER "Hey" (RCA) 53/2

Rotations: Heavy 4, Medium 26, Light 23, Total Adds 2, CHOW, WEZL. Heavy: WGNA, KKYX, KSOP, KCKC. Medium: WBGW, WXTU, KHEY, WESC, WSLR, WGEE, WTSO, WTOD, KEIN.

KAREN BROOKS "A Simple I Love You" (WB) 48/21

Rotations: Heavy 0, Medium 12, Light 36, Total Adds 21 including WPOR, WYII, WXBQ, WSOC, WTVY, WLWI, WPAP, WQYK, WITL, KEBC, WOW, KTTS, KKAL, KEIN, KCCY.

TERRY GREGORY "Pardon Me, But This Heart's Taken" (Scotti Bros./CBS) 27/19

Rotations: Heavy 0, Medium 2, Light 25, Total Adds 19 including WVAM, WBGW, WOKK, WLWI, KKYX, KRMD, KEBC, KVOO, KFTN, KIGO.

DARRELL CLANTON "I Forgot That I Don't Live Here Anymore" (WB) 27/18

Rotations: Heavy 0, Medium 2, Light 25, Total Adds 18 including CHOW, WILQ, WOKK, WTQR, WCXI, WBCS, WTOD, KUZZ, KSON.

DOLLY PARTON "Don't Call It Love" (RCA) 23/22

Rotations: Heavy 1, Medium 4, Light 18, Total Adds 22 including WBGW, WDSY, WZZK, KRMD, WWJO, KKAL, KUZZ, KMAK, KRWQ, KSON.

KATHY TWITTY "Green Eyes" (Permian) 20/6

Rotations: Heavy 0, Medium 5, Light 15, Total Adds 6, KMML, WOKK, KKYX, KRMD, KFGO, KTTS. Medium: WCUZ, KVOO, KSOP, KIGO.

FORESTER SISTERS "When You're In Love" (WB) 19/18

Rotations: Heavy 0, Medium 2, Light 17, Total Adds 18 including WTSV, KMML, WDXE, KBMR, KEBC, WOW, KRWQ, KQIL, KTOM, KSOP.

BILLY CHINNOCK "The Way She Makes Love" (Paradise) 18/3

Rotations: Heavy 0, Medium 1, Light 17, Total Adds 3, WFNC, WLWI, KTTS. Medium: WBGW. Light: WPOR, WYII, KRRV, KFGO, KRKT, KRSY.

BROOKS BROTHERS BAND "Hurry On Home" (Buckboard) 17/2

Rotations: Heavy 0, Medium 3, Light 14, Total Adds 2, KKYX, WAXX. Medium: KMML, KBMR, WWJO. Light: WKYK, WIXY, KFGO, KEBC, KIGO.

CHARLESTON EXPRESS "Sweet Love Don't Cry" (Soundwaves) 13/1

Rotations: Heavy 0, Medium 2, Light 11, Total Adds 1, WEZL. Medium: KBMR, KVOO. Light: WFNC, WESC, WLWI, WPAP, KSO, KTTS, WTOD.

BENNY WILSON "Acres Of Diamonds" (Columbia) 12/7

Rotations: Heavy 0, Medium 1, Light 11, Total Adds 7, WOKQ, WWVA, WLWI, KKYX, KEBC, KVOO, KUZZ. Light: WSNO, WTVY, KRSY.

JOE SUN "Why Would I Want To Forget?" (AMI) 11/3

Rotations: Heavy 0, Medium 0, Light 11, Total Adds 3, KRMD, KTTS, KSOP. Light: WPAP, WQYK, KBMR, KFGO, KVOO, KRWQ, KRPM.

BECKY CHASE "Until The Music Is Gone" (Spirit Horse) 10/2

Rotations: Heavy 0, Medium 1, Light 9, Total Adds 2, WLWI, KFGO. Medium: WUSY. Light: KHEY, WFNC, WCMS, WPAP, KKYX, KRSY, KGA.

MICKEY GILLEY "I'm The One Mama Warned You About" (Epic) 8/7

Rotations: Heavy 0, Medium 1, Light 7, Total Adds 7, WYRK, WRKZ, WTVY, KRMD, WCUZ, KCJB, KMAK. Light: WQYK.

LOIS JOHNSON "Loveshine" (EMH) 8/4

Rotations: Heavy 0, Medium 1, Light 7, Total Adds 4, WIXY, KRRV, KSOP, KIGO. Medium: WCUZ. Light: KSO, KVOO, KRSY.

KATIE MCKENZIE "What Do You Take For A Heartache?" (Poverty) 8/3

Rotations: Heavy 0, Medium 2, Light 6, Total Adds 3, WKYK, WFNC, KTTS. Medium: WAJR, KIGO. Light: WYII, WDXE, WPAP.

EDDIE EASTMAN "Dreaming All Over Again" (Artisan) 8/1

Rotations: Heavy 0, Medium 1, Light 7, Total Adds 1, WGNA. Medium: CHOW. Light: WBGW, KRRV, KBMR, KRKT, KRWQ, KRSY.

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>
EARL THOMAS CONLEY/Love Don't Care (RCA)	<i>Treadin' Water</i>
GEORGE JONES w/BARBARA MANDRELL/Daisy Chain (Epic)	<i>Lady's Choice</i>
GEORGE STRAIT/The Cowboy Rides Away (MCA)	<i>Does Fort Worth Ever...</i>
JUDDS/Bye Bye Baby Blues (RCA/Curb)	<i>Why Not Me</i>
JUDDS/Girl's Night Out (RCA/Curb)	<i>Why Not Me</i>
REBA McENTIRE/Before I Met You (MCA)	<i>My Kind Of Country</i>
RICKY SKAGGS/Country Boy (Epic)	<i>Country Boy</i>
GAIL DAVIES/Break Away (RCA)	<i>Where Is A Woman To Go</i>
JUDDS/My Baby's Gone (RCA/Curb)	<i>Why Not Me</i>
JUDDS/Drops of Water (RCA/Curb)	<i>Why Not Me</i>
EARL THOMAS CONLEY/Treadin' Water (RCA)	<i>Treadin' Water</i>
JANIE FRICKE/Another Man Like That (Columbia)	<i>The First Word In...</i>

SIGNIFICANT ACTION

EVERLY BROTHERS "The First In Line" (Mercury/PolyGram) 47/29

Rotations: Heavy 0, Medium 12, Light 35, Total Adds 29 including WGNA, WIXL, WXTU, WDXE, WLWI, KRMD, KBMR, WMNI, WOW, KIGO.

SHELLY WEST "Now There's You" (Viva) 43/42

Rotations: Heavy 0, Medium 9, Light 34, Total Adds 42 including WBGW, WSNQ, KASE, WLWI, WPAP, WKKQ, KTTS, KVOO, KMPS.

RESTLESS HEART "Let The Heartache Ride" (RCA) 36/36

Rotations: Heavy 0, Medium 2, Light 34, Total Adds 36 including WGNA, WQBE, KRRV, WCMS, KRMD, WGEE, KEBC, KKAL, KVEG, KIGO.

NARVEL FELTS "Hey Lady" (Evergreen) 35/20

Rotations: Heavy 0, Medium 4, Light 31, Total Adds 20 including WCAO, WTSV, WYII, WEZL, KRMD, WITL, KTTS, KTPK, KRKT, KIGO.

MOE BANDY & JOE STAMPLEY "Daddy's Honky Tonk" (Columbia) 27/27

Rotations: Heavy 0, Medium 8, Light 19, Total Adds 27 including WGNA, WVAM, WDXE, WAMZ, WPAP, KKYX, KBMR, KEBC, WOW, KCKC.

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R&R AOR / TRACKS

148 REPORTERS

		Total	Hot	Medium	Total Adds
	1 JOHN FOGERTY/The Old Man Down... (WB)	141	116	25	11
	2 FOREIGNER/I Want To Know What Love Is (Atlantic)	133	129	4	0
	3 DON HENLEY/The Boys Of Summer (Geffen)	122	116	6	0
	4 PHILIP BAILEY w/PHIL COLLINS/Easy Lover (Columbia)	122	109	13	0
	5 KINKS/Do It Again (Arista)	135	81	54	2
	6 GIUFFRIA/Call To The Heart (Camel/MCA)	125	85	40	1
	7 DON HENLEY/Sunset Grill (Geffen)	130	74	55	19
	8 GLENN FREY/The Heat Is On (MCA)	127	78	46	18
BREAKER	9 DAVID LEE ROTH/California Girls (WB)	132	58	58	132
	10 JULIAN LENNON/Too Late For Goodbyes (Atlantic)	120	58	60	16
	11 REO SPEEDWAGON/Can't Fight This Feeling (Epic)	112	77	34	7
	12 JOHN PARR/Naughty Naughty (Atlantic)	114	61	53	6
BREAKER	13 DEEP PURPLE/Knocking At Your Back Door (Mercury/PG)	117	54	60	28
BREAKER	14 BRYAN ADAMS/Somebody (A&M)	102	66	35	69
	15 SURVIVOR/High On You (Scotti Bros./CBS)	101	43	58	8
	16 TRIUMPH/Spellbound (MCA)	103	33	70	1
	17 DEEP PURPLE/Perfect Strangers (Mercury/PG)	83	54	28	5
	18 BRUCE COCKBURN/If I Had A... (Gold Mtn./A&M)	98	44	52	7
	19 AUTOGRAPH/Turn Up The Radio (RCA)	106	25	78	10
	20 BRYAN ADAMS/Run To You (A&M)	77	69	8	0
	21 BRYAN ADAMS/It's Only Love (A&M)	82	41	41	4
BREAKER	22 FOREIGNER/That Was Yesterday (Atlantic)	83	41	41	19
	23 LOS LOBOS/Don't Worry Baby (Slash/WB)	83	18	65	3
BREAKER	24 PAT BENATAR/Ooh Ooh Song (Chrysalis)	78	24	42	69
BREAKER	25 TWISTED SISTER/The Price (Atlantic)	82	11	69	22
	26 PAT BENATAR/Diamond Field (Chrysalis)	68	34	33	9
BREAKER	27 ROGER HODGSON/In Jeopardy (A&M)	74	20	51	12
	28 DOKKEN/Just Got Lucky (Elektra)	81	8	71	9
	29 CYNDI LAUPER/Money Changes... (Portrait/CBS)	70	28	42	2
	30 BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia)	55	32	23	0
	31 JOHN FOGERTY/Rock And Roll Girl (WB)	63	25	28	63
	32 MOLLY HATCHET/Stone In Your Heart (Epic)	69	12	57	6
	33 U2/Wire (Island)	59	22	37	2
BREAKER	34 GEORGE THOROGOOD.../Gear Jammer (EMI America)	77	2	51	76
	35 BILLY SQUIER/Eye On You (Capitol)	64	8	55	1
	36 PAT BENATAR/We Belong (Chrysalis)	42	32	10	0
	37 HALL & OATES/Method Of Modern Love (RCA)	49	31	16	6
	38 HONEYDRIPPERS/Rockin' At Midnight (Es Paranza/Atl.)	45	26	19	2
	39 GENERAL PUBLIC/Tenderness (IRS/A&M)	51	20	31	6
	40 BRYAN ADAMS/Summer Of '69 (A&M)	43	27	16	9
	41 PRINCE/I Would Die 4 U (WB)	50	25	23	9
	42 DON HENLEY/All She Wants To Do Is Dance (Geffen)	47	17	29	23
	43 KINKS/Living On A Thin Line (Arista)	42	19	23	10
	44 FOREIGNER/Tooth And Nail (Atlantic)	43	17	25	8
	45 DAVID BOWIE/Tonight (EMI America)	40	18	22	0
	46 HALL & OATES/Bank On Your Love (RCA)	45	12	33	4
	47 FOREIGNER/A Love In Vain (Atlantic)	35	17	18	11
	48 TOTO/Stranger In Town (Columbia)	38	18	20	1
	49 ANGEL CITY/Underground (MCA)	47	2	38	27
	50 KROKUS/Our Love (Arista)	42	8	34	2
	51 KISS/Thrills In The Night (Mercury/PG)	47	3	43	4
	52 U2/The Unforgettable Fire (Island)	36	14	19	9
	53 JOHN CAFFERTY &.../Tender Years (Scotti Bros./CBS)	37	10	27	2
	54 MARTIN BRILEY/Dangerous Moments (Mercury/PG)	47	1	33	47
	55 CHICAGO/You're The Inspiration (WB)	33	18	14	3
	56 U2/Pride (In The Name Of Love) (Island)	29	16	13	1
	57 ROGER HODGSON/Had A Dream... (A&M)	30	15	15	2
	58 FOREIGNER/She's Too Tough (Atlantic)	31	10	21	11
	59 FRANKIE GOES TO HOLLYWOOD/Relax (ZTT/Island)	30	11	18	19
	60 STEVE PERRY/Foolish Heart (Columbia)	34	9	23	8

BREAKERS

DAVID LEE ROTH California Girls (WB)

89% of our reporters on it. 132/132 including adds at: WBCN, WNEW, WMMR, WLUP, WMMS, KLOS, KMET, KGB. Debuts at #9 on the Hot Tracks chart.

BRYAN ADAMS Somebody (A&M)

69% of our reporters on it. 102/69 including adds at: WIYY, WMMR, WYSP, WNOR, WMMS, KYYS, KOMA. Debuts at #14 on the Hot Tracks chart.

FOREIGNER That Was Yesterday (Atlantic)

56% of our reporters on it. 83/19 including adds at: DC101, KZEW, WRIF, WQFM, KMET, WIMZ, WYFE. Debuts at #22 on the Hot Tracks chart.

TWISTED SISTER The Price (Atlantic)

55% of our reporters on it. 82/22 including adds at: WNEW, WDVE, KYYS, KDKB, WPYX, KZEL. Debuts at #25 on the Hot Tracks chart.

PAT BENATAR Ooh Ooh Song (Chrysalis)

53% of our reporters on it. 78/69 including adds at: WIYY, WNEW, KTXQ, WNOR, KAZY, KGON, KGB. Debuts at #24 on the Hot Tracks chart.

GEORGE THOROGOOD & THE DESTROYERS Gear Jammer (EMI America)

52% of our reporters on it. 77/76 including adds at: WNEW, WMMR, KZEW, WXRT, KBCO, KMET, KGB. Debuts at #34 on the Hot Tracks chart.

ROGER HODGSON In Jeopardy (A&M)

50% of our reporters on it. 74/12 including adds at: WBAB, WKLS, KYYS, KBCO, KLOS, WIMZ, WWCK. Debuts at #27 on the Hot Tracks chart.

NEW & ACTIVE

- BILLY OCEAN "Loverboy" (Jive/Arista) 31/6**
Adds include WLUP, WHEB, WCKN, KMJX, KLYV. Hots: 9 WMMS, WKLC, WTPA, WYDD, WPDH, WWWW, WHMD, WBYG, KRQU. Mediums: 22 include KDKB, WZZO, WOUR, WYFV, WIMZ, KWFM.
- TINA TURNER "Private Dancer" (Capitol) 23/17**
Adds include WMMS, WWCT, WWWW, KLYV. Hots: 4 WKQQ, CITI, K97, WIZN. Mediums: 15 include WZZO, WTPA, WIMZ.
- TRIUMPH "Follow Your Heart" (MCA) 21/15**
Adds include KLAL, WEBN, WCMF, WQMF, WRXL, KATT, KILO. Hots: 5 WMMR, WHJY, KISS, KFMG, WXCS. Mediums: 14 include WDVE, KGON, WOUR, KICT.
- JOHN FOGERTY "Centerfield" (WB) 20/20**
Adds include KYYS, WDHA, WGIR, KFMQ. Hots: 7 KAZY, KUPD, WHCN, WAAF, KMBY, WIZN, KTYD. Mediums: 8 include KZEW, WPYX, WKDF, WRXL.
- ROMAN HOLLIDAY "One Foot Back In Your Door" (Jive/Arista) 19/19**
Adds include KROQ, KDKB, KOZZ. Hots: 1 KFMF. Mediums: 9 include WNOR, WAAF, WTUE, WLAV, KATT.
- CARS "Why Can't I Have You" (Elektra) 19/16**
Adds include WMMR, WKLS, WPYX, KLAQ, WKDF, WKGO, WIOT, KZEL, KKDJ. Hots: 2 WIQB, WLAV. Mediums: 13 include WEBN, WQMF.
- FOREIGNER "Reaction To Action" (Atlantic) 19/6**
Adds: WYSP, KLOS, KMET, KISS, KFMG, KILO. Hots: 10 include WNEW, WHJY, WAAF. Mediums: 9 include WDVE, WNOR, WMMS, WPYX, WOOS.
- BRUCE SPRINGSTEEN "Pink Cadillac" (Columbia) 19/3**
Adds: WOUR, KNCN, KLYV. Hots: 10 include KBPI, KDKB, KUPD, KFOG, KGGO, WIBA, KILO, KRSP. Mediums: 9 include WNOR, KQDS, KICT.
- MADONNA "Like A Virgin" (Sire/WB) 18/3**
Adds: WHEB, KGGO, WWWW. Hots: 8 CHUM, KCAL, KMJX, WWCK, WQBK, KLYV, WBYG, KRQU. Mediums: 10 include WMMS, WKLC, WYFV.
- JOHN FOGERTY "Mr. Greed" (WB) 17/17**
Adds include WNEW, KMET, KLAQ. Hots: 6 KTXQ, WYFV, WIQB, KKDJ, KOZZ, KTYD. Mediums: 8 include KZEW, KGB, KATT, WIOT, KFMG.
- ROBIN GEORGE "Heartline" (Bronze/Island) 17/14**
Adds include WBAB, WHJY, WSHE, WRCN, KMOD. Hots: 3 WLLZ, WKQQ, KILO. Mediums: 9 include WQFM, KOMA, WAAF, KNCN, KISS.
- JOHN FOGERTY "I Saw It On T.V." (WB) 16/16**
Adds include KINK, WHEB, WOUR, WKDF. Hots: 3 WYFV, WHCN, WWCT. Mediums: 10 include WBAB, KKCI, KZAP, WOOS.
- FOREIGNER "Stranger In My Own House" (Atlantic) 16/12**
Adds include KRQR, KEZO, KOMP. Hots: 7 KMET, WHCN, KNCN, WYFV, WAPL, WLVO, KKDJ. Mediums: 9 include WKLS, KICT, KEZE.
- WHAMI "Careless Whisper" (Columbia) 16/6**
Adds: WKLC, WHEB, WPDH, KMJX, KLYV, KRQU. Hots: 8 include WLUP, WMMS, WZZO, WDHA, WYDD. Mediums: 6 include CHUM, WTKX, KSPN.
- ALPHAVILLE "Big In Japan" (Atlantic) 16/3**
Adds: WLUP, 91X, WGIR. Hots: 3 WBCN, KROQ, KOAK. Mediums: 11 include WBAB, KBCO, WTPA, KQDS.
- KROKUS "Ballroom Blitz" (Arista) 15/15**
Adds include WBAB, WHJY, KTXQ, KLAQ, KXZL. Hots: 0. Mediums: 11 include KNCN, WKDF, KISS, WLAV.
- LOUDNESS "Crazy Nights" (Atco) 15/15**
Adds include WYSP, WHJY, KTXQ, KMET, KNCN, KLAQ. Hots: 0. Mediums: 8 include WBAB, KZEW, WLLZ, KISS, KFMG, KTYD.

