

I N S I D E:

ANSWERING AOR'S
ATTACKERS

"AOR is dying and CHR is where the big numbers are. That myth is as full of holes as the heads of the individuals responsible for its perpetration."

Steve Feinstein and Jeff Pollack find the reports of AOR's death to be greatly exaggerated, and make a forceful case for the format's overall health that should be must reading for AOR doomsayers.

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RATINGS PERSPECTIVES
ON AOR & CHR

Jhan Hiber takes a look at the ratings performances of the CHR and AOR formats, and adds more evidence that AOR is by no means history . . . and CHR has its ups and downs too.

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THE HERITAGE OF WDIA:
PAST & PRESENT

WDIA/Memphis was the first Black-formatted station in the country, Memphis's longtime Black radio leader, and is now the top station in its format battle once again. With extraordinary archive material supplied by the station, **Walt Love** takes a very special four-page look at WDIA yesterday and today.

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RKO RADIO FATE
MAY ACCELERATE

The FCC has decided to process applications for RKO's radio stations before a decision is reached on the company's fitness in the KHJ-TV case. It all may come down sooner than expected.

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PEOPLE IN THE
NEWS THIS WEEK

- John Stevens National PD for Surrey
- Jim Zippo WKOS PD
- Marc Gross GM at KVOD/Denver
- Tom Stewart VP/GM for WBNS
- Clay Gish, Jan Larson, Mike Curry join KZRQ/Houston
- Tim Smith WGRQ PD
- Jay Stevens PD at WMJQ
- Bob Mitchell WCOL's PD
- John Shean GSM at KSDO-AM & FM
- Paul Simon, Lorne Michaels buy radio station

Pages 3, 25

BALTIMORE'S WBSB
BATTLES HOT HITS

WBSB/Baltimore staved off a challenge from Hot Hits WMAR, and Joel Denver checks out all sides of the story.

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Newsstand Price \$3.50

R&R

RADIO & RECORDS

NEW AM CALLS, COUNTRY FORMAT

Holcomb Named GM
At WMKE & WBCS

Longtime broadcaster Richard Holcomb has been appointed GM at Great Trails Broadcasting's WMKE & WBCS/Milwaukee. Holcomb, who replaces former VP/GM John Dunn, previously served two years as VP/COO of Stereo Broadcasting Corp., owner of KIQY/Lebanon, OR and KUKI & KIAH/Ukiah, CA.

Great Trails President Alex Williams commented, "Richard is eminently qualified for the position. Under his leadership, we are very excited about the future of the stations . . . it's going to work out extremely well."

In addition to his experience with Stereo, Holcomb's management background includes three years as VP/GM of KQEO & KZZX/Albuquerque, as well as three years as GM at WTCR/Huntington-Ashland, KY-WV. Holcomb told R&R, "My two-year association with Stereo was fantastic. I have a lot of respect for (President) Colene Ingraham; she's got a growing company, and I'm sure it's going to do extremely well."

Gillespie Gains
WDVE PD Post

Greg Gillespie has been named PD at WDVE/Pittsburgh, replacing the departing Howie Castle. Gillespie was most recently PD at KEZO/Omaha, following MD stints at KAZY/Denver, WWWW/Detroit, and WIOT/Toledo.

WDVE VP/GM Bob Schutt told R&R, "We think he's got all the talent necessary to run a station like WDVE in a market the size of Pittsburgh. He's got an impressive track record, and after conducting a pretty thorough search, we decided he's our guy."

Gillespie commented, "I'm very excited by the prospect of working with WDVE and the Taft Broadcasting Co. The radio station has a great heritage and a tremendous airstaff and management team. The support and the tools are there, and I'm ready to go do it."

But I've known (Great Trails Executive VP) Clark Davis and Alex Williams for several years and I can't think of two people I'd rather work for. WBCS & WMKE will go a long way in this market, and I'm thrilled to be here."

It was simultaneously announced that AM outlet WMKE had discontinued its automated Oldies approach for a live Country format, adopting new calls WBCS to match its Country FM sister station (now WBCS-FM.) The stations simulcast in morning drive, but are separately programmed the rest of the day. WBCS-FM PD Cliff Blake will supervise the presentations for both properties. To cover the new AM format, two additional personalities are expected to be named shortly. Regarding the format change, Holcomb noted, "Country's had a major influence in this market for some time, as proven by the past success of our FM. We feel we're

HOLCOMB/See Page 25



RAB Cheers Biggest Meet Yet

The RAB's fourth annual Managing Sales Conference, entitled "Quest For Excellence," wound up in Dallas this week to enthusiastic response from its largest group of participants to date, over 1200. New President Bill Stakelin's "State Of The Industry" address called for a spirit of unity to upgrade radio's image and counteract its "unceasing internal cannibalism"; Stakelin pledged a more active role in boosting radio by RAB's new management team. Speakers and forum leaders included "Megatrends" author John Naisbitt, Norman Vincent Peale, management consultant Patricia Zigarmi, and computer pioneer Commodore Grace Hopper, along with a number of specific workshops and meetings. Pictured in an exultant mood are (l-r) conference Chairman Joe Dorton, Gannett Broadcasting Chairman; RAB Executive VP Wayne Cornils; and Stakelin. More RAB photos on Page 20.

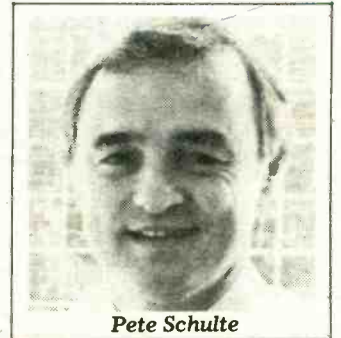
Schulte Promoted To
Harte-Hanks Sr. VP

Pete Schulte has been promoted from Regional VP to Senior VP for Harte-Hanks Radio. Schulte will continue to supervise the company's radio properties in Houston, Tampa, and Birmingham, and will take on responsibility for new special projects.

Harte-Hanks Radio President Gary Edens commented to R&R, "Pete's done a tremendous job in the last 18 months he's been in Houston. As we grow, we'll need his assistance in new areas."

Schulte told R&R, "I'm really

SHANNON CONSULTING WZUU



Pete Schulte

enjoying the challenges in Houston, and I'm looking forward to working more closely with Gary."

WZUU Back To CHR,
WLZZ Now Country

Malrite's Milwaukee properties, WZUU & WLZZ, both changed formats last weekend (1-28). Dropping A/C for a return to CHR, WZUU has become "Z95" under the direction of consultant Scott Shannon, who is also PD at Malrite's WHTZ(Z100)/New York. WLZZ abandoned its Oldies format for Country and acquired the services of former WZUU morning personality Larry "The Legend" Johnson.

WZUU & WLZZ GM Al Moll said, "The reaction has been amazing. While we know we're entering a crowded field, there is no doubt these are the two hottest properties in town. Larry will really help in the transition for WLZZ. We've pumped new blood into the promotional efforts of the airstaffs and the radio stations in general. I'm confident both stations will be real winners."

PD Steve Schram, who will continue to oversee the day-to-day programming of both stations, told R&R, "This is really a completion of the circle. WZUU originally went CHR in

1972, and evolved to A/C in 1979. However, I think the format peaked in late '82, and we began to look at CHR again. We waited until we had all of our research together before making the move. Despite having WKTI, WLPX, and WRKR as CHR competitors, we feel Z95 will become dominant. We're combining an aggressive playlist with a personality-oriented presentation which fills a void in the market. Thankfully, Malrite has many resources at hand, including some incredible advice from Scott Shannon and National PD Jim Wood."

VINCE NOW
VP/MARKETINGKelly Elevated
To GM
At WMAR

In a restructuring of management at Abell Communications' WMAR/Baltimore, GSM Don Kelly has been promoted to GM and former GM Mike Vince has been named corporate VP/Marketing.

Radio Division President Stuart Frankel explained the changes to R&R: "We're in the process of buying radio stations in two other markets, so Mike, in his new capacity as Director of Marketing, will be responsible for developing the sales and advertising for these new facilities. Don has a tremendous background as an owner, in sales, and as a one-time PD at WBAL. He's such a complete manager, I feel he will insure our winning direction."

Kelly, a Baltimore native, joined WMAR during last year's format switch from Easy Listening to Hot Hits. He told R&R, "To be GM at a radio station in the town I love is a dream fulfilled. I've specialized in turning around operations in the past, and with my faith in this station and the city, I know our turnaround will become a reality." Kelly, a former owner of WKRT & WNOZ/Ithaca, NY, previously served as GM of WLWU & WLKK/Erie and GSM of WCAO/Baltimore.

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Zippo Becomes New PD At WKOS

After programming KITE/Corpus Christi for eight months, Jim Zippo has accepted the Program Director's position at WKOS/Murfreesboro-Nashville, installing a CHR format under the direction of consultant Steve Rivers. The station has applied to the FCC for new calls WZKS, and plans to call itself "96 Kiss."



Jim Zippo

WKOS Inc. President Tom Weaver told R&R, "We plan on doing a total shakeout of the radio station. Our programming will be along the lines of WHTZ in New York. We're very excited about having Jim join our organization and look for a mid-February target for the new format. Down the road we plan to have a full complement of stations, but this is base one. Jim will operate out of here, and as we grow, we'll hopefully spread his expertise to our other

properties. Jim is a winner, and we're glad to have him aboard." In addition, Weaver announced the appointment of Jay Walker from Z93/Atlanta as Assistant PD/MD.

Zippo commented to R&R, "This move into WKOS is really exciting. I know KX104 is a strong station, but I think with our fresh ideas from out of town we'll liven things up a bit. After all, this market is big enough for two CHRs."

Consultant Rivers added, "This is going to be a Hot Hits-type station with a high-energy presentation featuring currents and no oldies. The whole market is changing drastically, and I think we can take advantage of all the changes by being the freshest, most exciting station in town."

Zippo takes over his new position immediately, with KITE morning personality Chuck Baker filling the programming vacancy in Corpus Christi. Zippo's programming experience includes two years at KINT/El Paso and a stint at WEAM/Washington.

Gross Moves To KVOB As GM

Marc Gross has been appointed General Manager of Classical-formatted KVOB/Denver. The 17-year broadcast veteran joins the recently-acquired Henry Broadcasting outlet following ten years as VP/Sales at McGavren Guild in New York.

Henry Broadcasting President Bob Fauser told R&R, "Marc has an extensive radio background in the areas of specialty selling and marketing. He'll lend a strong marketing and administrative background to complement the years of service the station has given the community. He'll be an excellent addition to our company."

Regarding further station changes, Fauser noted, "The format will remain Classical. It's been Classical since 1958; Marc is going in as the first GM since then. We're going to build on the foundation that already exists and continue to stay involved in the community, giving Denver the best Classical radio that we can possibly give them."

TRANSACTIONS

ABC Buys KIXK

ABC last week entered into agreement with Hicks Communications to purchase KIXK/Dallas (Denton), subject to FCC approval. No sale price was released, but sources close to the transaction put the figure at around \$9 million.

KIXK operates with a Gold format on 106.1 MHz with power of 100 kw. An ABC spokesman said the purchase won't be finalized for several

TRANSACTIONS/See Page 25

Surrey Appoints Stevens National Director/Programming

KAIR & KJYK/Tucson PD John Stevens has been promoted to National Director/Programming for parent company Surrey Broadcasting. In his new position, Stevens will continue to oversee the programming of the Tucson stations, as well as sister properties KYYK/St. Louis and KATT-AM & FM/Oklahoma City.



John Stevens

Stewart Earns WBNS VP Stripes

Seven-year station veteran Tom Stewart has been advanced to VP/GM of RadiOhio's WBNS-AM & FM/Columbus, OH.

RadiOhio President Gene D'Angelo stated, "I am delighted to say that Tom has excelled in every assignment he has been given, and I know he's going to excel in this new one."

Stewart joined WBNS in 1977 as an Account Executive, was promoted to GSM the following year, and elevated again to GM in 1981. Before WBNS, Stewart worked three years as an Account Executive for Columbus ad agency J. Scott Advertising. Stewart told R&R, "Obviously, personally and professionally it's a great honor. My association with RadiOhio has been super all along. This latest promotion to officer status is a real compliment to me, and one I sincerely appreciate."

FORMER KYST MANAGEMENT TEAM IN PLACE

KZRQ/Houston Sets March Debut

A new Class A FM will debut in Houston this spring when KZRQ/Seabrook-Houston takes to the air. Former KYST/Texas City-Houston principal Roy Henderson is the owner/President of the new outlet, and has brought several of his former KYST executives into the new venture. Clay Gish has resigned as President of Houston-based Metro News to become Executive VP/CEO, Jan Larson has been named VP/GM, and Mike Curry has accepted the Operations Director position. Henderson estimated the station would debut in early March, carrying Transtar Network's satellite-delivered A/C format.

Gish commented, "In my new position with the company, I'll be in charge of future acquisitions. This is the most exciting opportunity I've had the chance to be involved with. With the help of Transtar we'll be able to get up and running quicker, and will

BMI Cuts Song Logging Period To Three Days

Broadcast Music, Inc. (BMI) has cut from seven to three the number of days radio stations must log the songs they air. VP/Licensing Larry Sweeney says, however, the tradeoff is that the number of stations required to keep logs will be upped by 50%.

According to Sweeney, reports from more stations will give BMI a "more representative sample" while halving the logging period should relieve the "administrative and paperwork burden" on stations.

Data from the logs are used to determine how BMI distributes the music licensing fees it collects from radio stations among writers and publishers. Sweeney says BMI tries to stagger logging so that each station participates once a year.

In making the announcement, Surrey President/CEO Kent Nichols commented, "Quite frankly, the reason we hired John years ago was because we recognized his programming talent. But one characteristic you don't see all that often in others is his tremendous ability to deal with people in a meaningful and constructive way. I'm very pleased for John... he's earned it."

Prior to joining KAIR two and a half years ago, Stevens held programming positions at KZZP/Phoenix, KMGX & KRQQ/Tucson, and Tampa outlets WNYF and WLCY. Stevens told R&R, "Each PD will have a free hand in calling his own shots. I'll just be there to give them a second opinion. It makes me feel good knowing they have this kind of confidence in me. I intend to work very hard to make them all proud."

Smith Tapped As WGRQ PD

Tim Smith has been appointed PD at Taft Broadcasting's WGRQ/Buffalo after just nine months programming WPYX/Albany. Morning man Bob Mason is acting PD at the Albany station until a permanent replacement is named.

Commenting on Smith's move to Buffalo, WGRQ GM Jim DiFiglia said, "I think he'll do well. He was MD at a Taft-owned station, and knows the depth of the Taft organization. I think it was just a matter of time before he came back to Taft, whether or not it had been Buffalo specifically."

Smith told R&R, "It was a quick nine

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Mitchell New PD At WCOL

After a year as PD at KBFM/McAllen-Brownsville, TX, Bob Mitchell has resigned to accept the PD post at Great Trails Broadcasting's Nostalgia-formatted WCOL/Columbus, OH. Mitchell, who replaces former PD Harry Valentine, rejoins his former KBFM GM Paul Wachsmith, who was named GM at WCOL last July.

Wachsmith stated, "Bob's goals and ideas are the same as mine: to maintain and enhance WCOL's reputation as one of Columbus's premier radio stations. There were several excellent candidates for the job, but Bob and I work well together. I'm delighted to see him join our team."

Before programming KBFM, Mitchell spent several months as an air talent at WTIC-FM/Hartford after serving six years as Assistant PD/MD at WICC/Bridgeport. He told R&R, "I'm ecstatic about it. With my background primarily in CHR, this is a new direction for me. I regret leaving a number one station, but I'm particularly happy about working with Paul again; he's always believed in me. I also look forward to working with our consultant Ed Shane, as he's a consummate pro."

At the same time, it was also announced that Victoria Binay was named Direc-

MITCHELL/See Page 25

Washington Report

New Call Sign Rules Trigger Flood Of Changes

In the ten days since the FCC's loosened call letter rules took effect (1-20), the Commission has been deluged with requests for name changes. Apparently many stations were just waiting for new procedures, in which new calls are assigned as quickly as one day after they're requested.

New calls were assigned to 44 stations this week, about three times the previous average. While none of the call signs appears to suggest obscenities or ethnic slurs, at least one set was previously off limits. KPRZ/Los Angeles was renamed KUSA. The station had been seeking those letters for some time, but ran afoul of the now-defunct requirement that "suitable clearance" be obtained to use letters that spell the name of a government agency or US President. Can KFBI, WCIA and WJFK be far behind? Other calls assigned this week include WLTW/New York (formerly WKHK), WVOJ/Jacksonville (WOZN), KLOK-FM/San Francisco (KGO-FM), KTCJ/Minneapolis (KTCR), KLZZ/San Diego (KPRI), and KLUV/Dallas (KLVU).

Meanwhile, in a petition for partial reconsideration, NAB has asked the FCC to resume its role in resolving call letter disputes, a job now left to local courts. NAB buttressed its case with a study, "Call Letter Confusion and Its Ratings Impact," prepared by the firm Hiber, Hart & Patrick.

KWRM Severs Mutual Affiliation Over Issue Ads

A three-day, \$50,000 schedule of ads bought by the American Federation of Teachers (AFT) last week cost Mutual the affiliation of KWRM/Corona, CA. The spots called on President Reagan and Congress to address the "unfinished agenda in education." KWRM GM Pat Michael said he feared the ads left the station open to equal time requests.

While unable to comment on the specific case, FCC Fairness/Political Broadcasting Branch Chief Milt Gross said, as a general rule, issue advertising that raises a controversial issue of public importance triggers a Fairness Doctrine obligation to treat all sides of the issue somewhere in the station's overall programming.

If issue ads attack a candidate, Gross said the equal time rule doesn't come into play until the candidate has qualified for the ballot in ten states. Even then, time would only have to be furnished to candidates of the same party until after the nominating conventions this summer.

Gross said stations needing guidance on political broadcasting questions are welcome to call him and his staff at (202) 632-7586.

Stations Cleared To Decline Obscene Campaign Ads

Although Hustler publisher Larry Flynt dropped his bid for the GOP presidential nomination in December, the FCC has gone ahead and resolved the troubling question Flynt raised. The flamboyant publisher had vowed to air sexually explicit ads, claiming protection under the law strictly prohibiting broadcasters from censoring ads by candidates for federal office. In a letter to Rep. Tom Luken (D-OH), FCC Chairman Mark Fowler has concluded that broadcasters are not obligated to carry obscene political ads. After studying the matter, the Commission ruled that the no-censorship clause is not meant "to confer immunity on broadcasters for violations of the federal prohibition against utterance of obscene or indecent speech on the air," Fowler wrote.

Rod Porter Named Deputy Mass Media Bureau Chief

The new Deputy Chief for the FCC's Mass Media Bureau is Rod Porter, currently chief of that bureau's Policy & Rules Division. Porter, whose appointment is subject to confirmation by the full Commission, replaces Jeff Baumann, now NAB Sr. VP/General Counsel-designate.



Rod Porter

U.S.-Canada Ink New AM Pact

Extended daytimer hours and quadrupled nighttime power for Class 4 stations are among the terms of a new AM agreement signed in Ottawa recently by the United States and Canada.

The new daytimer hours went into effect in December, but formal signing of the pact clears the way for the FCC to grant 1kw of nighttime power to Class 4's, now limited to 250 watts at night. A rulemaking for the higher power is already underway.

Most of the negotiations were taken up in resolving incompatibilities among 650 applications for new fulltime AMs on the 25 American and seven Canadian clear channels. Those disputes have been settled, but both countries have agreed to continue a freeze for new fulltime stations on the clears for another six months.

FCC Lets Battles Begin For 12 RKO Radio Stations

It looks as if the fate of RKO's 12 radio stations could be decided much faster than previously expected. Last week 171 competing applications for those stations (and WHBQ-TV/Memphis) were taken out of legal limbo by the FCC, which decided to begin processing them at once.

The previous plan had been to wait until the issue of RKO's basic character qualifications is settled in the renewal proceeding now underway for KHJ-TV/Los Angeles, in which Fidelity Television is challenging RKO. At issue in the first phase of that case is whether RKO's fitness to hold a broadcast license has been destroyed by the misconduct and lack of candor with the FCC that resulted in the denial of renewal for WNAC-TV/Boston.

Months Or Years Saved

But last week, at the request of an applicant for the Memphis TV license, the Commission changed its mind, saying it sees "no harm" in starting all the RKO cases now, instead of waiting. The step could end up shaving months or even years off the time needed to award each license.

The first step will be the posting of a cutoff notice listing RKO's 13 renewal applications and the 171 competing applications. That will trigger a short period for the parties to amend their proposals, and for the filing of petitions to deny. Next the FCC staff will prepare notices designating each of the licenses for a comparative hearing to weigh the merits of RKO's performance against the promises of the challengers.

What happens next depends on whether the KHJ case has yet been completed. If it has — and RKO has been ruled unfit — the hearings would begin with only the challengers considered. If the KHJ case is still pending, the Commission could either wait for it to end, or start the other hearings

and winnow out clearly unqualified applicants.

If the KHJ case drags on significantly, grants in the other 13 cases might be made, but conditioned on the Los Angeles outcome. That's considered unlikely, however, because the law judge handling KHJ has been ordered to move quickly. He'll begin hearing witnesses in May or June, and a lawyer close to the case says an initial ruling could come as early as this fall.

RKO Wins Major Procedural Victory

RKO got some good news last week when the FCC ruled for the first time that, in the KHJ case, it can use the entire group's broadcast record. That will give RKO far more ammunition to use in trying to prove its character qualifications.

The Commission explained its decision by saying "it is essential . . . that RKO be allowed to introduce all relevant and material evidence pertaining to its system-wide history, policies, and practices as a licensee. This will permit the ALJ (administrative law judge) to make an evaluation, based on the issue arising out of the Boston proceeding, of RKO's qualifications to remain the licensee of both KHJ-TV and its 13 other broadcast stations."

The radio stations at stake are WRKO & WROR/Boston, WOR & WRKS/New York, WGMS-AM & FM/Washington, WFYR/Chicago, KRTH & KHJ/Los Angeles, KFRC/San Francisco, WHBQ/Memphis, and WAXY/Ft. Lauderdale.

LOWEST UNIT ERROR COSTS \$5000

Continued Rules Enforcement Evident In 17 Fines

Showing that radio deregulation doesn't mean remaining rules won't be enforced, the FCC has fined 17 radio stations, including nine tagged for \$1000 each for failing to file annual EEO reports (Form 395).

One of the stiffest fines — and one that could serve as a warning in this election year — was the \$5000 assessed against WCRV/Washington, NJ for failing to charge a political candidate its lowest unit charge.

Another heavy fine, \$7500, was charged to

KAVV/Benson, AZ for building its antenna too high and in the wrong place. The final levy was cut 25% from the initial \$10,000 recommended by the Commission last year.

Hit for \$1000 apiece for the EEO violations were WBUL/Birmingham; WNHC/

New Haven; WBMP/Elwood, IN; WVOM & WTIB/Iuka, MS; WDLV & WKQV/Vineyard, NJ; KIKZ/Seminole, TX; WBMK/Knoxville; KHEN & KGCG/Henryetta, OK; and KAMP/El Centro, CA. KAMP was hit for an additional \$1000 for breaking a technical rule and failing to answer an FCC notice of violation within 10 days.

Others taken to task by the Commission were KFMI/Eureka, CA (\$500) and KCRX/Roswell, NM (\$1000) for not answering a notice of violation; WVIN/Hammond-sport, NY (\$500) for improper power and inaccurate logs; KKCC/Canton, OK (\$500) for inaccurate logs; WSBW/Sturgeon Bay, WI (\$2000) for building a station with the wrong antenna height and power; and KGUD/Banning, CA (\$200) for not logging EBS tests.

Thirteen Stations Vindicated

The FCC has a two-tier fine process. First, it sends out an "apparent notice of liability." A station then has a chance to defend itself, possibly having a fine reduced or eliminated, before an "order to forfeit" is issued.

Under that process, the Commission has rescinded EEO fines previously levied against WDJJ/Jackson, MI; WEEW/Washington, NC; WHHM/Marshall, NC; WMTY/Greenwood, SC; WHRT/Hartselle, AL; KHIL & KNCC/Willcox, AZ; KHFM/Albuquerque; WADR/Remsen, NY; WBCW/Jeanette, PA; WSDC/Hartsville, SC; and KBYP/Shamrock, TX. Several of the stations proved they have fewer than five employees and are thus exempt from EEO reporting. KYOU/Greeley, CO was relieved of a \$500 fine for inaccurate logs.

Radio Freedom More Likely After Positive Deregulation Talks

The prospects of radio escaping program quotas or public access requirements seemed to be improving last week following two negotiating sessions among key members of the House Telecommunications Subcommittee.

Although no deals were struck, both sides showed a new willingness to compromise in order to get a bill everyone can live with. One participant said that, for the first time, Subcommittee Chairman Tim Wirth (D-CO), "was willing to consider taking radio out of the package."

At the same time his opponents, Reps. Tom Tauke (R-IA) and Billy Tauzin (D-LA), hinted they might be willing to soften their stance on thorny issues like TV programming standards, in return for total freedom for radio.

Both sides had feared the meetings would collapse in bitter disagreement, but were surprised and pleased at the new atmosphere of conciliation that prevailed. A third session was slated for this Wednesday (2/1).

A Wirth aide commented, "He's feeling pretty good about this, that we'll come up with something positive." The aide said if progress continues, a compromise bill could be ready for a subcommittee vote by the end of February. He stressed, however, that for the moment Wirth still favors public access for radio, that there should be "some standard of accountability for the industry."



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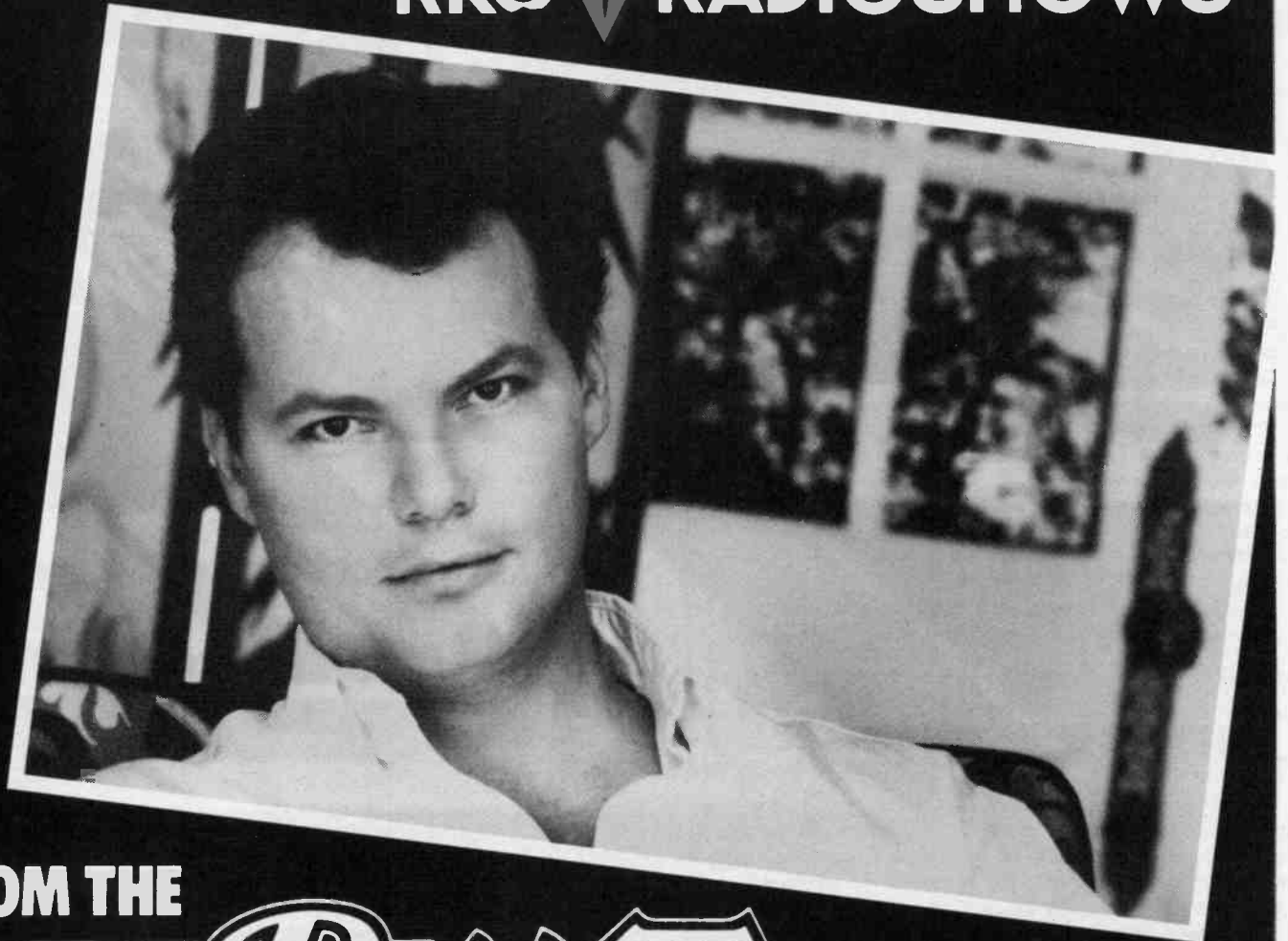
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On February 5th, listen to Christopher Cross, and find out why his career is sailing even higher with his hot new single, "Think of Laura."