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MOST ADDED

- DAVID LEE ROTH (132)
California Girls (WB)
- GEORGE THOROGOOD & THE DESTROYERS (76)
Gear Jammer (EMI America)
- BRYAN ADAMS (69)
Somebody (A&M)
- PAT BENATAR (69)
Ooh Ooh Song (Chrysalis)
- JOHN FOGERTY (63)
Rock And Roll Girl (WB)

MOST HOTS

- FOREIGNER (129)
I Want To Know What Love Is (Atlantic)
- DON HENLEY (116)
The Boys Of Summer (Geffen)
- JOHN FOGERTY (116)
The Old Man Down The Road (WB)
- PHILIP BAILEY (109)
Easy Lover (Columbia)

R&R**AOR / ALBUMS****January 11, 1985****148 REPORTERS**

			Total Reports	Hot Rotation	Medium Rotation	Total Adds All Rotations
1	DON HENLEY/Building The Perfect Beast (Geffen)	"Sunset" (130) "Boys" (122) "All She Wants" (47)	143	137	6	0
2	FOREIGNER/Agent Provocateur (Atlantic)	"I Want To Know" (133) "Yesterday" (83) "Tooth" (43)	140	137	3	0
3	BRYAN ADAMS/Reckless (A&M)	"Somebody" (102) "Love" (82) "Run" (77)	139	125	14	0
BREAKER 4	JOHN FOGERTY/Centerfield (WB)	"Old Man" (141) "Rock" (63) "Centerfield" (20)	144	118	24	12
5	KINKS/Word Of Mouth (Arista)	"Do It Again" (135) "Living" (42)	142	84	58	2
6	PHILIP BAILEY/Chinese Walls (Columbia)	"Easy Lover" (122)	123	110	13	0
7	GIUFFRIA/Giuffria (Camel/MCA)	"Call" (125) "Do Me Right" (11)	128	87	40	2
8	DEEP PURPLE/Perfect Strangers (Mercury/PG)	"Knocking" (117) "Perfect Strangers" (83)	131	70	58	6
9	BEVERLY HILLS COP/Soundtrack (MCA)	"The Heat Is On" (127)	128	79	46	18
10	RED SPEEDWAGON/Wheels Are Turnin' (Epic)	"Can't Fight" (112) "I Dowanna Know" (19)	121	84	36	5
11	PAT BENATAR/Tropico (Chrysalis)	"Ooh Ooh" (78) "Diamond" (68) "We Belong" (42)	127	72	51	10
12	JULIAN LENNON/Valotte (Atlantic)	"Too Late" (120) "Valotte" (22)	123	64	57	5
13	JOHN PARR/John Parr (Atlantic)	"Naughty Naughty" (114)	118	63	54	7
14	TRIUMPH/Thunder Seven (MCA)	"Spellbound" (103) "Follow" (21) "Time" (11)	122	41	79	2
15	SURVIVOR/Vital Signs (Scotti Bros./CBS)	"High On You" (101) "Can't Hold" (17)	110	50	60	7
16	AUTOGRAPH/Sign In Please (RCA)	"Turn Up The Radio" (106)	111	26	82	9
17	BRUCE COCKBURN/Stealing Fire (Gold Mtn./A&M)	"Rocket Launcher" (98)	99	45	52	8
18	U2/The Unforgettable Fire (Island)	"Wire" (59) "Unforgettable" (36) "Pride" (29)	94	40	52	4
19	ROGER HODGSON/In The Eye Of The Storm (A&M)	"In Jeopardy" (74) "Had A Dream" (30)	89	30	57	9
20	BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia)	"Born" (55) "Bobby Jean" (14)	71	39	32	3
21	HALL & OATES/Big Bam Boom (RCA)	"Method" (49) "Bank" (45)	80	38	40	5
22	LOS LOBOS/How Will The Wolf Survive? (Slash/WB)	"Don't Worry Baby" (83)	88	21	66	4
23	DOKKEN/Tooth And Nail (Elektra)	"Just Got Lucky" (81)	86	11	73	8
24	TWISTED SISTER/Stay Hungry (Atlantic)	"The Price" (82)	84	12	70	20
25	HONEYDRIPPERS/Volume One (Es Paranza/Atlantic)	"Rockin'" (45) "Sea" (19) "Thrill" (12)	61	34	27	2
26	MOLLY HATCHET/The Deed Is Done (Epic)	"Stone" (69)	70	13	57	4
27	FRANKIE GOES TO.../Welcome To The... (ZTT/Island)	"Relax" (30) "Two Tribes" (23)	57	20	36	5
28	BILLY SQUIER/Signs Of Life (Capitol)	"Eye On You" (64)	66	8	57	1
29	GENERAL PUBLIC/All The Rage (IRS/A&M)	"Tenderness" (51)	53	23	30	6
30	DAVID BOWIE/Tonight (EMI America)	"Tonight" (40) "Neighborhood" (10)	49	24	25	0
31	PRINCE/Purple Rain (WB)	"I Would Die 4 U" (50)	51	25	24	8
32	KROKUS/The Blitz (Arista)	"Our Love" (42) "Ballroom Blitz" (15)	56	8	45	5
33	TOTO/Isolation (Columbia)	"Stranger In Town" (38)	44	21	23	1
34	KISS/Animalize (Mercury/PG)	"Thrills" (47)	49	3	45	4
35	ANGEL CITY/Two Minute Warning (MCA)	"Underground" (47)	47	2	38	25
36	JOHN CAFFERTY &.../Eddie & The... (Scotti Bros./CBS)	"Tender Years" (37)	39	10	29	2
37	CHICAGO/Chicago 17 (WB)	"Inspiration" (33)	35	20	14	3
38	STEVE PERRY/Street Talk (Columbia)	"Foolish Heart" (34)	35	10	23	8
39	BIG COUNTRY/Steeltown (Mercury/PG)	"Where The Rose" (22) "Just A Shadow" (12)	34	8	25	4
40	PLANET P PROJECT/Pink World (MCA)	"What I See" (31)	33	7	26	0

**12" On Your Desk Now
Album January 21st**



BREAKERS

JOHN FOGERTY
Centerfield (WB)

97% of our reporters on it. 144/12 including adds at: WNOR, KBCO, KINK, KFOG, WIMZ, WSKS, KGGO. Debuts at #4 on the Albums chart.

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ACTIVES IN RADIO 1985

We've Got The Best Ears In The Business!

AOR

KAREN ANDERSON
BOB BITTENS
MIKE BOYLE
PAM BROOKS
MARK CHERNOFF
JOHN COPPER
MARC COPPOLA
BOB COX
ARY DAHLMAN
DON DAVIS
HARN DIDIA
NEIL EDWARDS
TY FORD
JOHN GARRPONE
BRUCE GOLDBEN
PAUL HEINE
DAVE KANE
TOM KELLY
BOB KOCIAK
ED LEVINE
ROB LIPSHUTZ
ROSE MACDONALD
PAUL MICHAELS
MICHAEL PICCOZZI
RICHARD REINSBERG
STEVEN SALTZMAN
STEM SCHANTZ
DON SHAFER
TIM SMITH
RALPH TORTORA
SHAWN WATERS
BOB WELCH

KRVU
WCKN
WUFO
WXLL
WRUF
WKDF
WRUF
WYFV
WZKY
WQVE
KLGL
KFXK
KZEV
WDIZ
KNBQ
KLAQ
WCKD
KFMK
WJNZ
WTKX
KLBJ
WRXL
WOME
KMJK
KNCN
WFYV
KRIX
WTOB
WYFE
WYER

WCTC
WMLP
KFMG
WXXE
WTOB
WTOB
WYFE
WYER

MATTHEW EFFKEN
JOHN ERDMAN
BILL EVANS
JERRY GAVIN
ARIS HAMPERS
FRANK HANEL
BOB HATTIRIK
VICKI HODGSON
WARD HOLMES
SKIP ISLEY
TIM JANSEN
JIM JONES
MIKE KELLER
CHRISTA LANE
LINDA LANSI
JOE MACCABE
JEFF MICHAELS
HARK MILLER
JACK MITCHELL
JEFFREY R. MURPHY
TERRY DUGAN NOLAN
TOM OWENS
THE ROZ
ANDY SANDERBECK
RICK SINGER
DAVE STROUT
BILL TAYLOR
BRIAN TAYLOR
WALLY WALKER
ROBERT A. WELCH
BRUCE WHEELER
MIKE WHITE
STEVE YOUNG

KFMG
KQMB
WLPD
WDFM
WLAU
KKCI
COMS
KQBS
WDEK
WYFE
KLYV
KHOD
KQDS
WIBA
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KFMF
KQON

CHR

NORTHEAST
KEITH ABRAMS
DENNY ALEXANDER
RICK ALEXANDER
DALE ANDREWS
RICK ANDREWS
CHRIS BAILEY
TOM BARSANTI
TOM BENSON
DWAYNE BONDS
GUY BROUILLARD
ROGER CHRISTIAN
PETE CLARK
MARC W. CRONIN
MICHAEL CRUZ
STEVE DAVIS
DAVE DEAN
JEFF FREEMAN
LEE FRIESEN
JACK GILLEN
WILL KAUFFMAN
KEMOSABI JOE
NEIL KUSHNIR
JACK LAWRENCE
BOB LEVINS
SCOTT MACKAY
JIM MARTIN
DINI MATELA
BILL MATTHEWS
MARK MCENZIE
BOB MCNILL
BILL MCWREATH
GARY MILLER
TOM MITCHELL
JOE MOSS
RON NICHOLAS
MICHAEL O'HARA
DON O'SHEA
JIM FAYNE
JIM REITZ
PAUL ROBERTS
BILL SHANNON
SCOTT SHANNON
BOB SPENCER
JAY STEVENS
DON TANDLER
TOM TAYLOR
RUTH TOLSON
WILLIAM B. TROUSDALE
HENRY VAN DEN HOOGEN
GARRY WALL
DOUG WELLDON
JEFF WHITEHEAD
RALPH WITMER

WMTX
COMS
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WHDL
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WRCK
WORO
WCKK
WHTZ
WCIJ
WJJO
WTLQ
WPST
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WVRO
WTR
WVIC
WTKC
WVHG
WPAI

SOUTH
GARY ARKINS
FAST EDDIE ASHTON
DICK BASCOM
DICK BASCOM
SKIP BISHOP
HARV BRADEN
RUSS BROWN
CHRIS BRYAN
CHARLIE FOX
CLAY GISH
JAY GLASS
PATTY HAMILTON
ROD HAMPTON
NEIL HARRISON
RICK HAYES
KURT KELLY
JONATHAN KEYES
LINDA KING
JOHN LANDER
KEVIN MCCARTHY
JOHN MICHAELS
CHUCK MORGAN
CHIP NOSLEY
MAC MURPHY
MEL MYERS
JOE NASTY
GARY O'NEAL
ERIC PAGE
DAVE PARKS
RON PAYNE
GARY W. REYNOLDS
WAYLON RICHARDS
JOHN SHORBY
PAMELA STEELE
GREGG STEVENS
DOMINIC TESTA
PETE THOMPSON
BILL THORMAN
WAYNE WATKINS
RUSS WILLIAMS

WOKI
WSTO
KMBQ
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WVWX
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KELI
KTFM
KOIZ
WKSZ
KILE
WKDO
KRAV
KRFI
KAFM
KAFM
KTFM
WRNO
KBFM

TOM KELLY
LIZ KENNEDY
JEFF MCCARTNEY
BRADY MCGRAW
ROD METTS
SCOTT MITCHELL
JIM MORRISON
J.D. NORTH
CHARLIE OCEAN
HARTY OSBORNE
LOU PATRICK
JOHN PATRICK
BRIAN PHILIPS
BILL PHIPPS
AMOS PIGG
JERRY ROGERS
CRAIG RUSSELL
MARK ST. JOHN
MICHAEL ST. JOHN
MARK SHANDS
RANDI SOMMERS
HARRI STEVENS
BRUCE STEVENS
JOHN STEVENS
STANLEY "B" STEWART
MARY TILLENGER
KRIS VAN DYKE
FRANK WALSH
SHANNON WEST
RAY WILLIAMS
DAVE WRIGHT
JOHN YOUNG

WJDO
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WZGC

MIDWEST
RICH ALLEN
KAREN BARBER
CINDY BARTON
MIKE BENSON
JAY BOULEY
KIM BRADLEIGH
KURT BRECHEISAN
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GENE KUNTZ
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BILL LEE
MARK MAROLT
DENNIS MARTIN
BILL MARTIN
DAVE MCCORMICK
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DON MORTINE
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GREGG SWEDBERG
MICHAEL T
JAY TAYLOR
DIANE TRACY

WGHF
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WSPT

WEST
LANETTE ABRAHAM
GLORIA AVILA-PEREZ
JOHN BARRY
TODD CAVANAUGH
KIRK CLAIAT
BILL CODY
SHERMAN COHEN
CHRIS COLLINS
GARY CUMMINGS
DAMIEN
JEFF DAVIS
DEVON DURRANT
CAREY EDWARDS
DOUG ERICKSON

KFRC
KIMH
KMJK
KTAG
KQON
KTRB
KHVT
KSPH
WRPL
KPLZ
KYNQ
K-PL
KHGX
KIMH

TOM EVANS
RICK GILLETTE
STEVE GODDARD
BOB HARLOW
STEVE E. MATTER
DAVID A. KRAHAM
KIMBERLEE A. LARRABE
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KELLY NORRIS
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MIKE PRESTON
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JIM RICHARDS
MARK JEFFREY ROSEN
MIKE SCHAEFER
ROB SHERWOOD
MICHAEL T. SHISHIDO
BRIAN THOMAS
PAUL THOMPSON
TOM WALSH
GREG WILLIAMS

KBBK
KBFM
KZZP
KQXR
COMS
KHOP
KYAK
KQHO
KATI
KNBQ
KATA
KOZE
NSKD
KQBA
KOPA
KHEL
KJKK
KROD
KCRN
KSSD
KCAQ
KSSD
KQON
KZZP
XTRA
KPMI
KJIS
KTAC
KIKI
KQAO
KVI
KSLY
KQDO

For more information on how AIR can work for you, call Alan Smith at (301) 964-5544. AIR remains the fastest and most reliable research tool for getting radio to listen to music.

WEEK #14 AIR Priorities WEEK #14

Listen to the Tracks listed below. Decide if each has the potential to attain New & Active, Top 40 or Top 25 in the R&R AOR Hot Tracks. Then call in your responses to AIR at 301-964-5544. Deadline for AOR responses is 6pm, Thursday, January 17, 1985.

AOR	TITLE/CUTS	ARTIST	LABEL
	WARMING UP TO THE ICE AGE "Zero House" "When We Ran" "The Usual"	JOHN HIATT	GEFFEN
	CHINESE WALL "Walking On The Chinese Wall" "Time Is A Woman"	PHILIP BAILEY	COLUMBIA

Listen to the selections listed below. Decide if each has the potential to attain New & Active, Top 40 or Top 25 in the R&R National Airplay Chart. Then call in your responses to AIR at 301-964-5544. Deadline for CHR response is 6pm, Wednesday, January 16, 1985.

CHR	TITLE	ARTIST	LABEL
	ONE FOOT BACK IN YOUR DOOR	ROMAN HOLLIDAY	JIVE/ARISTA
	CALIFORNIA GIRLS	DAVID LEE ROTH	WARNER BROS.
	IN STEREO	MARK SPIRO	CURB/MCA
	NIGHTSHIFT	COMMODORES	MOTOWN
	I SHOULD HAVE KNOWN BETTER	JIM DIAMOND	A&M

AIR (Active Industry Research) is a nationwide network of program and music directors who assess CHR and AOR music for artist managers, producers and record companies.



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AOR / ALBUMS

MOST ADDED

ANGEL CITY (25)
Two Minute Warning (MCA)
TWISTED SISTER (20)
Stay Hungry (Atlantic)
BEVERLY HILLS COP (18)
Soundtrack (MCA)
TINA TURNER (16)
Private Dancer (Capitol)
ROBIN GEORGE (16)
Dangerous Music (Bronze/Island)

MOST HOTS

FOREIGNER (137)
Agent Provocateur (Atlantic)
DON HENLEY (137)
Building The Perfect Beast (Geffen)
BRYAN ADAMS (125)
Reckless (A&M)
JOHN FOGERTY (118)
Centerfield (WB)
PHILIP BAILEY (110)
Chinese Walls (Columbia)

NEW & ACTIVE

CARS/Heartbeat City (Elektra) 33/8

Adds: WPYX, WYDD, KLAQ, WIMZ, WIOT, WXQR, KRQU, KOZZ. Hots: 5 CHUM, WLIR, WIOB, WXKE, WLAV.
Mediums: 24 include WMMR, WKLS, KTXQ, WEBN, KQRS, KGON.

BILLY OCEAN/Suddenly (Jive/Arista) 31/6

Adds: WLUP, WHEB, WPDH, WCKN, KMJX, KLYV. Hots: 9 include WMMS, WKLC, WTPA, WYDD, WWWV.
Mediums: 22 include KDKB, WZZO, WOUR, WFYV, WIMZ.

TINA TURNER/Private Dancer (Capitol) 25/16

Adds include WMMS, WZZO, WCCC, WPDH, WIMZ, WWCT. Hots: 4 WKQQ, CITI, K97, WIZN. Mediums: 18 include CHUM, WTPA, CHEZ, KMBY.

ROBIN GEORGE/Dangerous Music (Bronze/Island) 21/16

Adds include WBAB, WHJY, WSHE, WRCN, KMOD. Hots: 3 WLLZ, WKQQ, KILO. Mediums: 13 include KZEW, WQFM, KOME, WAAF, KATT.

MADONNA/Like A Virgin (Sire/WB) 21/3

Adds: WHEB, KGGO, WWWV. Hots: 11 include KCAL, KQAK, WLIR, KMJX, WWCK, KLYV. Mediums: 10 include KROQ, WKLC, WFYV.

WHAMI/Make It Big (Columbia) 19/5

Adds: WKLC, WHEB, WPDH, KMJX, KRQU. Hots: 8 include WLUP, WMMS, WZZO, WDHA, WYDD. Mediums: 9 include KROQ, WLIR, WTKX, KLYV.

ALPHAVILLE/Forever Young (Atlantic) 17/3

Adds: WLUP, 91X, WGIR. Hots: 5 WBCN, KROQ, KQAK, WLIR, WCPZ. Mediums: 10 include WBAB, KBCO, WTPA, KQDS.

BRONSKI BEAT/The Age Of Consent (MCA) 16/1

Adds: WRCN. Hots: 9 include WBCN, KROQ, KQAK, WTPA, WLIR, K97. Mediums: 6 include WXRT, KBCO, CHEZ, WPDH.

JOHN HIATT/Warming Up To The Ice Age (Geffen) 12/12

Adds include WBAB, WNEW, KBCO, WRCN, KSPN, KZOO. Hots: 0. Mediums: 6 include WXRT, KAZY, KKDJ, WIZN, KTCL, KOZZ.

DANNY ELFMAN/So-Lo (MCA) 12/2

Adds: WLIR, WIZN. Hots: 3 include KROQ, KQAK. Mediums: 9 include WXRT, KBCO, 91X, WLAV.

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.

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.

REGIONAL AOR ACTIVITY



Parallel One

CHUM-FM/Toronto
(416) 926-4068

PD: BOB DAVIES
MD: WAYNE WEBSTER

Not
BRYAN ADAMS (M)
HONEYDRIPPERS
PAT BENATAR (L)
DON HEWLEY
FRANKIE GOES TO...
MADONNA
HALL & OATES (M)
FOREIGNER
HUEY LEWIS
PRICE
JOHN CAFFERTY
PHILIP BAILEY
TEACHERS
CYNDI LAUPER
BROWNSIE BEAT
CAR
CHICAGO
BRUCE SPRINGSTEEN
TOTO
BILLY IDOL
Med/Las
EUNDOGLIDERS
BETELA E.
WHAM!
COREY HART
KINGS
STEVE PERCY
DAVID LEE ROTH
GIUFFRIA
BILLY OCEAN
PAT BENATAR
A. DEEP PURPLE
TINA TURNER
CULTURE CLUB
RICK SPRINGFIELD
GENERAL PUBLIC
A. STEVIE NICKER
BOB DYLAN
JULIAN LENNON
DOUG & THE SLUGS
A. TEAS FOR FRANKS
BRUCE COCKBURN
JOHN CAFFERTY
BIG COUNTRY
REVERLY HILLS COP
A. THOMPSON TWINS
A. RED SPEEDWAGON
ELTON JOHN
ROGER HODGSON
DAVID BOWIE
HOLLY WOODS AND TO
PARACHUTE CLUB
SPONS
ROUGH TRADE

WNEW-FM/New York
(212) 986-7000

PD: CHARLIE KENDALL
ASST. PD: JIM McNAGHAN

Not
FOREIGNER
BRYAN ADAMS
KINGS
JOHN PARR
DEEP PURPLE
JULIAN LENNON
CYNDI LAUPER
DON HEWLEY
PHILIP BAILEY
GIUFFRIA
JOHN CAFFERTY (L)
TRINITY
Med/Las
PAT BENATAR
DAVID LEE ROTH
LOS LOBOS
BEVERLY HILLS COP
TOMMY STAIN
SURVIVOR
BRUCE COCKBURN
A. TWISTED SISTER
A. DEEP PURPLE
ANGEL CITY
DAVID JOHANNSEN
SILVA ADAS
BILLY JOEL
GEORGE THOROGOOD
BOB DYLAN
AUTOGRAF
JOHN HATT
Med/Las
PAT BENATAR
DAVID LEE ROTH
LOS LOBOS
BEVERLY HILLS COP
A. TWISTED SISTER
A. DEEP PURPLE
ANGEL CITY
DAVID JOHANNSEN
SILVA ADAS
BILLY JOEL
GEORGE THOROGOOD
BOB DYLAN
AUTOGRAF
JOHN HATT

CHOM-FM/Montreal
(514) 935-2425

PD: BOB BRADIE
MD: BENOIT GIFFRESSE

Not
DAVID BOWIE
U2
JULIAN LENNON
FRANKIE GOES TO...
BRYAN ADAMS
HUEY LEWIS
PAT BENATAR
EUNDOGLIDERS
DON HEWLEY
KINGS
BIG COUNTRY
FOREIGNER
FRANKIE GOES TO...
BILLY IDOL
CHISS
A. DAVID LEE ROTH
Med/Las
GARY O.
DEEP PURPLE
PARACHUTE CLUB
PLANET P PROJECT
TRINITY
GIUFFRIA
KIM MICHAEL BAND
ROBERTY PAQUETTE
CORBAU
A. AUTOGRAF
A. JOHN CAFFERTY
A. JOHN PARR
Light Adas
TINA TURNER
BRUCE COCKBURN

WBAB/Long Island
(516) 587-1023

PD: BOB KIRKMAN
MD: KATHY THORNTON

Not
FOREIGNER (M)
BRYAN ADAMS (M)
DON HEWLEY (M)
JULIAN LENNON (M)
PAT BENATAR (M)
HALL & OATES (M)
PHILIP BAILEY
DAVID LEE ROTH
HONEYDRIPPERS
DEEP PURPLE
A. CHICAGO
BEVERLY HILLS COP
GIUFFRIA
JOHN PARR
JOHN CAFFERTY (M)
KINGS
Med/Las
BRUCE SPRINGSTEEN
CYNDI LAUPER
BILLY JOEL
TWISTED SISTER
GENERAL PUBLIC
U2
TRINITY
U2
BRUCE COCKBURN
AUTOGRAF
ALPHAVILLE
SURVIVOR
KISS
HOLLY HATCHET
JOHN JETT
RED SPEEDWAGON
A. QUEENSYNCE
A. BOB WHITER
A. LOUDNESS
A. FRANKIE GOES TO...
Light Adas
GEORGE THOROGOOD
ROBIN GEORGE
KEEL
JOHN HATT
MARTIN BRILEY
ROGER HODGSON
ERIKES

WOURL/Utica
(315) 797-0803

PD: PETER HIRSON
MD: TOM STARR

Not
PHILIP BAILEY
BRUCE COCKBURN
FOREIGNER (M)
JOHN CAFFERTY (M)
DON HEWLEY (L)
KINGS (M)
CYNDI LAUPER
JULIAN LENNON
TRINITY (M)
TWISTED SISTER
RED SPEEDWAGON
BROWNSIE BEAT
NAILS
A. SPONS
JOHN HATT
J. CELLS BAND
GIUFFRIA
TRINITY
SINGING FIDDLES
A. DAVID LEE ROTH
KINGS
A. VIX VIX
A. CHAKA KHAN
A. WHITE WOLF
A. ANGEL CITY
A. SIDNEY LODEY
A. JOHN CAFFERTY
TOTO

WAOX/Syracuse
(315) 472-0200

PD: ED LEVINE
ASST. PD: ARY DAHLMAN

Not
BRYAN ADAMS (M)
HONEYDRIPPERS
PAT BENATAR (M)
DON HEWLEY (M)
FOREIGNER (M)
DEEP PURPLE
TRINITY
PHILIP BAILEY
DAVID LEE ROTH
RED SPEEDWAGON
CYNDI LAUPER
JOHN CAFFERTY (M)
BEVERLY HILLS COP
Med/Las
AUTOGRAF
KINGS
GIUFFRIA
TOMMY SHAW
TOTO
U2
BOB DYLAN
ROGER HODGSON
JULIAN LENNON
JOHN PARR
A. SURVIVOR
A. METALLICA
ARMORED BANT
A. GEORGE THOROGOOD
A. DOXEN
TWISTED SISTER

WYXJ/Albany, NY
(518) 785-9061

ASST. PD: BOB WELCH
MD: ANDI TURCO

Not
PHILIP BAILEY
FOREIGNER (M)
JOHN CAFFERTY (M)
DON HEWLEY (M)
GIUFFRIA
BIG COUNTRY
PAT BENATAR
FOREIGNER
ROGER HODGSON
JULIAN LENNON
DAVID LEE ROTH
BEVERLY HILLS COP
Med/Las
PAT BENATAR
TRINITY
JULIAN LENNON
FRANKIE GOES TO...
JOHN PARR
A. GEORGE THOROGOOD
RED SPEEDWAGON
KINGS
JACQUES BRUN
A. ETC
A. ETC
REPLACEMENTS
KINGS
A. TINA TURNER

WZWN/Burlington
(802) 877-6800

PD: ROGER WATERS
MD: ARTY LAVIGNE

Not
JOHN CAFFERTY (M)
DON HEWLEY
A. PHILIP BAILEY
BRYAN ADAMS
DON HEWLEY (M)
BIG COUNTRY
PAT BENATAR
FOREIGNER
ROGER HODGSON
JULIAN LENNON
DAVID BOWIE
HONEYDRIPPERS
KINGS
BRUCE COCKBURN
A. FRANKIE GOES TO...
STEVE MILLER
KURTIS COBAIN
BOB DYLAN
U2
J. CELLS BAND
AL STUART
PLANET P PROJECT
A. RED SPEEDWAGON
GENERAL PUBLIC
TINA TURNER
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TOTO
DB'S
KISS
DEEP PURPLE
TIMOTHY B. SCHNEIDER
JERRY TULL
LINDSEY BUCKINGHAM
A. PETER WOLF
A. TOMMY SHAW
LOS LOBOS
ROBIN GEORGE
JOHN HUNTER
ETC

WYXJ/Albany, NY
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MD: ANDI TURCO

Not
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FOREIGNER (M)
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PAT BENATAR
FOREIGNER
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A. ETC
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JERRY TULL
LINDSEY BUCKINGHAM
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A. TOMMY SHAW
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ROBIN GEORGE
JOHN HUNTER
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WBLM/Portland, ME
(207) 783-2065

PD: JOSE BLAS
MD: TOM WILKINSON

Not
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PAT BENATAR (M)
DON HEWLEY (M)
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SURVIVOR
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DOXEN
DEVON SQUARE
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LAWA LAMA
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WMMR/Philadelphia
(215) 561-0933

PD: GEORGE HARRIS
MD: ERIN RILEY

Not
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U2
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A. TRINITY
ERIKES
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A. GEORGE THOROGOOD
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HONEYDRIPPERS
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EUNDOGLIDERS
CHISS
HUEY LEWIS
JOHN CAFFERTY
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A. BILLY JOEL

WBNC/Boston
(617) 266-1111

PD: GEORGE HARRIS
MD: BOB BRADIE

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BROWNSIE BEAT
KINGS
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BAND AID
DAVID BOWIE
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CHISS
HUEY LEWIS
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A. BILLY JOEL

WHYJ/Providence
(401) 438-6110

PD: BOB HENRI
MD: JEFF RICCIO

Not
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DEEP PURPLE
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JOHN CAFFERTY
JOHN PARR
ROGER HODGSON
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WTPA/Harrisburg
(717) 238-1402

PD: BRUCE BOND

Not
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DAVID BOWIE
SCANDAL
JULIAN LENNON
BILLY SQUIER
SCANDAL
HUEY LEWIS
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KISS
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PLANET P PROJECT
AUTOGRAF
A. MARTIN BRILEY
A. GEORGE THOROGOOD

WYDD/Pittsburgh
(412) 362-2144

PD: MICHAEL MCKEON
MD: DAVE SHEDLOCK

Not
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BRYAN ADAMS
PAT BENATAR
DON HEWLEY (M)
DEEP PURPLE
TOTO (M)
KINGS
RED SPEEDWAGON
JULIAN LENNON
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AUTOGRAF
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HALL & OATES
PRINCE
ATLTY SQUIER
AUTOGRAF
BEVERLY HILLS COP



MIDWEST (continued)

Parallel Two

WXLP/Davenport (319) 326-2541

Not: BRYAN ADAMS (M) DON HENLEY (M) FOREIGNER (M) KINGS PHILIP BAILEY BEVERLY HILLS COP JOHN PARR JOHN FOGERTY

WAPU/Appleton (414) 734-9226

Not: DON HENLEY BRYAN ADAMS RED SPEEDWAGON FOREIGNER PAT BENATAR KINGS

WWCK/Flint (313) 744-1570

WLAV-FM/ (616) 456-5461

Not: DON HENLEY (M) BRYAN ADAMS (M) FOREIGNER (M) PHILIP BAILEY (M) JULIAN LENNON (M)

KQDS/Duluth (218) 728-6421

Not: DON HENLEY (M) BRYAN ADAMS (M) FOREIGNER (M) RED SPEEDWAGON FRANKIE GOES TO... (M) KINGS (M)

WYFE/Rockford (815) 877-3075

Not: HONEYDRIPPERS (M) ROGER HODGSON (M) JULIAN LENNON (M) U2 (M)

WOOS/Canton (216) 492-5630

WXKE/Ft. Wayne (219) 484-0580

Not: DON HENLEY BRYAN ADAMS RED SPEEDWAGON FOREIGNER PAT BENATAR KINGS

WJOT/Toledo (419) 248-3377

Not: BRYAN ADAMS (M) DON HENLEY (M) FOREIGNER (M) PHILIP BAILEY (M) JULIAN LENNON (M)

WVWC/Flint (313) 744-1570

WLAV-FM/ (616) 456-5461

Not: DON HENLEY (M) BRYAN ADAMS (M) FOREIGNER (M) PHILIP BAILEY (M) JULIAN LENNON (M)

KATT-FM/ Oklahoma City (405) 848-0100

KQDS/Duluth (218) 728-6421

Not: DON HENLEY (M) BRYAN ADAMS (M) FOREIGNER (M) RED SPEEDWAGON FRANKIE GOES TO... (M) KINGS (M)

WWCT/Peoria (309) 674-2000

WXKE/Ft. Wayne (219) 484-0580

Not: DON HENLEY BRYAN ADAMS RED SPEEDWAGON FOREIGNER PAT BENATAR KINGS

WIOB/Ann Arbor (313) 662-2881

Not: BRYAN ADAMS DON HENLEY FOREIGNER PAT BENATAR PHILIP BAILEY

WVWC/Flint (313) 744-1570

WLAV-FM/ (616) 456-5461

Not: DON HENLEY (M) BRYAN ADAMS (M) FOREIGNER (M) PHILIP BAILEY (M) JULIAN LENNON (M)

KATT-FM/ Oklahoma City (405) 848-0100

KQDS/Duluth (218) 728-6421

Not: DON HENLEY (M) BRYAN ADAMS (M) FOREIGNER (M) RED SPEEDWAGON FRANKIE GOES TO... (M) KINGS (M)

WWCT/Peoria (309) 674-2000

WXKE/Ft. Wayne (219) 484-0580

Not: DON HENLEY BRYAN ADAMS RED SPEEDWAGON FOREIGNER PAT BENATAR KINGS

KICT/Wichita (316) 722-5600

Not: KINGS (M) DEEP PURPLE (M) RED SPEEDWAGON PHILIP BAILEY

WVWC/Flint (313) 744-1570

WLAV-FM/ (616) 456-5461

Not: DON HENLEY (M) BRYAN ADAMS (M) FOREIGNER (M) PHILIP BAILEY (M) JULIAN LENNON (M)

KATT-FM/ Oklahoma City (405) 848-0100

KQDS/Duluth (218) 728-6421

Not: DON HENLEY (M) BRYAN ADAMS (M) FOREIGNER (M) RED SPEEDWAGON FRANKIE GOES TO... (M) KINGS (M)

WWCT/Peoria (309) 674-2000

WXKE/Ft. Wayne (219) 484-0580

Not: DON HENLEY BRYAN ADAMS RED SPEEDWAGON FOREIGNER PAT BENATAR KINGS

WSKS/Cincinnati (513) 888-3696

Not: DON HENLEY (M) RED SPEEDWAGON FOREIGNER (M) SURVIVOR DEEP PURPLE (M)

WVWC/Flint (313) 744-1570

WLAV-FM/ (616) 456-5461

Not: DON HENLEY (M) BRYAN ADAMS (M) FOREIGNER (M) PHILIP BAILEY (M) JULIAN LENNON (M)

KATT-FM/ Oklahoma City (405) 848-0100

KQDS/Duluth (218) 728-6421

Not: DON HENLEY (M) BRYAN ADAMS (M) FOREIGNER (M) RED SPEEDWAGON FRANKIE GOES TO... (M) KINGS (M)

WWCT/Peoria (309) 674-2000

WXKE/Ft. Wayne (219) 484-0580

Not: DON HENLEY BRYAN ADAMS RED SPEEDWAGON FOREIGNER PAT BENATAR KINGS

WCPZ/Sandusky (419) 625-1010

Not: AL STEWART KINGS FOREIGNER PAT BENATAR JOHN FOGERTY

WVWC/Flint (313) 744-1570

WLAV-FM/ (616) 456-5461

Not: DON HENLEY (M) BRYAN ADAMS (M) FOREIGNER (M) PHILIP BAILEY (M) JULIAN LENNON (M)

KATT-FM/ Oklahoma City (405) 848-0100

KQDS/Duluth (218) 728-6421

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WWCT/Peoria (309) 674-2000

WXKE/Ft. Wayne (219) 484-0580

Not: DON HENLEY BRYAN ADAMS RED SPEEDWAGON FOREIGNER PAT BENATAR KINGS



Parallel One

KSJO/San Jose (408) 288-5400

Not: LEE ROY HANSEN KEN ANTHONY

CFOX/Vancouver (604) 684-7221

Not: SAND AID BRONSKI KEAT JOHN CAFFERTY

KCAL-FM/ San Bernardino (714) 825-5020

Not: JIM JAMES MIKE STEWART

KAZY/Denver (303) 759-5600

Not: STEVE JAMESON

KUPD/Phoenix (602) 838-3062

Not: VAL HINTON

KBPI/Denver (303) 936-2313

Not: LYNN WELLS

KGB/San Diego (619) 292-1360

Not: LARRY BRICE

PLAYLISTS — An artist's name appears once per playlist in the highest reported rotation. For example, if cuts from an album are reported in both hot and medium, the album will appear in hot. A small 'a' before an artist's name indicates the record is newly reported that week, or additional tracks have been added. An (M) or (L) after an artist's name shows that other tracks from that record are in those rotations (medium or light add). An artist's name with no abbreviations means all airplay of that artist is in the listed rotation. When three or more tracks from the same album are reported in medium, that album will receive credit as being in hot and be listed as such. The album's tracks will continue to receive credit as being in medium rotation.

Continued on next page

WEST

Continued from Page 78

Hot Hits
K-PLUS FM
101.5
PD: Jeff King
MD: Damien
Seattle

H 1 1 CHICAGO/You're The Inspiratio
H 2 2 MADONNA/Like A Virgin
H 3 3 WHAM!/Careless Whisper
H 4 4 BRYAN ADAMS/Run To You
H 5 5 BRUCE SPRINGSTEEN/Born In The U.S.A.
H 6 6 PRINCE/I Would Die 4 U
H 7 7 TIME/Jungle Love
H 8 8 JACE WAGNER/All I Need
H 9 9 PAT BENATAR/Me Belong
H 10 10 FOREIGNER/I Want To Know What L
H 11 11 SHEILA E./The Belle Of St. Mark
H 12 12 PHILIP BAILEY/Easy Lover
H 13 13 DON HEWLEY/The Boys Of Summer...
H 14 14 JERMAINE JACKSON/Do What You Do
H 15 15 RAY PARKER JR./Jamie
H 16 16 BILLY OCEAN/Loverboy
H 17 17 POINTY SISTERS/Neutron Dance
H 18 18 HALL & ORTIZ/Method Of Modern Love
H 19 19 MIDNIGHT STAR/Operator
H 20 20 CYNDI LAUPER/Money Changes Everyth
H 21 21 GIOFFRIA/Call To The Heart
H 22 22 DIANA ROSS/Rising Son
H 23 23 ALPHAVILLE/Big In Japan
H 24 24 KOOL & THE GANG/Misled
H 25 25 STEVE PERDY/Foolish Heart
H 26 26 CULTURE CLUB/Mistake No. 3
H 27 27 SHEENA EASTON/Sugar Walls
H 28 28 MONEYDIPPERS/Bookin' At Midnight
H 29 29 ELTON JOHN/In Neon
H 30 30 TINA TURNER/Simply Deep
H 31 31 GEORGE BENSON/20/20
H 32 32 GENERAL PUBLIC/Tenderness
H 33 33 DAVID LEE ROTH/California Girls
H 34 34 JOHN FOGERTY/The Old Man Down The
H 35 35 ROD STEWART/All Right Now
H 36 36 GLENN FREY/The Heat Is On
H 37 37 ASHFORD & SIMPSON/Solid
H 38 38 STEVIE WONDER/Love Light In Flight
H 39 39 REMBIE JACKSON/Cantipede
H 40 40 JOHN HONDER/Tragedy

ADDS 33 PAT BENATAR/Ooh Ooh Song
MOLLY HATCHER/Stone In Your Heart
KINER/Do It Again
JULIAN LEMON/Too Late For Goodbyes
ANTHONY/Dances
HONKIE RAY/Small Town Boy
NEW EDITION/Mr. Telephone Man
AUTOGRAPH/Turn Up The Radio
SCANDAL/Beat Of A Heart

OH GLENN FREY/The Heat Is On
GEORGE BENSON/20/20
GENERAL PUBLIC/Tenderness

Hitradio **Waggle** **KMJK**
100.7 **Portland**
PD: Jon Barry
MD: Steve Naganuma

H 5 1 JACE WAGNER/All I Need
H 2 2 CHICAGO/You're The Inspiratio
H 3 3 PHILIP BAILEY/Easy Lover
H 4 4 MADONNA/Like A Virgin
H 5 5 FOREIGNER/I Want To Know What L
H 6 6 WHAM!/Careless Whisper
H 7 7 PAT BENATAR/Me Belong
H 8 8 BRYAN ADAMS/Run To You
H 9 9 BRUCE SPRINGSTEEN/Born In The U.S.A.
H 10 10 DON HEWLEY/The Boys Of Summer...
H 11 11 PRINCE/I Would Die 4 U
H 12 12 RAY PARKER JR./Jamie
H 13 13 JERMAINE JACKSON/Do What You Do
H 14 14 HALL & ORTIZ/Method Of Modern Love
H 15 15 JULIAN LEMON/Valotte
H 16 16 JOHN CAFFERTY & B/Tender Years
H 17 17 POINTY SISTERS/Neutron Dance
H 18 18 STEVE PERDY/Foolish Heart
H 19 19 STEVIE WONDER/Love Light In Flight
H 20 20 ELTON JOHN/In Neon
H 21 21 DAVID LEE ROTH/California Girls
H 22 22 BRUCE SPRINGSTEEN/Born In The U.S.A.
H 23 23 JOHN FOGERTY/The Old Man Down The
H 24 24 KOOL & THE GANG/Misled
H 25 25 CULTURE CLUB/Mistake No. 3
H 26 26 SHEENA EASTON/Sugar Walls
H 27 27 CYNDI LAUPER/Money Changes Everyth
H 28 28 NEW EDITION/Cool It Now

ADDS 23 MIDNIGHT STAR/Operator
PAT BENATAR/Ooh Ooh Song
ROD STEWART/All Right Now
CHAKA KHAN/This Is My Night
BILLY JOEL/Sleeping The Faith
SCANDAL/Beat Of A Heart
MONEYDIPPERS/Bookin' At Midnight

OH GLENN FREY/The Heat Is On
GEORGE BENSON/20/20
GENERAL PUBLIC/Tenderness

KWSS 94.5 FM
San Jose
PD: Dave Van Stone
MD: Robin Kipps

H 1 1 MADONNA/Like A Virgin
H 2 2 JACE WAGNER/All I Need
H 3 3 BRYAN ADAMS/Run To You
H 4 4 BRUCE SPRINGSTEEN/Born In The U.S.A.
H 5 5 PHILIP BAILEY/Easy Lover
H 6 6 DON HEWLEY/The Boys Of Summer...
H 7 7 PAT BENATAR/Me Belong
H 8 8 MONEYDIPPERS/Sea Of Love
H 9 9 CHICAGO/You're The Inspiratio
H 10 10 JULIAN LEMON/Valotte
H 11 11 SURVIVOR/I Can't Hold Back
H 12 12 FOREIGNER/I Want To Know What L
H 13 13 WHAM!/Careless Whisper
H 14 14 GENERAL PUBLIC/Tenderness
H 15 15 PRINCE/I Would Die 4 U
H 16 16 JERMAINE JACKSON/Do What You Do
H 17 17 HALL & ORTIZ/Method Of Modern Love
H 18 18 RAY PARKER JR./Jamie
H 19 19 SHEILA E./The Belle Of St. Mark
H 20 20 GLENN FREY/The Heat Is On
H 21 21 PAUL MCCARTNEY/No More Lonely Nights
H 22 22 POINTY SISTERS/Neutron Dance
H 23 23 BILLY OCEAN/Loverboy
H 24 24 STEVIE WONDER/Love Light In Flight
H 25 25 FRANKIE GOES TO R/Relax
H 26 26 SHEENA EASTON/Sugar Walls
H 27 27 JOHN FOGERTY/The Old Man Down The
H 28 28 ASHFORD & SIMPSON/Solid
H 29 29 DAVID LEE ROTH/California Girls

ADDS 28, 29, 30 PAT BENATAR/Ooh Ooh Song
CYNDI LAUPER/Money Changes Everyth
NEW EDITION/Mr. Telephone Man
FRANKIE GOES TO R/Relax
TIME/Jungle Love

OH GIOFFRIA/Call To The Heart
MIDNIGHT STAR/Operator
REMBIE JACKSON/Cantipede
KOOL & THE GANG/Misled
STEVE PERDY/Foolish Heart

KS 103 FM
HOT HITS!
PD: Dave Parks
San Diego
MD/Assist. PD: Mike Preston

H 1 1 MADONNA/Like A Virgin
H 2 2 WHAM!/Careless Whisper
H 3 3 TIME/Jungle Love
H 4 4 CHICAGO/You're The Inspiratio
H 5 5 JACE WAGNER/All I Need
H 6 6 DON HEWLEY/The Boys Of Summer...
H 7 7 PHILIP BAILEY/Easy Lover
H 8 8 PAT BENATAR/Me Belong
H 9 9 GENERAL PUBLIC/Tenderness
H 10 10 MIDNIGHT STAR/Operator
H 11 11 BRYAN ADAMS/Run To You
H 12 12 NEW EDITION/Cool It Now
H 13 13 PRINCE/I Would Die 4 U
H 14 14 FOREIGNER/I Want To Know What L
H 15 15 HALL & ORTIZ/Out of Touch
H 16 16 MONEYDIPPERS/Sea Of Love
H 17 17 BRUCE SPRINGSTEEN/Born In The U.S.A.
H 18 18 JULIAN LEMON/Valotte
H 19 19 STEVIE WONDER/Love Light In Flight
H 20 20 BILLY OCEAN/Loverboy
H 21 21 CHAKA KHAN/This Is My Night
H 22 22 RAY PARKER JR./Jamie
H 23 23 JOHN CAFFERTY & B/Tender Years
H 24 24 JERMAINE JACKSON/Do What You Do
H 25 25 DON HEWLEY/The Boys Of Summer...
H 26 26 CULTURE CLUB/Mistake No. 3
H 27 27 HALL & ORTIZ/Method Of Modern Love
H 28 28 SHEILA E./The Belle Of St. Mark
H 29 29 CHAKA KHAN/This Is My Night
H 30 30 STEVE PERDY/Foolish Heart
H 31 31 BAHAMAMA/The Wild Life
H 32 32 FRANKIE GOES TO R/Two Tribes
H 33 33 POINTY SISTERS/Neutron Dance
H 34 34 BOB SEGER/Understanding
H 35 35 KOOL & THE GANG/Misled
H 36 36 DAVID BOWIE/This Is A Heart
H 37 37 SHEENA EASTON/Sugar Walls
H 38 38 WHAM!/Me Up Before You
H 39 39 PAUL MCCARTNEY/No More Lonely Nights
H 40 40 NEW EDITION/Mr. Telephone Man