Hosted weekly by Jo Interrante
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Broadcast LIVE in stereo, via Satcom 1R.

Produced by Patrick Griffith Productions, Inc. for RKO.

For radio's hottest, most promotable program call 212-704-6702.



SECRETARY FOR A DAY

PROMARK Stages Radio Promotion

Once again, Santa Monica, CA-based **PROMARK** is offering its "National Secretaries Week" promotion free to radio stations. Outlets contracting the promotion invite employers to send in the names of their secretaries, written on the back of the employers' business cards. One name will be drawn each day during National Secretary Week (April 23-27).

Winners will receive prizes supplied to the stations by national advertisers in exchange for on-air brand mentions. Among the advertisers are FTD flowers, **Hanes** hosiery, **Max Factor** cosmetics, and **Maxell** tapes. All local winners will then be entered in a national drawing, vying for a trip anywhere **American Airlines** flies domestically. Included in that package are hotel accommodations and a rental car. And the national honoree's boss wins, too — a home or briefcase computer.

Participation is exclusive to each market on a first-come, first-serve basis. For more information contact **David Levine** at (213) 394-3934.

Computer Suitor

A growing number of computer users are becoming so enamored of their units that doctors say these addicts can't handle human relationships. In the February issue of **Science Digest**, a California psychologist claims his patient roster is overflowing with men in high-tech jobs, who retreat from life's problems as they take the computer's logical outlook to heart. Then there are those obsessed operators who even forsake intimate relationships.

Future Baby Boom A Bust?

A future baby boom may not occur given women's changing lifestyles and work careers. **American Demographics** states that women between 18-24 expect to average under two births during their lifetimes. At that rate, their generation won't replace itself, as it takes an average of 2.1 children per woman to achieve that goal without immigration.

A significant 12% of all females between 18-34 plan to have no kids, complemented by seven percent of married women (18-34) who also expect to remain childless. Both those figures are overshadowed by 21% who have never married and 19% of those with graduate educations or holding down professional/managerial jobs; neither group foresees children in their futures.

That's not to say the family way of life is now passe. Although ferti-



ty (average number of births per woman) has dipped slightly for women 18-24, the number of births per year has been increasing since 1975. That's because there are millions more females in the child-bearing years today than ten years ago.

HBO, CINEMAX INITIATE STUDY

Cable Music Programming Supports Artists' Success

According to telephone survey research commissioned by **HBO** and **Cinemax**, both pay-cable TV services play a positive role in the commercial success of recording artists. Working from representative sample bases for each service, the studies indicated the respondents' record-buying influences were:

- Attending a live concert
- Watching the performer in concert on HBO
- Watching the performer's music video on MTV
- Listening to the artist on local radio

Sixty-three percent of regular HBO concert viewers are said to be encouraged to purchase the artists' records after watching their performances. HBO claims to have helped generate the sale of over 1.4 million albums, divided among four artists: **Billy Joel**, **Little River Band**, **Neil Young**, and **Kenny Rogers**. In terms of Cinemax's "Album Flash" series, close to one-third of viewers purchased records after watching **Linda Ronstadt**, **Pat Benatar**, and **John Cougar Mellencamp**. **Bridget Potter**, HBO's Sr. VP/Original Programming, says its influence extends to concerts as well, noting that the findings show young adult HBO music viewers are "more than twice as likely to attend future concerts" as well as buy future LPs.

"We're real pleased with what we're doing in music," comments Potter. "We're going to continue with the volume and level of music we're doing on HBO and Cinemax. And we hope we'll be able to attract more and stop people from worrying over any kind of negative aspects, from a business point of view, about being on HBO."

Radio Awards Competition Set

"Recognizing creative excellence and effective communication in radio" is the premise behind the third annual **International Radio Festival of New York** competition. Stations, groups, networks, producers, syndicators, advertising agencies, clients, and other radio professionals are welcome to participate.

There are three main radio categories: commercials, programming, and promotion spots; subdivisions under each category range from public service announcements and station/contest promos to editorials and information. Two new designations have been added — "magazine format" and religious programming. Chairing the panel of judges and advisors for programming and promotion is **Robert Benson**, VP/Senior Executive, **ABC Radio Networks**; the advertising panel will be headed by **Ronald Sherman**, President, **Wells, Rich, Greene/East**.

Entries must have been produced or first aired between April 1983 and this year's deadline of April 2, 1984. Festival dates are



scheduled for May 30-June 1. For more details and entry kits, contact 251 W. 57th Street, New York, NY 10019; (212) 246-5133.

FROM R&R's MEDICAL FILES

Burning Out Burnout

How should radio and record industry personnel spell relief? Ideally, R-E-L-A-X. Unfortunately, many don't. And the next thing you know, those over-committed people begin to lose energy, enthusiasm, and optimism, symptoms of the stress syndrome otherwise known as burnout. The first step in curing this malady is recognizing the problem. Also prescribed: spending 15 minutes alone daily, making time once a week to talk face-to-face with someone you love, nurturing closeness

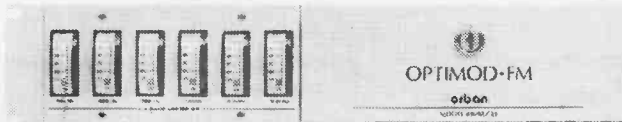
with the people around you, and establishing longterm priorities in your life.

Companies can enter the "healthy lifestyle" business as well. **Control Data Corporation's** "Plato Staywell" computer program lets users answer questions about their goals and problems. Then the program recommends a course of action specifically designed to each person. Individuals may also update their computerized records, with the program offering additional suggestions. All this is accomplished via the participants' confidential computer diskettes and a touch-sensitive screen connected to a Control Data 110 microcomputer. Employees benefit, as do the companies themselves. Because of employee stress, smoking, and poor eating habits, U.S. businesses lose an estimated \$100 billion yearly.

Java Jinx

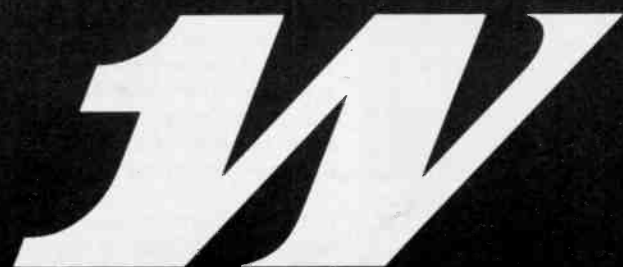
We all know coffee contains the stimulant caffeine. But despite that uplifting feeling, a psychiatrist contends caffeine reduces blood flow to the brain by constricting blood vessels. This leads to malnourished brain tissue. And that, he told **Wireless Flash**, affects motor skills, memory, and concentration.

Limiter Enhances Audio Quality



Orban's 8100A/XT

Orban Associates, Inc. is now marketing a six-band limiter accessory chassis which supplies more aggressive multiband processing to radio stations. The 8100A/XT is especially tailored for highly competitive pop music formats — AOR, CHR, A/C, Urban Contemporary — which demand bright, loud, "highly-processed" audio. Designed to enhance the operation of Orban's Optimod-FM 8100A/1 audio processing system, the limiter creates a dense, consistent sound free from pumping and other processing effects. It retails for a suggested \$2295.



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Networks/Program Suppliers

MUSIC FEATURES

ABC

Contemporary Net/ Spotlight Special:

The Motels (February 19)
The Rolling Stones (March 18)

Entertainment Net/ Silver Eagle (DIR):

Johnny Rodriguez (February 18)
David Allan Coe/Jerry Jeff Walker (February 25)

Soundtrack of the 60s (ABC Watermark):

Smokey Robinson/Yoko Ono/Johnny
Winter/Elvis (February 18-19)

Clayton Webster

Country Calendar:

Johnny Lee (February 13)
Razzy Bailey (February 14)
David Allan Coe (February 15)
Charly McClain (February 16)
John Anderson (February 17)
Juice Newton (February 18)
Larry Butler (February 19)

Rare Trax:

ELP/The Move/ELO (February 13)
J. Gels/Moody Blues/Pink Floyd/Johnny
Winters/Barnes & Barnes (February 20)

Retro Rock:

AC/DC (February 13)
Ozzy Osbourne (February 20)

Global Satellite Network

Rockline:

Quiet Riot (February 13)
Van Halen (February 20)

London Wavelength

BBC Rock Hour:

Judas Priest (February 19)
Howard Jones (February 26)

College Rock Concert:

Local talent show (February 19)
The Coma Teens (February 26)

Rock Over London:

Fiat Lux (February 19)
Fiction Factory (February 26)
Michael Caine (March 4)

Mutual

Lee Arnold On A Country Road:

Charly McClain/Eddie Rabbitt/Merie Haggard/
Willie Nelson/The Gatlin Brothers/Anne
Murray (February 11-12)

Rock U.S.A.:

John Cougar Mellencamp (February 11-12)

Narwood Productions

Country Closeup:

Janie Fricke (February 20)

Music Makers:

Woody Herman, Part II (February 20)

NBC

Source Concert:

"Meet The Beatles Again" (February 17-20)
Men Without Hats concert (February 24-26)

RKO Networks

Countdown America w/ John Leader (IS INC):

James Ingram (February 4-5)
Kool & The Gang (February 11-12)

Live From The Record Plant:

Christine McVie (February 19)
Irene Cara (February 26)

Solid Gold Saturday Night (Dick Bartley):

The Lovin' Spoonful (February 18)
The genius of Phil Spector (February 25)



ONE FOR THE ROAD — Westwood One's Concertmaster mobile studio recently recorded Christine McVie and her band at the Country Club in Los Angeles. The show, spotlighting songs from McVie's forthcoming solo album, aired nationally Saturday (1-28) when Westwood One tied in with MTV for a satellite simulcast. Pictured backstage are (l-r) Westwood One VP/Artist Relations Richard Kimball, McVie, and McVie's attorney Mickey Shapiro.



REPORTER'S ROUNDUP — Senator Edward Kennedy (D-MA) was interviewed in his Capitol Hill office by Mutual News correspondents Bill Torrey (l) and Ross Simpson (r) for the network's weekly program "Reporter's Roundup." The program is carried by more than 100 Mutual Broadcasting affiliates.

Rolling Stone Magazine Productions

Guest DJ:

AC/DC's Angus Young & Brian Johnson
(February 20)
The Romantics (February 27)

Spirit Productions

American Christian Countdown w/Jim Chanell:

Cynthia Clawson/The Russians
(February 11-12)

Strand Broadcast Services

Music & Memories:

Bobby Sherman/Desi Arnaz (February 11)

Syndicate It, Inc.

Music Of Black America:

Smokey Robinson (February 20)
Cheryl Lynn (February 27)

United Stations

Dick Clark's Rock, Roll

& Remember:

The Association (February 17-19)

Rick Dees' Weekly Top 40:

The Fixx (February 17-19)

The Great Sounds:

Buddy Morrow (February 17-19)

Solid Gold Country:

Jessi Colter (February 17-19)

Weekly Country Music Countdown:

Shelly West (February 17-19)

Westwood One

In Concert:

Bryan Adams/Graham Parker (February 13-19)

Live From Gilley's:

Charley Pride (February 13-19)
Vern Gosdin (February 20-26)

Off The Record:

Paul Rodgers/ZZ Top/Streets (February 13-17)

Off The Record Specials:

Blue Oyster Cult (February 13-17)
ZZ Top (February 20-26)

Special Edition:

Atlantic Starr (February 13-19)
Melba Moore (February 20-26)

Star Trak Profiles:

Culture Club (February 13-19)
Supertramp (February 20-26)

NEWS & INFORMATION FEATURES

CBS

Winter Olympics preview reports
(through February 6)
16-part Winter Olympics weekend special;
weekday and weekend reports (February 4-5,
8-10, 11-12, 13-17, 18-19)

Clayton Webster Jack Carney Comedy Show:

Smothers Brothers special (February 13)

Joe Piscopo At Large:

Andy on Olympics/Heart interview with Ted Koppel/Harry Carey interview with Sports Guy
(February 13)

Sporting News Report:

Chris Evert-Lloyd/Don Peters/Bob Arum
(February 13)

Mutual

Live broadcast coverage of '84 Winter Olympics
(February 6-19)

Narwood Productions

Minding Your Business:

Holotronics Corp./computer training (February 8)
Holotronics Corp./tax shelters (February 7)
Small business loans (February 8-10)
Auto theft (February 9)
Airline bumping (February 10)

Progressive Radio Net

Computer Program:

Arcade games/video games/joy sticks/voice synthesizers/computer graphics
(Week of February 6)

Laugh Machine:

Bill Cosby/the Bickersons/Steve Martin/Rodney
Dangerfield (Week of February 6)

News Blimp:

Pigging-out/I.Q. tests/training judges/street crime
(Week of February 6)

Sound Advice:

Microphones/recording sessions/stereo recording
(Week of February 6)

Strand Broadcast Services

Something You Should Know:

Procrastination (February 6)
Low sodium foods (February 7)
Table etiquette (February 8-9)

Westwood One

Brad Messer's Daybook:

Highest wave/radio-control airplanes (February 6)
John Deere/Pinocchio (February 7)
Jules Verne/Skylab (February 8)
Sylmar earthquake/Boeing 747 (February 9)
Caterpillar Club/fire extinguisher (February 10)

Playboy Advisor:

Voyeurism/sex and alcohol/loneliness/female body-
building (February 6-10)

Spaces & Places:

Making it in a man's world (February 6-10)
Healing with the mind (February 13-17)



NO SOAP, RADIO — That's what this change of pace program will be for daytime drama stars John "Seneca" Gabriel and Sandy "Edna" Gabriel, who host Arielle Productions' Valentine's Day music special "How To Make Love To Each Other," based on the book published by Berkley Publishing. Shown in the studio are (l-r) Arielle Productions' Leslie Corn, co-host Sandy Gabriel, co-host John Gabriel, recording engineer George Hansen, and Berkley Publishing's David Cathers.

PEOPLE

● Pete Howard

has been promoted to Sr. VP/GM at **Jim Brown Productions** in Venice, California. He will oversee general corporate operations, including the production of "Country News," "Country Music's Top Ten," and the "Odyssey File."

● KOMO/Seattle's Shelley Morrison

has been named to ABC's radio broadcast team for the 1984 Winter Olympics in Sarajevo, Yugoslavia and the Summer games in Los Angeles. She is a former competitive skier and tennis player and, in 1974, became one of the first women radio network sports announcers when she joined NBC's "Monitor." Morrison has also worked at **KZAM-AM & FM** in Bellevue, WA and served as play-by-play announcer for the Seattle Cascades.



● Julie Talbot has joined MJJ

Broadcasting as Director/Sales & Marketing. She will be responsible for selling the company's various syndicated radio programs. Talbot was formerly Media Planning/Programming Supervisor at **BBDO** in New York.

● Associated Press has added

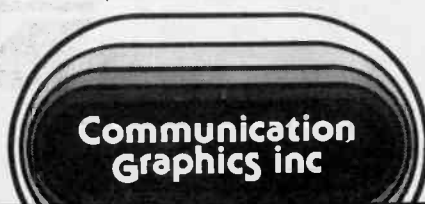
three new staffers at its Washington, DC offices. Award-winning writer **Ira Dreyfuss** will be AP's chief reporter for the new campaign program "The Contenders," and joins the show from the network's Broadcast News Center in Washington. **Chuck Rich**, movie reviewer for **WTOP/Washington**, brings his act to the network for a new lineup of reviews beginning next Friday (2-3). Also, **Barbara Hocter** becomes a vacation relief anchor at AP Broadcast News Center, coming off prior stints at **NPR**, **WRC-AM/Washington**, and **WNEW/New York**.

● **CMI, Inc.**, producers of TV campaigns for radio stations, has added **Roseann Schyler** to its sales staff. Prior to joining CMI Schyler was with **Torbet Radio**, and has also worked at **KMPC/Los Angeles**.

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Graphics Inc**

**“Men are treating women
better now.
Women are treating
men worse.”**

**“Sex is
good medicine.”**

**“It’s not American workers
who are unproductive.
It’s American bosses.”**

**Nick Alexander.
A very uncommon commentator.**



Photo: Mike Fuller/ABC

Nick Alexander thinks it's O.K. for a news commentator to be anything except dull. So sometimes he's serious, sometimes half-serious, and sometimes bananas. That's why young adults get involved in what he says.

His shows air 4 times daily, with 90 seconds of witty, wide-open comment on everything from surgical transplants through talking flowers to world affairs. If you think comment has to be commonplace, you haven't heard Nick. Call Julie Eisenberg at (212) 887-5690.





AP presents a high-spirited alternative to the high cost of weekend talent. The Ed Busch Weekend Talk Show.

Many people consider Ed Busch's four-hour weekend talk show the most high-spirited radio talk show in the business. And with guests ranging from Isaac Asimov to Jerry Lewis, Ed's show will be a real hit with your weekend listening audience.

But you may find him most attractive because of the people who *won't* be around while his show is on.

Your weekend talent, for example. You'll no longer have to chase them down, to fill in gaps in your schedule. Or pay them to sit idly by, waiting for the ballgame to end.

In fact, the only person you'll need to air Ed Busch's program is a board operator.

You can broadcast the show live if you choose, from 4 to 8 PM, ET, every Saturday and Sunday. Or you can pre-record the program and reposition each modular, one-hour segment to suit yourself.

Since each hour is a complete show in itself, you can even delete segments. That's flexibility.

Because Ed Busch provides 12 minutes per one-hour segment for local avails, that's good business.

And although the show is available only to AP members, you aren't required to carry any other AP programming in order to get the Ed Busch Show. That's even better business.

Interested? Call Sofia Mannos at (202) 955-7200 for our free demo tape, and more information about the surprisingly affordable Ed Busch Weekend Talk Show.

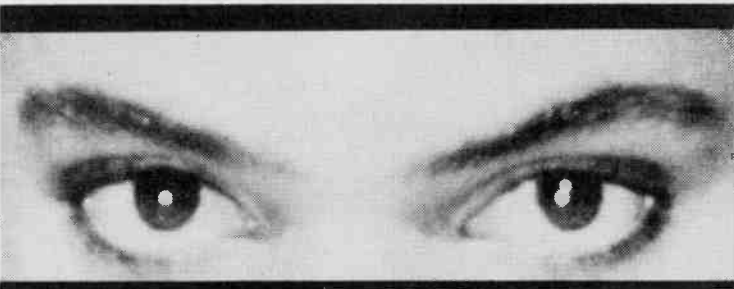
Ed will give your listeners plenty to talk about.

And give your talent the weekend off.



Associated Press Broadcast Services. Without a doubt.

ROCK



WELL

"Somebody's Watching Me"

3rd Week!
CHR
BREAKERS

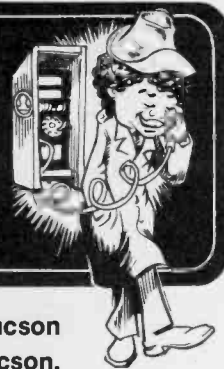
DEBUT 39

ROCKWELL



on Motown Records

Street Talk



Not only are **Plough's WJJD & WJEZ/Chicago** for sale, as we reported last week, but now the entire broadcast chain is available. **Merrill-Lynch** has been retained "to determine the degree of interest which may exist in the sale of (Plough's) other ten stations as a group." Those stations are: **WKDJ & WHRK/Memphis, WCAO & WXYV/Baltimore, WPLO & WVEE/Atlanta, WMLX & WUBE/Cincinnati, and WSUN & WZNE/Tampa-St. Petersburg.**

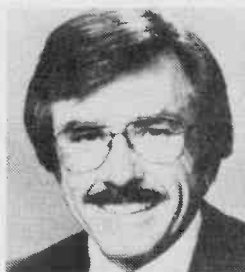
There's more in the continuing saga of a possible new owner for the **Mutual Network**. The fourth interested party may well be **Norm Pattiz's Westwood One**. That's right. While Norm could "neither confirm or deny that any discussions are taking place," we hear that they are. We also hear that Westwood One would probably make the purchase *without* forming a group of financial partners. Of course, this is all speculation, but who knows?

Arbitron announced at the **RAB** conference in Dallas that it has delayed the debut of the monthly Arbitrends service for an unspecified time. The culprit is a computer interface problem.

Gary Owens informs us that **ABC/Watermark** is dropping "Soundtrack Of The '60s."

Affiliated stations have received letters stating that the syndicated program will not continue.

Gary says he was offered a new seven-year contract in November, but when he asked for minor changes, nothing further transpired. Gary



Gary Owens

admitted he was mystified by the decision, but that he plans to keep the show alive with a new network affiliation announcement within a couple of weeks. ABC chose not to comment on its decision.

The \$332 million sale of **Outlet Co. to Rockefeller Center Inc.** was finalized on Tuesday. With the exception of last week's spinoff of **WSNE/Providence** (Page 25), Sr. VP/Radio Station Group **Dick Rakovan** foresees no change in the group, which he continues to head. Outlet's radio stations are **WQRS/Detroit, KIQQ/Los Angeles, WIOQ/Philadelphia, and WTOP & WTKS/Washington.** The company also owns five VHF television stations.

Consultant **Pete Salant** has added to his client roster with the signing of **WWWL(Love 94)/Miami.**

And while we're talking consultants, **E. Karl** has signed to assist **KS94/St. Louis** in its programming department.

The owners of **KCUB/Tucson** have purchased **KNDE/Tucson**, switched the calls to



KIIM, and the format to Country. New KIIM PD **Dave Nicholson** tells us the sound is the three-in-a-row, continuous country variety and should not compete directly with traditional Country on the AM KCUB.

At **WARM-98/Cincinnati**, **Mark Tipton** has been named Program Coordinator. Additionally, he's cohosting the morning show with **Tom Walker.**

WSIX/Nashville is dropping its three-in-a-row/background Country approach on Monday (2-6) in favor of a personality-based "hit-oriented Country" format. Joining the station in afternoon drive is the legendary **Scotty Brink** (yes, the **KHJ, WRKO, WLS, WNBC** Scotty Brink), most recently at **WZEZ/Nashville.** Also at WSIX, February 3 marked the last regular airshift on the station for **Jim Kent**, who's been with WSIX for the past 42 years. He'll now become a producer and character voice for the morning show, "The House Foundation At 'SIX."

Craig Powers, who was out as PD of **KFXM/San Bernardino** last week, is now back in. The station owner rehired Craig, and he's back at the programming helm of the CHR outlet east of Los Angeles.

KELI/Tulsa morning man **Beau Chase** helped kick off a new format and identity for FM sister station **KSNE** by locking himself in the control room, hitting the right buttons, and beginning a simulcast of KELI's CHR format. Telling the audience he had enough provisions to last until the management agreed to let the FM rock, he began a 32-hour marathon broadcast to publicize the format change. KSNE has now switched its **Transtar** A/C format to live CHR, and its call letters to **KELI-FM.**

In San Luis Obispo, the AM has become the FM and the FM has become the AM. If that sounds too Zen for you, then just mark down that **KSly & KUNA** have swapped formats and call letters. KSly's CHR format is now on FM (as "SLY 96-FM") and KUNA's Beautiful Music approach now takes up residence on AM.

WHOT/Youngstown's FM sister station **WSRD** (in a twist on the basic San Luis Obispo plot above) has switched from AOR to CHR, becoming **WHOT-FM** in the process. WHOT (the AM) will soften up and take more of an A/C direction. **Dick Thompson** will continue programming both operations.

MORE STREET TALK/See Page 20

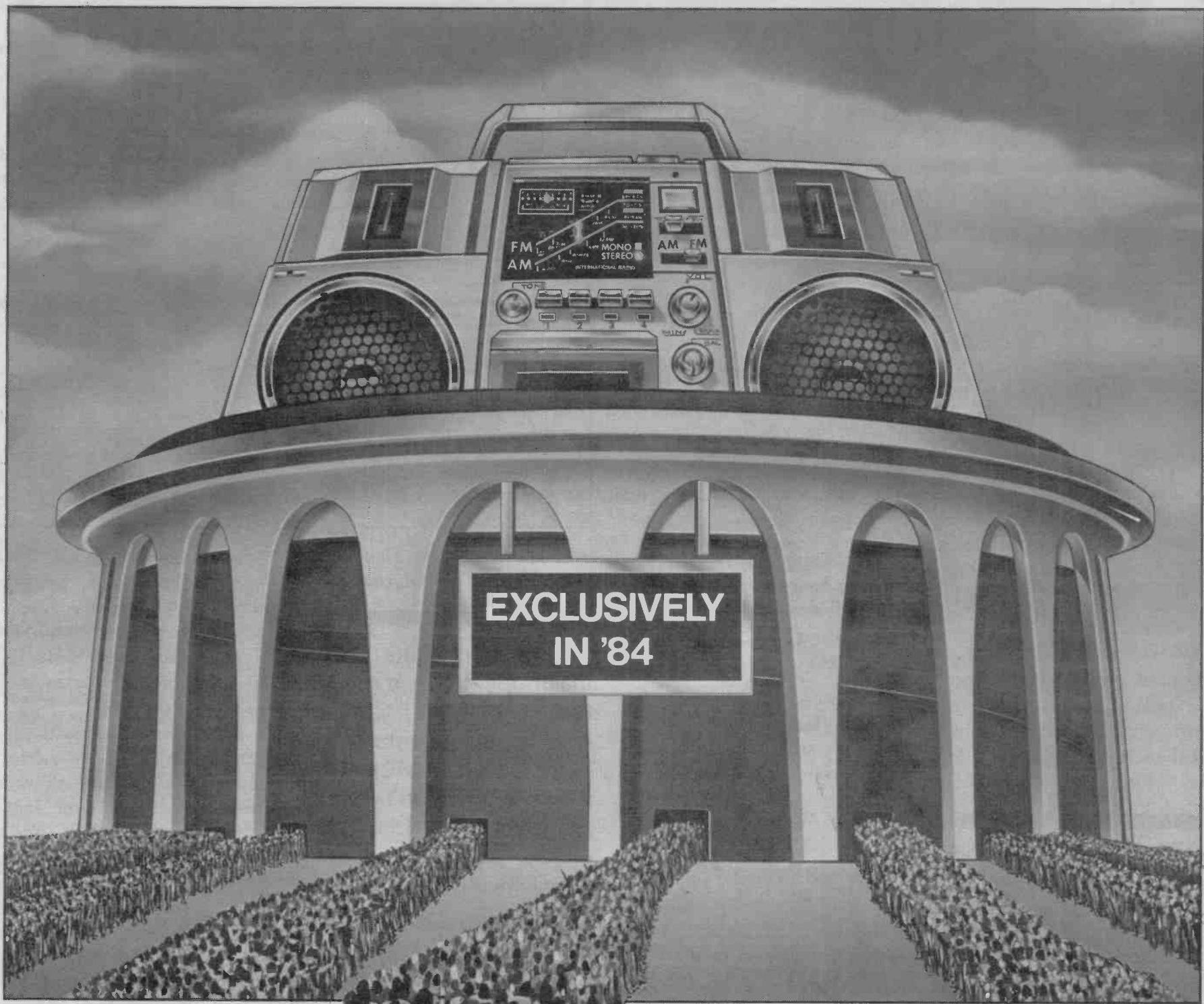
If you're a February subscriber to **Newsmaker Interviews**, you can have live phone-in interviews with: **Desi Arnaz, Jr., James Coco, Harvey Fierstein** (creator of *La Cage Aux Folles*), **Wayland Flowers, Stacy Keach, Shari Lewis, Ann Miller**, and 33 other fascinating newsmakers. Included are in-depth examinations of two diverse subjects. "Treatment of comatose victims" and "The adult film industry" with four experts in each field offering varied perspectives.



For complimentary current or back issues, write or call

NEWSMAKER INTERVIEWS,
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*This year WESTWOOD ONE presents 26 ninety-minute concerts featuring only the biggest performing acts in Rock. We'll feature **first** performances of the year and **only** performances of the year by superstars on tour.*

We'll bring you THE PRETENDERS from their upcoming concert tour of America on over 400 U.S. radio stations...exclusively!

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JHAN HIBER

AOR Vs. CHR: How The Battle Goes

AOR is dying! CHR, harkening back to the good ol' days of Top 40 basics, is back on top everywhere you look! Black is white!

All three of the above statements are false. You probably figured the third one was, but what about the first two? Isn't AOR on its last legs in the face of the CHR onslaught? Is CHR stronger than bear's breath wherever you look? Not necessarily. Let's look at the reality of the situation, as evidenced by a cross-section of the fall Arbitron results. Based on the following analysis both formats have something to cheer about.

Cross-Section Analyzed

I thought it might be interesting to look at the fall results to see just what the ratings show about these formats. To get a decent sampling, six markets were

"The CHR fortunes surged, due in no small part to the influx from other formats to the CHR sound. It is interesting to see, however, that while CHR made dramatic 12+ gains the 18-34 stance shows strength for both formats."

picked at random to provide a data base. As it turned out the markets selected provided a good mix — geographically, and in terms of the competitive nature of the metros.