ADDS 33 JOHN FOGERTY/The Old Man Down The
TINA TURNER/Simply Deep
DAVID LEE ROTH/California Girls
CYNDI LAUPER/Money Changes Everyth

OH GLENN FREY/The Heat Is On

MUSIC WALL
Denver
PD: Doug Erickson
MD: Gloria Avila

H 1 1 MADONNA/Like A Virgin
H 2 2 DON HEWLEY/The Boys Of Summer...
H 3 3 JACE WAGNER/All I Need
H 4 4 CHICAGO/You're The Inspiratio
H 5 5 FOREIGNER/I Want To Know What L
H 6 6 PHILIP BAILEY/Easy Lover
H 7 7 BRYAN ADAMS/Run To You
H 8 8 CHAKA KHAN/This Is My Night
H 9 9 NEW EDITION/Cool It Now
H 10 10 WHAM!/Me Up Before You
H 11 11 PRINCE/I Would Die 4 U
H 12 12 WHAM!/Careless Whisper
H 13 13 JERMAINE JACKSON/Do What You Do
H 14 14 DON HEWLEY/The Boys Of Summer...
H 15 15 MONEYDIPPERS/Sea Of Love
H 16 16 BILLY OCEAN/Loverboy
H 17 17 STEVIE WONDER/Just Called To Say
H 18 18 BILLY OCEAN/Caribbean Queen/No
H 19 19 STEVIE WONDER/Love Light In Flight
H 20 20 JULIAN LEMON/Valotte
H 21 21 CYNDI LAUPER/All Through The Night
H 22 22 RAY PARKER JR./Jamie
H 23 23 POINTY SISTERS/Neutron Dance
H 24 24 HALL & ORTIZ/Method Of Modern Love
H 25 25 STEVE PERDY/Foolish Heart
H 26 26 JOHN FOGERTY/The Old Man Down The
H 27 27 CYNDI LAUPER/Money Changes Everyth
H 28 28 ELTON JOHN/In Neon
H 29 29 KOOL & THE GANG/Misled
H 30 30 ELTON JOHN/In Neon
H 31 31 FRANKIE GOES TO R/Relax
H 32 32 GENERAL PUBLIC/Tenderness
H 33 33 GIOFFRIA/Call To The Heart
H 34 34 SHEENA EASTON/Sugar Walls
H 35 35 BARBRA STREISAND/Babe No Mistake, He'
H 36 36 DAVID LEE ROTH/California Girls
H 37 37 GEORGE BENSON/20/20
H 38 38 KINER/Do It Again
H 39 39 MIDNIGHT STAR/Operator
H 40 40 CULTURE CLUB/Mistake No. 3

ADDS 31, 36, 40 ROY SPEEDWAGON/Can't Fight This...
PAT BENATAR/Ooh Ooh Song

OH BILLY SQUIER/Eye On You
RICK SPRINGFIELD/Bruce

KZZP **Phoenix**
PD: Guy Zapoleon
MD: Steve Goddard

H 2 1 BRUCE SPRINGSTEEN/Pink Cadillac
H 4 2 JULIE SWAN/Romancing Queen...
H 3 3 MADONNA/Like A Virgin
H 4 4 SANDA RAY/Do They Know It's Chr
H 5 5 NEW EDITION/Cool It Now
H 6 6 FOREIGNER/I Want To Know What L
H 7 7 WHAM!/Careless Whisper
H 8 8 CHAKA KHAN/This Is My Night
H 9 9 DON HEWLEY/The Boys Of Summer...
H 10 10 JACE WAGNER/All I Need
H 11 11 PHILIP BAILEY/Easy Lover
H 12 12 CHICAGO/You're The Inspiratio
H 13 13 SURVIVOR/I Can't Hold Back
H 14 14 STEVIE WONDER/Do What You Do
H 15 15 BRUCE SPRINGSTEEN/Born In The U.S.A.
H 16 16 BILLY OCEAN/Loverboy
H 17 17 JOHN CAFFERTY & B/Tender Years
H 18 18 RAY PARKER JR./Jamie
H 19 19 JOHN FOGERTY/The Old Man Down The
H 20 20 NEW EDITION/Mr. Telephone Man
H 21 21 HALL & ORTIZ/Method Of Modern Love
H 22 22 PAT BENATAR/Me Belong
H 23 23 HALL & ORTIZ/Method Of Modern Love
H 24 24 PAT BENATAR/Me Belong
H 25 25 BRYAN ADAMS/Run To You
H 26 26 STEVE PERDY/Foolish Heart
H 27 27 SHEENA EASTON/Sugar Walls
H 28 28 POINTY SISTERS/Neutron Dance
H 29 29 FRANKIE GOES TO R/Relax
H 30 30 CYNDI LAUPER/Money Changes Everyth

ADDS 21, 28, 29 DAVID LEE ROTH/California Girls

OH ASHFORD & SIMPSON/Solid
GENERAL PUBLIC/Tenderness

FM 102
Sacramento PD: Rick Gillette
MD: Chris Collins

H 2 1 WOODS/Prison
H 3 2 JACE WAGNER/All I Need
H 4 3 MIDNIGHT STAR/Operator
H 5 4 MONEYDIPPERS/Sea Of Love
H 6 5 MADONNA/Like A Virgin
H 7 6 WHAM!/Careless Whisper
H 8 7 CHICAGO/You're The Inspiratio
H 9 8 FOREIGNER/I Want To Know What L
H 10 9 BILLY OCEAN/Loverboy
H 11 10 ASHFORD & SIMPSON/Solid
H 12 11 DON HEWLEY/The Boys Of Summer...
H 13 12 PHILIP BAILEY/Easy Lover
H 14 13 HALL & ORTIZ/Method Of Modern Love
H 15 14 PRINCE/I Would Die 4 U
H 16 15 STEVIE WONDER/Love Light In Flight
H 17 16 NEW EDITION/Mr. Telephone Man
H 18 17 WOLAN TRUMB/To Little Brother
H 19 18 GENERAL PUBLIC/Tenderness
H 20 19 TINA TURNER/Lovergirl
H 21 20 RAY PARKER JR./Jamie
H 22 21 DEBRA DEAN/The Wild Boys
H 23 22 GLENN FREY/The Heat Is On
H 24 23 JULIAN LEMON/Valotte
H 25 24 IMPETUOUS/Treat Her Like A Lady
H 26 25 BRYAN ADAMS/Run To You
H 27 26 PAT BENATAR/Me Belong
H 28 27 POINTY SISTERS/Neutron Dance
H 29 28 JOHN HONDER/Tragedy
H 30 29 SHEENA EASTON/Sugar Walls
H 31 30 KOOL & THE GANG/Misled

ADDS JERMAINE JACKSON/Do What You Do
TINA TURNER/Simply Deep
ERIC CARPENTER/I Want To Hear It Fro
GIOFFRIA/Call To The Heart

OH CYNDI LAUPER/Money Changes Everyth
DIANA ROSS/Rising You

KUBE 93 FM
Seattle
PD: Bob Case
MD: Wendy Christopher

H 1 1 MADONNA/Like A Virgin
H 2 2 CHICAGO/You're The Inspiratio
H 3 3 PHILIP BAILEY/Easy Lover
H 4 4 WHAM!/Careless Whisper
H 5 5 FOREIGNER/I Want To Know What L
H 6 6 TIME/Jungle Love
H 7 7 BRYAN ADAMS/Run To You
H 8 8 JACE WAGNER/All I Need
H 9 9 BILLY OCEAN/Loverboy
H 10 10 DON HEWLEY/The Boys Of Summer...
H 11 11 DON HEWLEY/The Boys Of Summer...
H 12 12 BRUCE SPRINGSTEEN/Born In The U.S.A.
H 13 13 PHILIP BAILEY/Easy Lover
H 14 14 BRYAN ADAMS/Run To You
H 15 15 CHAKA KHAN/This Is My Night
H 16 16 NEW EDITION/Cool It Now
H 17 17 WHAM!/Me Up Before You
H 18 18 PRINCE/I Would Die 4 U
H 19 19 WHAM!/Careless Whisper
H 20 20 JERMAINE JACKSON/Do What You Do
H 21 21 DON HEWLEY/The Boys Of Summer...
H 22 22 MONEYDIPPERS/Sea Of Love
H 23 23 BILLY OCEAN/Loverboy
H 24 24 STEVIE WONDER/Just Called To Say
H 25 25 BILLY OCEAN/Caribbean Queen/No
H 26 26 STEVIE WONDER/Love Light In Flight
H 27 27 JULIAN LEMON/Valotte
H 28 28 CYNDI LAUPER/All Through The Night
H 29 29 RAY PARKER JR./Jamie
H 30 30 POINTY SISTERS/Neutron Dance
H 31 31 HALL & ORTIZ/Method Of Modern Love
H 32 32 STEVE PERDY/Foolish Heart
H 33 33 JOHN FOGERTY/The Old Man Down The
H 34 34 CYNDI LAUPER/Money Changes Everyth
H 35 35 ELTON JOHN/In Neon
H 36 36 KOOL & THE GANG/Misled
H 37 37 ELTON JOHN/In Neon
H 38 38 FRANKIE GOES TO R/Relax
H 39 39 GENERAL PUBLIC/Tenderness
H 40 40 GIOFFRIA/Call To The Heart

ADDS DAVID LEE ROTH/California Girls
MONEYDIPPERS/Bookin' At Midnight
BOB SPEEDWAGON/Can't Fight This...
CYNDI LAUPER/Money Changes Everyth
ASHFORD & SIMPSON/Solid
KINER/Do It Again

KPKE **Denver**
PD: Tim Fox
Asst. PD: Mark Bolke

H 2 1 CHICAGO/You're The Inspiratio
H 3 2 PHILIP BAILEY/Easy Lover
H 4 3 PAT BENATAR/Ooh Ooh Song
H 5 4 BRYAN ADAMS/Run To You
H 6 5 BRUCE SPRINGSTEEN/Born In The U.S.A.
H 7 6 FOREIGNER/I Want To Know What L
H 8 7 MADONNA/Like A Virgin
H 9 8 JACE WAGNER/All I Need
H 10 9 WHAM!/Careless Whisper
H 11 10 DON HEWLEY/The Boys Of Summer...
H 12 11 JOHN CAFFERTY & B/Tender Years
H 13 12 PRINCE/I Would Die 4 U
H 14 13 HALL & ORTIZ/Method Of Modern Love
H 15 14 RAY PARKER JR./Jamie
H 16 15 BOB SEGER/Understanding
H 17 16 MONEYDIPPERS/Sea Of Love
H 18 17 STEVE PERDY/Foolish Heart
H 19 18 CHAKA KHAN/This Is My Night
H 20 19 SHEENA EASTON/Sugar Walls
H 21 20 STEVIE WONDER/Love Light In Flight
H 22 21 ELTON JOHN/In Neon
H 23 22 JOHN FOGERTY/The Old Man Down The
H 24 23 CYNDI LAUPER/Money Changes Everyth
H 25 24 NEW EDITION/Mr. Telephone Man
H 26 25 ASHFORD & SIMPSON/Solid
H 27 26 DAVID LEE ROTH/California Girls

ADDS 30 FRANKIE GOES TO R/Relax
TINA TURNER/Simply Deep
TIME/Jungle Love

OH DON HEWLEY/The Boys Of Summer

CULTURE CLUB

"MISTAKE NO. 3"

CHR Chart: **34**
170 Stations
74%
Avg. Move: +4



Virgin Records
Epic

CYNDI LAUPER

"MONEY CHANGES EVERYTHING"

CHR Chart: **30**
198 Stations
86%
Avg. Move: +3



Portrait

Distributed by CBS Records

EAST Most Added Hottest

David Lee Roth REO Speedwagon Tina Turner Madonna Foreigner P. Bailey w/P. Collins

CHICAGO & OTS

Music Key: (DPI) 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

REO Speedwagon David Lee Roth Tina Turner Foreigner Madonna Chicago

EAST

Parallel Two

WFLY/Albany, NY Martin Lawrence

TINA TURNER TOMMY SBAM DAVID LEE ROTH BONEYDRIPPERS PAT BENATAR CYNDI LAUPER REO SPEEDWAGON BILLY SQUIER (dp) Hottest: MADONNA 5-1 PHILIP BAILEY 11-5 BRYAN ADAMS 13-9 FOREIGNER 21-13 PRINCE 22-14

Q100/Allentown, PA Geronimo/Landon

REO SPEEDWAGON TEENA MARIE JEFFREY OSBORNE DAVID LEE ROTH TINA TURNER TIME BONEYDRIPPERS FRANKIE GOES TO B TRUMPH (dp) PAT BENATAR Hottest: MADONNA 1-1 JACK WAGNER 2-2 CHICAGO 5-3 FOREIGNER 12-8 MIAMI 40-21

WMAR/Baltimore, MD Wimmer/Payne

DAVID LEE ROTH GEORGE BENSON TEMPTATIONS KINGS TEENA MARIE REO SPEEDWAGON BONEYDRIPPERS Hottest: CHICAGO 10-2 FOREIGNER 26-9 PHILIP BAILEY 31-10 ASHFORD & SIMPSON 25-12 MIAMI 39-18

WBEN-FM/Buffalo, NY Rogar Christian

JOHN HUNTER TIME TINA TURNER KIM CARNES DAVID LEE ROTH BONEYDRIPPERS Hottest: FOREIGNER 10-1 MADONNA 2-2 JACK WAGNER 3-3 PHILIP BAILEY 7-5 ASHFORD & SIMPSON 9-7 HALL & OATES 22-11

WVSN/Charleston, WV Chris Bailey

TIME REO SPEEDWAGON TINA TURNER ERIC CARMEN FRANKIE GOES TO B KIM WILDE KIM CARNES JULIAN LENNON PAT BENATAR DAVID LEE ROTH JOHN HUNTER Hottest: MADONNA 1-1 PHILIP BAILEY 12-4 PRINCE 28-10 MIAMI 37-16 MIDNIGHT STAR 40-26

K104/Erie, PA Bill Shannon

REO SPEEDWAGON DAVID BOWIE BONEYDRIPPERS DAVID LEE ROTH KENNY ROGERS TIME JEFFREY OSBORNE CARA KHAN PAT BENATAR TINA TURNER KIM CARNES BILLY JOEL Hottest: BRYAN ADAMS 2-1 FOREIGNER 5-2 PHILIP BAILEY 9-5 HALL & OATES 12-7 GLENN FREY 16-8

WERZ/Exeter, NH Scott MacKay

DAVID LEE ROTH TINA TURNER TIME PAT BENATAR FRANKIE GOES TO B KIM WILDE TRIUMPH (dp) SAM BARRIS (dp) SILENT TREATMENT (dp) Hottest: MADONNA 1-1 JACK WAGNER 9-3 FOREIGNER 11-6 SHEILA E. 14-7 MIAMI 29-16

WVIC-FM/Hartford, CT Mike West

TIME REO SPEEDWAGON JULIAN LENNON GLENN FREY TEENA MARIE DAVID LEE ROTH MADONNA 1-1 PHILIP BAILEY 6-3 FOREIGNER 7-4 MIAMI 13-7 DON BENLEY 19-16

WKEE/Huntington, WV Gary Miller

REO SPEEDWAGON DAVID LEE ROTH PAT BENATAR TINA TURNER BONEYDRIPPERS ERIC CARMEN FRANKIE GOES TO B JOHN PARR Hottest: MADONNA 1-1 FOREIGNER 14-2 PHILIP BAILEY 7-3 BRYAN ADAMS 5-4 CHICAGO 10-5

WLAN-FM/Lancaster, PA Jerry Michaels

FRANKIE GOES TO B DAVID LEE ROTH SCANDAL NEW EDITION REO SPEEDWAGON Hottest: BRYAN ADAMS 9-3 PHILIP BAILEY 11-5 JERMAINE JACKSON 16-8 FOREIGNER 19-12 BILLY OCEAN 34-15

KC101/New Haven, CT Stef Rybak

ASHFORD & SIMPSON DAVID LEE ROTH REO SPEEDWAGON ERIC CARMEN Hottest: MADONNA 1-1 JACK WAGNER 3-2 CHICAGO 4-3 PHILIP BAILEY 12-4 FOREIGNER 18-8

Z106/Philadelphia, PA Davis/Thier

DAVID LEE ROTH AUTOGRAPH CARA KHAN FRANKIE GOES TO B BONEYDRIPPERS JOHN HUNTER Hottest: MADONNA 1-1 PHILIP BAILEY 17-2 FOREIGNER 12-3 TEENA MARIE 32-4 MIAMI 23-7

WSPK/Poughkeepsie, NY Dayton/Anthony

JEFFREY OSBORNE NOLAN THOMAS FRANKIE GOES TO B REO SPEEDWAGON Hottest: MADONNA 1-1 BRYAN ADAMS 4-3 MIAMI 14-10 BILLY OCEAN 15-12 ASHFORD & SIMPSON 20-15

Q82/Rochester, NY Stevens/Oessner

BILLY OCEAN REO SPEEDWAGON DAVID LEE ROTH JOHN HUNTER WHAM! PAT BENATAR Hottest: JACK WAGNER 7-1 MADONNA 1-2 DON BENLEY 11-5 TOTO 12-10 PHILIP BAILEY 13-11

98PX/Rochester, NY Tom Mitchell

DAVID LEE ROTH BONEYDRIPPERS TINA TURNER REO SPEEDWAGON PAT BENATAR Hottest: MADONNA 1-1 PHILIP BAILEY 2-2 FOREIGNER 16-4 MIAMI 32-10 HALL & OATES 28-11

WGFMS/Chenactady, N Tom Parker

REO SPEEDWAGON DAVID LEE ROTH BONEYDRIPPERS TINA TURNER KIM CARNES BILLY JOEL Hottest: BRYAN ADAMS 2-1 PHILIP BAILEY 12-4 PRINCE 28-10 MIAMI 37-16 MIDNIGHT STAR 40-26

WKFM/Syracuse, NY Kevin Fennessy

REO SPEEDWAGON BONEYDRIPPERS TINA TURNER DAVID LEE ROTH CARA KHAN ERIC CARMEN BILLY JOEL Hottest: BRYAN ADAMS 2-1 PHILIP BAILEY 9-5 HALL & OATES 12-7 GLENN FREY 16-8

93Q/Syracuse, NY Laird/Dunes

REO SPEEDWAGON ERIC CARMEN TINA TURNER BONEYDRIPPERS DAVID LEE ROTH CARA KHAN ERIC CARMEN COMMODORES JEFFREY OSBORNE Hottest: MADONNA 1-1 CHICAGO 11-4 FOREIGNER 22-9 BILLY OCEAN 27-12 MIAMI 38-17

WVIC-FM/Hartford, CT Mike West

TIME REO SPEEDWAGON JULIAN LENNON GLENN FREY TEENA MARIE DAVID LEE ROTH MADONNA 1-1 PHILIP BAILEY 6-3 FOREIGNER 7-4 MIAMI 13-7 DON BENLEY 19-16

WKRC/Austin, TX Waylon Richards

JOHN HUNTER SHEENA EASTON MIDNIGHT STAR ASHFORD & SIMPSON CYNDI LAUPER STEVIE WONDER CARA KHAN Hottest: MADONNA 1-1 CHICAGO 9-2 FOREIGNER 11-4 JACK WAGNER 14-5 PHILIP BAILEY 6-4 FOREIGNER 8-5 CHICAGO 13-8

WKRZ-FM/Wilkes-Barre, PA Kim Wilde Kenny Rogers Tina Turner Pat Benatar Joan Jett Hottest: MADONNA 1-1 CHICAGO 6-2 FOREIGNER 13-3 BRYAN ADAMS 10-5 GLENN FREY 21-12 DON BENLEY 23-14

OK100/Ithaca, NY Bill Weston

REO SPEEDWAGON ASHFORD & SIMPSON DAVID LEE ROTH BONEYDRIPPERS BILLY SQUIER KENNY ROGERS (dp) BILLY JOEL KIM CARNES TINA TURNER PAT BENATAR CARA KHAN Hottest: JEFFREY OSBORNE ERIC CARMEN Hottest: BRYAN ADAMS 2-1 JOHN WAITE 3-2 STEVE PERRY 4-3 CHICAGO 6-4 JACK WAGNER 7-5

WKHM/Ocean City, MD Jack Gillen

NEW EDITION TINA TURNER PAT BENATAR AUTOGRAPH Hottest: CHICAGO 3-1 PHILIP BAILEY 15-5 FOREIGNER 16-4 HALL & OATES 21-5 DAVID LEE ROTH 0-15