The markets chosen were...

- Atlanta, with a stable AOR/CHR situation over the last year.

- Denver, where a former AOR (KPKE) changed this book to CHR.

- Lansing, a college town with a stable CHR/AOR environment.

- Modesto, an agricultural area with consistent competitors over the last year.

- Seattle, a relatively stable CHR/AOR market over the last two books.

- Washington, DC, where there has been an influx to CHR. WAVA left AOR, and WASH segued from A/C, joining the CHR battle.

As you can see, this batch of markets offers an interesting collage of radio characteristics. Let's see what was apparent as a result.

12+, 18-34 Analyses

It seemed to make sense that examining two demos would offer useful perspectives on the state of the AOR/CHR contest. In that light I chose the most stable number, the 12+ shares, and looked at the key young

adult sales demo, adults 18-34. How did the formats compare to last year? Was there any pattern and was there a difference in the stable markets and those that had seen some format changes? The results are most intriguing.

First you'll see the findings

Week In Review

Coleman Doing AM Stereo Study

Jon Coleman has announced that his research firm has launched a national study of the potential impact of AM stereo. A national cross-section of 12-54 year-olds is being surveyed this month to garner feedback about the concept of AM stereo and the reaction to it in markets where stations are already broadcasting such signals.

Coleman told R&R, "There is concern that the promoting of AM stereo may not have the beneficial impact AM broadcasters are looking for."

FM Listening Levels Out

An Arbitron Radio study in 10 of the top 20 markets shows that FM listening levels grew only 2.8% from spring '82 to spring '83. Specifically, Dallas became the top FM penetration market analyzed, with FM garnering a 69.4% share of listening. Overall, FM's share of listening grew in seven of the ten examined metros.

Atlanta/Lansing/Modesto/Seattle Data

Combined 12+ shares	AOR	CHR
Fall '82 sweep	3.07	48.8
Fall '83 sweep	37.3	56.3
Gains/Losses	+22%	+15%
Adults 18-34 (Fall '83 sweep shares)	60.6	77.7

from those markets, Denver and Washington, which underwent

"In those markets without major upsets, as a result of format changes, CHR still grew at a respectable rate over last fall ('82). However, AOR didn't exactly roll over and play dead either, actually outpacing the CHR advance."

the most significant changes in station formats. The stable market patterns follow in a separate chart:

Combined Washington/Denver Data

Combined 12+ shares	AOR	CHR
Fall '82 sweep	22.9	10.5
Fall '83 sweep	17.3	26.6
Gains/Losses	-24%	+144%
Adults 18-34 (Fall '83 sweep shares)	29.8	33

As you can see, the CHR fortunes surged, due in no small part to the influx from other formats to the CHR sound. It is interesting to see, however, that while CHR made dramatic 12+ gains the 18-34 stance shows strength for both formats.

Since these are four-market compilations, it's helpful to develop averages. Thus, the 18-34 shares this book would average just over 15 for AOR, over 19 for CHR for each of the markets examined.

In those markets without major upsets, as a result of format changes, CHR still grew at a respectable rate over last fall ('82). However, AOR didn't exactly roll over and play dead either, actually outpacing the CHR advance. With 18-34 shares in the upper teens, both formats can present a strong sales story in the metros examined.

Both Doing Well

To paraphrase Mark Twain, rumors of the death of AOR may be premature. While the format is certainly undergoing some repositioning and in a number of cases moving to more of a 25-34 base, it is still alive and well in a variety of markets. CHR, on the other hand, is definitely on the upswing and may lure marginal stations — no matter what format — to the sound of the hits. In either case it appears that the numbers can support a decent sales story. And may the best sales team win!

E/P/A's BREAKER®

★ PAGE ★

JANUARY

CHR



MICHAEL JACKSON

"Thriller" BREAKER

NENA BREAKER

"99 Luftballons (99 Red Balloons)"

CYNDI LAUPER BREAKER

"Girls Just Want To Have Fun"

QUIET RIOT BREAKER

"Bang Your Head (Metal Health)"

DAN FOGELBERG BREAKER

"The Language Of Love"



Country

MICKEY GILLEY

"You've Really Got A Hold On Me"

BREAKER



AOR HOT TRACKS/ALBUMS

DAN FOGELBERG

TRACK:

"The Language Of Love"

ALBUM:

"Windows and Walls"

ACCEPT

TRACK & ALBUM:

"Balls To The Wall"

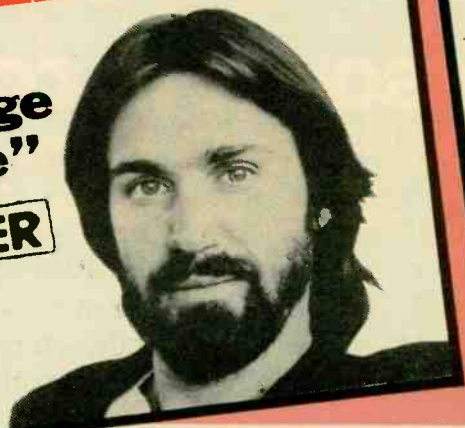


Adult / Contemporary

DAN FOGELBERG

"The Language Of Love"

BREAKER



Black/Urban

TYRONE BRUNSON

"Fresh" BREAKER

The DELLS

"You Just Can't Walk Away"

BREAKER



DISTRIBUTED BY CBS RECORDS

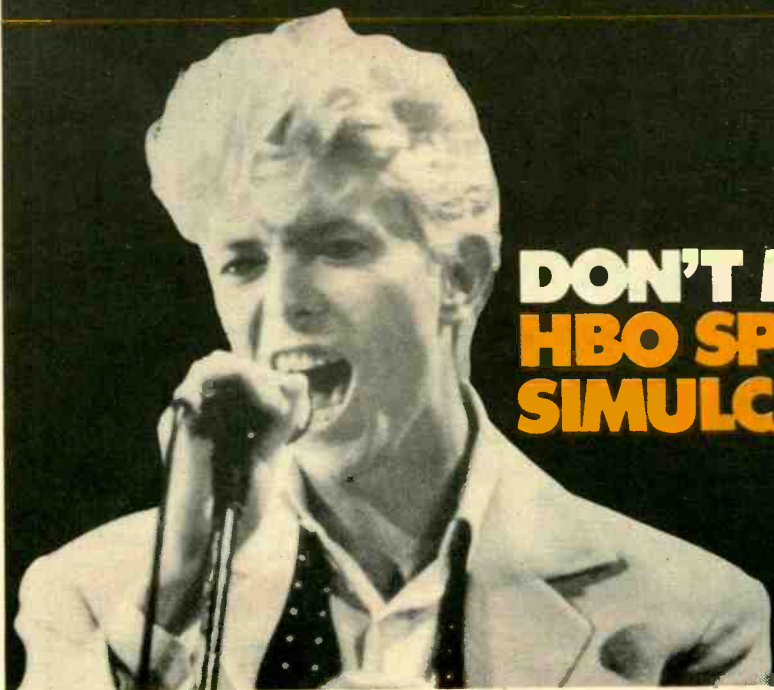
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RATINGS REPORT

Fall '83 Quarterly Results

ARBITRON RADIO

Orlando

WBJW, WWKA Both
Down, Still 1-2;
WDIZ Jumps To Third;
WHOO-FM, WORL Dip

	Spring '83	Fall '83
WBJW (CHR)	12.8	10.3
WWKA (Ctry)	11.0	10.0
WDIZ (AOR)	5.4	9.6
WJYO (AC)	8.9	8.8
WCOT (Easy)	6.0	7.2
WDBO (AC)	5.1	6.3
WHOO (Ctry)	5.5	6.2
WHOO-FM (Ctry)	7.0	5.7
WORL (Blk)	6.8	4.7
WHLY (CHR)	4.6	4.6
WKIS (N/T)	4.0	4.5
WLOQ (AC)	2.4	3.1
WOKB (Blk)	3.7	2.8
WDOQ (CHR)	2.0	2.1
WREM (BBnd)	1.3	1.4
WVFM (BM)	1.0	1.3
WAJL (Rel)	1.0	1.2

ARBITRON RADIO

West Palm Beach

WEAT-FM Still First;
WRMF Dips But
Still Second;
WHYI, WIRK-FM,
WNJY Jump To 3-4-5

	Spring '83	Fall '83
WEAT-FM (BM)	13.9	13.5
WRMF (AC)	11.2	10.1
WHYI (CHR)	5.7	8.8
WIRK-FM (Ctry)	6.7	8.4
WNJY (BM)	3.7	6.6
WJNO (N/T)	4.5	6.0
WPOM (Urbn)	4.6	5.1
WNGS (AC)	2.9	2.7
WIOD (AC)	0.9	2.6
WSHE (AOR)	3.8	2.2
WWJF (AC)	2.3	2.2
WCKO (AOR)	2.0	2.1
WAXY (AC)	1.1	1.9
WPBR (Talk)	3.4	1.9
WKQS (Ctry)	1.2	1.7
WIZD-FM (AOR)	4.7	1.5
WEAT (News)	2.3	1.2
WLYF (BM)	2.3	1.2
WINZ (News)	1.0	1.2
WNWS (News)	2.5	1.0

ARBITRON RADIO

Charlotte-Gastonia

WSOC-FM Strengthens
Lead; WPEG Climbs To
Second While WBT
Slips To Third

	Spring '83	Fall '83
WSOC-FM (Ctry)	14.6	17.1
WPEG (Urbn)	9.5	10.8
WBT (AC)	11.6	10.7
WZXI (BM)	7.6	8.7
WBCY (CHR)	10.9	8.4
WROQ (AOR)	8.4	8.2
WEZC (AC)	8.0	6.1
WSOC (Easy)	2.5	3.6
WGIV (Blk)	3.2	3.4
WLTV (AC)	3.3	3.2
WQCC (Rel)	5.2	2.9
WJZR (CHR)	—	2.7
WAYS (N/T)	1.6	1.4
WAME (Rel)	.8	1.2
WGSP (Gold)	—	1.2
WIXE (Ctry)	1.9	1.1

ARBITRON RADIO

Jacksonville

WKTZ-FM Up One
To First; WFYV Slips
To Third;
WAIV, WJAX-FM Up

	Spring '83	Fall '83
WKTZ-FM (BM)	10.8	11.8
WIVY (AC)	10.3	11.6
WFYV (AOR)	11.4	10.8
WQIK-FM (Ctry)	10.2	8.7
WCRJ-FM (Ctry)	9.4	8.6
WAIV (AC)	7.6	8.3
WJAX-FM (Urbn)	4.7	6.5
WPDQ (Blk)	6.1	5.5
WQIK (Ctry)	—	3.7
WCGL (Rel)	2.3	3.0
WERD (Blk)	1.0	2.5
WOKV (AC)	1.0	2.2
WROS (Rel)	0.9	2.0
WAPE (BBnd)	3.9	1.4
WEXI (News)	1.3	1.4
WKTZ (BBnd)	1.3	1.3

ARBITRON RADIO

Northeast PA

WKRZ-FM Still First;
WNAK Up To Second
As WARM Dips;
WEJL Jumps Two

	Spring '83	Fall '83
WKRZ-FM (CHR)	11.2	11.7
WNAK (Easy)	7.9	9.2
WARM (AC)	9.9	8.3
WEJL (AC)	6.0	8.0
WEZX (AOR)	6.0	6.6
WGBI-FM (AC)	5.6	6.3
WARD (Talk)	6.6	4.8
WYZZ (Easy)	2.9	4.7
WVCD (Easy)	4.2	3.2
WILK (CHR)	4.0	3.2
WICK (BM)	3.0	2.8
WBAX (Ctry)	2.5	2.5
WGBI (Ctry)	2.0	1.8
WMJW (CHR)	1.4	1.8
WXXW (Ctry)	3.3	1.6
WQEQ (AC)	1.5	1.4
WLSP (Ctry)	—	1.2
WAZL (AC)	1.7	1.2
WWDL (AC)	2.3	1.1
WCDL (Easy)	1.3	1.1

ARBITRON RADIO

Richmond

WRVA Drops Four,
Still First;
WEZS Dips, WRVQ
Climbs To Tie
For Second;
WTVR-FM, WLEE Both
Jump Two

	Spring '83	Fall '83
WRVA (AC)	18.6	14.1
WEZS (AC)	12.7	10.9
WRVQ (CHR)	8.8	10.9
WTVR-FM (Ctry)	7.5	9.5
WPLZ (Urbn)	9.5	9.2
WLEE (Easy)	5.2	7.7
WRXL (AOR)	7.6	7.2
WRNL (Ctry)	6.0	5.4
WANT (Urbn)	4.0	5.1
WKIE (Blk)	2.5	3.3
WFTH (Rel)	3.3	2.1
WXGI (Ctry)	2.2	2.0
WQKS (Urbn)	2.5	1.9
WPVA (Ctry)	.9	1.1

ARBITRON RADIO

Tulsa

KWEN Jumps To First;
KVOO Still Second;
KMOD, KRAV Drop
To 4-5

	Spring '83	Fall '83
KWEN (Ctry)	9.5	12.7
KVOO (Ctry)	12.0	11.8
KRMG (AC)	9.6	10.3
KMOD (AOR)	11.2	8.9
KRAV (AC)	12.6	8.6
KAYI (CHR)	7.7	7.9
KBEZ (BM)	8.2	7.9
KTFX (Ctry)	5.1	6.3
KCFO (Rel)	3.4	4.5
KELI (CHR)	1.9	4.4
KAKC (Rel)	2.1	2.4
KBBJ (Easy)	3.3	2.2
KGTO (Gold)	2.9	1.7
KSNE (AC)	0.6	1.2
KXOJ-FM (Rel)	1.3	1.0

ARBITRON RADIO

Allentown

WFMZ Drops, Still
On Top; WZZO Climbs
One To Second;
WXXW, WLEV Drop
While WQQQ, WEST
Climb

	Spring '83	Fall '83
WFMZ (BM)	14.9	12.7
WZZO (AOR)	10.1	11.3
WXXW (Ctry)	10.5	9.6
WLEV (AC)	11.0	8.2
WQQQ (CHR)	5.0	8.2
WEST (BBnd)	3.7	7.6
WAEB (AC)	7.9	5.4
WKAP (AC)	4.6	5.2
WSAN (Ctry)	3.5	3.6
KYW (News)	1.9	2.0
WEEX (A/C)	2.5	1.9
WLSH (Easy)	—	1.9
WYSP (AOR)	2.9	1.6
WMGK (AC)	1.2	1.4
WFLN-FM (Clas)	.7	1.3
WMMR (AOR)	.5	1.1
WOR (Talk)	1.4	1.1
WGPA (AC)	.3	1.1

ARBITRON RADIO

Akron

WMMS Dips But Holds
Lead; WAKR Narrows
In For Close Second;
WKDD Climbs One

	Spring '83	Fall '83
WMMS (AOR)	14.2	11.7
WAKR (AC)	8.8	11.5
WKDD (CHR)	9.5	10.5
WGCL (CHR)	5.4	5.9
WAEZ (BM)	4.0	5.7
WMJI (AC)	5.0	5.0
WSLR (Ctry)	6.6	4.7
WNIR (Talk)	4.6	4.1
WDBN (Easy)	2.4	4.1
WGAR (AC)	5.3	2.7
WQAL (BM)	1.5	2.7
WZAK (Urbn)	3.0	2.7
WKSW (Ctry)	2.6	2.6
WDOK (BM)	3.4	2.6
WZZP (AC)	2.9	2.3
WWWE (AC)	1.8	1.9
WCUE (BBnd)	1.8	1.8
WQXK (Ctry)	1.7	1.8
WHLO (BBnd)	1.4	1.4
WDMT (Urbn)	1.3	1.3
WOOS (AOR)	.8	1.0

THE SOUND OF A GUITAR - WANG chung

WANG chung's SINGLE "Don't Let Go"

7-29528

RADIO
CAN'T BE
WRONG!



AIRPLAY THIS WEEK...

WXKS-FM	WFMI	WERZ	KYTN
WPHD	KBFM	WQCM	KRNA
WBLI	KIKK	WKHI	WAZY-FM
CHUM	WJXQ	WJBQ	KXSS
WGCL	WRQN	WOMP-FM	99KG
WVSR	WHOT	WSQV	KDVB
WYCR	KBBK	KQIZ-FM	KFMW
WKEE	KMGX	WISE	KGOT
98PXY	KQMQ	WJAD	KCDQ
WRCK	KLUC	WYKS	KGHO
KZZB	KIDD	KILE	KOZE
WNOK-FM	KWOD	KNOE-FM	KDZA
WZLD	KSKD	WGLF	KBIM
WNFI	KRQ	KKQV	KSLY
KSET-FM	WGUY	WHSI	KZOZ
WANS-FM	WIGY	KFYR	KIST
WOKI	WTSN	WBWB	

CHR NEW & ACTIVE

67/38

AOR MOST ADDED
3RD WEEK!

PRODUCED BY

Chris Hughes and Ross Cullum

MANAGEMENT

David Massey at
Domino Directions LTD, London

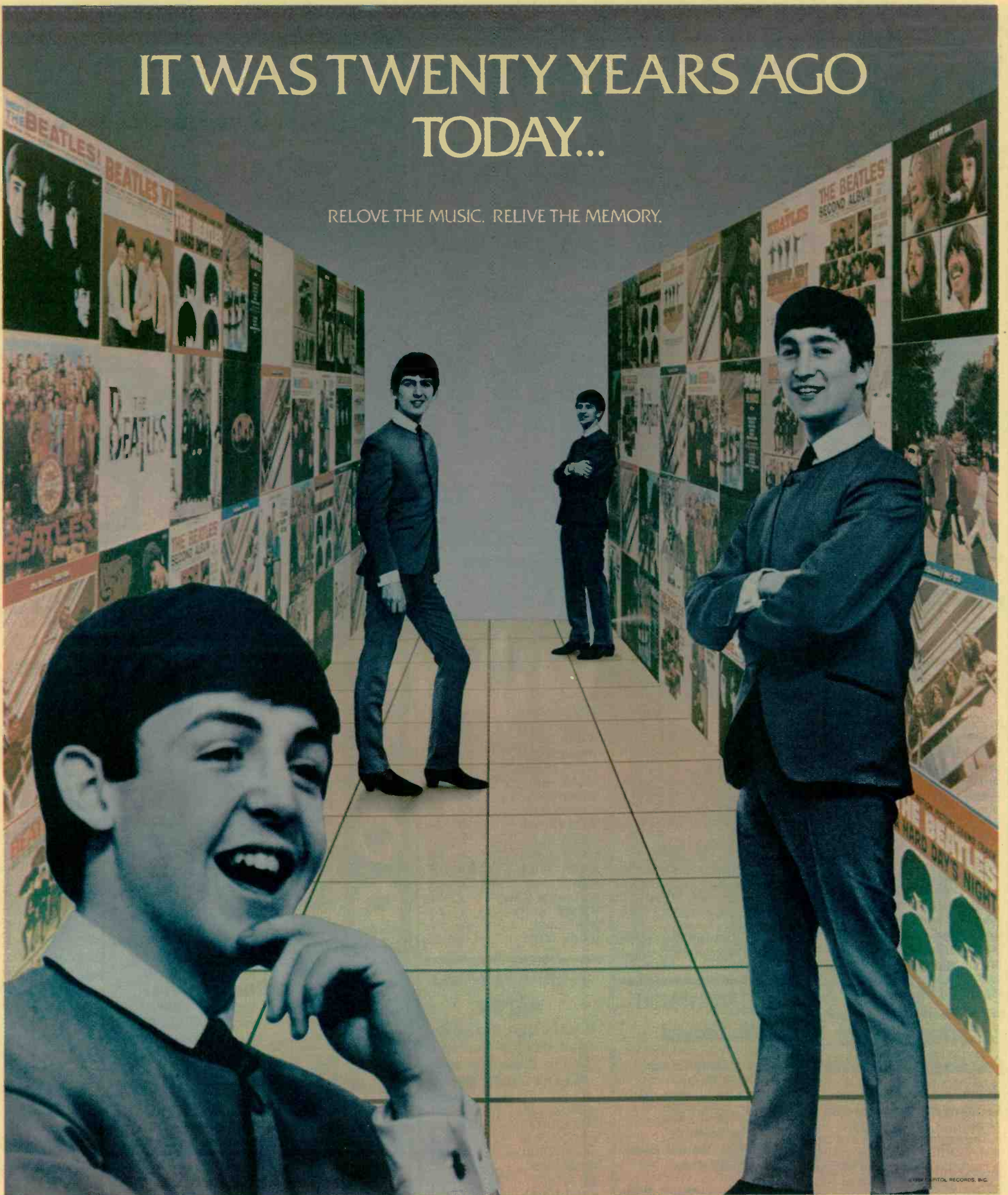
WANG chung POINTS ON THE CURVE
ON GEFEN RECORDS AND CASSETTES

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IT WAS TWENTY YEARS AGO TODAY...

RELOVE THE MUSIC. RELIVE THE MEMORY.



Capitol

Management

The Six Million Dollar Manager, Part V

By Kevin B. Sweeney

The fifth chapter in our serialization picks up where we left off, discussing the last of four sales foundation stones — the early-warning system. From there we move on to other aspects of successful station selling, including markdowns, expanding the sales staff, and pricing.

Now, we come to (4) — the early-warning system that allows inventory management at least 60 days ahead.

And, "management" means pricing the inventory to move as well as persuading the sales department to focus their attention on it.

We are children in radio in this phase of operation. We would go banco in the retail business because excess inventory always sneaks up on radio station management — except for you, of course.

Now, with the computer (presuming correct programming, which I know to be an unjustified presumption) we have a tool that takes the eyestrain, backache, pencil-pushing work out of calculating inventory.

We can look 60-90-120 days ahead. We can but usually don't. And we can spot inventory build-ups and can do what your friendly department store does — we put the merchandise on sale. We take our markdowns. And we take them promptly.

Right after July 4, every department store offers swimwear at 30-40 percent off. There's still at least seven more weeks of summer swimming but they mark the goods down because they know there is a dwindling opportunity to sell the goods at any price, much less at Grid One.

Take Markdowns Promptly

Taking your markdowns promptly is one sign of a good merchant — even when the markdowns hurt. And the mark of effective inventory management in radio station managers.

In the folklore of radio, selling goods at a markdown prior to 24 hours before the goods vanish into the space-time continuum is a no-no.

The legends in radio are of the stations with the \$700 open rate in a market outside the top ten, the guy who got \$180 a spot when the going rate was only \$110, etc., etc.

The realities are often quite different.

Panicky stations — and big stations can be as panicky as the small ones — bonus drivetime spots to reach GRP levels or efficiencies an agency is demanding with a last-minute order.

Or the reality is the rep grinding you for a rate that is not only well below your card for the availability but below the lowest grid because your competition allegedly is bonusing three for one, etc., etc.

Orderly disposal of inventory that appears to be moving slowly, orderly disposal long before white-knuckle time, can avoid all this trauma.

And give you revenues from inventory that otherwise might not be sold.

Which brings us back to (1) — the complete sellout in which everything is sold at some price because, unlike other businesses, our inventory vanishes when it is not sold.

Rebuttal Time

Now it's rebuttal time, time to ask those questions that had you cholerick a few pages back:

"You say take your markdowns — cut the rates — in advance. That doesn't make sense. There's so much last-minute buying. Why should I sell the spot for \$65 thirty days in advance when I might sell it for \$100 in a week before it is scheduled to run?"

Ah, that's because, chum, you don't understand how the grid system works. It works like standby at an airline. The \$65 rate "flies" only if it is not preempted by the next highest grid.

The station has its cake and eats it, too. If no white knight with a \$100 rate appears, you still have the \$65 customer. If the white knight does appear, you move the \$65 customer elsewhere.

Does the \$65 customer scream? Not if you 'splained it to him correctly. I can't scream at TWA if they sold me a \$242 LAX-London standby seat with a clear understanding that I might not be able to get on at that rate.

"We have five people in our sales force. You talk about seven and up to eleven salespeople. Setting aside that there is no way that many people can make a decent living here, it is necessary to have that many salespeople in order to achieve a sellout?"

Any station with five salespeople, even a station with huge national business, is cheating itself of hundreds of thousands of sales dollars annually.

But set that aside... the answer is "no, you don't need a minimum of seven local salespeople to force the sellout; it just works better when you have more salespeople."

I'd quantify it this way once the management decides it wants to sell out all the inventory: good forecasting system — 40 percent; ability to use the grid card — 30 percent; enough salespeople — 30 percent.

But, I would add that unless you

have the salespeople willing to go out and sell inventory to non-agency accounts, the whole system collapses. And the top three or four salespeople simply won't do this in most cases.

You can forecast well in advance and price inventory attractively. But if your key salesperson won't go to the media queens she calls on and hustle this great opportunity because she doesn't want them to get discommodulated, then you had better forget about the whole thing.

Next question.

"What you seem to be advocating is chaos. We would have dozens of rates for everything. Rates that change hourly. Rates that change every day. Rates that the salespeople and the agency buyers can't count on. It seems to me that this destroys rate integri-

"Unless you have the salespeople willing to go out and sell inventory to non-agency accounts, the whole system collapses."

ty for my station and makes us look ridiculous."

Chaos? Non! Controlled chaos? Mais oui!

This question is an actual one and it reflects the mind set of many radio station managers. It mirrors out parochial experience. Many radio station managers have never sold anything but radio, never sold any product in the real world of negotiation. We don't see the parallels between ourselves and dozens of other businesses.

2000 Prices For Dinner

Go out to your favorite restaurant tonight. Are all entrees priced the same? And the prices vary when you add any one of the dozen different (and differently priced) appetizers. Likewise for side dishes and desserts. There are probably 2000 different "rates" for dinner in any fine restaurant.

And at least 200 different prices at your Cadillac dealer. And tens of thousands at Kroger and Safeway. And hundreds of thousands at your department store.

And the sole meuniere, the Seville, the tomato sauce prices

change weekly, sometimes daily.

Come into the real world where prices can change hourly at every retailer you do business with, where steak this week at my supermarket goes anywhere from \$2.79 to \$8.55 a pound.

Certainly, that is more "chaotic" than having three prices that cover anything. But three prices is 1940s radio. Three prices for all your inventory means you are a bad merchant. Three prices means you are not the Six Million Dollar Manager.

There's much, much more, as we say in show biz, to Inventory Management and pricing including the creation and nurturing of a "feeding frenzy," the issuance of rate cards every few days, the focusing of salespeople on average rate while maintaining a sellout.

But Inventory Management is only one function for the super-busy Six Million Dollar Manager. It's time to move right along to another: sales promotion.

Part VI will appear shortly. "The Six Million Dollar Manager" and Kevin B. Sweeney's other works are available from the Kevin B. Sweeney Companies, PO Box 1673, Thousand Oaks, CA 91360.

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NEW YORK/LOS ANGELES/CHICAGO/DETROIT/SAN FRANCISCO/DALLAS/ATLANTA



CHAPIN'S INTRODUCTION — RAB Board Chairman Dick Chapin, head of Stuart Broadcasting, introduced RAB President Bill Stakelin's "State Of The Industry" speech.



PEALE APPEALS TO RAB — Dr. Norman Vincent Peale's positively motivating keynote address drew a strong reaction from attendees.



STATION REPS PANEL — Participating in the Station Reps Association's rep firm panel are (l-r) RKO Spot Sales' Jerry Kelly; John Blair's John Boden; Hillier, Newmark, Wechsler & Howard's Phil Newmark; Katz's Ken Swetz (at podium); and Torbet's Peter Moore.



ISAACS: CRMC # 1000 — KJYO/Oklahoma City's Gary Isaacs became radio's 1000th CRMC (Certified Radio Marketing Consultant). Pictured (l-r) at a special presentation are RAB Board Chairman Dick Chapin, CRMC Director Ken Costa, and Isaacs.



CORNILS RECEIVES AWARD — RAB's new Exec. VP Wayne Cornils received a distinguished service award for his seven years heading NAB's radio department. Pictured with the award are (l-r) NAB President Eddie Fritts, Cornils, and RAB President Bill Stakelin.

Street Talk

Continued from Page 12

Denny Alexander segues from the PD slot at **OK100/Ithaca** to the Operations Manager position at **WKWK-FM/Wheeling**.

Gardner Wilcox from **KHOW/Denver** is the new GM at **KENI/Anchorage**. KENI's new PD is **Wynn Richards**, last at **WGAR/Cleveland**.

Al Brock, formerly at **FM99/Tallahassee**, is the new PD at **KMGK/Des Moines**, replacing **Jim Roberts**.

Lots of talk in Nashville that **WWKX(KX104)** has been sold. "Not true," says owner **Rod Bledsoe**, although serious negotiations toward that end are currently underway. Look for the CHR outlet to have new ownership shortly.

WNVZ/Norfolk has released PD **Steve Kelly** over those overworked "philosophical differences," despite his contributions to the station's best book ever. MD **Jeff Morgan** has been named interim PD. You can reach Steve at (804) 425-7355.

KAFM/Dallas Assistant PD/MD/afternoon personality **Pete Thomson** will now be the primary voice for **Century 21's** syndicated "Z-format." He'll handle the new gig in addition to his KAFM chores. Busy guy.

WSSX/Charleston PD **Bill Martin** has been named PD at **WVIC/Lansing**. He replaces **Jay Stevens**, who moves to **WMJQ/Rochester** as PD.

Kipper McGee is now Operations Manager at **KFMW & KWLO/Waterloo**. **Scott**

Abers becomes PD at **KWLO**, and **KFMW** PD **Mark Potter** is given additional duties as **KWLO** Assistant PD.



Bruce Stevens

WBBQ/Augusta MD

Bruce Stevens is the winner of the 1984 Mercedes 380SL Convertible in the first **AIR** competition. Bruce's accuracy in picking "the hits" nets him the car, which is worth a cool \$44,500.

Former **WBCN/Boston** jock **Tom "Mr. T" Robinson** has filed a \$6 million lawsuit against WBCN owner **Hemisphere Broadcasting**, PD **Oedipus (Ed Hyson)**, and afternoon jock **Mark Parenteau**, claiming that slanderous remarks were made alleging Robinson was involved in serious drug abuse while on the air, and that there is an ongoing conspiracy to prevent him from working in radio. Robinson, who was released from WBCN about a year ago, filed the suit in the Eastern District Court of Pennsylvania, near where he currently resides. Officials at Hemisphere's parent, **Infinity**, declined any comment.

At **WRRM/Atlanta**, PD **Allen Saunders** has transferred to the post of Talent Coordinator & Program Analyst for **Susquehanna Broadcasting**, while Assistant Chief Engineer **Steve Wyrostok** has been named MD/Production Manager at the station. Also, staffer **John Kelly** was promoted to Assistant PD.

The new PD at **WIVY/Jacksonville** is **Mike Fuszner**, formerly of **WMJC/Detroit**. **WIVY** midday man **Jeff Ryan** is upped to MD, while former MD **Dave Scott** moves to mornings at **WEZR/Washington**.

KMGG/Los Angeles has not renewed morning drive personality **Ed Chandler's** contract, and PD **Jeff Salgo** is now considering candidates for the vacant shift.

Tomm Rivers, late of **WBBM-FM/Chicago**, is on the loose no more. He's joining **WZOK/Rockford** for afternoon drive.

David Schwartz has rejoined **KRLA/Los Angeles** as Music Coordinator. Dave had been with the Oldies-formatted station before and was also Assistant MD at **KIIS/Los Angeles**.

Bob Burch will cross the street in St. Louis from **KSHE** to **KWK-AM & FM** later this month. **Robinson Broadcasting**, KWK's new owner, has named Bob Station Manager.

Sandusky Radio President **Toney Brooks** was smacked in the face with a lemon meringue pie while giving a speech to the **Colorado Broadcasters Association** last week. Apparently, the incident was more than a joke; it was an act of retribution handled in a fairly malicious manner. Toney is certain a former employee hired "the hit," which only interrupted the speech long enough for Toney to say, "I prefer my lemon meringue pie served with coffee."

A **KFOG/San Francisco** personality was bounced after reportedly bringing in a plate of marijuana brownies, which a couple of station employees mistook for Betty Crocker's finest. When the smoke cleared, so to speak, the jock had been fired.



Stork Stops: **United Stations** VP/Marketing **Frank Murphy** and his wife **Teri** had a baby daughter, **Meredith**, last week. Congrats to **WZYP/Huntsville's** **Scott Mitchell** and his wife **Laura** on the birth of their new son, **Thomas**.

Radio & Records
Invites You To

DIRECTION '84

Management Tools For The Program Director

THURSDAY

Morning

Registration

- **Listening Skills**
Dr. Elliott Ross, Director of Organizational Development Sperry Computer Corporation
- **Age Of The New**
Patricia Aburdene, Contributor to "Megatrends" and co-author with James Naisbitt of "Age of the New"
- **What Makes A Champion**
Dr. Charles Garfield, Psychologist President, Performance Sciences, Inc.

Midday

All-Morning Speakers Available For One-On-One Sessions

- **Recruitment — How to interview without the underground connection**
Gary Kaplan, Managing VP Korn Ferry International
- **Skills For Success — Time Management**
Adele Scheele, Author and Career Strategist
- **Budgeting For Research And Promotion**
Jhan Hiber, President, Hiber, Hart & Patrick

Evening

Cocktail Party.

Case study team meetings and solution planning.

FRIDAY

Morning

- **How To Manage The Creative Ego**
Ron Saltzburg, Sr. VP Group Creative Director N.W. Ayer Advertising
- **Relating To The Egos Around You**
Dr. Sharon Crain, Psychologist
- **Management Training And Organization**
Don Payne, VP Employee Relations Mattel Electronics

Midday

All-Morning Speakers Available For One-On-One Sessions

- **Identifying Programming Trends**
John Parikh, VP Joint Communications
- **Venture Capital — What, how, and why**
Art DeIvesco, General Partner, Wind Point Partners
- **Everything You Always Wanted To Know About Buying A Station But Were Afraid To Ask**
Robert O. Mahlman, President The Robert O. Mahlman Co.

Evening

Wine & Cheese Party
Case study team meetings and solution planning.

March 15-17, 1984
Century Plaza Hotel,
Los Angeles

The time is right to bring a small group of top programmers together for a new kind of information exchange ... a thought-provoking, intensive seminar. The group will be learning from the highest quality professionals in a range of subjects that affect the everyday business life of a program director. This seminar is designed to help today's PD continue to grow and meet the unique challenges of the future.

SATURDAY

Morning

- **Case Study Solution**
Team Response Dwight Case, President, R&R Companies
 - **Where Is Cable Going In Relation To Radio**
Paul Bortz, Brown, Bortz, Coddington
- Wrap-Up
Dwight Case, Jonathan Hall

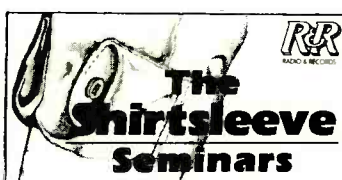


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DIRECTION '84

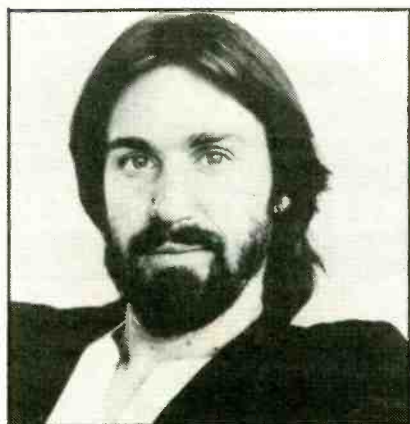


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DAN FOGELBERG
"The Language Of Love"



CHR BREAKERS 173/81 76% **CHR #1 MOST ADDED**

AOR Albums: 24 **AOR BREAKERS** AOR Tracks: 27

Debuts February 1 On MTV At 10PM/EST Dan Fogelberg's "The Language Of Love"



PATTI LABELLE
"If Only You Knew"

CHR
SIGNIFICANT ACTION

Four Weeks At #1 On The Black/Urban Chart!
Now Crossing At:

B104 26-24	Z93 10	WBBQ 20-15	KSKD add	WNVZ 31	KBFM
WXKS-FM 34-31	I95 22-20	KXX106 deb 28	KHYT 34-29	KQMQ 36-34	KTFM
WNYS 17	Y100 24-19	KAMZ 26-23	103CIR add	WKEE	WGUY
WPLJ 11	KEARTH deb 28	94TYX 38-29	WJBQ add	WZLD	WERZ
Z100 10-8	KIIS-FM add	KX104 28-23	Q101 36-29	WNFI	WJAD
WCAU-FM deb 39	WTIC-FM add 31	WSFL deb 37	Z102 19-17	WRQK	KNOE-FM
B94 add	WSPK add	WHOT 36-32	KTRS add	WANS-FM	



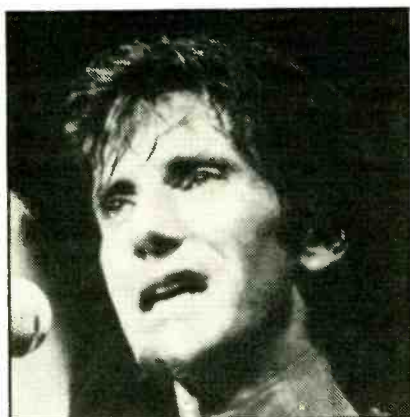
ADAM ANT
"Strip"

CHR
SIGNIFICANT ACTION

WPHD deb 37	WKDQ deb 40	KQIZ-FM add	WZPL	KCDQ
Z100 add	WGRD 39	Q104 add	WJXQ	KGHO
WCAU-FM add	KJ103 16-11	WYKS add	WRQN	KZOZ
B94 29-23	WRKR 7-5	KYTN deb 34	K107	KIST
Q105 add	WHOT add	KCBN 31-19	KQMQ	
KZZB add	KBBK add	WKEE	KSKD	
WNFI deb 40	WIKZ deb 34	KHFI	WERZ	
WOKI deb 32	WOMP-FM add	KBFM	KKQV	



Watch On MTV



JOHN CAFFERTY
& The BEAVER BROWN BAND
"Tender Years"

CHR
SIGNIFICANT ACTION

WXKS-FM	WGCL	WZLD	KITY	KHOP	13FEA
WPHD	KHTR	WNFI	WZPL	KIDD	WJBQ
WCAU-FM	WLAN-FM	WOKI	WJXQ	KSKD	Q101
PRO-FM	WRCK	KX104	WRKR	WGUY	KCDQ
Q105	WKRZ-FM	WSFL	WHOT	WIGY	KBIM
				WERZ	KZOZ



Watch On MTV

THE ROMANTICS' New Single "One In A Million"

ON YOUR DESK NEXT WEEK



On The Records



KEN BARNES

Valentine Records — Totally Blitzed By The Heart

In the constant quest for holiday programming (besides Madonna), the next holiday, Valentine's Day, should present no significant problems. On February 14, you gotta have heart, and that's a subject popular music has no shortage of. There are hundreds of hit songs about hearts, right up to recent records like "Total Eclipse Of The . . .", "Straight From The . . .", and "Time (Clock Of The . . .)", plus specific Valentine records like the Elvis Costello and Motown summit meeting special pictured.

The subtopical jungle of songs about the heart is extensive and intriguing. The Bee Gees wondered how to mend a broken one, while the Young Rascals claimed they weren't gonna eat theirs out any more. The Soul Survivors were snarled on the expressway to yours, while Robbie Dupree raced with the hot rod variety. Neil Young said it was gold, Blondie said glass, the Rolling Stones held out for stone, and Elvis Presley felt it was wooden. And the Coasters, Furys, Tramps, Move, and Judy Garland, among others, discovered, in a curious medical phenomenon, that the strings of theirs tended to zing at appropriate moments.

Anyway, rather than continue this heartening exchange, I'll wind up by offering hearty wishes in advance for a happy Valentine's Day for all. (You can tell . . . I'm all heart.)



Motown shows heart, plus a funny valentine from Elvis.

Follow-Up Dept: Michael Jackson did set the record for highest CHR chart position achieved by a song not released as a single,

Going Solo For Black/Urban Success

One proven path to stardom is the group member who splits from the band to go solo. The R&R charts are full of examples — on the A/C and CHR charts, for example, everyone from Nick Heyward (ex-Haircut One Hundred) and Cyndi Lauper (Blue Angel) to Billy Joel (Attila, Hassles) and Paul McCartney (former affiliation left as an exercise for the reader) followed the group-to-solo route.

The same goes for the Black/Urban chart. There are recent solo recruits like Lionel Richie from the Commodores and Jeffrey Osborne from LTD. Then there are artists who separated from their groups long ago (Diana Ross/Supremes, Philippe Wynne/Spinners). George Clinton and Ray Parker Jr.'s groups (Parliament/Funkadelic, Raydio) were essentially mere vehicles for their creative output, while Philip Bailey still sings with Earth, Wind & Fire. Ron Banks used to lead the Dramatics, while Howard Johnson was part of Nitelyte and Jenny Burton was C-Bank's



Lionel, Ray, and Diana in pre-solo days.

lead singer. And finally, Luther Vandross and Patti LaBelle had easier transitions to solo status, as both their groups (Luther and LaBelle) were named after them.

as "Thriller" made it to No. 8 last week, just ahead of the single release.

An amusing but somewhat dubious Quiet Riot anecdote contends the band got its name after hearing a strongly-accented British musician pronounce the phrase "quite right."

UB40's "Red Red Wine" was originally a minor hit for its composer, Neil Diamond, in 1968. But the group, who grew up in Birmingham, England as reggae fanatics, took the song from a 1969 British minor hit by reggae artist Tony Tribe. In fact they once said they didn't even know it was a Neil Diamond song until they had to check for publishing rights.

Death Of Novelties Exaggerated

I knew I was asking for it when I deplored the scarcity of novelty records about Cabbage Patch Kids. So far I've been notified of "Kabbage Head," a spoof concocted by WOBM-AM & FM/Toms River, NJ; the new wave-ish "Cabbage Patch Dolls" by John Koromyas; and "Cabbage Patch Christmas" by Kristin, a child's plea for the elusive dolls.

In the same item I talked about cabbage patch novelties, I also facetiously wondered

why no one had updated Allen Sherman's "Hello Mudda, Hello Fadda" to chronicle the events in Grenada. Well, somebody did; specifically, singer/songwriter Betsy Berg, who reports she got some New York airplay on a cassette version she sent out, but that the speed of the Grenada operation made it impractical to get the record pressed and distributed in a timely fashion. So now we know . . .

Record News

According to Motown sources, Lionel Richie's "Can't Slow Down" LP has become the largest-selling album in the label's history. Lionel just beat Stevie Wonder's "Songs In The Key Of Life" for that honor. And the No. 3 album is Lionel's first album . . . Platinum Product: Robert Plant's "The Principle Of Moments" and Yes's "90125" just hit the platinum mark . . . Golden Touch: Hank Williams Jr.'s "Family Tradition" LP and Big Country's debut, "The Crossing," recently went gold.

McVie — Better Than Perfect

With Christine McVie's new solo album, modestly titled "Christine McVie," just out, people (like me, for instance) may be calling attention to her first solo album. That LP came out in 1970 under her maiden name, "Chris-



Christine McVie in the Past Perfect tense

time Perfect," and was reissued (as pictured here) in 1976.

Although McVie in interviews does not recall the album with much fondness, it did include a substantial British hit in "I'd Rather Go Blind" (an Etta James cover later done by Rod Stewart). The LP followed her earlier recordings with British blues band Chicken Shack, and soon after its release she joined her husband John McVie in Fleetwood Mac, in time for their 1971 LP "Kiln House" (whose cover she created), although she wasn't accorded full group membership credit until the next year's "Future Games" album. Since she joined Fleetwood Mac, she has not recorded solo until the current single; however, she now joins Lindsey Buckingham, Mick Fleetwood, and Stevie Nicks in the solo ranks, leaving John McVie as the only Mac member who hasn't recorded on his own.



ONE YEAR AGO TODAY

- DENE HALLAM NAMED PD AT WKHK/NEW YORK
- ANDY BEAUBIEN BECOMES KSSR/HOUSTON PD
- FRANK JONES SR. VP FOR POLYGRAM COUNTRY
- LARRY MOFFITT SET AS KWK/ST. LOUIS PD
- MARK BOLKE NEW PD AT KPKE/DENVER
- NUMBER ONE CHR: "Down Under" — Men At Work (Columbia) (5th week)
- NUMBER ONE A/C: "You Are" — Lionel Richie (Motown)
- NUMBER ONE COUNTRY: "Til I Gain Control Again" — Crystal Gayle (Elektra)
- NUMBER ONE BLACK: "Billie Jean" — Michael Jackson (Epic) (2nd week)
- NUMBER ONE AOR TRACK: "Hungry Like The Wolf" — Duran Duran (Capitol) (3rd week)
- NUMBER ONE LP: "The Distance" — Bob Seger (Capitol) (4th week)



FIVE YEARS AGO TODAY

- BOB FEAD NAMED VP/SALES & DISTRIBUTION FOR RCA
- CHUCK MARTIN BECOMES PD AT KHJ/LOS ANGELES
- MIKE PAPALE NAMED VP AT ISLAND
- NUMBER ONE CHR: "Da Ya Think I'm Sexy" — Rod Stewart (WB) (2nd week)
- NUMBER ONE A/C: "Lotta Love" — Nicolette Larson (WB)
- NUMBER ONE BLACK: "I'm So Into You" — Peabo Bryson (Capitol) (3rd week)
- NUMBER ONE COUNTRY: "Every Which Way But Loose" — Eddie Rabbitt (Elektra)
- NUMBER ONE LP: "Blondes Have More Fun" — Rod Stewart (WB) (4th week)



TEN YEARS AGO TODAY

- GIL BELTRAN NAMED PRESIDENT OF MGM RECORDS
- OSCAR FIELDS VP/MARKETING FOR GRC RECORDS
- NUMBER ONE CHR: "The Way We Were" — Barbra Streisand (Columbia) (3rd week)
- NUMBER ONE COUNTRY: "I Love" — Tom T. Hall (Mercury) (4th week)

TV News

Mick Jagger is interviewed on "Friday Night Videos" Feb. 3 . . . "Solid Gold" for the week of Feb. 3 stars Sheena Easton, James Ingram & Michael McDonald, the Oak Ridge Boys, Quiet Riot, Lionel Richie, the Romantics, and Tina Turner . . . Howard Johnson and Tom Tom Club are on "Soul Train" the weekend of Feb. 4 . . . Ray Stevens is on "Backstage At The Grand Ole Opry" Feb. 5 on the Nashville Network; the same day, same network, Conway Twitty guests on the "Tommy Hunter Show" . . . "The Compleat Beatles" video debuts on cable Feb. 7 on Cinemax . . . Deborah Allen appears on "Thicke Of The Night" Feb. 9.

SOME "SECRETS" ARE MADE TO BE BROKEN...



SHEENA EASTON "ALMOST OVER YOU"

FROM THE ALBUM "BEST KEPT SECRET"
PRODUCED BY GREG MATHIESON

"... Phones and sales after only 4 weeks of play. Best lyrics of any ballad we are playing." **Z-93—John Young**

"... Sales and phones busted wide open the same week. As big or bigger than, 'For Your Eyes Only.'" **94Q—Jim Morrison**

"... Premier Pop Female Vocalist of the '80s, with a mass appeal record crossing of contemporary formats. She's a shooting star." **B-104—Jan Jeffries**

"... Singles sales have increased weekly and the album is doing very well." **Turtle's Records in Atlanta—Bob Hogan**

"... If you can't play Sheena's 'Almost Over You,' change your format." **WKBW—Sandy Beach**

"... One of the prettiest ballads on the air today." **WCAU-FM — Glenn Kalina**

"... If you're looking for adult females, this is the one that pulls the requests." **WLAN-FM — Todd Halliday**

CHR BREAKER



EMI
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AVAILABLE ON EMI AMERICA RECORDS
A HIGH QUALITY XTR CASSETTES

Datebook

MONDAY, FEBRUARY 6

Sophisticated Lady

Natalie Cole turns 34 today. Her first performance was with her dad, **Nat "King" Cole**, in a stage version of "Gigi," although it wasn't until she went off to the University of Massachusetts that she began singing professionally. After a series of albums for **Capitol** between 1975 and 1981, Cole went on hiatus for two years amid rumours of personal problems and label disputes. Last summer she returned with an album on **Epic**.

Also born on this day in 1943, teen-idol turned actor **Fabian Forte**.

TUESDAY, FEBRUARY 7

Caution: Hardhat Area

Unless you lived in New York or Los Angeles—or went to one of those cities—you probably didn't get to see **Pink Floyd's** American "Wall" tour. It began on this day in 1980 with seven days on the West Coast before moving to the Nassau Coliseum for another week-long stint. In keeping with the LP's theme, roadies used styrofoam blocks that walled in the band as the show progressed and were torn down at the concert's finale. Because the LP's descent-into and return-from-madness theme was often thought to be about ex-leader **Syd Barrett**, there was speculation among Floyd fans that on the tour's final night, the roadies would tear down the wall and Barrett would be there to rejoin his band. Barrett never did rejoin the group and **Roger Waters** later told interviewers that the wall described in the album was primarily his own.

— 1964/The **Beatles** arrive in New York for the first time.

WEDNESDAY, FEBRUARY 8

Williams's Big Score

The movie composer who owes his rock stardom to a shark turns 54 today. Juilliard-grad **John Williams** switched from sessions to soundtracks in the late '50s with films like "I Passed For White," "Gidget Goes To Rome," and **Dick Clark's** "Because They're Young" among his first efforts. By the late '60s and early '70s he was scoring and/or directing music on bigger-budget pictures including "Valley Of The Dolls," "Jane Eyre," and "Fiddler On The Roof." For somebody with more than 55 credits ranging from Hitchcock to "Heidi," the music for "Jaws" might have been just another job. But Williams's rumbling score contributed significantly to the film's success, and he had his first pop hit with the movie's theme. Since then, Williams has been on the Back Page with themes from "Star Wars" (with the **London Symphony Orchestra**) and "Close Encounters Of The Third Kind."

Other birthdays: Songwriter **Barry Mann** 1939, **Tom Rush** 1941, **John Ford Coley** 1948. **James Dean** would have been 53.

THURSDAY, FEBRUARY 9

King Of Songwriters

For roughly two decades, **Carole King** defined the pop mainstream, first from the wings and then out front. Born **Carole Klein** in Brooklyn on February 9, 1942, she was recording her own singles as early as 1958, but throughout the sixties, King was best known for writing (and co-writing) pop songs that adapted to almost any genre. Among her credits: "Locomotion," "Will You Still Love Me Tomorrow," "You've Got A Friend," "Wasn't Born To Follow," the **Animals** song "Don't Bring Me Down," and the **Everly Brothers'** "Crying In The Rain," recently recut by its author as a synth-rock. It was her partnership with **James Taylor** and ex-**Fug** **Danny Kortchmar** that led to 1971's "Tapestry," the album that finally made her better known than her writing credits.

— 1964/The **Beatles'** first appearance on "Ed Sullivan."

Also born this day: **Barbara Lewis** 1944.



FRIDAY, FEBRUARY 10

Donovan & Flack Born

Donovan Leitch turns 38. Although his trademark hit "Mellow Yellow," with its references to an "electrical banana," was long thought to be a drug reference, Donovan has recently been telling interviewers that the "banana" was a sexual appliance. After about six years off, Donovan returned to recording in 1982 with the British single "Lay Down Lassie" and a recent American LP, "Lady Of The Lake."

Meanwhile, **Roberta Flack**, who defined "mellow" for a subsequent generation, turns 45 today. She was born in Asheville, NC and attended Washington, DC's Howard University, returning later to DC and singing in clubs on Capitol Hill until the normally non-mellow **Clint Eastwood** reactivated her version of the folk standard, "The First Time Ever I Saw Your Face," in "Play Misty For Me."

— 1968/The **Beatles** sever their ties with **Brian Epstein's** **NEMS** organization and form **Apple**.

Also born today **Peter Allen** 1944.

SATURDAY, FEBRUARY 11

Sweet Gene Vincent

The heading is a reference to an **Ian Dury** song from a few years back. Dury was one of a number of British artists who had Vincent's almost violent energy in mind at the outset of punk-rock in the mid-'70s. Vincent is most famous for his 1956 rockabilly classic "Be Bop A Lula." He was born **Eugene Vincent Craddock** in Norfolk on this day in 1935. After leaving Korea with a permanent limp, he returned to Norfolk in 1955 to form the **Blue Caps** (named after President **Eisenhower's** golf hat). **Capitol** signed him in the wake of **Elvis Presley**. On tour in England in 1960, he suffered further injuries in the auto crash that claimed **Eddie Cochran's** life. Vincent remained a major influence in the UK, first to teddy boys, then to punkers, but never managed his own comeback, dying of a bleeding ulcer in 1971.

— 1964/The **Beatles'** first US concert in Washington, DC.

SUNDAY, FEBRUARY 12

Motown Shops For First Million Seller

For the first two years of its existence, **Motown** functioned primarily as a local Detroit label. Its first big hit, **Barrett Strong's** "Money," was actually a pickup from **Anna**, the label named after **Berry Gordy's** sister and owned by another sister, **Gwen**. Earlier hits by **Marv Johnson** and the **Miracles** were produced at Motown but released through **UA** and **Chess**. But in 1961 the label was releasing its own product nationwide. When one of its tracks became a Detroit hit, Gordy had the artists recut it; the resulting single, a much slicker version of "Shop Around" than the one Midwest listeners first heard, became the first gold record for Motown and also for its artists, the **Miracles** (featuring **Smokey Robinson**). Besides establishing the label and the group nationwide, "Shop Around" defined the label's releases for the next three years, giving Motown rock a more boisterous sound than the one associated with the label after 1964.

— 1964/The **Beatles** make their New York debut at Carnegie Hall.

Birthday: **Ray Manzarek** of the **Doors** 1943.

Chinese Broadcasters Guests Of Guild



A seven-member delegation from the People's Republic of China visited the United States in November to learn about American children's programming. Family Radio Programming and McGavren Guild Radio hosted a conference on children's radio for the visitors. Shown (l-r) back: Family Radio President George Morency, Chinese broadcasters Xiao Yufeng, Sun Zilun, & Wang Junling, and Family Radio VP Miles Siegel. Front: McGavren Guild's Erica Farber, Chinese broadcasters Yan Juxia, Shen Baroqing, Yi Xingying, and Li Zhenhui, and Public Broadcasting Consultant Pat Connors.

Oaks Tee Off At MCA



The Oak Ridge Boys dropped in on MCA's Los Angeles headquarters to drop off new T-shirts and spiked Ozark Mountain Jubilee ice cream. Shown here with the shirts, which understandably outlasted the ice cream, are MCA Records President Irving Azoff, Oaks Joe Bonsall, Duane Allen, Richard Sterban, and William Lee Golden, Jim Halsey Executive VP Dick Howard, and MCA's Bob Schneiders.

Gaynor And Silver Blue Join CBS



Gloria Gaynor and Silver Blue Records have both contracted with CBS with Gaynor's first single, "I Am What I Am," just reissued on Silver Blue/CBS. At the signing with Gaynor (seated) are (l-r): E/P/A Senior VP/GM Don Dempsey, American Worldwide President & Gaynor manager Linwood Simon, consultant Joe Kolski, Silver Blue President & producer Joel Diamond, CBS Associated VP/GM Tony Martell, E/P/A's Dan Beck and E/P/A VP T.C. Thompkins.

Shean Named GSM At KSDO-AM & FM

John Shean has joined Gannett's KSDO-AM & FM/San Diego as General Sales Manager after serving four years as Local Sales Manager for XTRA-AM & FM/San Diego. He replaces Tom McMillan, who joined KNX/Los Angeles as National Sales Manager.

Commenting on Shean's hiring, KSDO-AM & FM GM Chris Conway told R&R, "John is 'Mr. San Diego.' He knows everybody in this town. Besides being a tremendous talent and a good guy, he will give us the local identity we need at the agency and advertising level. His depth and experience make him a delight to have on staff."

Shean commented, "Being here for 11 years has given me the chance to observe these fine stations from afar. KS103 is full of the tremendous momentum once generated by XTRA when it first kicked off. Because KS103 is a local station, we are better able to serve the particular needs of San Diego, since XTRA takes a regional approach, splitting its attention between this town and Los Angeles. I'm happy to be here and look forward to a long association with Chris and Gannett."

It was also announced that Ron Bain, who was most recently Eastern Marketing Manager for CBS Television, has joined the Gannett outlets as Local Sales Manager.

RETURNS TO HOMETOWN

Stevens Appointed To Program WMJQ

WVIC-AM & FM/Lansing PD Jay Stevens is leaving after just under a year to become PD at WMJQ(Q92)/Rochester. He replaces Dave Luczak, who resigned to join morning show partner Don Michael Girard at an as-yet-unannounced station outside the market.

Stevens told R&R, "I think this is an outstanding opportunity to return to my hometown and show some people what I can do. While I'm very happy here, this is a chance I can't let go by the boards. I see WMJQ just as WVIC was a year ago. Q92 is just beginning to make an impact, and I see

a lot more growth ahead. I want to thank my GM Bob Goodrich for the opportunity to work here. He's tremendously committed to winning, and WVIC will continue to do so because of that commitment." WSSX/Charleston PD Bill Martin has been tapped to replace Stevens in Lansing.

Holcomb

Continued from Page 1

just going to be adding to that success."

No replacement for Holcomb was named at Stereo Broadcasting.

KZRQ

Continued from Page 3

ministrator. He's been with me for three years now, and his loyalty and responsibility as a broadcaster are hard to come by. Clay Gish is a remarkable young man whose expertise and contacts will be invaluable to this operation and to the future of this company. We plan to grow, and Clay will be there at the forefront of our future acquisitions. I feel Clay's innovative programming ideas will make KZRQ a unique entity within the Houston radio community."

Smith

Continued from Page 3

months in and out of WPYX, but it's a healthy radio station and will continue to be so. I've got a job to do at WGRQ — to bring it back up. The station has been sliding for a couple years, and Buffalo is a highly competitive market, but I'm happy to be back with Taft Broadcasting."

Previously Smith had worked at Taft's WLWQ/Columbus as MD, before joining WPYX for his first programming job.