WQXI/Orlando, FL Mickey Couter

JOHN COUGHER CYNDI LAUPER GENERAL PUBLIC BAND AID REO SPEEDWAGON ERIC CARMEN TINA TURNER KINGS DAVID LEE ROTH JOHN PARR NEW EDITION PHILIP BAILEY 13-8 BILLY OCEAN 15-9 MIDNIGHT STAR 18-12

96XII/Parkersburg, WV Paul DeMille

REO SPEEDWAGON PAT BENATAR DAVID LEE ROTH BRUCE COCKBURN DAVID BOWIE BONEYDRIPPERS GENERAL PUBLIC BARBARA STREISAND DEEP PURPLE Hottest: BRYAN ADAMS 17-4 DON BENLEY 15-5 PHILIP BAILEY 21-6 HALL & OATES 23-7 SHEENA EASTON 40-29

KXX106/Birmingham, AL Steve John/Balley

CYNDI LAUPER ERIC CARMEN TIME REO SPEEDWAGON DAVID LEE ROTH Hottest: CHICAGO 3-1 PAT BENATAR 5-2 PHILIP BAILEY 13-5 JIM DIAMOND 15-6 BILLY OCEAN 19-11

WJBO/Portland, ME Phoenix/Neil

ERIC CARMEN KIM WILDE TINA TURNER DAVID LEE ROTH JIM DIAMOND KIM CARNES Hottest: MADONNA 1-1 JACK WAGNER 7-3 BRUCE SPRINGSTEEN 8-4 FOREIGNER 10-5 CHICAGO 12-6

WVMP-FM/Wheeling, WV Dwayne Bonds

REO SPEEDWAGON DAVID LEE ROTH BILLY JOEL GEORGE BENSON PAT BENATAR ERIC CARMEN KIM CARNES Hottest: MADONNA 1-1 CHICAGO 11-4 FOREIGNER 22-9 BILLY OCEAN 27-12 MIAMI 38-17

WQV/Williamsport, PA Michael Cruz

REO SPEEDWAGON JEFFREY OSBORNE TEENA MARIE KIM CARNES PAT BENATAR TINA TURNER BILLY JOEL SCANDAL FRANKIE GOES TO H KENNY ROGERS Hottest: MADONNA 1-1 BRUCE SPRINGSTEEN 10-5 MIAMI 34-24 REO SPEEDWAGON 38-30

WOAY/Beckley, WV Jim Martin

REO SPEEDWAGON ERIC CARMEN BRUCE COCKBURN (dp) FRANKIE GOES TO B (dp) BONEYDRIPPERS DAVID LEE ROTH SCANDAL TINA TURNER Hottest: MADONNA 1-1 CHICAGO 3-2 FOREIGNER 4-4 BILLY OCEAN 8-6 MIDNIGHT STAR 18-10

WIKZ/Chambersburg, PA Matthew/Alexander

NEW EDITION DAVID LEE ROTH PAT BENATAR REO SPEEDWAGON BONEYDRIPPERS KINGS JOHN PARR JOHN HUNTER TINA TURNER Hottest: MADONNA 1-1 CHICAGO 2-2 BILLY OCEAN 3-3 MIAMI 17-7 TIME 18-8

WZYQ/Frederick, MD Kemosabi Joe

REO SPEEDWAGON DAVID LEE ROTH FRANKIE GOES TO H POINTER SISTERS Hottest: MADONNA 1-1 CHICAGO 9-2 FOREIGNER 11-4 JACK WAGNER 14-5 PHILIP BAILEY 6-4 FOREIGNER 8-5 CHICAGO 13-8

WQCM/Hagerstown, MD Will Kauffman

DAVID LEE ROTH TINA TURNER FRANKIE GOES TO B ERIC CARMEN REO SPEEDWAGON Hottest: MADONNA 1-1 CHICAGO 6-2 FOREIGNER 13-3 BRYAN ADAMS 10-5 PRINCE 20-9

OK100/Ithaca, NY Bill Weston

REO SPEEDWAGON ASHFORD & SIMPSON DAVID LEE ROTH BONEYDRIPPERS BILLY SQUIER KENNY ROGERS (dp) BILLY JOEL KIM CARNES TINA TURNER PAT BENATAR CARA KHAN Hottest: JEFFREY OSBORNE ERIC CARMEN Hottest: BRYAN ADAMS 2-1 JOHN WAITE 3-2 STEVE PERRY 4-3 CHICAGO 6-4 JACK WAGNER 7-5

WKHM/Ocean City, MD Jack Gillen

NEW EDITION TINA TURNER PAT BENATAR AUTOGRAPH Hottest: CHICAGO 3-1 PHILIP BAILEY 15-5 FOREIGNER 16-4 HALL & OATES 21-5 DAVID LEE ROTH 0-15

WQXI/Orlando, FL Mickey Couter

JOHN COUGHER CYNDI LAUPER GENERAL PUBLIC BAND AID REO SPEEDWAGON ERIC CARMEN TINA TURNER KINGS DAVID LEE ROTH JOHN PARR NEW EDITION PHILIP BAILEY 13-8 BILLY OCEAN 15-9 MIDNIGHT STAR 18-12

96XII/Parkersburg, WV Paul DeMille

REO SPEEDWAGON PAT BENATAR DAVID LEE ROTH BRUCE COCKBURN DAVID BOWIE BONEYDRIPPERS GENERAL PUBLIC BARBARA STREISAND DEEP PURPLE Hottest: BRYAN ADAMS 17-4 DON BENLEY 15-5 PHILIP BAILEY 21-6 HALL & OATES 23-7 SHEENA EASTON 40-29

KXX106/Birmingham, AL Steve John/Balley

CYNDI LAUPER ERIC CARMEN TIME REO SPEEDWAGON DAVID LEE ROTH Hottest: CHICAGO 3-1 PAT BENATAR 5-2 PHILIP BAILEY 13-5 JIM DIAMOND 15-6 BILLY OCEAN 19-11

WJBO/Portland, ME Phoenix/Neil

ERIC CARMEN KIM WILDE TINA TURNER DAVID LEE ROTH JIM DIAMOND KIM CARNES Hottest: MADONNA 1-1 JACK WAGNER 7-3 BRUCE SPRINGSTEEN 8-4 FOREIGNER 10-5 CHICAGO 12-6

WVMP-FM/Wheeling, WV Dwayne Bonds

REO SPEEDWAGON DAVID LEE ROTH BILLY JOEL GEORGE BENSON PAT BENATAR ERIC CARMEN KIM CARNES Hottest: MADONNA 1-1 CHICAGO 11-4 FOREIGNER 22-9 BILLY OCEAN 27-12 MIAMI 38-17

WQV/Williamsport, PA Michael Cruz

REO SPEEDWAGON JEFFREY OSBORNE TEENA MARIE KIM CARNES PAT BENATAR TINA TURNER BILLY JOEL SCANDAL FRANKIE GOES TO H KENNY ROGERS Hottest: MADONNA 1-1 BRUCE SPRINGSTEEN 10-5 MIAMI 34-24 REO SPEEDWAGON 38-30

WOAY/Beckley, WV Jim Martin

REO SPEEDWAGON ERIC CARMEN BRUCE COCKBURN (dp) FRANKIE GOES TO B (dp) BONEYDRIPPERS DAVID LEE ROTH SCANDAL TINA TURNER Hottest: MADONNA 1-1 CHICAGO 3-2 FOREIGNER 4-4 BILLY OCEAN 8-6 MIDNIGHT STAR 18-10

WIKZ/Chambersburg, PA Matthew/Alexander

NEW EDITION DAVID LEE ROTH PAT BENATAR REO SPEEDWAGON BONEYDRIPPERS KINGS JOHN PARR JOHN HUNTER TINA TURNER Hottest: MADONNA 1-1 CHICAGO 2-2 BILLY OCEAN 3-3 MIAMI 17-7 TIME 18-8

WZYQ/Frederick, MD Kemosabi Joe

WFMF/Baton Rouge, LA Rice/Ahysan

CYNDI LAUPER KOOL & THE GANG DON BENLEY DAVID LEE ROTH Hottest: JACK WAGNER 3-1 MADONNA 1-2 CHICAGO 5-2 PHILIP BAILEY 6-6 MIAMI 16-13

OK100/Ithaca, NY Bill Weston

REO SPEEDWAGON ASHFORD & SIMPSON DAVID LEE ROTH BONEYDRIPPERS BILLY SQUIER KENNY ROGERS (dp) BILLY JOEL KIM CARNES TINA TURNER PAT BENATAR CARA KHAN Hottest: JEFFREY OSBORNE ERIC CARMEN Hottest: BRYAN ADAMS 2-1 JOHN WAITE 3-2 STEVE PERRY 4-3 CHICAGO 6-4 JACK WAGNER 7-5

WKHM/Ocean City, MD Jack Gillen

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WQXI/Orlando, FL Mickey Couter

JOHN COUGHER CYNDI LAUPER GENERAL PUBLIC BAND AID REO SPEEDWAGON ERIC CARMEN TINA TURNER KINGS DAVID LEE ROTH JOHN PARR NEW EDITION PHILIP BAILEY 13-8 BILLY OCEAN 15-9 MIDNIGHT STAR 18-12

96XII/Parkersburg, WV Paul DeMille

REO SPEEDWAGON PAT BENATAR DAVID LEE ROTH BRUCE COCKBURN DAVID BOWIE BONEYDRIPPERS GENERAL PUBLIC BARBARA STREISAND DEEP PURPLE Hottest: BRYAN ADAMS 17-4 DON BENLEY 15-5 PHILIP BAILEY 21-6 HALL & OATES 23-7 SHEENA EASTON 40-29

KXX106/Birmingham, AL Steve John/Balley

CYNDI LAUPER ERIC CARMEN TIME REO SPEEDWAGON DAVID LEE ROTH Hottest: CHICAGO 3-1 PAT BENATAR 5-2 PHILIP BAILEY 13-5 JIM DIAMOND 15-6 BILLY OCEAN 19-11

WJBO/Portland, ME Phoenix/Neil

ERIC CARMEN KIM WILDE TINA TURNER DAVID LEE ROTH JIM DIAMOND KIM CARNES Hottest: MADONNA 1-1 JACK WAGNER 7-3 BRUCE SPRINGSTEEN 8-4 FOREIGNER 10-5 CHICAGO 12-6

WVMP-FM/Wheeling, WV Dwayne Bonds

REO SPEEDWAGON DAVID LEE ROTH BILLY JOEL GEORGE BENSON PAT BENATAR ERIC CARMEN KIM CARNES Hottest: MADONNA 1-1 CHICAGO 11-4 FOREIGNER 22-9 BILLY OCEAN 27-12 MIAMI 38-17

WQV/Williamsport, PA Michael Cruz

REO SPEEDWAGON JEFFREY OSBORNE TEENA MARIE KIM CARNES PAT BENATAR TINA TURNER BILLY JOEL SCANDAL FRANKIE GOES TO H KENNY ROGERS Hottest: MADONNA 1-1 BRUCE SPRINGSTEEN 10-5 MIAMI 34-24 REO SPEEDWAGON 38-30

WOAY/Beckley, WV Jim Martin

REO SPEEDWAGON ERIC CARMEN BRUCE COCKBURN (dp) FRANKIE GOES TO B (dp) BONEYDRIPPERS DAVID LEE ROTH SCANDAL TINA TURNER Hottest: MADONNA 1-1 CHICAGO 3-2 FOREIGNER 4-4 BILLY OCEAN 8-6 MIDNIGHT STAR 18-10

WIKZ/Chambersburg, PA Matthew/Alexander

NEW EDITION DAVID LEE ROTH PAT BENATAR REO SPEEDWAGON BONEYDRIPPERS KINGS JOHN PARR JOHN HUNTER TINA TURNER Hottest: MADONNA 1-1 CHICAGO 2-2 BILLY OCEAN 3-3 MIAMI 17-7 TIME 18-8

WZYQ/Frederick, MD Kemosabi Joe

KZFM/Corpus Christi, TX Mark McCarry

CHICAGO PHILIP BAILEY BALL & OATES PRINCE STEVE PERRY Hottest: MADONNA 1-1 CHICAGO 9-2 JACK WAGNER 12-6 NEW EDITION 15-9 FOREIGNER 17-13

FM100/Memphis, TN John Conley

REO SPEEDWAGON GLENN FREY SHEENA EASTON JOHN COUGHER DAVID LEE ROTH BONEYDRIPPERS JOHN HUNTER Hottest: CHICAGO 7-2 POINTER SISTERS 25-12 MIAMI 30-15 DON BENLEY D-24 STEVIE WONDER D-32

WABB-FM/Mobile, AL Fram/Fuller

SHEENA EASTON MIDNIGHT STAR ASHFORD & SIMPSON REO SPEEDWAGON GENERAL PUBLIC FRANKIE GOES TO B KIM WILDE (dp) JOHN COUGHER (dp) JULIAN LENNON JOHN PARR Hottest: JACK WAGNER 6-1 PHILIP BAILEY 15-10 PRINCE 20-11 KOOL & THE GANG 19-12 STEVE PERRY 29-20

KSET-FM/E Paso, TX Croeno/Rodriguez

REO SPEEDWAGON TOMMY SBAM TINA TURNER COMMODORES KINGS (dp) KIM WILDE (dp) ASHFORD & SIMPSON PAUL HARCASSTLE Hottest: MADONNA 2-1 CHICAGO 15-5 PHILIP BAILEY 13-8 BILLY OCEAN 15-5 FOREIGNER 17-8 MIAMI 19-10

WQXI/Orlando, FL Mickey Couter

JOHN COUGHER CYNDI LAUPER GENERAL PUBLIC BAND AID REO SPEEDWAGON ERIC CARMEN TINA TURNER KINGS DAVID LEE ROTH JOHN PARR NEW EDITION PHILIP BAILEY 13-8 BILLY OCEAN 15-9 MIDNIGHT STAR 18-12

96XII/Parkersburg, WV Paul DeMille

REO SPEEDWAGON PAT BENATAR DAVID LEE ROTH BRUCE COCKBURN DAVID BOWIE BONEYDRIPPERS GENERAL PUBLIC BARBARA STREISAND DEEP PURPLE Hottest: BRYAN ADAMS 17-4 DON BENLEY 15-5 PHILIP BAILEY 21-6 HALL & OATES 23-7 SHEENA EASTON 40-29

KXX106/Birmingham, AL Steve John/Balley

CYNDI LAUPER ERIC CARMEN TIME REO SPEEDWAGON DAVID LEE ROTH Hottest: CHICAGO 3-1 PAT BENATAR 5-2 PHILIP BAILEY 13-5 JIM DIAMOND 15-6 BILLY OCEAN 19-11

WJBO/Portland, ME Phoenix/Neil

ERIC CARMEN KIM WILDE TINA TURNER DAVID LEE ROTH JIM DIAMOND KIM CARNES Hottest: MADONNA 1-1 JACK WAGNER 7-3 BRUCE SPRINGSTEEN 8-4 FOREIGNER 10-5 CHICAGO 12-6

WVMP-FM/Wheeling, WV Dwayne Bonds

REO SPEEDWAGON DAVID LEE ROTH BILLY JOEL GEORGE BENSON PAT BENATAR ERIC CARMEN KIM CARNES Hottest: MADONNA 1-1 CHICAGO 11-4 FOREIGNER 22-9 BILLY OCEAN 27-12 MIAMI 38-17

WQV/Williamsport, PA Michael Cruz

REO SPEEDWAGON JEFFREY OSBORNE TEENA MARIE KIM CARNES PAT BENATAR TINA TURNER BILLY JOEL SCANDAL FRANKIE GOES TO H KENNY ROGERS Hottest: MADONNA 1-1 BRUCE SPRINGSTEEN 10-5 MIAMI 34-24 REO SPEEDWAGON 38-30

WOAY/Beckley, WV Jim Martin

REO SPEEDWAGON ERIC CARMEN BRUCE COCKBURN (dp) FRANKIE GOES TO B (dp) BONEYDRIPPERS DAVID LEE ROTH SCANDAL TINA TURNER Hottest: MADONNA 1-1 CHICAGO 3-2 FOREIGNER 4-4 BILLY OCEAN 8-6 MIDNIGHT STAR 18-10

WIKZ/Chambersburg, PA Matthew/Alexander

KKVK/Little Rock, AR Ray Parker Jr. Billy Ocean Hall & Oates REO Speedwagon Hottest: MADONNA 1-1 CHICAGO 9-2 JACK WAGNER 12-6 NEW EDITION 15-9 FOREIGNER 17-13

FM100/Memphis, TN John Conley

REO SPEEDWAGON GLENN FREY SHEENA EASTON JOHN COUGHER DAVID LEE ROTH BONEYDRIPPERS JOHN HUNTER Hottest: CHICAGO 7-2 POINTER SISTERS 25-12 MIAMI 30-15 DON BENLEY D-24 STEVIE WONDER D-32

WABB-FM/Mobile, AL Fram/Fuller

SHEENA EASTON MIDNIGHT STAR ASHFORD & SIMPSON REO SPEEDWAGON GENERAL PUBLIC FRANKIE GOES TO B KIM WILDE (dp) JOHN COUGHER (dp) JULIAN LENNON JOHN PARR Hottest: JACK WAGNER 6-1 PHILIP BAILEY 15-10 PRINCE 20-11 KOOL & THE GANG 19-12 STEVE PERRY 29-20

KSET-FM/E Paso, TX Croeno/Rodriguez

REO SPEEDWAGON TOMMY SBAM TINA TURNER COMMODORES KINGS (dp) KIM WILDE (dp) ASHFORD & SIMPSON PAUL HARCASSTLE Hottest: MADONNA 2-1 CHICAGO 15-5 PHILIP BAILEY 13-8 BILLY OCEAN 15-5 FOREIGNER 17-8 MIAMI 19-10

WQXI/Orlando, FL Mickey Couter

JOHN COUGHER CYNDI LAUPER GENERAL PUBLIC BAND AID REO SPEEDWAGON ERIC CARMEN TINA TURNER KINGS DAVID LEE ROTH JOHN PARR NEW EDITION PHILIP BAILEY 13-8 BILLY OCEAN 15-9 MIDNIGHT STAR 18-12

96XII/Parkersburg, WV Paul DeMille

REO SPEEDWAGON PAT BENATAR DAVID LEE ROTH BRUCE COCKBURN DAVID BOWIE BONEYDRIPPERS GENERAL PUBLIC BARBARA STREISAND DEEP PURPLE Hottest: BRYAN ADAMS 17-4 DON BENLEY 15-5 PHILIP BAILEY 21-6 HALL & OATES 23-7 SHEENA EASTON 40-29

KXX106/Birmingham, AL Steve John/Balley

CYNDI LAUPER ERIC CARMEN TIME REO SPEEDWAGON DAVID LEE ROTH Hottest: CHICAGO 3-1 PAT BENATAR 5-2 PHILIP BAILEY 13-5 JIM DIAMOND 15-6 BILLY OCEAN 19-11

WJBO/Portland, ME Phoenix/Neil

ERIC CARMEN KIM WILDE TINA TURNER DAVID LEE ROTH JIM DIAMOND KIM CARNES Hottest: MADONNA 1-1 JACK WAGNER 7-3 BRUCE SPRINGSTEEN 8-4 FOREIGNER 10-5 CHICAGO 12-6

WVMP-FM/Wheeling, WV Dwayne Bonds

REO SPEEDWAGON DAVID LEE ROTH BILLY JOEL GEORGE BENSON PAT BENATAR ERIC CARMEN KIM CARNES Hottest

MIDWEST Most Added Hottest

REO Speedwagon Foreigner
David Lee Roth P. Bailey w/P. Collins
Honeydrippers 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.

WEST Most Added Hottest

David Lee Roth Chicago
REO Speedwagon Foreigner
Honeydrippers Wham!