Mitchell

Continued from Page 3

tor/Advertising & Promotion at WCOL. Binau was formerly Broadcast Manager/Advertising for Lazarus Department Stores, a sister company of the Federated retail chain. No replacement for Mitchell was named at KBFM.

TRANSACTIONS

Continued from Page 3

months, making it too early to speculate on possible format or staff changes.

The acquisition brings ABC's radio portfolio to six AMs and seven FMs. Its current properties include WABC & WPLJ/New York, WLS-AM & FM/Chicago, WXYZ & WRIF/Detroit, KSRR/Houston, KABC & KLOS/Los Angeles, WMAL & WRQX/Washington, and KGO/San Francisco.

Hicks, headquartered in Dallas, retains KAYI/Tulsa, KNOW & KEYI/Austin, KLVII/Beaumont, KLAR/Laredo, and KYKR/Port Arthur, TX.

Outlet Strikes New WSNE Deal

Outlet Broadcasting has announced the sale of WSNE/Providence (Taunton, MA) to Don Wilks and Michael Schwartz, subject to FCC approval, for \$3.6 million. The announcement marks a reversal of Outlet's late November statement that the station would be sold to 2100 Corp., headed by Paul Levesque, Donald Lopes and Thomas DePetrillo.

WNSE operates on 93.3 MHz with 30kw and antenna height of 620 feet. Outlet is spinning off the property to retain WJAR-TV/Providence and still comply with the FCC's one-to-a-market rule after the group's acquisition this week by Rockefeller Center, Inc.

Blackburn & Co. brokered the transaction.

WKRZ-AM & FM Sold For \$5.3 Million

Don Wilks and Michael Schwartz have sold WKRZ-AM & FM/Wilkes-Barre, PA for \$5.3 million to Reliance Capitol Group, a division of New York-based Reliance Holding Group, pending FCC approval. Once Reliance takes over, Stan Gurell will become CEO for the two stations.

Owned by Wilks and Schwartz since 1980, WKRZ (AM) operates at 1340 kHz with 1kw days and 250 nights with an all-News format. WKRZ-FM is a CHR station with 50kw at 98.5 MHz.

Caravelle Purchases WISP & WQDW

Joyner Broadcasting Corp. has sold WISP & WQDW/Kinston, NC to Caravelle Broadcast Group of Kinston for \$1.8 million, pending FCC approval. WISP operates with 1kw days and 250 watts nights on 1230 kHz, while WQDW has 3kw on 97.7 MHz and antenna height of 248 feet.

A. Thomas Joyner, President of Joyner Broadcasting, has no other broadcast interests. Caravelle also owns no other stations. It is a limited partnership comprised of Washington, DC communications attorney Howard Schrott, Charlotte attorney Robert Beacham, investment banker Norman Schrott of Alexandria, VA, and Roger McBride, former principal in the NBC-TV series "Little House on the Prairie."

Blackburn & Co. brokered.

Coastal Sells WETT & WWTR For \$2.6 Million

Coastal Telecommunications has sold both of its radio broadcast properties to William Tart and Resort Broadcasting of Maryland for \$2.6 million. Oldies/sports station WETT/Ocean City, MD and AOR-formatted sister WWTR/Bethany Beach, DE were the only stations held by Stuart Frankel, President of Coastal. Tart also owns WANC/Aberdeen.

WETT broadcasts on 1590 kHz at 1kw during the day and 500 watts at night. WWTR operates at 95.9 MHz with 3kw.

Paul Simon Partner In WWHB Buyer

South Fork Broadcasting, principally owned by recording artist Paul Simon, his brother (and former recording artist) Edward Simon, and TV producer Lorne Michaels have agreed to purchase WWHB/Hampton Bays, NY from EFEM, Inc. for \$825,000, pending FCC approval.

Located in Eastern Long Island, WWHB is a Class A 3kw FM outlet at 107.1 MHz, with an antenna height of 300 feet. The station programs an A/C format.

EFEM, Inc. owns no other radio properties, while WWHB represents South Fork's first acquisition. Takeover is expected in early April. Joe Strick and Tony Rizzo of Blackburn & Associates served as brokers.

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WHTX	XTRA	WGFM	WANS-FM	WZPL	KSKD
WBLI	WFLY	WKFM	WZYP	WJXQ	KHYT
PRO-FM	WVSR	WPST	WOKI	Z104	KRQ
93FM	K104	WRCK	KBFM	WRKR	
WGCL	WYCR	WKRZ-FM	WSFL	WRQN	
KIMN	WTIC-FM	WBBQ	KTFM	WHOT	



CHR NEW & ACTIVE

BLUE ÖYSTER CULT "Shooting Shark"

WPHD	WKDD	WFBG	95XIL	WIXV	WSPT
K104	WJXQ	WIGY	WOMP-FM	WBNQ	KCDQ
WRCK	WRKR	103CIR	KQIZ-FM	WBWB	KSLY
WZLD	WHOT	WERZ	WJAD	KYTN	KOZE
WOKI	KSKD	OK100	WYKS	99KG	KZOZ



**CHR
SIGNIFICANT ACTION**

CHERYL LYNN

"Encore" Black/Urban Chart: 2

WXKS-FM on	Z100 14	KAMZ add	KQMQ add
WBLI add	I95 add	WRQK add	WJAD add
WPLJ 13	KIQQ on	KTFM add	

**CHR
SIGNIFICANT ACTION**



EARTH, WIND & FIRE "Touch"

WSFL	WRIE	KBOI	WWPA	WVBS	KBOW
KITY	WKGW	KKUA	KORQ	WJBC	KFQD
KIKI	WRKA	KUDO	WSKY	WCIL	KTWO
WFBR	WMAZ	WWNR	WCKQ	KFSB	K99
WCCO	WSRZ	WEIM	WCHV	KEEZ	KRNO
KHOW	WHBC	WTKO	WGSV	WHNN	KQSW
B100	WTRX	WKNE	WAGE	WJON	KRSB
WICC	WFMK	WSKI	KVIC	KKJO	KISN
					KALE



A/C NEW & ACTIVE

**Black/Urban
Chart: 20**



Contemporary Hit Radio



JOEL DENVER

WMAR READIES RETALIATION

B104 Stymies "Hot Hits" Onslaught

The influence of Mike Joseph's "Hot Hits" format on CHR radio has been highly touted. There are many who would agree that Hot Hits was instrumental in showing programmers the value of playing the most popular current hit music, as opposed to oldies. In several cases it's resulted in spectacular ratings success. Hot Hits, or any permutation, works because the audience hears the most popular records on a continual basis!

If I were programming an established CHR station, and heard Mike Joseph was coming to town, I would have several options to consider: look for a new job, admit defeat, or fight like hell to beat Hot Hits. B104/Baltimore PD Jan Jeffries decided to exercise the third option. He went on record in this column (9-23) last year as "wanting to be the first station to beat Hot Hits." In their first Arbitron matchup, he's succeeded in holding PD Gary Franklin's WMAR to a modicum of success. As in any ratings race, the story is far from over.

Stopping Hot Hits

In the face of a full frontal assault from WMAR, Jan did maintain the lead, suffering only a one-share loss, 7.8 to 6.8, while WMAR debuted with a 2.8. How did he do it? "Basically, we stayed with our gameplan. We've adjusted, as has everyone, to the better current product available. I doubt there would have been much difference in what we did this past book whether WMAR was on the air or not. We simply streamlined our music library to make it more compatible with today's music, just as any station should from time to time."

Knowing that Hot Hits doesn't play any oldies, Jan can air just a few key titles to vary the on-air impression generated by B104. He told me the gold content varies from daypart to daypart, but in general, "We play from three to five oldies an hour, squeezing in 13 to 14 songs each hour. We use a two-tier recurrent category as well."

"Our oldies are not especially deep. However, we feature the 'B104 Moldie Oldie' of the morning and afternoon, which can date back to the '60s. We reflect back with a ten-second vignette about what was happening when the record was a hit, and then air the song. Immediately following, we slam into a power to bring the format back to where it should be. Highlighting an old song in a feature situation prevents anyone from thinking we are an Oldies station."

Winning Fall Promotions

In his efforts to maintain an edge, Jan handed out a lot of cash. His station called on a previously successful promotion, "B104 Money In The Music." Each day a new set of four songs was promoted, and when heard in any order, they were worth \$104 for the correct caller armed with the phrase that pays, "B104 Means Music." On Thursdays (the first day of the Arbitron week), the contest was worth \$1004.

"We also had Rick Springfield appear in a 'Toys For Tots Concert' at the Baltimore Civic Center. We put booths in all the major malls on a rotating basis. Listeners could drop off a new toy worth \$4 or more to get two reserved seats to see the concert. We also gave some away on the air by taking

104 winners at a shot from time to time. You can imagine the excitement this mass giveaway caused.

"In addition, we're heavily involved with the 'March Of Dimes Walk-A-Thon,' which draws 45,000 walkers, the largest one in the country. B104 is also known for presenting screenings for most of the better motion pictures. If there is anything going on in Baltimore of a civic nature, we tend to be actively entwined with it, especially when it relates to our core audience."

Big Numbers And Demos

Since signing on in the summer of 1980, this past book was only the second down book out of 11 for B104. "In fact, this is our most salable Arbitron," said Jan. "When we got the book and looked at what made up our 6.8 share, we were amazed. This is the first book we've been number one in women 25-49 and 25-54. In 18-49 adults we're number two to (AOR) WIYY by only one-tenth of a share. Even though we went down in our 12+ share, this is also the first book that we're the top contemporary station; we actually fell to number one!"

"We're dominant in teens as well, dropping only a hair over one share while WMAR is in third place. In 18-34 men we're number four behind WIYY, WXYV, and WWIN-FM. In 18-34 women we're number one, and in 18-34 adults we've come up to number two. As a result we're going to get the lion's share of any commercial buy coming into Baltimore."



Sharon Johnson, winner of the WMAR Hot Legs Contest.



B104 staffers at recent victory party. Shown (l-r) PD Jan Jeffries, afternoon rocker Willy B. O'Brien, late night personality Susie Roesser, News Director Wally Hinds, morning maniac Pat Reilly, all nighter Brian Carter, night rocker Beau Richards, and Music Assistant Amy Kronthal.

B104

WBSB FM

MEANS MUSIC



Jan Jeffries

Jan gave me the rundown on the rest of his competition: "There is another CHR in town, WQSR, at 105, but they've changed formats so many times they aren't really a factor. Over at Urban-formatted V103 (WXYV) they've begun to play a lot of CHR crossovers, so they suffered a lot at the hands of Black-formatted WWIN-FM. So there is contemporary music at 103, 104, 105, and 106 from WMAR. And from Washington, we get a bit of competition from WAVA at 105, which grabbed a 0.9 share, and from Q107, managing a 1.7 share of the book."

"I doubt there would have been much difference in what we did this past book whether WMAR was on the air or not."

—Jan Jeffries

Cool Reception For Hot Hits

I asked Jan why Hot Hits didn't score as well in Baltimore as it has in other markets. "To be honest, I wasn't sure what their impact was going to be. As history dictates, WMAR should have cleaned our clocks! Especially since the format does very well with teens and 18-34 females, who can change favorite stations in a heartbeat."

"B104 held them off for a number of reasons. First, we are very active in promotions and music. We are simply more mass-appeal than they are. Quite frankly, WMAR sounded like some of the other stations, including WLPL (now WYST) and WQSR (formerly WKTK), that've come after us. The only difference between WMAR and those who've tried before is they double-jingle everything."

"WMAR had a ton of TV spots running on their own TV station, Channel 2. It was just an average spot, nothing too exciting. I ran some TV, but they ran 10 spots for every one of ours. We had no billboards, or bus-cards, but they did. All we had was a bit of TV, the promotions, and the on-air product, which makes us very proud of our victory."

Ready For Rounds Two And Three

It's generally acknowledged that B104 has something of a signal problem in some

areas. In this arena, WMAR has superior coverage. How does Jan make up for this? "Our audio is the best in the city, and I believe it makes us more listenable than WMAR. Our signal isn't as bad as some make it out to be. We have our holes here and there," he admitted, "but our chief engineer has made us sound superb."

"When I heard Mike Joseph was coming in here, I was concerned, as I respect his abilities. This was a rare opportunity to show everyone we know what we're doing. If we had copped an attitude that WMAR couldn't hurt us, we might have been devastated. There's a fine line between reaction and overreaction, which can ruin you."

"This job is like being a football coach. I've been on the playing field before as a jock, so I know what it's like. We know our patterns, and we just modified them a bit for the new offense from WMAR."

Over the last few months B104 has introduced a bit more personality than it's known for displaying. Jan reasoned, "Every member of the airstaff, without exception, knows what we're doing, and they are all headed in the same direction. I don't want this to be a jukebox radio station. I believe we have some of the best jocks in the entire country working at B104."

"B104 has been rolling strong since 1980. Trying to stop B104 is like trying to stop a locomotive by putting a jukebox on the tracks. This station has so much momentum, and such a great staff, including management, sales, and promotion, that it's hard to stop us. I did beat Hot Hits, as I predicted, but I'll decline any further predictions except to say I think we will still be on top at the end of the winter and the spring book."

Gary Franklin:

"I'm Here To Stay"

"I'm having a great time in Baltimore and plan to stay here for a long time, no matter what anyone thinks," asserts WMAR PD Gary Franklin. He concedes, "Yes, Jan and B104 did beat Mike Joseph and Hot Hits the first time out, but you've got to look at us as going from a zero to a 2.8 share. When we changed format from Easy Listening to CHR, it was going from ground-zero. I also think B104's one-share

Continued on Page 28

B104 Stymies "Hot Hits" Onslaught

Continued from Page 27

loss went directly to us. The numbers speak for themselves, and while Jan is still beating us, this is only the beginning.

"My company (Abell Communications) is determined to become number one in the marketplace no matter how long it takes. After a series of high-level budget meetings, the Board of Directors have armed us with all the tools necessary. This is the flagship station for the group and it's very important for us to win."

WMAR^{FM} 106 Hot Hits!

More Manpower

Gary has been wearing a number of hats since being named PD. Not only does he do mornings and the programming, but he's had the added chore of planning and orchestrating all promotions. "I've just been given a major tool with the hiring of Ed Graham as my Promotions Director. Ed's been in Baltimore radio all his career, and he knows everyone in the city. With him setting up and coordinating all our details, it will give me the added time to spend on the creative side of programming. I firmly believe you'll see us make a big move in the ratings, thanks to Ed."



Gary Franklin



Larry Dalton



Davy Crockett



Mike Frazer



Pete Michaels



Jim Payne

Gary continued to analyze WMAR's first CHR book: "We are number three in teens but I already feel we've grown past that point. Unfortunately, B104 didn't lie down

and play dead. They're not only a good station, but they worked hard to maintain their position. WIYY, WXYV, and WWIN-FM are all very strong, so this is not a cakewalk."

How WMAR Made Gains

We've already heard from Jan what he did to hold his own, and now it's Gary's turn to show how WMAR achieved a 2.8 share in its first book. "Our main promotion was a game called 'Baltimore Big Bucks,' which is just like the 'Name Game' Mike uses elsewhere. The contest worked very well and was instrumental in helping establish our base. In just four months, we handed out well over \$20,000 in cash.

"We utilized our own TV station a great deal this past book, but we're going to beef that schedule up, plus spend more on promotions. We weren't entirely happy with the TV spot, and are designing a new one right now. For our outside appearances we utilize a 1941 open-air Mack fire truck, and have a new van arriving any day now. While we've been active on the streets, we'll be even more active with the warmer weather.

"Musically, we are very sales-oriented. We don't do any callout research. Mike and I both believe in checking out the box office reviews, which is what retail research is all about. As a result, we play a lot of Black/Urban crossovers pretty early, which helps

us crosscume with WXYV. We keep the black crossovers to about 7% of the list. We currently rotate 50 songs, and as you know we play no oldies or recurrenents at all. There is always fresh music to take the place of what's grown tired-sounding."

Sharing The Credit

Gary emphasized his high regard for the airstaff. "Every member of my staff has contributed greatly to our success so far. They are the hardest working group I've ever seen. When we become number one, they'll be one of the main reasons why." WMAR's lineup is: 5:30 to 9am PD Gary Franklin (WTIX/New Orleans), 9-noon Larry Dalton (WXLK/Roanoke), noon-3pm Davey Crockett (WZYQ/Frederick), 3-7pm Mike Frazer (WFBL/Syracuse), 7pm-midnight Pete Michaels (WCAU-FM/Philadelphia), and Chris Stevens doing all-nights. Weekends it's MD Jim Payne (WRVQ/Richmond) and J.J. Kane (WPKX/Washington).

Aiming At A B104 Bullseye

After observing B104 for a number of months and reevaluating his own strategies, Gary has reached a number of conclusions. "B104 is strong because of their aggressiveness, and because they've been here for a while. I don't think any of their on-air people are that strong, and I find them a bit cluttered-sounding, as they have

two, three, and four promotions on air at once. This confuses the listeners and works to our advantage. We just grabbed a movie promotion they wanted very badly, so we're beginning to make inroads on them at this level as well."

Gary predicted, "B104's signal problems will catch up with them this next book. While we have a great signal, we're making more improvements to make us louder and improve coverage. I've noticed B104 has begun to shadow our music, which will work to our advantage. By doing so, they're blowing off a certain sector of their core audience, which should translate to added numbers for WMAR.

"Again, let me stress that WMAR will be even more aggressive than before. There are a number of major promotions in the works which are coming together for the future. When we unveil them, it will be explosive news in the market. We believe in what we're doing, so we've only made a few minor adjustments, and have learned a great deal from our mistakes. I know this winter book and spring book are both going to be critical for WMAR, but we're committed to winning."

Bits

- Rock 'N Roll High School: KOPA/Phoenix and Atari teamed up for the "School Of The Year" contest. Students were encouraged to cast their vote for their school. The winning high school won up to 3200 tickets to see the Stray Cats.

- From Lexington To Tokyo For Asia! WFMI/Lexington, KY didn't think it was enough to send a listener to a local concert. So it sent a lucky listener to Tokyo to see Asia. The trip included three days, two nights, and 50,000 yen.

- Everyone's Gone To The Bowl: Super Bowl XVIII was set. The Raiders were to play the Redskins in Tampa. Somebody had to go to Tampa to keep Los Angeles informed. Who could do such a job? KHS-FM/Los Angeles's Rick Dees and his cast of thousands, of course. Accompanied by newscaster Liz Fulton and sportscaster Coach Charley Wright, Dees broadcast live from Tampa via satellite for three days.

- KFRC Hauls Out Major-Domo Dollars: KFRC/San Francisco PD Gerry Cagle reached deep into the corporate coffers and will be giving away over \$250,000 in cash to lucky listeners. Traveling in the Bay area with a KFRC bumper sticker could earn you up to \$1000. Knowing the correct cash call amount and getting the call is worth a minimum of \$10,000. And finally, the "big yazoo," which is KFRC's fancy name for "call in and win," will offer a minimum of \$100.

- Duran Duran's New 4½ Second Song: KBBK/Boise, ID put together a 4½ second medley of six Duran Duran songs to stump its listeners. The winner named all six songs in order and won a trip with her parents to see the first concert on the Duran Duran tour, in Seattle.

- A Punt Pays Off! WLS-AM & FM/Chicago morning man Larry Lujack pledged \$100 to the March Of Dimes for every punt dropped inside the opponent's 20-yard-line by Chicago Bears' punter Bob Parsons. Larry later decided to pledge \$1000 if Bob made a solo tackle after one of his punts or \$2000 if he runs or passes for a touchdown during a fake punt. Results being tabulated.

- Q107 Sends Listener To Another World! While NASA was sending up the latest shuttle, Q107/Washington was promising listeners two seats on a shuttle to "Another World." The morning team of Elliott & Woodside announced a lucky listener had won two seats on the Eastern shuttle to New York to see NBC's daytime soap opera "Another World."

Hot Hits Is Alive And Well

There are those who are quick to point to the demise of anything successful . . . AOR, Beautiful Music, A/C, CHR, or the format of your choice. Now, those same people are saying the same thing about "Hot Hits" just because WMAR/Baltimore and KITS/San Francisco haven't taken their markets by storm. To clear up any misnomers about the "early death" of Hot Hits, I spoke with Hot Hits creator Mike Joseph. He explained why WMAR and KITS have had different growth patterns from WCAU-FM/Philadelphia, WHYT/Detroit, and WBBM-FM/Chicago.

"The management and I both feel WMAR is on track. I think people have become spoiled by the fives, sixes, and sevens of a year and a half and two years ago. Let's be realistic. Markets are more competitive now than two years ago, and Baltimore is the first situation I've been involved with where there was already major FM competition so entrenched in the market."

Not A One-Book Wonder

"B104 had an eight-share advantage going in. This is not a one-book thing . . . it may take another book or two, and maybe a bit more. I've been involved in many delayed turnarounds. It took WFIL more than a couple of books to beat WIBG, and it took almost two years for WABC to become number one.

"I think WMAR had a good book in that it gained three points from starting at zero. I would have to agree we might have done better in teens, but all our major competitors are firmly entrenched, and none of them gave up. In some of the other markets we've been in, our competition has been more vulnerable.

"KITS is also doing very well. San Francisco is a very tough market. There are 12 rockers in the market when you count the AORs. As everyone knew going in, there were signal

problems, and they have just recently been cured. Look at the difference between what KFRC had when we came in and where they are now. They were number one in teens, and now we are. This is like it was in the old days when you come into a market and challenge an established station . . . it takes time."

Strong Competition

"Neither KFRC or B104 has given up. They've come at us with all guns blazing. They've ripped me off with slogans and whatever else they could dig up to preempt our impact," he charged. "It's really hard to beat your competition the first time out. When it happens you've pulled off a miracle; then people expect you to come in and wave a wand every time."

When Mike moves into his next Top 15 market in mid-February he may have a surprise for everyone. "The only reason I've done Hot Hits where I have is because there was a hole in those particular markets. If CHR isn't a viable opening in future markets, then I will do whatever format needed to insure success. I have no idea what sound I'll be doing from market to market. If everyone thinks Hot Hits is dead, all the better, because then I'll go back in and do it everywhere and wipe up the market."

Motion

WMEE/Ft. Wayne Assistant PD Tony Richards hands over MD duties to Scott Dugan, who retains his afternoon drive shift . . . Ron Seldon joins KHFI/Austin to do middays . . . KFMW & KWLO/Waterloo promotes KFMW PD Klipper McGee to Operations Manager for both stations, Scott Aber assumes PD duties of KWLO, and Mark Potter assumes Assistant PD duties at KFMW . . . KIDD/Monterey promotes Assistant PD Denny St. John to PD, replacing Johnny Morgan . . . Matt Patrick steps into mornings at WKDD/Akron, OH, replacing Brian Weaver, who exits to pursue other interests . . . Musical chairs in San Francisco includes Michelle Melsner exiting KITS to become MD at KYUU and Bonnie Beeman moving to KITS as Assistant PD from KQAK . . . Bill Lee takes on afternoons at WLOL/Minneapolis from KFRC/San Francisco.

Scott Summers is now doing PM drive at WNOK-FM/Columbia . . . Mr. T.J. joins mornings at WYSR/Charleston, WV from WKPE/Cape Cod . . . At WNYB/Buffalo, P.J. Fox adds Music Coordinator to his overnight shift, Kelly McCann drops his Assistant PD duties and takes on middays, new PD Bill Tod segues from middays to afternoons, and Pete Houseman is new to nights . . . Kevin Wagner exits the MD post at KEYN-FM/Wichita to become Production Director/mid-day man at KSKU/Hutchinson, KS . . . Switching around in Casper, WY is KVOC's Susie Scott, who exits to sales at KTRS, which loses Pat Bundy to KVOC as Sales Manager . . . WFGM/Fairmont, WV has changed its Beautiful Music format for CHR and needs service. Contact Bob Hank, 1101 Fairmont Ave., Fairmont, WV 26554.

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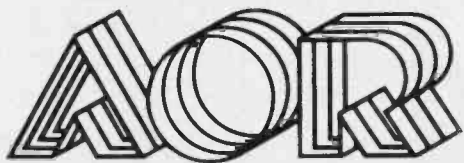


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STEVE FEINSTEIN

FORMAT CHECK-UP, PART I

AOR: In Sound Health

There's a myth going around in our business. The myth would have it that AOR is dying, and CHR is where the big numbers are. That myth is as full of holes as the heads of the individuals responsible for its perpetration.

The myth seems to emanate from two camps: self-appointed oracles from trade publications who claim the divine ability to ascertain which formats are "hot" and which are not, and broadcast decision-makers who need to cover themselves when switching out of AOR because their own lackluster execution of the format has met with poor results.

Charging any publication with irresponsible journalism is serious, so that accusation is leveled at the first of the two camps with careful consideration. It is irresponsible to make sweeping generalizations on the health of a format based only on opinion surveys of GMs, or tallies of stations that have switched formats. To paint an accurate picture of what's happening, you must add some common sense and interpretation to the equation. You can understand the big picture only by examining the reasons for each individual switch, and more importantly, the cyclical nature of radio formats. This takes more time and effort than simply issuing sensational pronouncements on the "health" of respective formats.

Why The Switches?

As consultant Jeff Pollack has observed, "Every station that has switched, with the exception of WPLJ/New York, has been the loser in the market. It's very simple — no matter what format, if you're not doing well, you're likely to switch formats." So what's all the hue and cry about? At worst, the AOR community loses a few weak sisters in this process of natural selection. Think about it — most of the stations that switched were not exactly legacies in their markets. Their format flight exemplifies the very lack of longterm commitment that it takes to build a dynasty in any format.

Most stations have ratings doldrums at one point or another, but those that stick it out instead of hopping aboard the latest format bandwagon usually survive and thrive. Within the past five years, stations such as WCMF/Rochester, WBCN/Boston and WQFM/Milwaukee faced direct competitors with 12+ shares twice as big as their own. Rather than run scared, they rethought their game plans, dug in, and emerged victorious. In each case, their competitors have since abandoned the format, with none reporting overwhelming results so far.

When you hear a GM huffing and puffing about AOR's alleged inadequacies, check his station's numbers. The anemic ratings may require him to deflect some heat from his station's poor showing. It's easier for a manager whose station is an also-ran to blame the format rather than accept responsibility for the marketplace's rejection of his product.

Ever notice that many of the stations that go CHR do it after others in the market have already grabbed the initiative? These radio lemmings merely continue being also-rans, only in a different format. Much to the chagrin of those who have switched rather than fight, CHR has not necessarily proven to be the panacea for iron-poor ratings.

Here are some case studies that compare stations' last full books as AORs with their first full books as CHRs. Spring '83 and fall '83 numbers are cited, except WABX/Detroit, where fall '82 numbers are compared to fall '83. (WABX has recently switched out of CHR, opting for A/C.)

	12+	Men	Women	Teens
WPLJ/New York	4.1-3.5	-5	+8	-9.5
KNX-FM (now KKHR)	1.2-1.6	+3	+2	+3.1
WABX/Detroit	2.8-1.9	-1.6	-1	-2.7
WQXM/Tampa	3.3-4.9	+2	+1.2	+12.1
KPKE/Denver	3.1-6.5	+2.1	+1.4	+24.5
WLPX/Milwaukee	3.2-1.7	-2.8	+4	-4.1
WMJQ/Rochester	6.1-6.5	+2	+6	+2.3
KCPX/Salt Lake City	6.0-3.8	-2.8	-1.8	-7

Of course, this is not the last word on these switches; it reflects only one or two books as CHRs. Even so, note that where significant gains occurred, they were primarily in teens. AOR is accused of having a narrow appeal, yet it would seem that these switches to CHR have broadened the stations' demos only toward younger listeners. (The pattern was similar at two other stations that were in the process of switching in the fall book, WAVA/Washington and KDWB/Minneapolis, which were both down

POLLACK'S POINT OF VIEW

Countering The AOR Doomsayers

An Open Letter To The Radio Industry:

In response to the voices of doom regarding the state of AOR, I feel it's time to rise to the rhetoric on behalf of the format. AOR is and will always be a viable format, and those who are predicting its demise are talking rubbish.

Until recently, AOR enjoyed much larger 12+ shares because CHR was generally not well-programmed and suffered audience deterioration from being on AM. Both of these conditions have changed — CHR is, by and large, well-programmed now, and experiencing a rebirth, for the most part, on FM.

Some AOR programmers have been disappointed by declining 12+ shares, caused mostly by fewer teens and some decreases in 18-34 women. They've reacted by playing artists such as **Lionel Richie**, **Laura Branigan**, and **Donna Summer** in an attempt to be all things to all people. In many markets, this has only succeeded in confusing and alienating the core 18-34 audience. Consequently, some of the audience erosion was brought on not so much by what their CHR competition did correctly, but by what the AOR station did wrong.

In a difficult competitive situation, a smart AOR programmer doesn't attempt to maneuver his station into a mass-appeal position. Instead, when facing an overly-saturated market, he chooses to demonstrate target demo strength rather than shooting for 12+ numbers and come.

Additionally, **Arbitron's** DST (Differential Survey Treatment) has had a negative impact on AOR stations. It is unfair for ARB to single out only one or two groups that have been traditionally weak in returning diaries. We strongly support a similar methodology for 18-24 Caucasian males, and urge the ARB Advisory Council to effect this necessary change.

Finally, as stations chase the latest "glamour format" in search of quick ratings, many markets will wind up with too many CHRs. A number of stations will find themselves in the position of having become merely the #2 or #3 CHR station. When the dust settles, AOR will still be alive and well, but like the major airlines, leaner and with more realistic goals.

Jeff Pollack

in men, up slightly in women, and up significantly in teens.)

Other than in New York, all of these converts to CHR are no longer among their market's Top 5 stations for men 18+, while each market's AOR leader is either in second or third place in that demo. In New York, WPLJ is no longer in the Top 10 for men 18+, while AOR WAPP is tied for 9th place, and WNEW-FM passed 'PLJ in men for the first time in recent history.

And so the story goes in many markets. WXRT/Chicago, even with a down book, is

the #2 contemporary music station in town for men 18+, solidly beating WBBM-FM, whose more-than-25 share of teens is at an alltime high.

In Philadelphia, WMMR tied WCAU-FM in 12+ at 5.2, and along with fellow AOR WYSP bested 'CAU-FM in men, with 'MMR more than doubling 'CAU-FM's share. WCAU-FM derives most of its strength from teens, in which its share is over 20%. Note, too, that the combined 12+ shares of the two AORs, 'MMR and 'YSP, outstrips 8.7-7.3 the combined shares of the market's two CHRs, 'CAU-FM and WWSH.

In Detroit, CHR's about as popular with men as Toyotas are in General Motors' parking lot. WRIF and WLLZ both beat all three CHRs in 12+, and WRIF is the #1 music station with Motor City men. WRIF's share of men is more than those of the three CHRs combined, and WLLZ's share of men also beats any of the CHRs'.

Ah, Boston... sweet Boston. WBCN is in a dead heat for the number one 12+ share, with a 7.8 to CHR WXKS's 7.9. The big story is that PD Oedipus and crew are far and away #1 in men, almost 5 shares ahead of #2 'XKS, and WBCN is the only station in town with a men 18+ share in double digits. 'XKS's numbers include twice as many teens as 'BCN's, and CHR WHTT's teen share is in the mid-30s.

The irony is that the same wise men who trumpet CHR's victories and herald AOR's impending death also scribble about the importance of getting upper demos. Damn straight, Jack — you don't sell 12+ numbers. Then why don't these experts take a look at the audience composition of their beloved CHRs? Those numbers often represent more pimples than a mountain of French fries.

Even if you want to talk 12+ numbers, there are a number of AORs that somehow didn't get the news that they were supposed to roll over and play dead this fall so some misguided scribe's prognostications would

Continued on Page 32



THE INDY FOUR — WFBQ/Indianapolis morning team "Bob And Tom" celebrated their up showing in the fall book with a day at the races. Bob Kevoian (right) and Tom Griswold (left) are pictured during a grueling two-man, four-lap race on three-wheeled motorcycles at a local ice hockey rink. Bob was the winner, though Griswold was heard bragging of his runner-up status.

#31 to #32



Immediate Retail Response
Triggers Major
Reorder
Pattern

FEATURING

'RUNAWAY'

#44—#32 Hot Tracks

"Runaway" (7-inch) hits CHR
Monday, February 13



"Bon Jovi has been on the air since we carted it off the WAPP 'Homegrown' LP a year ago. It's a proven smash in Tampa Bay with record stores calling weekly as people would walk in demanding to buy John Bongiovi's 'Runaway.' The research on this record is amazing."

—Ron Diaz, WYNT

P O L Y G R A M

R E C O R D S



GOLDEN EARRING

"When The Lady Smiles"

44 adds Out-Of-The-Box

Debut #56 Hot Tracks

← L.P. IS COMING. FEB. 13.

On Your Desk
MONDAY

JON BUTCHER AXIS
'DON'T SAY GOODNIGHT'
(12-INCH)

HEAVY PETTIN'
'IN AND OUT OF LOVE'
(12-INCH)



BROKEN EDGE

"Time For A Change"

On over 30 stations including
KZEW, KSHE, KROQ, KQAK, 91X

PolyGram Records

UPDATE

• In the "I Resold My Art To The Junkman" department, WMMS/Cleveland is having its listeners erect shrines to its fabled mascot, the Buzzard. 'MMS is looking for "car parts sculptures" that weigh not more than 50 pounds, measure five feet high by three feet wide and feature the Buzzard somewhere in the design. Prizes include \$1000 worth of auto parts and a car audio system. No word on whether the winner's piece will appear on the cover of Art News.

• The title of the forthcoming Haircut 100 album will be chosen by listeners of "Rock Over London," the English import program syndicated by London Wavelength. When the band appears on the show February 6, suggestions will be solicited. The person who comes up with the most creative title will travel to see a Haircut 100 concert, spend a day with the band, appear in a group caricature painted by the band's members, and receive a credit on the LP. The title of "Heyward Goes Wayward" has already been suggested and rejected, by the way.

• More fast & furious fun in Philly. On the exclusives front, WMMR got hold of two new Queen tunes, "Radio Ga Ga" and "I Go Crazy," prior to their American airdate, while WYSP did an early airing of the Rolling Stones' "I Think I'm Going Mad" before its release as the B-side of "She's Hot."

On the legal front, WYSP continues its guerrilla radio campaign while it waits for jock Steve Sutton to sit out a 90-day no-compete clause in his contract with former employer 'MMR. 'YSP is airing song parodies spoofing the in-limbo employment status of "Steveski," including these ditties by production aces Bob Stroud and R.D. Steele:

(to "The Curly Shuffle")

"Well, one day's he's off, and the next day he's on,

All that we want is Steveski rockin' at dawn,

'YSP's happy, but an 'MMR hustle

Is turnin' everything into a legal shuffle

Hey Steve, hey Steve, will you be back on 'YSP's morning show, or will you have to go?

Will a restraining order set up by a bunch of lawyers force a legal shuffle?

(to "Should I Stay Or Should I Go")

"Well you got to let me know,
Where the hell did Steveski go,
One day he's on, the next he's off
Is he sick, home with a cough . . .
Is that court thing settled yet
Was he hijacked by a jet
Was he kidnapped by the mob
Did he get another job
Do you think we'll ever know
Where the hell did Steveski go

(to "Hang On Sloopy")

"Steveski is a DJ whose reputation is known all over town,

And there's another station trying to bring our Steveski down,

Steveski, it's just a matter of time before you're back in the biz,

So hang on tight, campers, you'll find out just 'what it is',

That's why we sing out, 'Hang on Steveski, Steveski hang on . . ."

(to "Eve Of Destruction")

"The broadcast world, it is exposin',
Tempers flarin', sides are chosen,
He really wants to work, but they want him dozin',

He doesn't want to starve, but his job is frozen,

And even the judge and lawyers have their statements closin',

They say, 'Steveski' over and over and over and over again,

You're off the air because of this here court injunction . . ."

Sutton guested on the morning show for a week before a judge decided the clause was enforceable. WYSP now calls its morning show, "The Morning Show With Picozzi and Steveski, who's not here." Sutton, meanwhile, continues to make outside appearances for 'YSP while he waits until March 4, when he'll take over mornings and Michael Picozzi will come off the air and remain PD.

• WEZX/Scranton got together with a local Animal Humane Society in conjunction with a Stray Cats concert and found homes for 100 neglected animals . . . AOR anniversaries: happy 10th to KFMF/Chico and happy 2nd to KRQR/San Francisco.



AUCTION ACTION — WWTR/Ocean City raised \$350 for Multiple Sclerosis with an auction of rock 'n' roll paraphernalia. Pictured presenting a check to an MS Society rep are VP/GM Tincy Crouse (right) and PD Richard Remsberg (left).



PLANTED PICTURE — WZXR/Memphis gave two listeners the chance to meet Robert Plant before his area appearance. Facing the camera from left: WZXR's Dave Culp and wife Carol, Plant, winners.

AOR: In Sound Health

Continued from Page 30

be realized. The honor roll of AORs in the top 50 markets alone that beat all CHR competitors 12+ includes:

KATT/Oklahoma City (#1)
WKZL/Greensboro
WKDF/Nashville
KPOI/Honolulu
WPYX/Albany
KXZL/San Antonio
WCMF/Rochester
KRSP-FM/Salt Lake City
KYYK/Kansas City
WNOR-FM/Norfolk
WLVQ/Columbus (#1)
KISW/Seattle
KGB/San Diego
WMMS/Cleveland (#1)
WQFM/Milwaukee
KZEW/Dallas

Hey, there's no denying the absolute monster CHRs that are taking names and kicking booty. The two most-chronicled

CHR's, Z100/New York and KIIS/Los Angeles, are history-making phenomena that only a fool would try to deny. Like great AORs such as WMMS/Cleveland and WBCN/Boston, they are living, breathing organisms that have captured the pulse of their markets. The spotlight they enjoy is well-deserved because they employ the same qualities any great station does: fabulous personalities (you should hop a plane and spend a week listening to Rick Dees's absolutely dazzling morning show on KIIS), imaginative promotion, and hot music mixes. It isn't the CHR format, per se, that's succeeded — it's simply great radio delivered with a flair for showmanship and entertainment value that can be applied to any format.

Weep not, AOR programmers, at successful CHR stations. Instead, learn from them as you would from the success of any format, and turn around and kick CHR's butt by applying what you've learned.

Next week: we'll talk with the AOR programmers who beat the CHR's.

SEGUES

WAMX/Huntington, WV switches to automated CHR on March 1st. PD Scott Paulsen and staff will be available, and you can check 'em out on their listenline at (304) 529-1847 . . . Automated AOR WSRD/Youngstown becomes CHR WHOT . . . KKRN/Anchorage turns to Country.

Bill Wise will serve as interim PD at WFBQ/Indianapolis . . . Susan Bax is upped to Assistant PD at WLUP/Chicago . . . The new MD at WROQ/Charlotte is Mike Donovan . . . PD Mark Seger is now also handling the music at WHMD/Hammond, where Russ Pottle has resigned afternoons, John Guldry

joins for mornings, Don Dennon comes aboard for overnights, and Kris Combe is named Assistant Music Director.

KTXQ/Dallas MD Drake Hall leaves February 15th to join MusicVision . . . Doug Breyer is out as MD at KKRQ/Iowa City, where Steve Ketelaar is new to afternoons . . . Joel Weber departs independent record promotion to concentrate on his Up roar company.

J.C. Corcoran exits mornings at WGRQ/Buffalo . . . Jay Jackson returns to overnights at KQRS/Minneapolis . . . Former KTIM/San Rafael MD Laurie Cobb joins KBCO/Boulder for overnights . . . Keith Royer is handling weekends at KGB/San Diego . . . WBLM/Lewiston-Portland, ME brings aboard Nina Jones for mornings and Mark Maxwell for middays.



MDs PRONOUNCE HEYWARD IN SOUND HEALTH — Nick Heyward made his solo New York debut recently, with a team of AOR Music Directors in residence to provide positive first and second opinions. Pictured after the show, from left, are WMMS/Cleveland's Kid Leo, KTXQ/Dallas's Drake Hall, WDVE/Pittsburgh's Ron Nenni, WEBN/Cincinnati's Curt Gary, Arista Director Of National Album Promotion Sean Coakley, Heyward, WXRT/Chicago's John Mvros, Arista Associate Director Of National Album Promotion Paul Yeskel, and WBAB/Long Island's Ralph Tortora.

AOR Reporter Profile

KMBQ/Shreveport, LA
710 Spring Street
Box 20007
Shreveport, LA 71120
(318) 425-8692
Owner: Multimedia, Inc.
GM: Carl David Hamilton
PD: Dick Bascom
MD: Mick Lang
Rep: McGavren Guld
93.7 MHz, 100kw

"KMBQ is located in Shreveport, the second largest city in Louisiana, in the northwestern corner of the state. Our signal covers parts of Louisiana, Texas, and Arkansas.

"KMBQ was born from a Beautiful Music station in the late 1970s. We've evolved from a teen-oriented rock station to a mature, adult-approach album FM. While we still rock 'n' roll, we're not afraid to play Michael Jackson, Prince, and Lionel Richie. In fact, our audience demands it. We also strongly support the new music that's right for our market.

"Our promotions are geared with the community in mind as a whole. Our current bumper sticker campaign has safe driving as its theme. We also co-promoted the first annual Louisiana Music Fest and album, which generated funds for Muscular Dystrophy.

"We plan to move from our 300-foot stick to a new 1000-foot tower sometime in late spring. Along with a new transmitter and control board, our \$600,000 investment will ensure that we have the best signal in Louisiana.

"My background includes mornings at WDIZ/Orlando, MD/Asst. PD at WAAL/Binghamton and WYFE/Rockford, and MD at WQXM/Tampa. I've been here since September of last year, and have seen us move in Birches from 3rd to 1st 12+, and to #1 men 18-34, #1 18-44 adults, and #1 25-54 men.

"We're serious about what we're doing, but we're also having a lot of fun, and that's what we're all about."

— Dick Bascom, PD

(KMBQ is a new AOR reporter)

CALENDAR



BRAD MESSER

Another "F" In Astronomy For NBC-TV

Both the ABC and NBC television networks have brought upon themselves a measure of embarrassment by choosing to logo-ize Earth spinning in space, initially depicting the planet rotating backward, then correcting their common error with varying degrees of grace. ABC looked its viewers straight in the eye and admitted its mistake, while the NBC leadership apparently opted not to call attention to its error, simply reversing the logo after a few months and keeping its corporate mouth shut.

Now when one is flopped in front of the tube preparing to soak up a network version of the day's news, Earth appears on the screen with sunrise coming from the East as in real life.

That quick visual impression of our planet is infinitely better than the old high school science class technique of shining a flashlight on an orange to show how the sun illuminates the globe.

Watching the spiffy TV Earth logos, a kid interested in spaceflight can instantly see why rockets launched from Florida are directed eastward to take advantage of the spin speed of the planet, or why meteor showers are best viewed after midnight when Earth's rotation is directly forward into our orbital path.

If you're not an astronomy buff, here's a quick explanation of that aspect of meteor shower mechanics. If you're in a car going 90 and throw a baseball forward at 90mph, the ball

has an initial ground speed of 180, but if thrown backward, its ground speed — cancelled by the car speed — would be zero. Earth silently zooms around the sun with an orbital forward speed of some 67,000 mph. It spins about 1000mph, and that is added to the forward speed on the sunlit side. That means bits of space debris hit our atmosphere a couple of thousand miles per hour faster late at night and produce more spectacular displays.

But don't try to get the feeling of that by studying NBC's Earth logo, because despite having corrected the spin direction, NBC still depicts the planet moving in the wrong direction around the sun, plowing majestically backward in its orbit, the stars seeming to move toward us when they should be depicted as moving away.

You wouldn't really expect a bunch of news reporters to know that, but the journalists aren't responsible for creating logos. They depend on presumably well-paid graphics people, who in turn should back up the newspeople by producing accurate images.

If PBS aired a "Nova" program about astronomy and had Earth moving backward, wouldn't you expect some guffawing and finger-pointing and then perhaps an in-house investigation?

Without reflecting on any other aspect of its operation, the great and powerful NBC is still flunking astronomy.

MONDAY, FEBRUARY 6 — The world's highest wave was 112 feet from trough to crest. It occurred amid hurricane-force winds in the Pacific Ocean in 1948.

The first radio-controlled model airplane was demonstrated in 1948. Upon the death of King George, Princess Elizabeth became Queen of England in 1952.

Natalie Cole 34. Fabian 41. Zsa Zsa Gabor 61. President Ronald Reagan 73.

TUESDAY, FEBRUARY 7 — In the great Baltimore Fire 80 years ago today (1904) some 2600 business district buildings were destroyed.

Walt Disney's animated movie "Pinocchio" premiered in 1940, based on a story written in Italy in 1882. In the original story the puppet's nose grew on four occasions: once when Gepetto was creating him, once when he was very hungry, and then two times when he was lying.

British Invasion: Beatles arrived in USA in 1964.

Huey Newton 42.

WEDNESDAY, FEBRUARY 8 — America's only manned orbiting space station, Skylab, ended its final mission 10 years ago today (1974) when the crew departed after an 84-day stay. The deserted Skylab fell from orbit about five years later.

Not long after they were founded in England, the Boy Scouts of America were formed 74 years ago in 1910.

The military newspaper Stars & Stripes is 66.

Gary Coleman 16. Jack Lemmon 59. Lana Turner 64.

THURSDAY, FEBRUARY 9 — The Sylmar (or San Fernando) earthquake buckled a freeway, damaged a thousand suburban Los Angeles buildings, and killed 62 people in 1971. Damage from the 6.5 Richter quake was \$1 billion. US Weather Bureau established 1870. Twentieth anniversary of the Beatles' first US television appearance on the Ed Sullivan Show in 1964.

Boeing test pilots first flew a 747 jumbo jet in 1969.

Mia Farrow 39. Carole King 42. Roger Mudd 56.

FRIDAY, FEBRUARY 10 — 65th anniversary of the Caterpillar Club, formed in 1919 with one membership requirement: survival of an aircraft mishap using an emergency parachute. The club name comes from the Chinese caterpillar silkworm. Early parachutes were made of silk.

Self-contained pressurized fire extinguisher patented 1863.

Mark Spitz 34. Donovan 38. Roberta Flack 45. Robert Wagner 54.

Tomorrow (2-11) Burt Reynolds 48. Tina Louise 50. Eva Gabor 58.

Sunday (2-12) Johnny Rutherford 46. Joe Garagiola 58. Lorne Greene 69.

A Real Zoo Backstage



Shown here after Mick Fleetwood's Zoo performed at New York's Bottom Line are (l-r) RCA VP/Promotion John Betancourt, RCA's Bruce Harris, Fleetwood, RCA VP/Music Operations Gregg Geller, and Zoo member Billy Burnette.

MCA's Perry Thrust



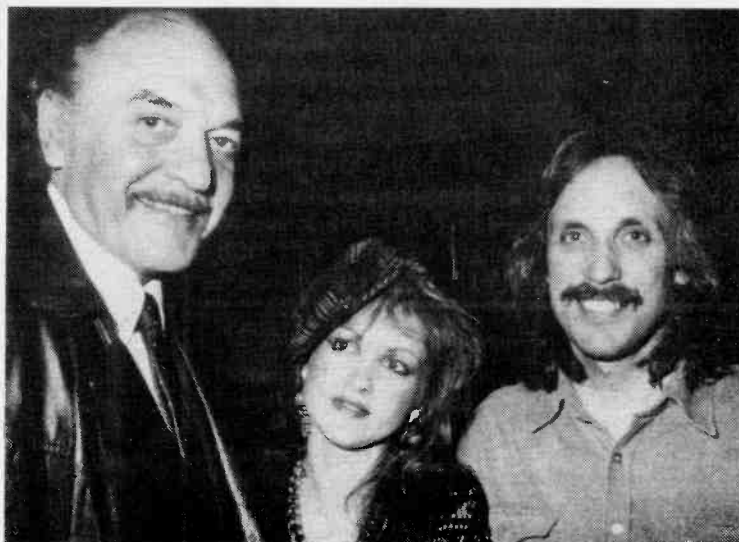
When the Joe Perry Project played L.A.'s Country Club to promote their "Once A Rocker, Always A Rocker" album, Perry (c) was greeted backstage by MCA's John Schoenberger (l) and Michael Goldstone (r).

Martell Honors Yetnikoff



On April 14, 1984, the T.J. Martell Foundation presents its Humanitarian of the Year award to CBS Records Group President Walter Yetnikoff. Proceeds from the evening go to TJM's Leukemia & Cancer Research Facility at Mt. Sinai Medical Center and the newly-founded Neil Bogart Memorial Laboratory at USC Children's Hospital. Pictured (l-r): Yetnikoff, TJM Executive VP/Chairman & Shorewood Packaging Executive VP Floyd Glinert, and Foundation President & CBS Associated Labels VP/GM Tony Martell.

Lauper's Unusual Celebration



Portrait recently threw a press party for ex-Blue Angel vocalist Cyndi Lauper to celebrate the release of her solo LP debut "She's So Unusual." Pictured are (l-r): E/P/A Senior VP/GM Don Dempsey, Lauper, and manager Dave Wolff.

Adult/ Contemporary



JEFF GREEN

PROGRAMMER GEORGE JOHNS COMMENTS

Recognizing And Nurturing "Showbiz" Talent

There seems to be more enthusiasm these days about the "return of personality radio" than complaints about the shortage of good air talent. This week, veteran programmer George Johns openly discussed his views on how broadcast management often misjudges the value of top personalities, whom he likens to "show business" talent. George advances several provocative points, detailing his perspectives without compromise.

Looking at his longtime ratings success, George is highly qualified to comment on air personalities. As a former nine-year VP/Programming for Fairbanks Broadcasting, he contributed to the growth of ratings giants KVIL-FM/Dallas and WIBC/Indianapolis. George now serves as VP/Corporate Operations for SBI, Inc. (owner of KOGO & KPRI/San Diego and KLLS-AM & FM/San Antonio), and is also a partner of FairWest, Inc. FairWest's A/C format is solidly effective in Seattle, Kansas City, Oklahoma City, Winston-Salem, and Raleigh, among other markets. George also runs a private radio consultancy with brother/programmer Reg Johns.

Anything Is Possible

George believes today's leading personalities possess a "show business" attitude — that "anything is possible." He said, "I started to notice that the best air personalities were all really actors. Top talents such as Ron Chapman (KVIL), Gary Todd (WIBC/Indianapolis), Wally Phillips (WGN/Chicago), Larry Lujack (WLS/Chicago), Jonathon Brandmeier (WLUP/Chicago), Scott Shannon (Z100/New York), and Rick Dees (KIIS/Los Angeles) could probably appear in Broadway plays or movies. They happen to be on the radio, but they could entertain anywhere."

What makes a "show business" personality? How do you know when you've found one? George explained, "You have to throw him out of the building! It's not that they don't have any other interests, it's just their love for their job. If there's a stage, they're trying to jump up on it to entertain. Because you have to spend a lot of time working with such people, most radio stations don't. So I end up with talents who get fired everywhere else. They recognize that I respect their ability."

George noted he likes to surround himself with talented people whom he then helps to be creative. "Getting creativity out of people is a systematic process, but it's also an environment stemming from the attitude, 'Hey, this is show biz and show biz is fun.' How many stations have you been in that are fun to be at? Most radio stations seem as if they're being run by accountants! I can walk into a station without listening to it and feel if there's something happening. I'll bet you could walk in the door at Z100 and feel a little energy, eh?"

Fear Of The Unknown

George vigorously contends that most broadcast owners are privately afraid of top talent. "When ownership asks me, 'What's the secret of radio?' I say, 'It's no secret — it's our people against their peo-

Wardrobe Of The Stars



CUT-UPS FOR CUT-OUTS — Move over, Barbie and Ken! Here's KFI/Los Angeles morning team (Al) Lohman and (Roger) Barkley sifting through 8000 letters from listeners requesting not Cabbage Patch dolls, but free Lohman and Barkley paper doll kits! The cardboard versions featured the boys in their fashionable boxer shorts ready to be dressed in tennis togs and semi-formal cowboy gear, complete with accessories and Al's dog Max. Order by midnight tonight!

ple. Period!' However, they don't want to hear that! But if you could put an automation system together that would get half-decent ratings, it'd sell out in seconds. It's not that owners try to avoid paying staffs, it's just that they're afraid of them... afraid of talents such as those I've mentioned. Ownerships competing against a top personality like Rick Dees say, 'Oh, yeah, but when Rick leaves, what happens to his station's ratings then?' They spend their whole lives justifying not trying to have a Rick Dees! Because he's so important, they fear he'd have too much control over ownership. So these stations would rather not be that great. Management is afraid of either losing control or that somebody else is in a position of power. People such as Rick, Ron Chapman, and Wally Phillips are in such positions. But interestingly, the ownership of the stations these men work for are saying to themselves, 'Isn't this hot? These people aren't to be afraid of — they're great!' Frankly, if I ever bought a station in Memphis (where Dees previously worked), I'd pay Rick \$1 million a year and I'd be rich."

Taking The Easy Way Out

George is suspicious of broadcasters who assert that outstanding personalities are essentially extinct. "People who claim there aren't any great talents any more don't want to have them! They're giving lip service to the problem to justify why they're using liner cards instead. Bill Drake has been accused of killing personality, yet KHJ/Los Angeles had some of the greatest personalities I've ever heard! Now, there aren't a lot of great people, but they're out there. They're the ones bending the rules all the time, and consequently have to go to a station or company that encourages them. It's easier to put together five or six in a row and hopefully get some numbers."

Educating The Listener's Ear

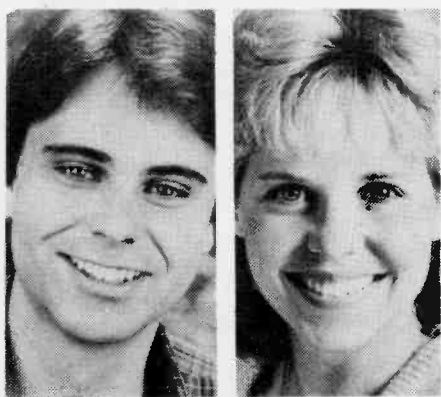
George admitted that some of the stations he works with emphasize music over "show business." He said, "Some of the A/C's which play one record after another essentially represent the new Beautiful Music as demanded by more and more working women. It's very soft, melodic, and fits in offices as background radio stations. While my stations try to be very foreground, some begin very bland and pick up from there in stages. It's kind of like educating the listener's ear. For this reason, it's important to start off conservatively, and then develop the personality."

Give Up The Ego Trip

When it comes to advice to program directors, George encourages them to avoid what he sees as some owners' path of self-righteousness. "Give up your own ego for the art. The list of people who created KVIL must have 100 names on it. Just enjoy your work, have some fun, and don't worry about who gets the credit. A lot of creativity is stifled because somebody's worried he might not get the credit! Remember, it's people like Rick Dees and Scott Shannon who are the ones who get the ratings; they're the ones people talk about. People say, 'Hey, did you hear what Rick Dees said this morning?' You never hear, 'Hey, did you hear that great nine-record sweep?'"

Progress

Former WCCO-FM/Minneapolis morning man Tim Russell moves to sister WCCO to cohost early afternoons with Ruth Kosciolak... Jeff Shade is the new morning host at WMGK/Philadelphia... Suzanne Reese joins KEZR/San Jose for evenings, moving from KIDD/Monterey. KEZR's new midday man is Frank Kelly... WEZC/Charlotte taps Christopher Holmes for evenings from WDEN/Macon... WTAE/Pittsburgh afternoon personality/MD Don Berns nominated for Vectors/Pittsburgh Man of the Year... Former WLRW/Champaign, IL talent Dave "Bridges" Bogdajewicz named to mid-days at WCIL/Carbondale, IL... Chuck Jackson joins KISN/Salt Lake City from mid-days at competitor KCPX... Local theatre veteran Brenda Jean becomes weekend talent at WSNE/Providence... Vinnie James promoted from parttime to mornings at WLAD/Danbury, CT... Bill Hazzard departs WHP/Harrisburg for middays at crosstown WSFM... KUIC/Vacaville, CA welcomes Marie Stevens, formerly of KVON/Napa, CA... Detroit News columnist Matt Beer becomes a feature host on WOMC/Detroit... The correct spelling of WMGQ/Tampa's evening personality is Joe Dawson (previously given as Dawson)...



Jeff Shade

Brenda Jean

Former WIRK/West Palm Beach talent Lee McGuire takes afternoons at WSTU & WHLG/Stuart, FL... Ron Erak joins KTAC/Tacoma for afternoons from evenings at KUBE/Seattle... New to overnights at WEZS/Richmond is Roger Price, formerly of WHYY/Montgomery... Steve Martorano handles evening talk on WIP/Philadelphia, coming from neighbor WWDB... KLSY/Seattle MD Dave Scott named to mid-days.