MIDWEST

Parallel Two

WKDD/Akron, OH
Matt Patrick

REO SPEEDWAGON
DAVID LEE ROTH
BILLY JOEL
PAT BENATAR
BONEYDRIPPERS
KIM CARNES
KINGS
Hottest:
BRYAN ADAMS 3-1
CHICAGO 4-2
PHILIP BAILEY 7-4
FOREIGNER 16-6
PRINCE 18-15

WAHC/Appleton-Oshkosh
Chris Caine

CYNDI LAUPER
JOHN PARR
REO SPEEDWAGON
SHEENA EASTON
KIM CARNES
DAVID LEE ROTH
DAVID LEE ROTH
TIME
PAT BENATAR
TINA TURNER
JOHN HUNTER
Hottest:
CHICAGO 1-1
WHAMI 6-2
PRINCE 7-3
FOREIGNER 12-8
MIDNIGHT STAR 16-12

WKAU/Appleton-Oshkosh
Ross/Bradleigh

REO SPEEDWAGON
DAVID LEE ROTH
JOHN HUNTER
TIME
HONEYDRIPPERS
PAT BENATAR
JOHN PARR (dp)
FRANKIE GOES TO 8 (dp)
AUTOGRAPH (dp)
Hottest:
PHILIP BAILEY 18-1
CHICAGO 8-8
JACK WAGNER 9-9
PRINCE 32-12

92X/Columbus, OH
Cook/Cella

DAVID LEE ROTH
HONEYDRIPPERS
JOHN POGERTY
ASRFORD & SIMPSON
TIME
JOHN PARR
FRANKIE GOES TO 8
Hottest:
FOREIGNER 5-1
PHILIP BAILEY 9-5
JACK WAGNER 13-6
PRINCE 21-10
WHAMI 23-17

KIKI/Davenport, IA
Jim O'Hara

DAVID LEE ROTH
KINGS
HONEYDRIPPERS
PAT BENATAR
GEORGE BENSON
MANHATTAN TRANSFER
JOHN PARR
DIANA ROSS
TIME
ERIC CARMEN
Hottest:
JACK WAGNER 7-1
WHAMI 32-4
JOHN POGERTY D-14
DAVID LEE ROTH D-26

WGTZ/Dayton, OH
King/Robertson

MIDNIGHT STAR
PAT BENATAR
JOHN POGERTY
DAVID LEE ROTH
REO SPEEDWAGON
Hottest:
JACK WAGNER 3-1
FRANKIE GOES TO 8 (dp)
DON BENLEY 5-3
PHILIP BAILEY 7-4
WHAMI 12-10

KZIO/Duluth, MN
Berry Knight

REO SPEEDWAGON
DAVID LEE ROTH
CHAKA KHAN
PAT BENATAR
TINA TURNER
BRONSKI BEAT
BONEYDRIPPERS
KIM WILDE
JOHN HUNTER
SILENT TREATMENT
Hottest:
FOREIGNER 19-3
BILLY OCEAN 23-9
PRINCE 25-11
MIDNIGHT STAR 28-12
BALL & OATES 34-15

WMEE/Ft. Wayne
Scott Dugan

PAT BENATAR
DAVID LEE ROTH
POINTER SISTERS
REO SPEEDWAGON
BONEYDRIPPERS
RICK SPRINGFIELD
Hottest:
MADONNA 1-1
CHICAGO 12-6
BRUCE SPRINGSTEEN 13-8
PHILIP BAILEY 14-9
JERMAINE JACKSON 17-12

WGRD/Grand Rapids, MI
Swart/Stevens

REO SPEEDWAGON
PAT BENATAR
Hottest:
CHICAGO 3-1
MADONNA 1-2
BRYAN ADAMS 10-5
PHILIP BAILEY 13-7
FOREIGNER 18-9

WZPL/Indianapolis, IN
Jim Miles

WHAM!
BRYAN ADAMS
WHODINI
CYNDI LAUPER
REO SPEEDWAGON
DAVID LEE ROTH
ERIC CARMEN
CHAKA KHAN
Hottest:
NEW EDITION 2-1
BILLY OCEAN 22-3
BALL & OATES 27-7
WHAMI D-8
GLENN FREY 26-9

WJXQ/Jackson, MI
Ryan/Cheeks

SCANDAL
REO SPEEDWAGON
BONEYDRIPPERS
DAVID LEE ROTH
TRIUMPH
MOLLY HATCHET
PAT BENATAR
ERIC CARMEN
TINA TURNER (dp)
KIM WILDE (dp)
KIM CARNES (dp)
FRANKIE GOES TO 8 (dp)
Hottest:
BRYAN ADAMS 1-1
PHILIP BAILEY 13-4
CHICAGO 9-5
MADONNA 10-6
FOREIGNER 16-7

WZOK/Rockford, IL
Kipper B. McGee

WHAM!
POINTER SISTERS
STEVE PERRY
STEVIE WONDER
JOHN POGERTY
SHEENA EASTON (dp)
CYNDI LAUPER
Hottest:
RAY PARKER JR. 19-11
FOREIGNER 24-15
SHEILA E. 27-19
PRINCE D-20
BALL & OATES D-25

WKFR/Kalamazoo, MI
Weinacht/Chapman

KOOL & THE GANG
JOHN POGERTY
SHEENA EASTON
CYNDI LAUPER
KIM CARNES
KINGS (dp)
KENNY ROGERS (dp)
TINA TURNER
Hottest:
MADONNA 1-1
PAT BENATAR 2-2
JACK WAGNER 3-3
CHICAGO 4-4
STEVIE WONDER 34-30

2299/Kansas City, MO
Collins/Welsh

NEW EDITION
REO SPEEDWAGON
PAT BENATAR
DAVID LEE ROTH
AUTOGRAPH
ERIC CARMEN
Hottest:
FOREIGNER 16-3
JOHN PARR 25-15
DON BENLEY 28-18
WHAMI 30-20
MIDNIGHT STAR 33-23

WVIC/Lansing, MI
Martin/Kittredge

BONEYDRIPPERS
DAVID LEE ROTH
SCANDAL
REO SPEEDWAGON
PAT BENATAR
Hottest:
BRYAN ADAMS 2-1
CHICAGO 11-3
DON BENLEY 12-4
PHILIP BAILEY 21-9
FOREIGNER 19-10

Z104/Hudson, WI
Little/Hudson

DAVID LEE ROTH
POINTER SISTERS
PAT BENATAR
ERIC CARMEN
BONEYDRIPPERS
SHEENA EASTON
FRANKIE GOES TO 8
GIUFFRIA
Hottest:
CHICAGO 3-1
PHILIP BAILEY 20-5
RICK SPRINGFIELD 13-8
FOREIGNER 25-10
WHAMI 30-15

WZUU/Milwaukee, WI
Michael/Kelly

PRINCE
WHAMI
SHEILA E.
DAVID LEE ROTH (dp)
GLENN FREY
REO SPEEDWAGON
TOMMY SHAW
Hottest:
MADONNA 1-1
JACK WAGNER 2-2
DURAN DURAN 3-3
JERMAINE JACKSON 12-4
PHILIP BAILEY 14-6

KJ103/Oklahoma City, OK
Bil Cahill

NEW EDITION
REO SPEEDWAGON
DAVID LEE ROTH
FRANKIE GOES TO 8
BONEYDRIPPERS
TINA TURNER
Hottest:
PRINCE 2-1
NEW EDITION 8-4
PHILIP BAILEY 12-8
FOREIGNER 15-11
RAY PARKER JR. 20-16

KOFM/Oklahoma City, OK
Miller/Cooper

REO SPEEDWAGON
PAT BENATAR
TELEVISIONS
TINA TURNER
CHAKA KHAN
DAVID LEE ROTH
AUTOGRAPH (dp)
FRANKIE GOES TO 8
ERIC CARMEN
BONEYDRIPPERS
TEENA MARIE
Hottest:
PRINCE 4-2
PHILIP BAILEY 17-6
BRYAN ADAMS 9-7
FOREIGNER 26-10
REO SPEEDWAGON D-30

KQKQ/Omaha, NE
Taylor/Dean

REO SPEEDWAGON
NEW EDITION
DAVID LEE ROTH
BONEYDRIPPERS
JULIAN LENNON
PAT BENATAR
ERIC CARMEN
COMMODORES
KINGS
MIDNIGHT STAR
ERIC CARMEN
Hottest:
MADONNA 1-1
JACK WAGNER 7-2
FOREIGNER 15-3
WHAMI 21-4
PRINCE 8-5

KZ93/Peoria, IL
Edwards/Maloney

REO SPEEDWAGON
POINTER SISTERS
STEVIE WONDER
JOHN POGERTY
SHEENA EASTON
Hottest:
JACK WAGNER 2-1
PAT BENATAR 3-2
CHICAGO 10-3
BRYAN ADAMS 5-4
FOREIGNER 18-6

WZOK/Rockford, IL
Kipper B. McGee

WHAM!
POINTER SISTERS
STEVE PERRY
STEVIE WONDER
JOHN POGERTY
SHEENA EASTON (dp)
CYNDI LAUPER
Hottest:
RAY PARKER JR. 19-11
FOREIGNER 24-15
SHEILA E. 27-19
PRINCE D-20
BALL & OATES D-25

WRQN/Toledo, OH
Schaffer/Mitchell

FRANKIE GOES TO 8
REO SPEEDWAGON
BONEYDRIPPERS
KIM CARNES
SCANDAL
DAVID LEE ROTH
BILLY JOEL
TINA TURNER
TRIUMPH (dp)
MOLLY HATCHET
JEFFREY OSBORNE
Hottest:
CHICAGO 14-5
FOREIGNER 24-14
PRINCE 26-20
CULTURE CLUB 36-29
DIANA ROSS 37-31

KAY107/Tulsa, OK
Blain/Stephens

RAY PARKER JR.
BILLY OCEAN
GENERAL PUBLIC
REO SPEEDWAGON
DAVID LEE ROTH
JOHN HUNTER
SCANDAL
TINA TURNER
BONEYDRIPPERS
Hottest:
MADONNA 1-1
PAT BENATAR 3-2
JACK WAGNER 7-3
CHICAGO 10-4
BRYAN ADAMS 13-5

KEYN-FM/Wichita, KS
Taylor/Brown

TINA TURNER
JOHN PARR
DAVID LEE ROTH
REO SPEEDWAGON
FRANKIE GOES TO 8
KIM WILDE
KIM CARNES
BONEYDRIPPERS
Hottest:
JACK WAGNER 15-1
BRYAN ADAMS 6-2
FOREIGNER 14-3
PHILIP BAILEY 8-4
WHAMI 24-8

KKRD/Wichita, KS
Oliver/Williams

CYNDI LAUPER
TIME
HONEYDRIPPERS
REO SPEEDWAGON
DAVID LEE ROTH
GEORGE BENSON
JOHN PARR
TOMMY SHAW
Hottest:
CHICAGO 3-1
NEW EDITION 4-2
BRYAN ADAMS 7-3
JACK WAGNER 9-4
BRUCE SPRINGSTEEN 8-5

WYFM/Youngstown, OH
Jeff Tobin

none
Hottest:
PHILIP BAILEY 2-1
CHICAGO 3-2
PRINCE 9-6
JERMAINE JACKSON 20-18
RAY PARKER JR. 21-19

WHOT/Youngstown, OH
Dick Thompson

JOHN POGERTY
JOHN HUNTER
TIME
JOHN PARR
SHEENA EASTON
U2
ASRFORD & SIMPSON
BRONSKI BEAT
AUTOGRAPH
HONEYDRIPPERS
PAT BENATAR
JEFFREY OSBORNE
KIM WILDE
FRANKIE GOES TO 8
REO SPEEDWAGON
TINA TURNER
DAVID LEE ROTH
KIM CARNES
CHAKA KHAN
TRIUMPH
ERIC CARMEN
Hottest:
JACK WAGNER 6-1
PHILIP BAILEY 10-2
FOREIGNER 11-3
CHICAGO 9-4
PRINCE 22-9

KFYR/Bismarck, ND
Brannen/Hardt

DAVID LEE ROTH
PAT BENATAR
ERIC CARMEN
Hottest:
MADONNA 1-1
CHICAGO 2-2
RAY PARKER JR. 12-5
BILLY OCEAN 14-6
FOREIGNER 19-7

WBNO/Bloomington, IL
Justin/Robbins

ERIC CARMEN
REO SPEEDWAGON
KIM CARNES
CHAKA KHAN
TINA TURNER
DAVID LEE ROTH
TRIUMPH (dp)
JOHN PARR (dp)
KIM WILDE (dp)
BRUCE COCKBURN (dp)
Hottest:
MADONNA 1-1
CHICAGO 5-2
JACK WAGNER 6-3
FOREIGNER 14-6
RAY PARKER JR. 15-7

WBWB/Bloomington, IN
Bob Leonard

DAVID LEE ROTH
NEW EDITION
REO SPEEDWAGON
ERIC CARMEN
SILENT TREATMENT
Hottest:
JACK WAGNER 17-5
PHILIP BAILEY 16-8
RAY PARKER JR. 19-9
FOREIGNER 21-10
BALL & OATES 31-12

WCIL-FM/Carbondale, IL
Tony Waltekus

REO SPEEDWAGON
GLENN FREY
AUTOGRAPH (dp)
TINA TURNER
JULIE BROWN (dp)
Hottest:
JACK WAGNER 1-1
MADONNA 2-2
FOREIGNER 3-3
BILLY OCEAN 4-4
MIDNIGHT STAR 5-5

KQCR/Cedar Rapids, IA
Gary Dixon

DAVID LEE ROTH
ERIC CARMEN
FRANKIE GOES TO 8 (dp)
CYNDI LAUPER
TIME (dp)
WHAMI
Hottest:
JACK WAGNER 5-1
FOREIGNER 7-3
PHILIP BAILEY 17-8
HONEYDRIPPERS 22-12
AUTOGRAPH 26-18

KCMQ/Columbia, MO
Tuttn/Baker

NEW EDITION
JOHN HUNTER
DAVID LEE ROTH
TIME
REO SPEEDWAGON
Hottest:
FOREIGNER 20-11
BILLY OCEAN 22-15
WHAMI 25-16
PRINCE 26-17
POINTER SISTERS 37-26

Y94/Fargo, ND
Collins/Anderson

JOHN PARR (dp)
DAVID LEE ROTH
TINA TURNER
REO SPEEDWAGON
ERIC CARMEN
FRANKIE GOES TO 8 (dp)
PAT BENATAR (dp)
JULIAN LENNON
SURVIVOR
Hottest:
MADONNA 1-1
CHICAGO 6-2
DON BENLEY 13-6
PHILIP BAILEY 18-8
FOREIGNER 23-13

WAZY-FM/Lafayette, IN
Stacy/Louize

REO SPEEDWAGON
TINA TURNER
JOHN PARR
ERIC CARMEN
HONEYDRIPPERS
BILLY JOEL
FRANKIE GOES TO 8
TEENA MARIE
Hottest:
PHILIP BAILEY 7-1
CHICAGO 19-3
FOREIGNER 16-5
PRINCE 17-8
TIME 34-21

KKXL-FM/Grand Forks, ND
Nordina/Right

ELTON JOHN
NEW EDITION
Hottest:
CHICAGO 2-1
DON BENLEY 9-6
RICK SPRINGFIELD 18-9
PRINCE 24-15
TIME D-24

KFRX/Lincoln, NE
Tracy Johnson

ERIC CARMEN
REO SPEEDWAGON
BONEYDRIPPERS
DAVID LEE ROTH
PAT BENATAR
TINA TURNER
STEVIE WONDER
Hottest:
none

WRKR/Racine-Milwaukee, WI
Pat Martin

CYNDI LAUPER
DAVID LEE ROTH
FRANKIE GOES TO 8
JOHN PARR
ASRFORD & SIMPSON
KIM WILDE
Hottest:
WHAMI 15-1
CHICAGO 2-2
FOREIGNER 19-5
NEW EDITION D-12
SHEENA EASTON D-19

KKLS-FM/Rapid City, SD
Sherwin/Piper

DAVID LEE ROTH
REO SPEEDWAGON
JOHN PARR
TIME
Hottest:
MADONNA 3-1
CHICAGO 8-3
DON BENLEY 10-5
PHILIP BAILEY 17-12
FOREIGNER 19-13

99KG/Salina, KS
Danny Collier

DAVID LEE ROTH
KIM WILDE
KIM CARNES
TRIUMPH
SILENT TREATMENT
Hottest:
NEW EDITION 3-1
CHICAGO 8-2
JACK WAGNER 15-6
PRINCE 35-22
WHAMI D-34

KKRC/Sioux Falls, SD
Dan Kieley

REO SPEEDWAGON
KINGS
DAVID LEE ROTH
NEW EDITION
SHEENA EASTON
Hottest:
BRYAN ADAMS 1-1
MADONNA 7-3
JACK WAGNER 8-5
DON BENLEY 14-7
PHILIP BAILEY 19-10

KWTO-FM/Springfield, MO
Mike Schmidt

DAVID LEE ROTH
CHAKA KHAN
HONEYDRIPPERS
REO SPEEDWAGON
KIM WILDE
DEEP PURPLE (dp)
GENERAL PUBLIC
Hottest:
MADONNA 1-1
CHICAGO 7-3
RICK SPRINGFIELD 10-6
FOREIGNER 13-7
POINTER SISTERS 16-10

WDBR/Springfield, IL
Moore/Lawley

TINA TURNER
NEW EDITION
PAT BENATAR
ERIC CARMEN
CHAKA KHAN
REO SPEEDWAGON
MOLLY HATCHET (dp)
TRIUMPH (dp)
Hottest:
MADONNA 1-1
JACK WAGNER 6-2
PHILIP BAILEY 15-5
WHAMI 17-6
RAY PARKER JR. 14-7

WSPT/Stevens Point, WI
Bouley/Tracy

REO SPEEDWAGON
DAVID LEE ROTH
JOHN HUNTER
TINA TURNER
BONEYDRIPPERS
FRANKIE GOES TO 8
NEW EDITION
ASRFORD & SIMPSON
DEEP PURPLE
Hottest:
CHICAGO 1-1
PRINCE 17-6
FOREIGNER 18-7
WHAMI 26-13
PHILIP BAILEY 35-20

KDVV/Topeka, KS
Rabat/Parmely

REO SPEEDWAGON
PAT BENATAR
CHAKA KHAN
ERIC CARMEN
HONEYDRIPPERS
KIM WILDE
DAVID LEE ROTH
TINA TURNER
ASRFORD & SIMPSON
FRANKIE GOES TO 8
Hottest:
CHICAGO 1-1
TIME 12-5
WHAMI 6-6
REO SPEEDWAGON D-7
MIDNIGHT STAR 13-10

KFMW/Waterloo, IA
Mark Potter

DAVID LEE ROTH
TIME
REO SPEEDWAGON
PAT BENATAR
NEW EDITION
ERIC CARMEN
BONEYDRIPPERS
MIDNIGHT STAR (dp)
TEENA MARIE (dp)
Hottest:
MADONNA 1-1
BILLY OCEAN 12-5
FOREIGNER 15-9
POINTER SISTERS 26-16
PRINCE 31-21

KMOM/Honolulu, HI
Kimo Akane

PAT BENATAR
DAVID LEE ROTH
CHAKA KHAN
TINA TURNER
BONEYDRIPPERS
JEFFREY OSBORNE
REO SPEEDWAGON
Hottest:
MADONNA 2-1
CHICAGO 4-2
DON BENLEY 8-6
TIME 11-7
WHAMI 19-10

KLUC/Las Vegas, NV
Richards/Christian

REO SPEEDWAGON
TINA TURNER
BONEYDRIPPERS
DEEP PURPLE (dp)
PAT BENATAR
ASRFORD & SIMPSON
DAVID LEE ROTH
CYNDI LAUPER
NEW EDITION
KINGS
Hottest:
DON BENLEY 14-7
WHAMI 19-11
GLENN FREY 29-21
BAND AID 36-24
SHEENA EASTON 35-30

KO93/Modesto, CA
Mike Novak

KOOL & THE GANG
TINA TURNER
KENNY ROGERS
FRANKIE GOES TO 8
HONEYDRIPPERS
JEFFREY OSBORNE
ERIC CARMEN
JOHN HUNTER
PAT BENATAR (dp)
Hottest:
FOREIGNER 16-6
HALL & OATES 14-8
BILLY OCEAN 17-10
CYNDI LAUPER 26-17
KOO & THE GANG D-23

KHOP/Modesto-Stockton, CA
David Kraham

DAVID LEE ROTH
PAT BENATAR
ERIC CARMEN
JEFFREY OSBORNE
FRANKIE GOES TO 8 (dp)
JOHN HUNTER
TINA TURNER
REO SPEEDWAGON
DEEP PURPLE (dp)
Hottest:
PHILIP BAILEY 4-1
DON BENLEY 7-2
CHICAGO 12-3
FOREIGNER 17-4
POINTER SISTERS 29-9

KQXR/Bakersfield, CA
Bob Harlow

DAVID LEE ROTH
PAT BENATAR
BONEYDRIPPERS
TINA TURNER
ERIC CARMEN
REO SPEEDWAGON
SCANDAL
DAVID LEE ROTH
BILLY JOEL
Hottest:
CHICAGO 9-1
FOREIGNER 10-2
WHAMI 17-7
MIDNIGHT STAR 23-13
TIME D-19

KF96/Boise, ID
Doss/Gregory

DAVID LEE ROTH
REO SPEEDWAGON
TINA TURNER
BONEYDRIPPERS
ERIC CARMEN
KIM WILDE
Hottest:
JACK WAGNER 7-1
PHILIP BAILEY 8-2
DON BENLEY 13-8
PRINCE 21-12
WHAMI 24-13

KKFM/Colorado Springs, CO
Finney/Anderson

ASRFORD & SIMPSON
MIDNIGHT STAR
REO SPEEDWAGON
KINGS
TIME
TINA TURNER
HONEYDRIPPERS
DAVID LEE ROTH
DIANA ROSS
TOMMY SHAW
Hottest:
CHICAGO 2-1
FOREIGNER 5-3
BILLY OCEAN 8-6
GIUFFRIA 16-8
WHAMI 14-10

KBOS/Fresno, CA
Kris Van Kamp

DAVID LEE ROTH
CYNDI LAUPER
ERIC CARMEN
REO SPEEDWAGON
TINA TURNER
PAT BENATAR
JEFFREY OSBORNE
FRANKIE GOES TO 8
JOHN HUNTER (dp)
KIM WILDE (dp)
Hottest:
MADONNA 1-1
GENERAL PUBLIC 9-2
JACK WAGNER 12-5
BRYAN ADAMS 11-6
WHAMI 23-13

KYNO-FM/Fresno, CA
Walker/Davis

FOREIGNER
HONEYDRIPPERS
PAT BENATAR
TIME
NEW EDITION
JOHN POGERTY
JOHN PARR
ERIC CARMEN
REO SPEEDWAGON
Hottest:
MADONNA 1-1
DURAN DURAN 2-2
GENERAL PUBLIC 4-3
BONEYDRIPPERS 6-5
PHILIP BAILEY 13-10

KIKI/Honolulu, HI
Kong/Shishido

REO SPEEDWAGON
HONEYDRIPPERS
TINA TURNER
GLENN FREY
TOMMY SHAW
Hottest:
CHICAGO 2-1
FOREIGNER 9-4
POINTER SISTERS 10-8
WHAMI 17-11
BAND AID 26-17