Station Profile



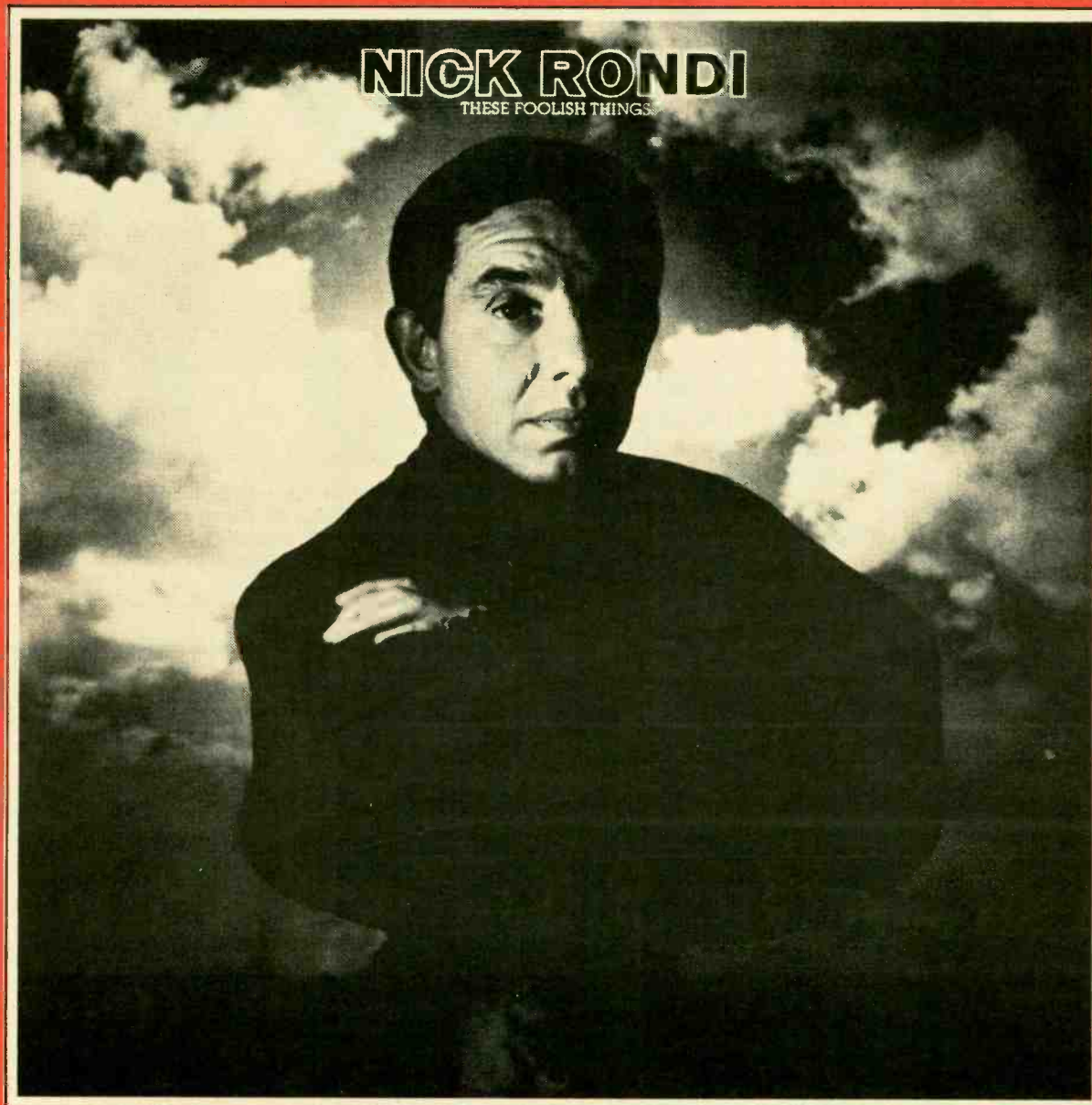
KOY/Phoenix
840 N. Central Ave.
Phoenix, AZ 85004
(602)258-8181
Owner: Harte-Hanks Radio
Rep: Eastman
President/GM: Gary Edens
PD: J.D. Freeman
Assistant PD/MD: Marni Pingree
550 kHz
5 kw

"KOY, 'Arizona's Radio Station,' was the state's first radio station and Arizona's first AM stereo station. KOY has been entertaining 'the Valley of the Sun' for over sixty years.

"A format blend of A/C music with well-known personalities leads into evening talk programming. Longtime Phoenix morning man Bill Heywood starts the day. KOY also emphasizes news, weather, sports, and information. We are the exclusive Phoenix affiliate for the NBC radio network.

"KOY is the flagship station for the USFL Arizona Wranglers, with Ray Scott providing play-by-play. 'KOY in the Sky' provides the Valley with airborne traffic reports, and the 'Weekend Wagon' covers the area every weekend with live remote coverage of interesting events.

"Supported by year-round promotion, KOY remains highly visible. Notable is the recent addition of the brightly-colored KOY hot-air balloon, which makes frequent promotional appearances."



SIDE A

SENTIMENTAL JOURNEY

Bill Green, Les Brown & Ben Homer (ASCAP)

THESE FOOLISH THINGS

Holt Marvell, Jack Strachey & Harry Link (ASCAP)

LONESOME ROAD

Gene Austin, Nathaniel Shilkret (ASCAP)

IT'S TOO SOON TO KNOW

Debra Chessler

SIDE B

THERE GOES MY HEART

Benny Davis, Abner Silver (ASCAP)

DON'T TAKE YOUR LOVE FROM ME

Henry Nemo (ASCAP)

IT'S THE TALK OF THE TOWN

Marty Symes & Al Neiburg/Jerry Livingston (ASCAP)

HAVE A GOOD TIME

Felice Bryant, Boudleaux Bryant (AMI)

It seems as though every time you turn your radio on there is a song by Berlin, Hammerstein, Rodgers or Hart being played; as though only the songs by the recognized composers are being heard. Yet many a standard that is recorded or performed by an artist who enjoys good lyrics and musical construction was written by less than a household name. And while their music and lyrics live on, you probably would be hard pressed to name the lyricist or composer.

And so it is with this album. A new name has gone into the studio and recorded some of those great old songs, the music that has managed to survive.

It is also fitting that one of the music industry's most prolific arrangers has been

involved in this project, for Richie Rome is considered by his peers to be one of the most outstanding arrangers and producers of this era. He has written for such stars as Mike Douglas, Lou Rawls, Dionne Warwick, Burl Bacharach, and Vic Damone and is credited with the discovery of the Ritchie Family. Now he has delivered a potential new star in Nick Rondi, wrapped in a pleasing and exciting blanket of great music. Nick is a talent that has managed to escape stardom for some unknown reason, until now.

Nick Rondi has been perfecting his vocal skills, paying his dues in many of the night clubs and resorts from Philadelphia to Atlantic City to the Catskills and the Poconos Mountain Resorts. Teaming with Richie Rome, here is an album that erupts into an enthusiastic display of the big sound, warm vocalizing and melodic content that features the great songs of the past. It is a combination that has been long missing, but those who have waited patiently will be rewarded by what they hear.

It is also fitting that names such as Debra Chessler, Marty Symes, Sal Neiburg, Holt Marvell, Jack Strachey, Harry Link and Ben Homer are revived for their contributions to the legacy of popular music, for they are the writers and composers of such great songs as IT'S THE TALK OF THE TOWN,

THESE FOOLISH THINGS and SENTIMENTAL JOURNEY along with the other classics THERE GOES MY HEART, LONESOME ROAD, IT'S TOO SOON TO KNOW, and DON'T TAKE YOUR LOVE FROM ME which are featured in this album. You'll remember the music and the lyrics, so it's only right that Richie Rome and Nick Rondi revive them in a way that will bring back the smile that goes with the good feeling you get when you listen to good music done well.

DICK STERN

RX505



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Country



LON HELTON

Ratings (W)Rap

One of the great things about ratings coming out (now that I don't have to worry about them, I look forward to their release) is that PDs, MDs, promotion people, and all the other people with any amount of interest call me to talk about the numbers. The conversation invariably turns to the reasons why somebody's numbers were up or down as we get into being armchair programmers (isn't everybody?).

Today I'm going to look at a few markets where the battle might be especially fierce or where someone has just plain done a good job that everybody should know about. First, though, a plea for tolerance. I have only selected a few markets for this dissertation; more of these will be coming and there will also be in-depth studies of particular markets. I'm aware there are more cities than these in America and that there are others who have done good jobs. Be patient — I'll get to you. So here are bouquets, brickbats and other assorted novelties from the cluttered desk of a Country editor.

Boston

	Summer '83 12+	Fall '83 12+	25-54 Rank
WBOS	.7	1.0	17

Comments: This was the first Country book for WBOS. PD Dean James has a fight on his hands and I hope I can speak for all in Country by saying if you need anything — call on us, Dean. We need a solid Country outlet in Beantown.

Buffalo

	Spring '83 12+	Fall '83 12+	25-54 Rank
WYRK	6.2	7.1	3

Comments: Congrats to PD Ken Johnson for taking his station to number three 12+. Who said Buffalo wasn't a Country market? Be careful, Ken — the bigger the numbers get the more likely someone else will come in and try to take them away.

Chicago

	Summer '83 12+	Fall '83 12+	25-54 Rank
WMAQ	4.3	3.6	11
WUSN (US99)	2.5	2.6	13
WJEZ	1.6	1.7	16

Comments: WMAQ carries the White Sox, who were red-hot for the summer book. The absence of the Sox put the station just above pre-baseball levels. Neither FM was able to make a sizable move, although WUSN has been on a slow but steady incline. Rumors abound regarding the Country future of WJEZ.

Cleveland

	Summer '83 12+	Fall '83 12+	25-54 Rank
WKSW (KS100)	2.6	4.5	9
WHK	3.9	3.8	12

Comments: Things have already happened in this market — although not what you might expect. KS100 PD Mike Scott has left the station, with afternoon driver (and former PD of KS100) Jon Olson taking over. WHK PD Bill Stedeman has made a number of changes in air personnel — including Gary Dee leaving the morning show after years of top ratings — and appears to have stabilized the numbers.

Los Angeles

	Summer '83 12+	Fall '83 12+	25-54 Rank
KZLA-FM	2.4	1.9	13
KLAC	1.8	1.6	20

Comments: This is a tough one. Since KHJ dropped Country in April last year, the Country share has gone steadily down. Where did KHJ's audience go? Where has the Country share — once as high as an 8 — gone? New KZLA PD Bill Mayne hopes to answer that question for Cap Cities. Meanwhile, back at KLAC, with the management team of Al Brady Law and Phil Hall leaving after only four months, this Metromedia outlet faces some serious dilemmas — not the least of which is who is going to steer it through the rough L.A. waters. I've received a lot of calls from people who would like to try. Bring your waterwings.

Louisville

	Spring '83 12+	Fall '83 12+	25-54 Rank
WAMZ	11.7	12.2	1
WCII	4.7	6.2	5
WINN	1.1	1.7	14

Comments: Congrats to PD Coyote Calhoun for taking WAMZ to the top of the heap. He's Numero Uno in Louisville!

Memphis

	Spring '83 12+	Fall '83 12+	25-54 Rank
WGKX (BM)	8.5	8.4	1
WMC	7.6	7.4	4

Comments: This was the first full Country book for GM Craig Scott and OM Dana Harmon at yet another "KIX106." All they did was pull numbers that turn out to be #1 18+ adults; #1 25-49 adults; and #1 25-54 adults. Not that WMC was shabby, mind you. It was #5 18+ and #4 25-54. Les Acree and his staff are there to be counted you can be sure. Isn't it interesting that when two Country stations are run well the ratings don't necessarily have to be halved — that the Country share increases? As it should be.

Minneapolis-St. Paul

	Spring '83 12+	Fall '83 12+	25-54 Rank
KEEY (K102)	6.5	6.7	3
WDGY	4.7	4.4	6

Comments: In only their second Country book, PD David Malmberg and crew proved the first one was no fluke. WDGX experienced its fourth consecutive down book 12+ but made a strong showing in the target demo. KJJO dropped the format for oldies in the fall. K102 has one of the greatest posters I have ever seen. It's a picture of Gary Cooper walking down the street of a Western town, and the title reads, "Country disc jockeys are like Hollywood cowboys. The less they talk the better they are." I didn't say I agreed with it — just that it's a great positioning statement.



ATLANTA BURNS IN L.A. — The group Atlanta celebrated their recent signing to MCA Records with a concert at the Palomino Club in North Hollywood. After the show members of the group chatted with the many radio folks in attendance. Pictured (l-r): Rudy Uribe of KLAC/Los Angeles, Bill Davidson of Atlanta, KLAC MD Cathy Hahn, and Atlanta's Brad Griffis and Jeff Baker.

Nashville

	Spring '83 12+	Fall '83 12+	25-54 Rank
WSM-FM	8.2	13.0	1
WSIX-FM	7.4	6.8	6
WSM-AM	5.0	5.1	8
WJKZ (KZ Country)	2.2	.9	16

Comments: It hasn't taken long for PD Gregg Lindahl to establish WSM-FM as the top station in town. The latest book also caused a flurry of activity at long-time Country leader WSIX-FM. MD Beau Kent has left, with Liz Cavanaugh taking over as MD and midday personality just last week. The station will also be announcing a major change in music and personality positioning in the next few days; there was even a story in a Nashville daily paper announcing they will announce the change. The Country radio in Music City USA sounds better than ever. The mystery remains as to what happened to good-sounding KZ Country.

Portland

	Spring '83 12+	Fall '83 12+	25-54 Rank
KJIB	4.3	7.0	3
KWJJ	4.1	4.5	12

Comments: It looks as if the Portland Country battle is about to really heat up. Park Communications' KWJJ & KJIB had things pretty much their own way this past book. KWJJ was up and KJIB leaped to third in the market. Things are about to change, as top-rated Easy Listening KUPL-FM (6.9 to 8.8) and Big Band KUPL-AM (4.4 to 5.7) will change to Country in the next couple of weeks under new PD Bill Bradley from KLZ/Denver. A new FM station — KKCW — which was to have signed on with Country soon, is said to have abandoned that idea and will go A/C instead. Stay tuned.

San Diego

	Summer '83 12+	Fall '83 12+	25-54 Rank
KSON-FM	2.0	2.5	14
KCBQ-AM	3.2	2.2	12
KCBQ-FM	2.2	2.1	10
KSON-AM	.9	1.7	24

Comments: The question here remains: is San Diego ready to support four Country stations? The intensity of the fight is exemplified by both operations making personnel changes — prior to the issuance of the book — designed to strengthen themselves by rearranging AM & FM duties. KCBQ-AM & FM, which had both been programmed by Bob McKay, upped MD Gary Herron to FM PD. KSON brought in PD Mike Shepard from WRKT/Cocoa, FL to head both the AM and FM, while promoting FM PD Rod Hunter to OM for both stations. AM PD Lee Shannon has gone to Shreveport as MD of KWKH.

San Francisco

	Summer '83 12+	Fall '83 12+	25-54 Rank
KSAN	2.9	3.6	3
KNEW	3.1	2.9	11

Comments: KSAN picked up where it left off in the spring book. PD J.D. Spangler felt the summer book wasn't where it should have been — possibly due to the loss of some listeners to baseball.

Washington, DC

	Summer '83 12+	Fall '83 12+	25-54 Rank
WMZQ	4.1	3.5	9
WPKX-FM	3.3	3.1	8
WPKX-AM	.5	.7	21

Comments: This great battle continues to escalate. In the months following the departure of KIX106 PD Bob Cole to WMZQ, a number of KIX staffers have also made the trek. KIX106 GM Bill Sherard countered the loss of CMA DJ of The Year Jim London to 'MZQ by hiring controversial morning man Gary Dee from Cleveland. KIX106 has gotten a ton of local press from Dee's on-the-air remarks as well as a shot on a recent "60 Minutes." We haven't heard the last in this seesaw battle for the capital.

New York

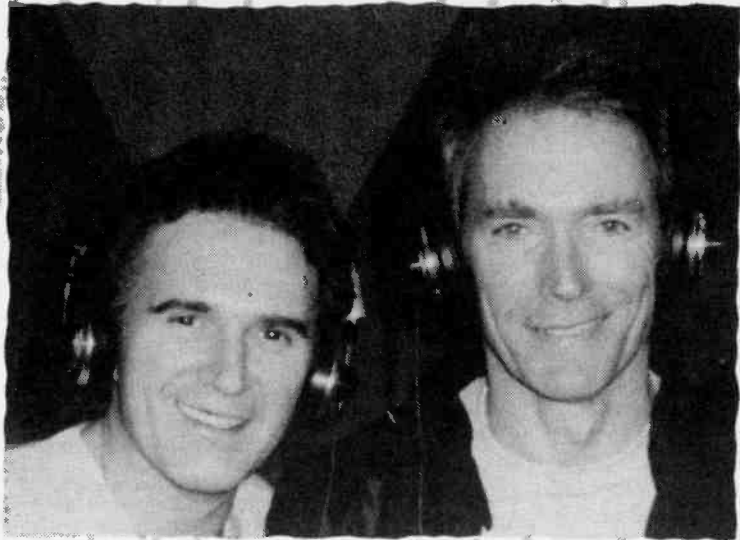
	Summer '83 12+	Fall '83 12+	25-54 Rank
WKHK	2.3	2.0	22
WHN	2.8	1.9	23

Comments: Here's another market full of ironies. WKHK edges out WHN for the first time and switches to A/C as WLTW a couple weeks later. Then, just when things appear to be clear sailing at WHN, rumors of its sale abound. One reminder about this book: WHN carried the Mets during the summer book.

Have You Heard?

Did you catch "Good Morning America" last Thursday (Jan. 26)? They were doing an interview with WNBC's Don Imus, but before they could start, Don said he wanted to say "howdy to brother Fred and Bronco Johnny out at KUUY/Cheyenne." Bronco is now telling everybody he's a close personal friend of Don Imus. At least Fred got a raise out of the plug, right, Johnny? ... With Dale Turner leaving the PD slot at KSSN/Little Rock for RCA promotion, things have been moving quickly around the station. Afternoon driver Bob Robins becomes PD and moves to mornings. Phil Hunt, the current PD at WNOX/Knoxville, leaves that post to become Production Manager and afternoon personality at KSSN. Let me know what you have heard!

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3. Delta Dawg
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5. Drivin' My Wife Away

1. Three Mile Island
2. Blue Hairs Driving In My Lane
3. What's A W-4

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Nashville This Week



SHARON ALLEN

Country Quick For Charity

Almost one third of the Grand Ole Opry members recently donated time and talent to help produce a series of public service announcements. The spots, to be aired by the American Forces Radio and Television Service, were videotaped for the Combined Federal Campaign (CFC), which raises funds for the USO, The American Red Cross, the International Service Agencies, and National Health Agencies.

It's been several years since the CFC has utilized country music stars. So how did the taping go? Well, in one day Porter Wagoner learned the CFC jingle from an audio cassette then recorded it a cappella. Del Wood, guided by the same tape, spiced up her spot with a ragtime version. The Riders In The Sky, in essence, produced their own spot by incorporating a classic western song, "Timber"... It's a good bet CFC won't wait so long to use country music stars again.

Alabama Promotion Themes

RCA's word for Alabama, 1984 — "Roll On." The company plans to coordinate a series of specific promotion/merchandising events that capture the mood/theme of each Alabama single as it is released. For instance, "Eighteen Wheeler," the first single is "trucking" all the way. In accordance, RCA worked with American Trucker Magazine and that publication will issue an Alabama 1984 calendar with a color photo of the new LP plus a color poster of the group wearing American Trucker T-shirts. And who will distribute these promotion pieces? You guessed it... over 2000 truck stops in America.

You may know about the foundation's efforts to help the hard of hearing, since that's a problem the two older Osmond sons deal with. But it has expanded so the telethon includes hospitals for all children's problems.

As for their music, the Brothers just completed a video on their current single "Where Does An Angel Go When She Cries." They shot, directed, edited it themselves. And they expect their album "One Way Rider" will be released next month.

★ ★ ★



Leon Everette:
Mellow sweepstakes

Leon Everette recently added a 15-second tag to the end of his Mello Yello commercial. The tag (scheduled to start television airing early spring) will announce a sweepstakes: first prize — a free trip to Opryland USA and a chance to see Leon perform. Coca-Cola is the contest sponsor. Delta Airlines will provide the transportation.

★ ★ ★

Osmonds: Children's Charity



Osmond Bros.:
Money for hospitals

Along with their country music activities, the Osmond Brothers devote a great deal of time to visiting hospitals around the country and generally promoting the "Children's Miracle Network Telethon," produced by the Osmond Foundation.

The telethon, to be televised for the second time on June 2-3, 1984 (it's 21 hours long), raises funds for children's hospitals throughout the USA and Canada.

According to the Osmonds, all these funds go to the hospital in the community of the donor and that hospital's local telethon effort. (All facilities and time are donated.)

The Nashville Music Association (NMA) will focus on promotion in a forum (2-16) entitled "The Numbers Game," exploring the promotion of recording artists, singles, and chart listings. The panelists are promotion directors from major record labels: Joe Casey, Bob Heatherly, Nick Hunter, Frank Leffel, Paul Lovelace, and Erv Woolsey.

★ ★ ★

Country Radio Broadcasters asks that you respond to the questionnaire the group sent you, regarding the Country Radio Seminar. If you need another one, you can call Susan Roberts at the CRB (615) 329-4487. As for your completed forms, the mailing address is: Country Radio Broadcasters, Inc., Box 120548, Nashville, TN 37212.

★ ★ ★

BITS & PIECES: Larry Gatlin & the Gatlin Brothers Band headlined the benefit concert at Billy Bob's for "The Stars Salute The U.S. Olympic Team." NBC-TV will air a three-hour special March 5 combining the three concerts taped in New York, Ft. Worth, and Los Angeles. You'll also see special appearances by Morgan Fairchild, Moe Bandy, Janie Fricke, George Strait, Rich Little, Marty Allen, Boxcar Willie, and Sammy Davis, Jr. By the way, be looking for a special Valentine from PolyGram's new artist, Kathy Mattea.

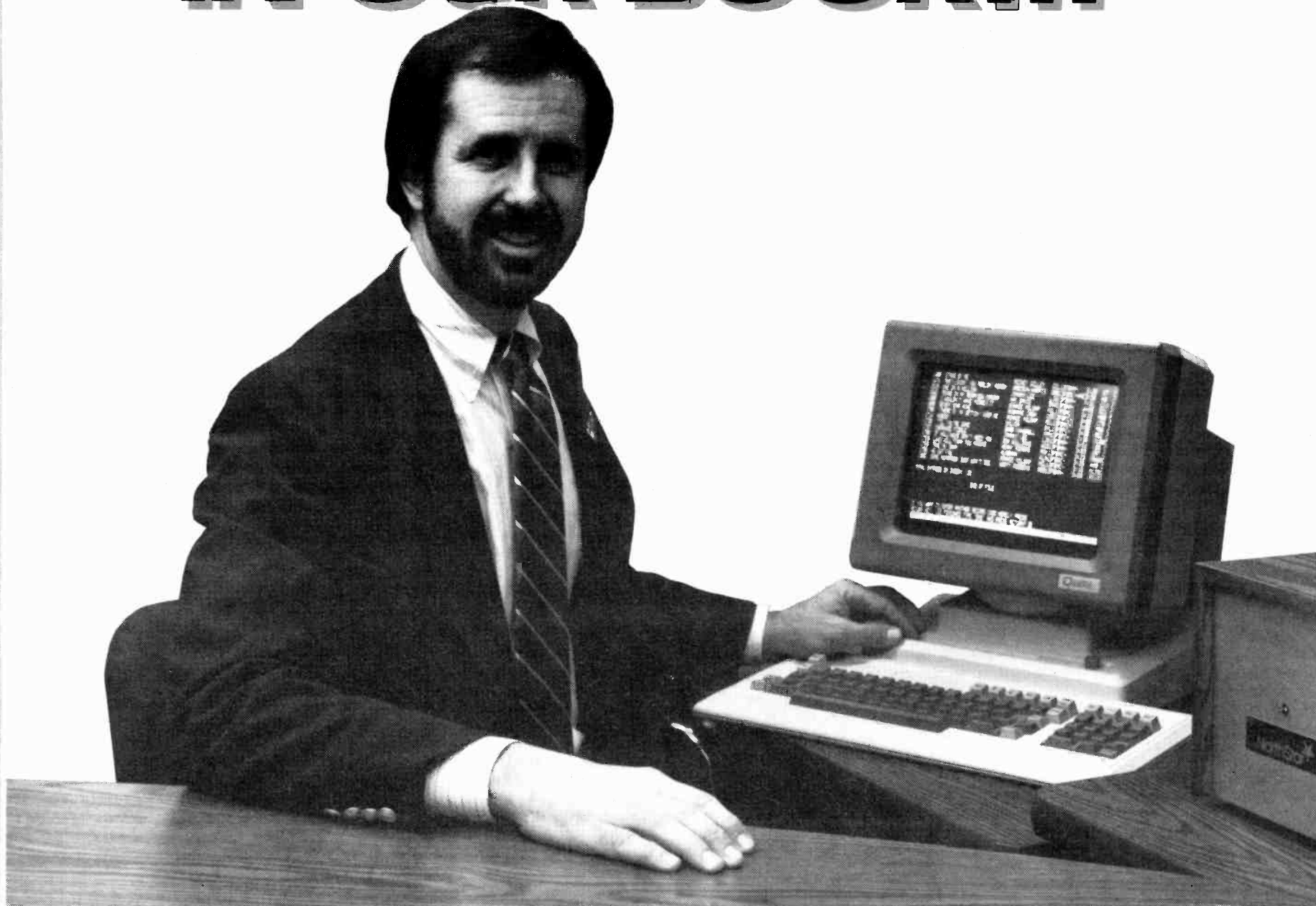
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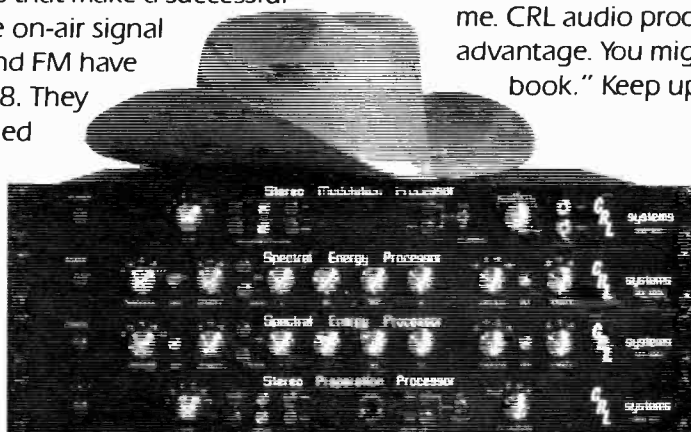
"The latest Arbitron is out and I'm happy to report that for the tenth consecutive book KNIX-FM is number one in adults 25-54.*

While there are many factors that make a successful radio station, the quality of the on-air signal plays a large part. KNIX AM and FM have used CRL processors since 1978. They give both stations clean, detailed signals that make for pleasant listening. I feel certain that keeps listeners tuned in longer.

*Arbitron metro avg qtr hr 6a-mid, spring '80 - fall '83.

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Larry Daniels
General Program Manager



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Black/Urban Radio



WALT LOVE

AMERICA'S FIRST BLACK-FORMATTED RADIO STATION

WDIA: Community Champion, Past & Present

February is Black History Month, and in honor of it, I thought we'd do something special. As my luck would have it, I found the success story I was looking for at the very first Black-formatted radio station in the United States, WDIA/Memphis. WDIA had a great fall Arbitron, moving from seventh to second in the market 12+ (7.7-9.5). Its growth was particularly impressive, considering the fierce five-station Memphis battle for the black audience. Out of Memphis's 12+ metro population of 757,000, the ethnic base is estimated as 39.3% black.

Part One of this column deals with WDIA's current ratings success, featuring an interview with the station's VP/GM Ernest Jackson Jr. — a ten-year industry veteran — and PD Bobby O'Jay, a 12-year broadcaster himself.

Before we get started, think about how tough it's been for Black/Urban AM stations to show any ratings growth over the past several years. However, take a look at how the five Memphis Black music-oriented outlets performed this past fall:

AM Stations			FM Stations		
WDIA	7.7	9.5	WHRK	10.5-8.5	
WLOK	5.6	6.8	KRNB	7.3-6.1	
WKDJ	1.8	3.4			

Interestingly, all three Black/Urban AM stations had positive growth, while the two FMs lost ground.

How It Happened

Bobby began by explaining what he and his staff have done to make an AM station successful. "We put radio back on radio; that is, we put excitement back on the AM dial. The FMs play more records than we do, so I decided to shorten our playlist to 34 records and go after them with a more lively uptempo sound. When we made the decision to implement this approach, we went at it like madmen! Basically, we executed every entity of our format to perfection. Our call letters stood out, the promotions did their job, and the music was right there!"

Bobby went on, "I call our format the 'Bobby O'Jay Goodtimes format.' No screaming, but very alive, up, and happy-sounding at all times. We have jingles like the old Top 40 stations used to have, and even use name shouts. Remember those?"

WDIA's Roots

O'Jay's advice to other AM programmers with a Black/Urban format: "If they have signal problems, they just have to do the best they can, but if the station covers most of the city or at least the black community, there is a lot that can be done. First, they should start sounding like an AM radio station again. They should get some good personalities, cut the music list, play only the hits surrounded by the best oldies, and get out into the community to let people know you're there."

Bobby reflected, "I didn't come here with the attitude that we couldn't do any better, or that WDIA has maintained an old-fashioned image in the industry as well as the community. This radio station has never been known for having a bunch of 'old-fashioned, tired disc jockeys.' WDIA has always had uptempo air personalities who've been in-

WDIA

involved in the community, and this is the image that I came here to recreate. In fact, I grew up in this city listening to this station, so I have just reconstructed the sound of my childhood with brand-new personalities. We're doing all the things this station did back in '68, '69, and '70, only with a modern approach."

Has in-depth news played an important role in WDIA's overall effectiveness? "Yes," said Bobby. "It's important to inform the people, so they realize we can do more than entertain them. We deal with our news up front, and the news we use is that which affects the lives of black people daily. Our news is not 'rip and read.' We believe in cutting out the fat and getting to the prime portion of the useful information. John Pittman does my news in the mornings; he's a top-notch pro."