WEST

Parallel Two

KNMQ/Albuquerque-Santa Fe
Stucker/Maitland

REO SPEEDWAGON
KINGS
DAVID LEE ROTH
JOHN HUNTER
TINA TURNER
TEENA MARIE
Hottest:
MADONNA 1-1
DON BENLEY 7-4
BILLY OCEAN 11-7
FOREIGNER 15-9
BILLY OCEAN 13-10

KKXX/Bakersfield, CA
Squires/Kemper

DON BENLEY
DAVID LEE ROTH
PAT BENATAR
FRANKIE GOES TO 8
Hottest:
MADONNA 1-1
CHICAGO 2-2
NEW EDITION 11-3
PHILIP BAILEY 9-5
FOREIGNER 10-7

KQXR/Bakersfield, CA
Bob Harlow

DAVID LEE ROTH
PAT BENATAR
BONEYDRIPPERS
TINA TURNER
ERIC CARMEN
REO SPEEDWAGON
SCANDAL
DAVID LEE ROTH
BILLY JOEL
Hottest:
CHICAGO 9-1
FOREIGNER 10-2
WHAMI 17-7
MIDNIGHT STAR 23-13
TIME D-19

KF96/Boise, ID
Doss/Gregory

DAVID LEE ROTH
REO SPEEDWAGON
TINA TURNER
BONEYDRIPPERS
ERIC CARMEN
KIM WILDE
Hottest:
JACK WAGNER 7-1
PHILIP BAILEY 8-2
DON BENLEY 13-8
PRINCE 21-12
WHAMI 24-13

KKFM/Colorado Springs, CO
Finney/Anderson

ASRFORD & SIMPSON
MIDNIGHT STAR
REO SPEEDWAGON
KINGS
TIME
TINA TURNER
HONEYDRIPPERS
DAVID LEE ROTH
DIANA ROSS
TOMMY SHAW
Hottest:
CHICAGO 2-1
FOREIGNER 5-3
BILLY OCEAN 8-6
GIUFFRIA 16-8
WHAMI 14-10

KBOS/Fresno, CA
Kris Van Kamp

DAVID LEE ROTH
CYNDI LAUPER
ERIC CARMEN
REO SPEEDWAGON
TINA TURNER
PAT BENATAR
JEFFREY OSBORNE
FRANKIE GOES TO 8
JOHN HUNTER (dp)
KIM WILDE (dp)
Hottest:
MADONNA 1-1
GENERAL PUBLIC 9-2
JACK WAGNER 12-5
BRYAN ADAMS 11-6
WHAMI 23-13

KYNO-FM/Fresno, CA
Walker/Davis

FOREIGNER
HONEYDRIPPERS
PAT BENATAR
TIME
NEW EDITION
JOHN POGERTY
JOHN PARR
ERIC CARMEN
REO SPEEDWAGON
Hottest:
MADONNA 1-1
DURAN DURAN 2-2
GENERAL PUBLIC 4-3
BONEYDRIPPERS 6-5
PHILIP BAILEY 13-10

KIKI/Honolulu, HI
Kong/Shishido

REO SPEEDWAGON
HONEYDRIPPERS
TINA TURNER
GLENN FREY
TOMMY SHAW
Hottest:
CHICAGO 2-1
FOREIGNER 9-4
POINTER SISTERS 10-8
WHAMI 17-11
BAND AID 26-17

KRQ/Tucson, AZ
Kelly Norris

REO SPEEDWAGON
JOHN HUNTER (dp)
KINGS (dp)
BONEYDRIPPERS
DAVID LEE ROTH
PAT BENATAR (dp)
TINA TURNER
Hottest:
MADONNA 1-1
FOREIGNER 14-3
CHICAGO 9-4
PHILIP BAILEY 21-8
WHAMI 30-17

KGOT/Anchorage, AK
Key Taylor

CHAKA KHAN
REO SPEEDWAGON
KIM WILDE
Hottest:
JIM DIAMOND
JOHN HUNTER
TEENA MARIE
NEW EDITION
DAVID LEE ROTH
Hottest:
MADONNA 1-1
CHICAGO 2-2
FOREIGNER 6-3
PHILIP BAILEY 7-5
BILLY OCEAN 8-6

KYVA/Billings, MT
Charlie Fox

DAVID LEE ROTH
REO SPEEDWAGON
NEW EDITION
GLENN

PARALLELS SIGNIFICANT ACTION

SONGS WITH LESS THAN 50 STATION REPORTS

C

KIM CARNES
Invitation . . . (EMI America)
LP: That's Dancing Soundtrack

P1	SOUTH	EAST
EAST WCAUPM a	WBBO a WJZR a WANSFM a WOKI a WPMI a	WPBG a WIGY a OK100 a 95XIL a WJBO a WSQV a
SOUTH	MIDWEST	SOUTH
293 a	WKOD a-10 WJZO a WKFR a WRON a KEYNFM a WRCT a	XISR a Q101 a T94 a WIXV a KKQV a WBSL a
MIDWEST	WEST	MIDWEST
940 a	KSFO a	WBNO a 99KG a
WEST	P3	WEST
WBENFM a-38 WVSR a K104 a WERZ a WHTP a		KCDO a KHTX a KRSP a KIST a

J

BILLY JOEL
Keeping The Faith (Columbia)
LP: An Innocent Man

P1	EAST	P3
EAST WHTX 23-19	K104 a WGFH a WHTP a	EAST WZON a WJZR a WIGY a WOAY a OK100 a 95XIL a WSQV a
SOUTH	MIDWEST	SOUTH
WRON a KX104 a	WJZR a KX104 a	KTDY a Q101 a WIXV a KKQV a WBSL a
MIDWEST	WEST	MIDWEST
WJZR a KX104 a	WJZR a KX104 a	WJZR a KX104 a
WEST	P2	WEST
KXJK a	KQXR a	HAZYPH a KBOZFM a SLY96 a

O

JEFFREY OSBORNE
The Borderlines (A&M)
LP: Don't Stop

P1	SOUTH	P3
EAST WXKSFM d-38 CKOI on WCAUPM a PRO-FM a	WCSX a WJZR a KAMZ a WOKI a WPMI a	EAST WPBG a 103CIR a OK100 a WSQV a
SOUTH	MIDWEST	SOUTH
940 a	WRON a WROT a	WJZR a KX104 a
MIDWEST	WEST	MIDWEST
940 a	WRON a WROT a	WJZR a KX104 a
WEST	P2	WEST
Q100 a K104 a WSPK a WHTP a	KBOZFM a SLY96 a	KRTS a KHTX a

SILENT TREATMENT
Life On Earth (Red Label)
LP: Human Contact

P1	EAST	EAST
EAST WCAUPM a	WERZ a	103CIR on WOAY on
SOUTH	SOUTH	SOUTH
WRON a	WBBO on	WJZR on KTDY on T94 on WBSL on
MIDWEST	MIDWEST	MIDWEST
940 a	KJ10 a WJZO on KOPM on WRON on	WBNO on WBNO a WCILFM 25-25 T94 on 99KG a
WEST	P3	WEST
940 a		KRTS on KHTX on

TWISTED SISTER
The Price (Atlantic)
LP: Stay Hungry

P1	SOUTH	P3
EAST WPBD on	Q100 on K104 33-32 WRCK 40-36	EAST WPBG on OK100 39-35 95XIL on
SOUTH	SOUTH	SOUTH
WRON a	WJZR on WPMI on WRNO on	WIXV a KROV on WRON on
MIDWEST	MIDWEST	MIDWEST
940 a	WJZO on WRON on	WIXV a KROV on WRON on
WEST	WEST	WEST
940 a	KSFO on	KSPN on OK95 on

BRUCE COCKBURN
If I Had A Rocket ... (Gold Mt./A&M)
LP: Stealing Fire

P1	EAST	EAST
EAST WPBD on	K104 29-29 WRCK on	WOAY a OK100 d-39 95XIL a-38 WJBO d-38
SOUTH	SOUTH	SOUTH
WRON a	WJZR a WJAD on WIXV a WBSL a	WJZR a WJAD on WIXV a WBSL a
MIDWEST	MIDWEST	MIDWEST
940 a	WJZR a WJAD on WIXV a WBSL a	WJZR a WJAD on WIXV a WBSL a
WEST	P3	WEST
940 a	KQXR on	WBNO a 99KG a KHTX on

CHAKA KHAN
This Is My Night (WB)
LP: Chaka Khan

P1	SOUTH	EAST
EAST WHTX a WXKSFM a CKOI a WCAUPM a	WBBO a-37 KX104 a KX104 a WJZR a WOKI a WPMI a Y106 a	OK100 a 95XIL a
SOUTH	MIDWEST	SOUTH
940 a 293 a	KJ10 a WJZO a KOPM a WRON a	WJZR a WJAD on WIXV a WBSL a
MIDWEST	WEST	MIDWEST
940 a 293 a	WJZR a WJAD on WIXV a WBSL a	WJZR a WJAD on WIXV a WBSL a
WEST	P3	WEST
KXJK a	KQXR on	KOAT a-32 KCDQ a KRTS a-10 KX104 a KX104 a 930 a WJZR a

KENNY ROGERS
Crazy (RCA)
LP: What About Me

P1	EAST	P3
EAST WCAUPM a	K104 a WERZFM a	EAST WPBG a OK100 a 95XIL a WSQV a
SOUTH	SOUTH	SOUTH
WRON a	KAMZ a KROV a-23	WJZR a KX104 a
MIDWEST	MIDWEST	MIDWEST
940 a	WRON a WROT a	WJZR a KX104 a
WEST	P2	WEST
940 a	KQXR on	WJZR a KX104 a

ROD STEWART
All Right Now (WB)
LP: Camouflage

P1	P2	P3
EAST CKOI a WCAUPM 23-22	K104 14-11	OK100 d-20 95XIL 27-24
SOUTH	SOUTH	SOUTH
WRON a	WJZR on WIXV on	WJZR on KTDY on T94 on WBSL on
MIDWEST	MIDWEST	MIDWEST
940 a	WJZR on WIXV on	WJZR on KTDY on T94 on WBSL on
WEST	WEST	WEST
940 a	KQXR on	KRTS on KHTX on

KIM WILDE
Go For It (MCA)
LP: Teases & Dares

P1	SOUTH	EAST
EAST WPBD a WCAUPM a	WBBO a KX104 a WJZR a KSETFM a WOKI a WPMI a WABBFM a WZKS a	WJBO a WJAD a KISR a Q101 a T94 a KROV a WBSL a
SOUTH	MIDWEST	MIDWEST
293 a	KJ10 a WJZO a KOPM a WRON a	WJZR a KX104 a
MIDWEST	WEST	MIDWEST
940 a	WJZR a WJAD on WIXV a WBSL a	WJZR a KX104 a
WEST	P3	WEST
940 a	KQXR on	KOAT a KCDQ a KRTS a KX104 a KX104 a 930 a WJZR a WJZR a WHTP a

COMMODORES
Nightshift (Motown)

P1	P2	P3
EAST WXKSFM a CKOI a WASH a-30	EAST 103CIR a	EAST 103CIR a
SOUTH	SOUTH	SOUTH
WRON a	WJZR a-35 KAMZ a KSETFM a	WJZR a KX104 a
MIDWEST	MIDWEST	MIDWEST
940 a	WJZR a KX104 a	WJZR a KX104 a
WEST	P3	WEST
940 a	KQXR on	WJZR a KX104 a

JULIAN LENNON
Too Late To . . . (Atlantic)
LP: Valotte

P1	P2	P3
EAST WASH a WAVA a	EAST WVSR a WTCIFM a-29	EAST WVSR a WTCIFM a-29
SOUTH	SOUTH	SOUTH
93FM a	WABBFM a WRNO a	KWES on KKQV a
MIDWEST	MIDWEST	MIDWEST
940 a	WJZR a KX104 a	WJZR a KX104 a
WEST	P3	WEST
KIISFM a KPLUS a KOBE a	KQXR on	Y94 a WRKR on

SADE
Hang On To . . . (Portrait/CBS)
LP: Diamond Life

P1	P2	P3
EAST WXKSFM on CKOI on	EAST WLANFM on	EAST WJBO on
SOUTH	SOUTH	SOUTH
WRON a	WJZR on	WJZR on KTDY on T94 on WBSL on
MIDWEST	MIDWEST	MIDWEST
940 a	WJZR on WIXV on	WJZR on KTDY on T94 on WBSL on
WEST	P3	WEST
940 a	KQXR on	OK95 34-30

TEMPTATIONS
Treat Her . . . (Gordy/Motown)
LP: Truly For You

P1	P2	P3
EAST WXKSFM d-37 CKOI on WCAUPM d-37 PRO-FM on WASH 26-23 WAVA d-29	Q100 on WVSR a WTCIFM 26-22 WSPK a WHTP on	EAST WPBG on 103CIR on WOAY on WHTX a WJBO on
SOUTH	SOUTH	SOUTH
293 d-22 195 35-29	WJZR on WJAD on WIXV on KAMZ on KSETFM d-30 WOKI on Y106 on	WJZR on KTDY on T94 on WBSL on
MIDWEST	MIDWEST	MIDWEST
940 a	WJZR on WIXV on	WJZR on KTDY on T94 on WBSL on
WEST	WEST	WEST
940 a	KQXR on	KRTS on KHTX on

Picture Yourself In R&R.

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R&R
RADIO & RECORDS

1930 Century Park W.
Los Angeles, CA 90067
(213) 553-4330

THE PICTURE PAGE

SAM HARRIS
Hearts Of Fire (Motown)
LP: Sam Harris

P1	EAST	P3
EAST CKOI on PRO-FM a	WERZ a WHTP on	EAST 103CIR a
SOUTH	SOUTH	SOUTH
WRON a	WJZR a-35 KAMZ a KSETFM a	WJZR a KX104 a
MIDWEST	MIDWEST	MIDWEST
940 a	WJZR a KX104 a	WJZR a KX104 a
WEST	P3	WEST
940 a	KQXR on	WJZR a KX104 a

MOLLY HATCHET
Stone In Your Heart (Epic)
LP: The Deed Is Done

P1	SOUTH	P3
EAST WPBD on	K104 37-37 WRCK on	EAST WVSR a WTCIFM a-29
SOUTH	SOUTH	SOUTH
WRON a	WJZR a	WJZR a KX104 a
MIDWEST	MIDWEST	MIDWEST
940 a	WJZR a KX104 a	WJZR a KX104 a
WEST	P3	WEST
940 a	KQXR on	WJZR a KX104 a

SCANDAL
Beat Of A Heart (Columbia)
LP: The Warrior

P1	SOUTH	P3
EAST WCAUPM a	WLANFM a WRCK a WHTP a	EAST WJBO on
SOUTH	SOUTH	SOUTH
WRON a	WJZR a WRNO a	WJZR on KTDY on T94 on WBSL on
MIDWEST	MIDWEST	MIDWEST
940 a	WJZR a KX104 a	WJZR on KTDY on T94 on WBSL on
WEST	P3	WEST
940 a	KQXR on	OK95 34-30

NOLAN THOMAS
Yo' Little Brother (Mirage/Atco)

P1	P2	P3
EAST 2100 24-22	EAST WTCIFM 26-22 WSPK a WHTP on	EAST WPBG on 103CIR on WOAY on WHTX a WJBO on
SOUTH	SOUTH	SOUTH
195 d-37	WJZR on WJAD on WIXV on KAMZ d-16 WZKS 35-29 Y106 d-36	WJZR on KTDY on T94 on WBSL on
MIDWEST	MIDWEST	MIDWEST
940 a	WJZR on WIXV on	WJZR on KTDY on T94 on WBSL on
WEST	WEST	WEST
940 a	KQXR on	KRTS on KHTX on

TRIUMPH
Spellbound (MCA)
LP: Thunder Seven

P1	P2	P3
EAST WPBD a-40	EAST Q100 a WVSR a WTCIFM a WHTP a	EAST WJBO a 95XIL a
SOUTH	SOUTH	SOUTH
WRON a	WJZR a WPMI a	WJZR a KX104 a
MIDWEST	MIDWEST	MIDWEST
940 a	WJZR a KX104 a	WJZR a KX104 a
WEST	P3	WEST
940 a	KQXR on	WJZR a KX104 a

Contemporary Hit Radio

Continued from Back Page

BREAKERS

DAVID LEE ROTH California Girls (WB)

84% of our reporters on it. Moves: Up 2, Debuts 5, Same 2, Down 0, Adds 184 including WXKS-FM, Z100, Z93, WLS-FM, WLOL-FM, KIIS-FM, KPLUS. Complete airplay in Parallels; number 40 on the CHR chart.

REO SPEEDWAGON Can't Fight This Feeling (Epic)

78% of our reporters on it. Moves: Up 1, Debuts 3, Same 1, Down 0, Adds 175 including B94, 94Q, Y100, KBEQ, KZZP, KWOD, KNBQ. Complete airplay in Parallels.

TIME Jungle Love (WB)

65% of our reporters on it. Moves: Up 49, Debuts 33, Same 21, Down 7, Adds 40 including B104, CKOI, KAFM, WNVZ, WCZY, KPKE, KWSS. Complete airplay in Parallels; number 33 on the CHR chart.

NEW EDITION Mr. Telephone Man (MCA)

63% of our reporters on it. Moves: Up 25, Debuts 56, Same 21, Down 0, Adds 43 including WHTT, CKOI, WNVZ, KBEQ, WKTI, KWSS, KPLUS. Complete airplay in Parallels; number 39 on the CHR chart.

KINKS Do It Again (Arista)

62% of our reporters on it. Moves: Up 26, Debuts 45, Same 46, Down 0, Adds 25 including WHTT, PRO-FM, KAFM, KBEQ, KPLUS, KUBE, WHHY-FM. Complete airplay in Parallels.

NEW & ACTIVE

ASHFORD & SIMPSON "Solid" (Capitol) 132/22

Moves: Up 45, Debuts 33, Same 29, Down 3, Adds 22 including WHTT, KWSS, KUBE, KNBQ, WRCK, KHFI, G100, WRVQ, 92X, KKF, KLUC, OK100, WKSF, WSPT. Complete airplay in Parallels; number 38 on the CHR chart.

✓ HONEYDRIPPERS "Rockin' At Midnight" (Es Paranza/Atlantic) 126/103

Moves: Up 8, Debuts 8, Same 9, Down 0, Adds 103 including WNYS, PRO-FM, WAVA, Q106, KDWB-FM, KMJK, KPLUS, WKEE, Z106, KRGV, WMEE, KRQ, WQCM, WYKS.

✓ TINA TURNER "Private Dancer" (Capitol) 122/121

Moves: Up 0, Debuts 1, Same 0, Down 0, Adds 121 including WXKS-FM, WNYS, WPHD, CKOI, WCAU-FM, 94Q, Z93, KAFM, B97, WCZY, KBEQ, KWK, KPKE, Q103, FM102.

JOHN HUNTER "Tragedy" (Private I/CBS) 119/27

Moves: Up 15, Debuts 38, Same 39, Down 1, Adds 27 including KBEQ, WLLOL-FM, WBEN-FM, Z106, KHFI, WZYP, KITY, WHOT, KHOP, KRQ, WIKZ, WKSF, KCMQ, KGOT.

✓ PAT BENATAR "Ooh Ooh Song" (Chrysalis) 110/105

Moves: Up 2, Debuts 1, Same 2, Down 0, Adds 105 including WHTT, WXKS-FM, WNYS, WPHD, WCAU-FM, PRO-FM, 93FM, WCZY, KWK, KIMN, KWSS, KNBQ, WZLD, Z299, KSKD.

JOHN PARR "Naughty Naughty" (Atlantic) 109/36

Moves: Up 16, Debuts 19, Same 37, Down 1, Adds 36 including WNYS, WKG, CKOI, B97, Q105, KBEQ, KWK, WLLOL, WVSR, WKEE, WZKS, KKR, KCPX, WYKS, KKL-FM.

BARBRA STREISAND with KIM CARNES "Make No Mistake, He's Mine" (Columbia) 107/4

Moves: Up 28, Debuts 16, Same 60, Down 0, Adds 4, CFTR, WNVZ, WGFM, WQID, Z93 d-33, KAFM 36-27, Q103 30-27, WOKI 40-34, KIK 35-28, WZON 30-22, 95XIL 37-34, Z102 40-29, KBOZ-FM 35-28, KOZE 32-29.

REBBIE JACKSON "Centipede" (Columbia) 93/4

Moves: Up 45, Debuts 10, Same 19, Down 15, Adds 4, KWIC, KJ103, WYKS, KCBN, B94 13-10, Q100 18-14, WKEE 17-13, KSET-FM 17-14, Z299 29-24, KHOP 28-20, 103CIR 32-28, WJBO 27-22, Q104 27-16, KWES 22-18, KGOT 32-29, K96 40-31.

TOMMY SHAW "Lonely School" (A&M) 92/10

Moves: Up 15, Debuts 14, Same 53, Down 0, Adds 10, CKOI, WLS, WLS-FM, WLLOL-FM, WFLY, KSET-FM, WZUU, KKR, KKF, WYKS, WPHD 31-27, WBBQ 36-32, KX104 38-32, WAHC 29-19, KCPX 34-24.

GEORGE BENSON "20/20" (WB) 88/6

Moves: Up 23, Debuts 22, Same 37, Down 0, Adds 6, WMAR, WGFM, KIK, KKR, 103CIR, KBOZ-FM, WXKS-FM d-35, Z93 d-29, WKTI 29-25, KPLUS d-31, K104 39-34, WOKI 39-32, KJ103 32-27, WHOT d-27, KO93 27-20.

DIANA ROSS "Missing You" (RCA) 81/5

Moves: Up 29, Debuts 8, Same 38, Down 1, Adds 5, WNVZ, Q103, KTFM, KIK, KKF, WCAU-FM 37-33, WBEN-FM 39-32, WGFM 33-27, OK100 30-9.

✓ ERIC CARMEN "I Wanna Hear It From Your Lips (Geffen) 80/80

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 80 including WXKS-FM, WPHD, WCAU-FM, 94Q, Z93, B97, FM102, KNBQ, KC101, WANS-FM, Z299, KCPX, WZON, T94, Y94.

✓ FRANKIE GOES TO HOLLYWOOD "Relax" (ZZT/Island) 78/76

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 76 including WXKS-FM, WPHD, WCAU-FM, B94, WAVA, WCZY, WKTI, KDWB-FM, KWK, KIMN, KPKE, KIIS-FM, KOPA, KZZP.

DEEP PURPLE "Knocking At Your Back Door" (Mercury/PolyGram) 78/11

Moves: Up 7, Debuts 10, Same 50, Down 0, Adds 11, KWK, WGFM, KWIC, WQID, KYNO-FM, KLUC, KHOP, KQIZ-FM, WYKS, KWTO-FM, WSPT, WHTT d-36, WRCK 39-33, WRNO 39-34, WJXQ 39-28, KDVV 38-28.

AUTOGRAPH "Turn Up The Radio" (RCA) 77/15

Moves: Up 14, Debuts 13, Same 35, Down 0, Adds 15, Q107, KAFM, KWK, KPLUS, Z106, KZZB, WZKS, WKAU, Z299, KOFM, WHOT, WKHI, KQIZ-FM, T94, WCIL-FM.

MOST ADDED

DAVID LEE ROTH (184)
California Girls (WB)
REO SPEEDWAGON (175)
Can't Fight This Feeling (Epic)
TINA TURNER (121)
Private Dancer (Capitol)
PAT BENATAR (105)
Ooh Ooh Song (Chrysalis)
HONEYDRIPPERS (103)
Rockin' At Midnight (Es Paranza/Atlantic)
ERIC CARMEN (80)
I Wanna Hear It From Your Lips (Geffen)

HOTTEST

FOREIGNER (155)
I Want To Know What Love Is (Atlantic)
CHICAGO (130)
You're The Inspiration (WB)
MADONNA (128)
Like A Virgin (Sire/WB)
PHILIP BAILEY w/PHIL COLLINS (127)
Easy Lover (Columbia)
WHAM! (103)
Careless Whisper (Columbia)
JACK WAGNER (76)
All I Need (Qwest/WB)

TEENA MARIE "Lovergirl" (Epic) 70/18

Moves: Up 15, Debuts 14, Same 23, Down 0, Adds 18 including KAFM, 93FM, KOPA, KS103, Q100, WMAR, WTIC-FM, Y106, KTFM, KOFM, KNMQ, Z102, WAZY-FM, KFMW.

BRONSKI BEAT "Small Town Boy" (MCA) 57/5

Moves: Up 10, Debuts 4, Same 38, Down 0, Adds 5, KPLUS, KZIO, WHOT, KCAQ, WGLF, WXKS-FM 33-23, CKGM 10-5, CKOI 3-2, CFTR 19-9, CHUM 5-3, Z95 37-23, WHYT 33-21, WOKI d-40, WJBO 36-31.

SIGNIFICANT ACTION

BILLY SQUIER "Eye On You" (Capitol) 47/5

Moves: Up 8, Debuts 3, Same 31, Down 0, Adds 5, WFLY, KWIC, WZLD, OK100, 95XIL, WXKS-FM 31-26, WCAU-FM 38-34, WHYT on, KIMN on, WBEN-FM 35-34, WSSX 35-30, WJXQ 32-23, WIXV 36-32, KBIM 38-31, OK95 40-33.

✓ CHAKA KHAN "This Is My Night" (WB) 43/40

Moves: Up 0, Debuts 0, Same 3, Down 0, Adds 40 including WHTT, WXKS-FM, CKOI, WCAU-FM, 94Q, Z93, KMJK, WBBQ, KHFI, KZIO, WZPL, KOFM, WHOT, KQMQ, KTRS.

TEMPTATIONS "Treat Her Like A Lady" (Gordy/Motown) 44/4

Moves: Up 6, Debuts 9, Same 25, Down 0, Adds 4, WMAR, WBBQ, KOFM, WKHI, WXKS-FM d-37, WCAU-FM d-37, WASH 26-23, WAVA d-29, Z93 d-22, I95 35-29, WHYT 32-23, FM102 d-24, KZZB 36-30, KO93 36-32, KIST 38-31.

✓ KIM WILDE "Go For It" (MCA) 43/43

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 43 including WPHD, WCAU-FM, Z93, WVSR, WERZ, WBBQ, KWIC, WJZR, KZIO, WJXQ, KEYN-FM, WHOT, KF95, KSKD, KDON-FM.

ALPHAVILLE "Big In Japan" (Atlantic) 39/1

Moves: Up 0, Debuts 0, Same 26, Down 0, Adds 1, KIST, WXKS-FM 29-27, 93FM on, KPLUS 30-23, WERZ 22-19, WSPK 37-33, WJZR on, 94TYX on, WFMI on, WZPL 28-22, KDON-FM 33-24, WJBO 24-21, KHTX 35-33, OK95 23-20.

KIM CARNES "Invitation To Dance" (EMI America) 37/37

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 37 including WCAU-FM, Z293, WBEN-FM, WVSR, K104, WERZ, WBBQ, WJZR, WANS-FM, WKDD, WJXQ, WKFR, KSKD, KCDQ, KHTX.

JEFFREY OSBORNE "The Borderlines" (A&M) 36/33

Moves: Up 0, Debuts 1, Same 2, Down 0, Adds 33 including WCAU-FM, PRO-FM, 94Q, Q100, K104, WSPK, WSSX, WJZR, KAMZ, WRQN, WHOT, KBOS, KQMQ, KO93, KHOP.

BILLY JOEL "Keeping The Faith" (Columbia) 24/23

Moves: Up 1, Debuts 0, Same 0, Down 0, Adds 23 including KMJK, K104, WGFM, WHTF, WJZR, KX104, WKDD, WRQN, KQXR, WZON, KTDY, Q101, WAZY-FM, KBOZ-FM, SLY98.

TRIUMPH "Spellbound" (MCA) 19/19

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 19 including WPHD, KWK, Q100, WERZ, WKFM, WHTF, KWIC, WFMI, WJXQ, WRQN, WHOT, WZON, Q101, T94, OK95.

SILENT TREATMENT "Life On Earth" (Red Label) 19/4

Moves: Up 0, Debuts 0, Same 15, Down 0, Adds 4, WERZ, KZIO, WBWB, 99KG, WBBQ on, WJXQ on-dp, KOFM on, WRQN on-dp, 103CIR on, WKSF on, T94 on, WBNQ on-dp, KTRS, on-dp, KHTX on.

SCANDAL "Beat Of A Heart" (Columbia) 18/18

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 18 including WCAU-FM, KMJK, KPLUS, WLAN-FM, WRCK, WHTF, WJZR, WRNO, WJXQ, WVIC, WRQN, KAY107, KQXR, KNOE-FM, KQV.

TWISTED SISTER "The Price" (Atlantic) 18/1

Moves: Up 3, Debuts 0, Same 14, Down 0, Adds 1, WIXV, WPHD on, Q100 on-dp, K104 33-32, WRCK 40-36, WJZR on, WFMI on-dp, WRNO on, WJXQ on-dp, WRQN on-dp, KSKD on-dp, OK100 39-35.

MOLLY HATCHET "Stone In Your Heart" (Epic) 17/8

Moves: Up 0, Debuts 1, Same 8, Down 0, Adds 8, WGLC, KPLUS, WJZR, WJXQ, WRQN, T94, WHSL, WPHD on, OK100 d-33, WIXV on, KCDQ on.

JULIAN LENNON "Too Late For Goodbyes" (Atlantic) 16/14

Moves: Up 0, Debuts 0, Same 2, Down 0, Adds 14, WASH, WAVA, 93FM, WCZY, KIIS-FM, KPLUS, KUBE, WVSR, WTIC-FM, WABB-FM, WRNO, KQKQ, KQV, Y94.

BRUCE COCKBURN "If I Had A Rocket Launcher" (Gold Mountain/A&M) 16/6

Moves: Up 0, Debuts 2, Same 8, Down 0, Adds 6, WOAY, 95XIL, WKSFM, WIXV, WHSL, WBNQ, WPHD on, WRCK on, WJXQ on-dp, WRQN on, KQXR on, OK100 d-39, WJBO d-38, WJAD on, KBIM on.

NOLAN THOMAS "Yo' Little Brother" (Mirage/Atco) 16/3

Moves: Up 5, Debuts 4, Same 4, Down 0, Adds 3, WHYT, WSPK, WZLD, Z100 24-22, I95 d-37, FM102 d-17, WTIC-FM 26-22, WHTF on, WJZR 38-37, KAMZ d-16, WZKS 35-29, Y106 d-36, KCAQ on, WCIL-FM 22-21.

ROD STEWART "All Right Now" (WB) 16/1

Moves: Up 8, Debuts 2, Same 5, Down 0, Adds 1, CKOI, KHTR on, KPLUS d-35, K104 14-11, WQUT 38-33, WOKI on, WKDD 34-31, WJXQ 35-32, KQMQ 35-34, OK100 d-20, 95XIL 27-24, WIXV 39-34.

KENNY ROGERS "Crazy" (RCA) 13/13

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 13, K104, WKRZ-FM, KAMZ, KRGV, WKFR, KO93, WFBG, OK100, 95XIL, WSQV, WJAD, Q104, WIXV.

SADE "Hang On To Your Love" (Portrait/CBS) 13/2

Moves: Up 4, Debuts 0, Same 7, Down 0, Adds 2, CKGM, WHYT, WXKS-FM on, CKOI on, WLAN-FM on, WRQN on, KIKI 32-30, KQMQ 37-35, KDON-FM 36-28, OK95 34-30.

SAM HARRIS "Hearts On Fire" (Motown) 11/2

Moves: Up 2, Debuts 0, Same 7, Down 0, Adds 2, PRO-FM, WERZ, CKOI on, I95 38-35, WHTF on, WJZR on, KAY107 34-32, KCAQ on, WCGQ on, KKQV on, OK95 on.

COMMODORES "Nightshift" (Motown) 10/9

Moves: Up 0, Debuts 1, Same 0, Down 0, Adds 9, WXKS-FM, CKGM, WASH, WJZR, KAMZ, KSET-FM, KQMQ, 103CIR, Q104, WCIL-FM d-31.

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.

YOU'VE HEARD OF FRANKIE GOES TO HOLLYWOOD.

YOU'VE HEARD OF TWO TRIBES.
THE SINGLE WE'RE GOING TO WAR FOR.

YOU'VE HEARD OF THE MANIA.
THE RADIO REQUESTS, THE AUDIENCE REACTION, THE RECORD SALES.

YOU'VE HEARD OF THE AMERICAN TOUR.
TWELVE CITIES SOLD OUT ABOVE AND BEYOND CAPACITY.

YOU'VE HEARD OF WELCOME TO THE PLEASUREDOME.
LESS THAN NINETY DAYS LATER, THE \$12.98 DEBUT DOUBLE ALBUM IS GOLD.

YOU'VE HEARD OF RELAX.
DON'T DO IT.

YOU'VE ASKED FOR RELAX.
DON'T DO IT.

YOU'RE GETTING RELAX.
NOW.

TOO MUCH? NEVER.
RELAX. DO IT.



Contemporary Hit Radio

- 1 MADONNA/Like A Virgin (Sire/WB)
- 2 CHICAGO/You're The Inspiration (WB)
- 3 PHILIP BAILEY w/PHIL COLLINS/Easy Lover (Columbia)
- 4 FOREIGNER/I Want To Know What Love Is (Atlantic)
- 5 JACK WAGNER/All I Need (Qwest/WB)
- 6 BRYAN ADAMS/Run To You (A&M)
- 7 DON HENLEY/The Boys Of Summer... (Geffen)
- 8 WHAMI/Careless Whisper (Columbia)
- 9 PRINCE/I Would Die 4 U (WB)
- 10 BILLY OCEAN/Loverboy (Jive/Arista)
- 11 RAY PARKER JR./Jamie (Arista)
- 12 PAT BENATAR/We Belong (Chrysalis)
- 13 BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia)
- 14 DARYL HALL & JOHN OATES/Method Of Modern Love (RCA)
- 15 POINTER SISTERS/Neutron Dance (Planet/RCA)
- 16 DURAN DURAN/The Wild Boys (Capitol)
- 17 JERMAINE JACKSON/Do What You Do (Arista)
- 18 STEVE PERRY/Foolish Heart (Columbia)
- 19 JULIAN LENNON/Valotte (Atlantic)
- 20 NEW EDITION/Cool It Now (MCA)
- 21 STEVIE WONDER/Love Light In Flight (Motown)
- 22 JOHN CAFFERTY &.../Tender Years (Scotti Bros./CBS)
- 23 HONEYDRIPPERS/Sea Of Love (Es Paranza/Atlantic)
- 24 KOOL & THE GANG/Misled (De-Lite/PG)
- 25 MIDNIGHT STAR/Operator (Solar/Elektra)
- 26 GIUFFRIA/Call To The Heart (Camel/MCA)
- 27 RICK SPRINGFIELD/Bruce (Mercury/PG)
- 28 GLENN FREY/The Heat Is On (MCA)
- 29 BOB SEGER & SILVER BULLET BAND/Understanding (Capitol)
- 30 CYNDI LAUPER/Money Changes Everything (Portrait/CBS)
- 31 ELTON JOHN/In Neon (Geffen)
- 32 SHEENA EASTON/Sugar Walls (EMI America)
- BREAKER 33 TIME/Jungle Love (WB)
- 34 CULTURE CLUB/Mistake No. 3 (Virgin/Epic)
- 35 JOHN FOGERTY/The Old Man Down The Road (WB)
- 36 SHEILA E./The Belle Of St. Mark (WB)
- 37 GENERAL PUBLIC/Tenderness (IRS/A&M)
- 38 ASHFORD & SIMPSON/Solid (Capitol)
- BREAKER 39 NEW EDITION/Mr. Telephone Man (MCA)
- BREAKER 40 DAVID LEE ROTH/California Girls (WB)

N&A Begins on Page 86

Adult / Contemporary

- 1 CHICAGO/You're The Inspiration (WB)
- 2 JACK WAGNER/All I Need (Qwest/WB)
- 3 FOREIGNER/I Want To Know What Love Is (Atlantic)
- 4 JERMAINE JACKSON/Do What You Do (Arista)
- 5 RAY PARKER JR./Jamie (Arista)
- 6 STEVE PERRY/Foolish Heart (Columbia)
- 7 WHAMI/Careless Whisper (Columbia)
- 8 BOB SEGER & SILVER BULLET BAND/Understanding (Capitol)
- 9 STEVIE WONDER/Love Light In Flight (Motown)
- 10 JULIAN LENNON/Valotte (Atlantic)
- 11 DIANA ROSS/Missing You (RCA)
- 12 ELTON JOHN/In Neon (Geffen)
- 13 HONEYDRIPPERS/Sea Of Love (Es Paranza/Atlantic)
- 14 B. STREISAND w/K. CARNES/Make No Mistake... (Columbia)
- 15 PAUL McCARTNEY/No More Lonely Nights (Columbia)
- 16 RICK SPRINGFIELD w/RANDY CRAWFORD/Taxi Dancing (RCA)
- 17 LINDA RONSTADT/Skylark (Asylum)
- 18 GEORGE BENSON/20/20 (WB)
- 19 MANHATTAN TRANSFER/Baby Come Back To Me... (Atlantic)
- 20 CYNDI LAUPER/All Through The Night (Portrait/CBS)
- 21 BARRY MANILOW/When October Goes (Arista)
- 22 CULTURE CLUB/Mistake No. 3 (Virgin/Epic)
- 23 LIONEL RICHIE/Penny Lover (Motown)
- 24 DARYL HALL & JOHN OATES/Out Of Touch (RCA)
- 25 MADONNA/Like A Virgin (Sire/WB)

N&A Begins on Page 67

- 1 JOHN FOGERTY/The Old Man Down... (WB)
- 2 FOREIGNER/I Want To Know What Love Is (Atlantic)
- 3 DON HENLEY/The Boys Of Summer (Geffen)
- 4 PHILIP BAILEY w/PHIL COLLINS/Easy Lover (Columbia)
- 5 KINKS/Do It Again (Arista)
- 6 GIUFFRIA/Call To The Heart (Camel/MCA)
- 7 DON HENLEY/Sunset Grill (Geffen)
- 8 GLENN FREY/The Heat Is On (MCA)
- BREAKER 9 DAVID LEE ROTH/California Girls (WB)
- 10 JULIAN LENNON/Too Late For Goodbyes (Atlantic)
- 11 REO SPEEDWAGON/Can't Fight This Feeling (Epic)
- 12 JOHN PARR/Naughty Naughty (Atlantic)
- 13 DEEP PURPLE/Knocking At Your Back Door (Mercury/PG)
- BREAKER 14 BRYAN ADAMS/Somebody (A&M)
- 15 SURVIVOR/High On You (Scotti Bros./CBS)
- 16 TRIUMPH/Spellbound (MCA)
- 17 DEEP PURPLE/Perfect Strangers (Mercury/PG)
- 18 BRUCE COCKBURN/If I Had A... (Gold Mtn./A&M)
- 19 AUTOGRAPH/Turn Up The Radio (RCA)
- 20 BRYAN ADAMS/Run To You (A&M)
- 21 BRYAN ADAMS/It's Only Love (A&M)
- BREAKER 22 FOREIGNER/That Was Yesterday (Atlantic)
- 23 LOS LOBOS/Don't Worry Baby (Slash/WB)
- BREAKER 24 PAT BENATAR/Ooh Ooh Song (Chrysalis)
- BREAKER 25 TWISTED SISTER/The Price (Atlantic)
- 26 PAT BENATAR/Diamond Field (Chrysalis)
- BREAKER 27 ROGER HODGSON/In Jeopardy (A&M)
- 28 DOKKEN/Just Got Lucky (Elektra)
- 29 CYNDI LAUPER/Money Changes... (Portrait/CBS)
- 30 BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia)

Complete Tracks Chart Begins on Page 69

Black/Urban

- 1 NEW EDITION/Mr. Telephone Man (MCA)
- 2 PAUL HARDCASTLE/Rain Forest (Profile)
- 3 STEVIE WONDER/Love Light In Flight (Motown)
- 4 KOOL & THE GANG/Misled (De-Lite/PG)
- 5 EUGENE WILDE/Gotta Get You... (Phil./World/Atlantic)
- 6 MIDNIGHT STAR/Operator (Solar/Elektra)
- 7 MADONNA/Like A Virgin (Sire/WB)
- 8 RAY PARKER JR./Jamie (Arista)
- 9 DIANA ROSS/Missing You (RCA)
- 10 TEMPTATIONS/Treat Her Like A Lady (Gordy/Motown)
- 11 KLYMAXX/The Men All Pause (Constellation/MCA)
- 12 GAP BAND/Beep A Freak (Total Experience/RCA)
- 13 PRINCE/I Would Die 4 U (WB)
- 14 JEFFREY OSBORNE/The Borderlines (A&M)
- 15 THELMA HOUSTON/You Used To Hold Me So... (MCA)
- 16 GEORGE BENSON/20/20 (WB)
- 17 SADE/Hang On To Your Love (Portrait/CBS)
- 18 GWEN GUTHRIE/Love In Moderation (Island)
- 19 JERMAINE JACKSON/Do What You Do (Arista)
- 20 PHILIP BAILEY w/PHIL COLLINS/Easy Lover (Columbia)
- 21 VANITY/Mechanical Emotion (Motown)
- 22 TEENA MARIE/Lovergirl (Epic)
- 23 BILLY OCEAN/Loverboy (Jive/Arista)
- BREAKER 24 ROCK MASTER SCOTT &.../Request... (Reality/Fantasy)
- 25 JANET JACKSON/Fast Girls (A&M)
- 26 NUANCE f/VICKI LOVE/Love Ride (4th & Brdwy/Island)
- 27 RONNIE LAWS/City Girl (Capitol)
- 28 WHISPERS/Contagious (Solar/Elektra)
- 29 NOLAN THOMAS/Yo' Little Brother (Mirage/Atco)
- 30 POINTER SISTERS/Neutron Dance (Planet/RCA)
- 31 JERMAINE STEWART/The Word Is Out (Arista)
- 32 ROY AYERS/In The Dark (Columbia)
- 33 SKYY/Dancin' To Be Dancin' (Salsoul)
- 34 JONZUN CREW f/M. JONZUN/Lovin' (Tommy Boy)
- 35 READY FOR THE WORLD/Tonight (MCA)
- BREAKER 36 STEPHANIE MILLS/Edge Of The Razor (Casablanca/PG)
- 37 FURIOUS FIVE/Step Off (Sugar Hill)
- 38 CHAMPAIGN/This Time (Columbia)
- 39 SHALAMAR/Amnesia (Solar/Elektra)
- 40 SHEENA EASTON/Sugar Walls (EMI America)

N&A Begins on Page 60