WDIA's Music Variety

Some Black/Urban stations don't air music by anyone other than black artists. Bobby explained WDIA's approach to this situation. "Yes, we play white artists and anyone else that our audience wants to hear. We play Michael McDonald, Yes, Culture Club, Thomas Dolby, the Police, David Bowie, and others. I wait for the other stations in town to bust 'em wide open, after which they're placed into our hot rotation and played to death. We always make sure we're playing the currents in the correct



Ernie Jackson (Vice President/General Manager), Bobby O'Jay (Program Director)



WDIA STAFF TODAY — Pictured (l-r rear) are weekender Mark Stansbury, news anchor John Pittman, overnight gospel personality Ford Nelson, road manager Charles Curry, Arlene Terry (11pm-3am), Tony Dean (7-11pm), PD/morning man Bobby O'Jay, and Production/Music Director Michael Jeffries; Fred Moore (10am-3pm) is seated in front. Not pictured: Dr. "Jaye" Michael Davis (3-7pm), weekend gospel personality Linda Morgan, and weekender J.J. Johnson.

location within our format. They're more of an asset that way."

The Management Connection

I began my conversation with VP/GM Ernest Jackson by inquiring about the promotional support for the programming department during the fall '83 sweep. "We did have some promotional activities and dollars to complement our air sound. However, WDIA is constantly conducting contests and promotions throughout the year, not just during the book."

Ernest continued by explaining the specifics of WDIA's promotional activities. "We've given the radio station back to the people. We take the time and ask our listeners what they want to hear on our airwaves. I'm not just talking about the music we play, but everything. We find that our 25+ (main target) and 18-24 (secondary target) listeners are all looking for ways to better their quality of life."

"We gave away four vacation trips to different places, including Jamaica, the Bahamas, and New York. For Thanksgiving and Christmas, we gave away trips to anywhere in the continental United States. We called it 'Home For The Holidays,' and our listeners loved it. We also had a cornbread cooking contest that proved to be an enormous success; we sent that winner to Jamaica. Our final promotion during the holidays was a money giveaway that dealt with listening to the music on the station. This was employed to help with our quarter-hour maintenance."

Among other WDIA promotions included one providing listeners who have WDIA "Goodtimes Cards" the chance to have their taxes prepared by H&R Block for the meager price of \$10.70 (1070 kHz is WDIA's frequency). WDIA also sent a couple to the Super Bowl in Tampa. Ernest added that the news department has adopted WDIA's promotional philosophy, airing stories that are geared towards the health, heart, and pocketbook of its audience.

Getting The Listener Involved

Jackson also elaborated on having the basic everyday listeners on the air. "When we decided to give the radio station back to the people, we really did! I was cleaning out some old files when I first came to work here, and found some old Pulse ratings which showed WDIA with 24 and 25 shares 12+. So I asked myself, 'What did they do at that time to get these huge numbers?' Research showed us that WDIA had always been extremely community-minded. This station started in the community, and we never want to lose sight of that."

Ernest continued, "We went out in the streets to let the people know we were here and that the attitude of past years was back in the forefront of WDIA's leadership. The only way we could get people back was to make them feel as if they were a part of our organization. This we still do. We put listeners on the air talking about our radio station."

What types of comments do they have? Ernest replied, "Basically, these promos consist of statements geared towards our music and why they enjoy WDIA. On some they request their favorite music, while other promos include their names, and where they work or go to school (high school and college). That sort of thing may sound old-fashioned, but there's nothing old-fashioned about our recent numbers. One of my favorite lines is when a listener will say, 'I listen to WDIA because they play six in a row!' Believe me, it works."

The Ongoing Sales Problem

Can these numbers be translated into substantial financial gains for WDIA's sales efforts? Ernest said, "The biggest problem is convincing potential advertisers that they need to spend extra dollars to reach the black consumer. It's a problem that exists across the country. A client will come to town and buy two out of three Country stations to reach the audience they want. They'll do the same thing with any other format except Black. We have five Black/Urban formats here and most national buys aren't two or three deep. They buy one station because some of these people think they don't need to advertise to get blacks to buy their products. Locally, it's even more absurd. Some think blacks will buy without advertising, just because the product is on the market. Yet there are others who don't want additional black customers because they say they already have enough!"

Where Do We Go From Here?

Faced with this blatant racism, Jackson was asked if he has a plan for WDIA to get the ad dollars which its ratings indicate it deserves. "Our goal is to target those businesses which want results. If I could give one piece of advice to any black sales organization, I would tell them to only sell what it can deliver. So many times in some organizations, people are out selling to clients who want 25-49 year-old customers and delivering nothing, or 18-24-year-olds who don't respond to the clients' product. We say, 'Deliver what they need, because you can always go back for additional business later. That organization will want to do business with you again because you got results before.'

"We've prioritized our sales efforts to cater to those clients for whom we can get results. We also take the attitude that the numbers are only estimates. Our radio station gets results and our history is proof of that statement. Just to give you an example, we are the only radio station in the country that runs Tide commercials. Why? Because we've gotten results for Tide in this marketplace. They went off the air about six or seven years ago and stayed off for one year. Procter & Gamble saw such a drastic change in their sales that they came back and have been on the air 52 weeks a year ever since. We're it for radio!"

Columbia—Where The Hits Begin!

FOR EXAMPLE:



BILLY GRIFFIN "Serious"

Black/Urban NEW & ACTIVE Billboard: 62*

WDIA	WCIN	KDAY	WATV	WJAX	WMAK	WTLC
KMJQ	WJMO	KJLH	WENN	WPDQ	WVOL	KDKO
WAOK	KMJM	XHRM	WGIV	KJCB	KOKA	KDIA
WYLD-FM	WZEN-FM	WNHC	WNOO	WLOU	WWDM	KUKQ
WGCI	KACE	WRDW	WKXI	WLWV	WAAA	



EARTH, WIND & FIRE "Touch"

R&R: 29 - 20 61/11 Billboard: 46*-33*



ENCHANTMENT "Don't Fight The Feeling"

**Black/Urban
SIGNIFICANT ACTION**

WILD WYLD-FM
WAOK WCIN
KKDA-FM WZAK

WGPR
KJLH
WGIV
WKXI
WBLX

WDAO
WLTH
WKWM
WTLC
WWWS
KDKO

Billboard: 73*

GLADYS KNIGHT & THE PIPS "When You're Far Away"

Watch For An Exciting New Remix On This Follow-up Smash!

AND
COMING
SOON:

SHALAMAR "Dancing In The Sheets"

From the New Motion Picture Soundtrack "FOOTLOOSE"

From one leader to another, congratulations
to WDIA for 36 years of Black Radio!



MOTOWN'S HOT!!!

4 LIONEL RICHIE'S
"RUNNING WITH THE NIGHT"

6 DAZZ BAND'S
"JOYSTICK"

33 to 10 ROCKWELL'S
"SOMEBODY'S WATCHING ME"

and

"DON'T LOOK ANY FURTHER" !!!
DENNIS EDWARDS

MOTOWN DELIVERS

ALWAYS HAS!!!

ALWAYS WILL!!!



1984 MOTOWN RECORD CORPORATION

WDIA — The Birth Of Black Radio

Along with its present success, WDIA has locked up a place in black history by being the nation's first Black-formatted radio station. Thanks to WDIA's current management and the special efforts of Cheryl L. Perry, R&R was fortunate to have acquired the archive material seen on these pages. Coinciding with Black History Month, it seems more than appropriate to salute WDIA and its rich heritage.

Early WDIA was truly a community champion. Initially located at 730 on the AM dial, WDIA made its debut as a Black station October 25, 1948, at 7:30am (the station went on the air with a different format in June 1947). Operated by John R. Pepper and E.R. (Bert) Ferguson, the station titled itself "Your Goodwill Station," and rightfully so, as public service programs were its number one priority.

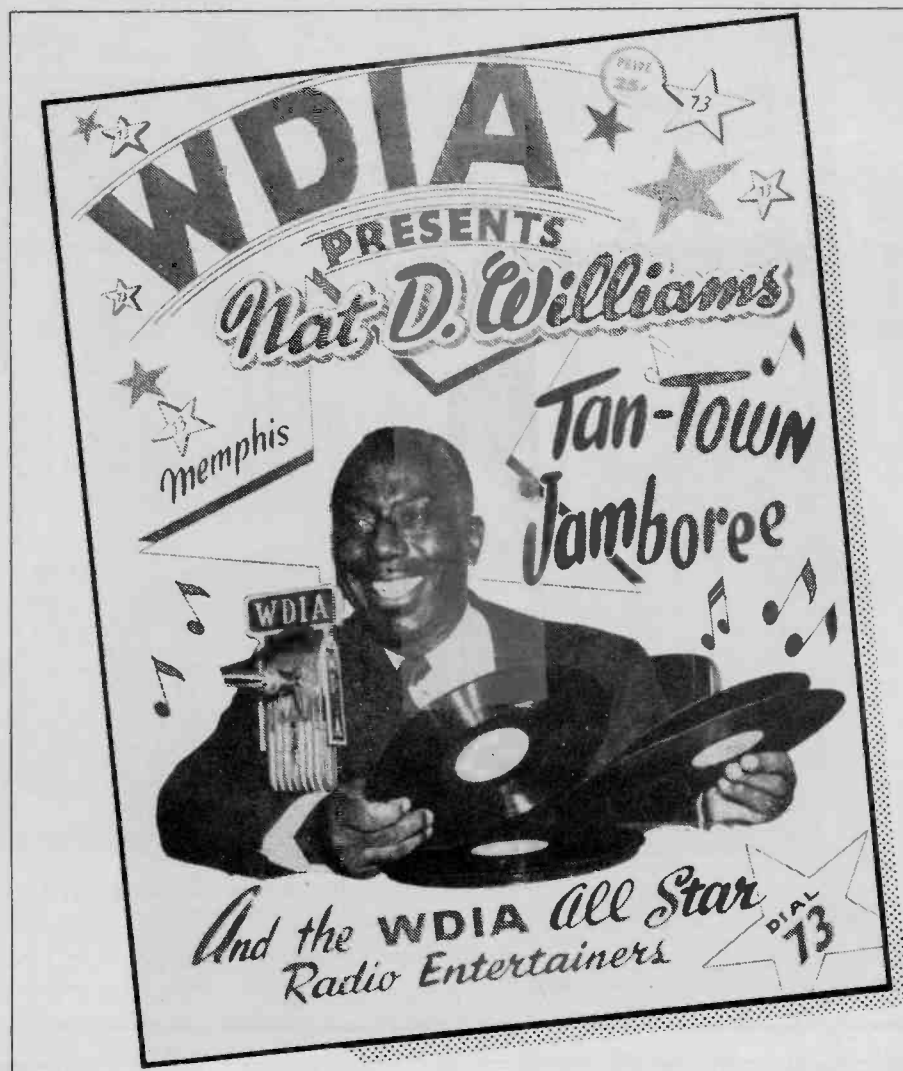
Also known as "Memphis's New Star," WDIA in the early days staged frequent tributes and dedications to many of America's famous black entertainers.

Black/Urban Radio

A Special Tribute To A Star

“WDIA and Nat D. Williams were born together in radio as the first station to serve the negro market exclusively and the first negro voice on the station,” WDIA’s period material states. Known for his multi-talented, somewhat theatrical approach to radio, Nat D. Williams became known as the “Beale Street Philosopher,” who wore several hats: weekly columnist for the local black press, fulltime teacher at Booker T. Washington High School, producer of WDIA’s award-winning forum “Brown America Speaks.” Those who worked with him and knew him well agreed that his first love was WDIA and its listeners. Williams died at the age of 76 last October.

Nat Williams taught at Booker T. Washington for 38 years, was an honor graduate



Longtime WDIA GM Bert Ferguson.

of Tennessee Agricultural & Industrial School in Nashville, and did his graduate work at Fisk and Northwestern Universities. As the motivating force behind the station's on and off-air activities, Nat Williams influenced many of the other talents which made up the early staff at WDIA. These included:

Cornell Wells: Host of "Sunday Jubilee," also principal of one of Shelby County's largest schools. Professor Wells, it's reported, brought much dignity and cultural awareness to the station because he had the respect and ear of top county officials.

Theo "Bless My Bones" Wade: Known as the "Grand Old Papa" of gospel singing, he became a fulltime disc jockey in 1954. This warm, sensitive person put WDIA on the map as regards church music.

A.C. "Moohah" Williams: Williams directed the Teen Town Singers, talents

Continued on Page 44



Pictured in 1971 with the Jackson 5 are station staffers (l-r) Robert "Honeyboy" Thomas, Rufus "Chicken-Dog" Thomas, "The Rill" Bill Bailey, Lee Armstrong, and Herb "The K" Kneeland.



WDIA

STAR

in action

WILLA MONROE
Your Sweet and
Lovely Homemaker

1961 WDIA STAR

"The Old Dirt Dauber"
ERNEST BRAZZLE
tells
"HOW TO BE A GOOD FARMER"

WASH: Sundry: Check trees. Plan to cross and wash.
FES: Check repair, call and lubricate machine.
MAB: Further pasture and break can use.
PMB: Break down first crop land. Plant garden.
MAX: Apple fertilizer, and start fall crop.
MUI: Check and cultivate field. Make meat corn.
DIL: Apple and fertilizer. Start corn.
AUG: Cattle and sheep. Start corn.
SEP: Rouse sheep. Start feed crop harvest.
OCT: Safety first. Watch for around car safety.
NOV: Start home and morning. Start 32 and 33.
DEC: Check return. Take in 32 and 33.

Nat D. Williams
One of
WDIA's
many famous
personalities

44% of MEMPHIS

can be yours with WDIA for WDIA completely dominates in selling to the 44% Negro segment of Memphis' 394,000 population—reaches and sells 489,000 Negroes in WDIA BMB counties! The other 5 Memphis stations split up the white audience. An impressive list of national food advertisers are securing really sensational results thru WDIA. Write for case histories and our leading Hooper

MEMPHIS WDIA TENN.

John E. Pearson Co., Representative

WDIA

Continued from Page 43

from local black high schools, and later influenced the establishment of a college scholarship. "Teen Town Singers" originated from WDIA in 1949.

Bee Bee "Blues Boy from Beale Street" King: Bee Bee (that's how they used to spell it) began dealing with the blues as an afternoon jock for WDIA during its vintage years. Of course, the rest is history!

Maurice "Hot Rod" Hulbert: Commander Hot Rod, as he later became known, used to count down his rocket ship on WDIA as afternoon personality. Hulbert utilized his theatrical talents at WDIA as producer of several revues. Hot Rod became even more famous in the late '50s and mid-'60s in Baltimore Black radio.

Black/Urban Radio

Willa Monroe: Willa Monroe was discovered by Nat D. Williams. After enjoying Willa's famed spaghetti parties a number of times, Nat recommended her to WDIA as the perfect "Tan Town Homemaker," as they called her. Willa was born in Mississippi, educated at the state's famed Piney Woods Institute, and studied voice at the Morningside Conservatory in Sioux City, Iowa.

Ernest "The Old Dirt Dauber" Brazzle: Not much is known about Ernest, other than that he was the station's farm expert and reporter.

A number of radio greats have passed through the doors of WDIA. Here are just a few examples: Billy Bailey, once on WLS/Chicago; Bobby O'Jay, presently with WWRL/New York; Rufus "The Dog" Thomas of recording fame; "The Queen, Martha Jean" (Steinberg), longtime star of Detroit Black radio; Lee Armstrong, who went on to radio station management; Lee Anderson, veteran Black radio personality; and (let's not forget) Herb "The K" Knee-

Continued on Page 46

Make our time your "LISTENING" time—WDIA BRINGS YOU rich voices and talent to fit your mood—Spirituals—Melodies—Hot Harmony—Jive Jamboree—easy listen' music and other programs just for you.

DIAL 73 and Keep Happy

Bee Bee King

Up there you see that man BeeBee, Yesir, BeeBee King, the Blues Boy from Beale Street, That's "where the blues began" and BeeBee keeps 'em rollin' every afternoon at 5:30.

Another star on WDIA's parade of "Tan Town Talent." Watch for BeeBee on Bullet Records. They'll be here soon.

Nat D. and Bobbie Jean

"MAXA VOOTEREE BOPI!"

Here's Old Nat D. again [he's on the front, you know] mating with the big girl as he congratulates Bobbie Jean Jackson, lovely 1945 Spirit of Cotton. This interview was broadcast on WDIA.

Nat's the star of the show, ya know. His famous laugh is his trademark on "Tan Town Jamboree," heard over WDIA daily from 4:00-5:15 P.M.

Maurice (Hot Rod) Hulbert

Well, lookie here men! Here's the high octane pilot of the Sepia Swing Club rocker ship "When 'Hot Rod' takes off the rhythm is really ready, and the five is fast and smooth."

They used to call him Maurice, Jr., but now he's Hot Rod Hulbert, heard on WDIA daily at 3:00 and on Saturday from 2:00 to 4:00 with his Sepia Swing Club.

WDIA

STAR

in action

King of "Sepia Swing"—
RUFUS THOMAS

WDIA

STAR

in action

BOB "HONEYMOON" GARNER—
First Negro Water-Skier in
the Mid-South

1965 "Goodwill Family" Calendar

WDIA's original studios

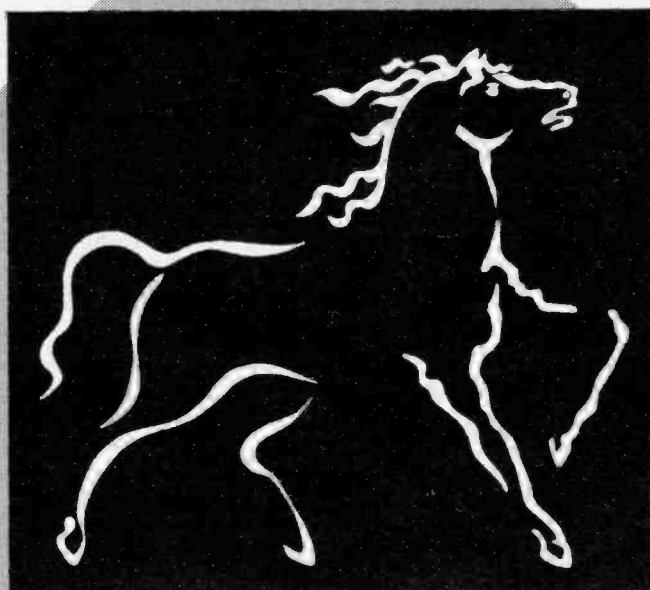
WDIA TRANSMITTER

Chief Engineer Henry Fones shows Theo "Bless My Bones" Wade two huge radio tubes—part of the equipment needed to broadcast 50,000 watts of swingin' radio into eight states.

WDIA is constantly on the alert for programs that please you, the listener, and we feel that the by-word "Out Front Down South" is well earned.

Dial 73 and LISTEN

UP YOUR RATINGS



LAI D BACK
 "White Horse"
 Produced by Laid Back/The Seven Dwarfs



RUFUS & CHAKA KHAN
 "One Million Kisses"
 Produced by Russ Titelman



Zapp
 "Spend My Whole Life"
 Produced by Roger Troutman



WARNER BROS. RECORDS SALUTES BLACK HISTORY MONTH!



Marketed by Warner Bros. Records Inc.
 © 1984 Warner Bros. Records Inc.

Time to Add the Juice!

DAVE VALENTIN

Flute Juice

A funky, solid, R&B and jazz
album **SMASH**



Moves 7-⑥ On The R&R Jazz Chart.

R&B		
V-103	WGIV	WJAX
WDAS-FM	WSHA	WORL
WEDR	WAAA	KKDA-FM
KYOK	WAMO-FM	KNOK-FM
WRAP	WGCI	KZEY
KDIA	WTLC	KACE
WDZZ	XHRM	KMJQ
WKND	KUTE	WRBD
OK-100	KBLX	KJCB
KGfJ	KOKY	WYLD-FM
WWIN	WRDW	KAPE
WPLZ		WBLS
JAZZ		
WYBC	WMGI	WXFM
WMAL	WLOQ	KKGO
WEAA	WING	KJAZ
WFSS	WAMP	KJZZ
WJZZ	KSAX	WYRS
WCLK	WBBY	WBFO
KTSU	WFSK	WQTQ

Now released from the album,
the new "Flute Juice" single.

(GRP-S-3003)



GRP
Records

...The Juice is Flowing on

**GRP Records
and Cassettes**

Produced by Dave Grusin
and Larry Rosen for Grusin/Rosen
Productions



From "The Commercial Appeal,"
Memphis, Thursday, August 4, 1955

CRIPPLED CHILDREN TO ATTEND SCHOOL

**WDIA Provides Free Bus For
Negro Pupils**

Twenty-five children have been processed for admission to the new Negro school for crippled children at Fourth and Keel.

Ernest Ball, city school superintendent, said additional students are expected to enter. Regular classes will be provided for grades one through six this fall.

Alma Booth of 1179 Cannon has been named principal.

The school, open to crippled Negro children unable to attend a regular public school, will have trained physical therapists. Facilities will include a cafeteria, elevator and ramps.

Free transportation will be provided by Radio Station WDIA, which has bought a bus. Bert Ferguson, station manager, said additional buses would be purchased if necessary. He said the funds were made possible by WDIA's annual "Goodwill Revue" at Ellis Auditorium.

WDIA—The Birth Of Black Radio

Continued from Page 44

land, still on the radio in Memphis.

Some of the slogans and terminology used by WDIA in the past may throw some younger broadcasters for a loop. That's a measure of how far we've come in the 35 years since WDIA introduced our format,

and a great deal of credit must go to the station for its pioneering efforts. I hope you've enjoyed these glimpses of the Black radio past.

A very special thanks for the vintage photos and material, once again, to WDIA. The station's contributions should not be forgotten.

Action

With a lot of stations celebrating the success of Jesse Jackson's recent mission, **WAOK/Atlanta** PD Larry Tinsley reports that WAOK correspondent Tracy Gray followed Jackson to Syria, thus making WAOK the only local Black station to send a newperson on the Middle Eastern excursion.

WBLZ/Cincinnati didn't have much time to celebrate its fall ratings. A couple of weeks ago, two teenagers cut the guy wires leading to the station's towers and took WBLZ off the air for a couple of days. The two were later arrested.

Heading the list of job-changes is new **KMJM/St. Louis** PD Ron Atkins, who comes to "Majic 108" from the PD's slot at **WBLK/Buffalo**. **WNOP/Cincinnati** PD Geoff Nimmo moves closer and closer to becoming the "one-man band" that **Ronnie Dyson** sang about. He adds General Manager to his duties, which also include afternoon drive

1983." And **Fred Bourjaily** becomes National Sales Manager at **WZAK/Cleveland** after sales positions at crosstown stations **WKSX** and **WZZP**.

A couple of programmers are looking for jobs. **Jack Randall** is out at **WLUM/Milwaukee**. Also, **Gary Sheppard**, who helped put **WSSJ/Camden** on the map before moving to overnights at **WUSL (Power 99)/Philadelphia**, is searching again.

WMAK/Nashville is teaming up with Miller Beer to hold a "Friends For Fisk (University)" fundraiser on January 28 at the Tennessee Performing Arts Center. Among those artists participating: **Compleat** artists **Jesse Boyce** and **Autumn**, and **Myrrh's** **Bobby Jones**.

Also involved in a charitable promotion is **WPDQ/Jacksonville**, which teamed with McDonalds, A.B. Distributors, Soft Sheen, and the Marshall's department store chain to clothe 60 children for Christmas. The station found that response exceeded its goal and was able to send 70 children shopping.

A couple of big winners in fall book promotions: 38-year old **Eddie J. Wesson**, winner of the townhouse in Baltimore's "Ridgely's Delight" neighborhood given away by **WXYV** in its "\$80,000 Dream House" promotion. Also **Verna Bello** of Chicago's South Side, who won the 1976 Rolls Royce awarded by **WGCI-AM & FM/Chicago**.

Taking a cue from the old **Orlons** song, **WUSL** has brought some action to Philadelphia's South Street as jock **Frank Cerami** hosts the station's new remote program from the Ripley Music Hall, "Saturday Night Dance Party On South Street."

Congratulations to **KDAY/Los Angeles** staffer **Jon Badaux**, producer of "The Motown Story: The First 25 Years." Jon's work on the compilation/documentary album earned him a Grammy nomination for Best Historical Album.

Finally, for those PDs & MDs who want to understand reggae, **Kwaku Lynn** of **Pacific's** **KPFK/Los Angeles** is leading a one-day seminar at UCLA on February 25 entitled "Reggae: The Roots, Rhythms and Philosophy of a Musical Culture." More information is available at (213) 825-9604.

Black/Urban Radio

... At **WNOO/Chattanooga**, **Frank St. James** becomes PD and **J. Reilly** assumes the MD duties. **Mike Rossi** moves from middays at **WDIA/Memphis** to the MD slot at **WPEG/Charlotte**, replacing the late **Les Norman**. **Linda "Lady C" Smith** comes to **WANM/Tallahassee**, as five-and-a-half year midday veteran **Tyrone Giles** crosses to **WCTV-TV**. **KEZM/Lake Charles** GM **Patrick Manuel** exits to an undisclosed Georgia location. He's replaced by **Jerry Mason**, who appoints **Darryl Moore** as his new PD & MD.

On the sales side, **Cathy White**, moves from the music department to Sales Department Secretary/Sales Assistant at **WXYV (V103)/Baltimore**. The station also announces that **Kevin Kelley** has been named its "outstanding salesman of

THE **POINTER SISTERS,**

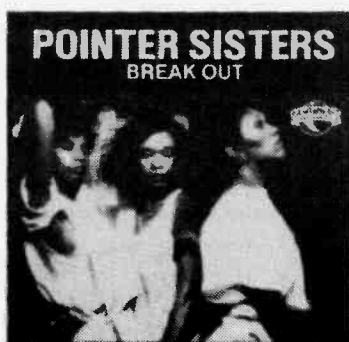


FOR
THEM
FIRING
OUT A
HIT IS

“AUTOMATIC”

■ **THE NEW SINGLE** YB-13720 **12"** YD-13721

PULLED FROM THEIR
NEW ALBUM
“BREAK OUT”
BY POPULAR DEMAND
Produced by Richard Perry



BXLI-4705

**BLACK RADIO, THANKS FOR
BEING THERE WHEN WE NEEDED YOU
WITH THE HIT “I NEED YOU”**



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For action-packed sample package, send one dollar to...

P.O. Box 6344, Virginia Beach, VA. 23456

Funny In 10 Seconds ... or Less!

For this month's comedy issue write on your station letterhead to:

FINE LINES



Waldo Point Harbor
8 Dock, Berth 65
Sausalito, CA 94965

DIAL FILE NOTES

New & Improved for 1984. Ad-lib material for your show from topical short stories, interview prospects, and music people to trivia and daily calendars and more. Coming to a mailbox near you... hopefully yours! Send for free sample on station letterhead to:

DIAL PRODUCTIONS
P.O. Box 50702, Indianapolis IN 46250

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Funny Horoscopes, Krazy Commercials, Silly Soap Operas, Ridiculous TV & Movie Reviews, over 1000 different bits (25 pages per month) delivered to you mouth. For FREE-BIE, write: **HYPE, INK**, Box 69581, Los Angeles, CA 90069

ELECTRIC WEENIE
RADIO'S MOST RESPECTED
DJ GAG SHEET SINCE 1970

ROB JONES, RADIO LUXEMBOURG: "Sign me up another year. I haven't seen a better service!"

FOR FREE SAMPLES WRITE
The Electric Weenie, P.O. Box 25-866
Honolulu, Hawaii 96825 (808) 395-9600

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In the past year, hundreds and hundreds of radio stations, from every State in the Union, in every size market, contacted NATIONAL with job orders. So far, this year, we are even busier. To help fill these openings, NATIONAL is in constant need of announcers, news people, programmers and salespeople. NATIONAL, the Nations leading radio placement service, places from Coast to Coast. If you are seriously seeking to "move up," don't wait, contact NATIONAL now. For complete information, including brochure and registration form, enclose \$1.00 postage and handling to:

NATIONAL BROADCAST TALENT COORDINATORS
Dept. R, P.O. Box 20551, Birmingham, AL 35216
ACT NOW! (205) 822-9144

DIAL-L G

Free sample from radio's complete show prep service!
HUMOR, CONVERSATION, CALLS, CALENDAR & MORE

Write on station letterhead or call!
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5727 Indiana Dr.
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Poor (announcer's name)'s Almanac

Your own staff of writers and researchers do it all for you. Concise stories, timely quotes, celebrity profiles, meaningful facts, sports anecdotes, fresh, relevant material. For a Free Sample — P.A.N.A., P.O. Box 85152, San Diego, CA 92138.

SEXY SOAP OPERA FOR RADIO

Daily one-minute drama on tape.

A sophisticated daily drama of love and conflict between the sexes. BILLBOARD calls it a one-minute soap opera "fix."

PARTY LINE — All the action takes place in daily one-minute episodes. Call for free demo: FULLER (312) 579-9578



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Payable in advance. Orders must be typewritten and accompanied by check. One-inch minimum; additional space up to six inches available in increments of one-inch. Rates for R&R Marketplace (per inch):

	Per Insertion
1 Time	\$50.00
6 Insertions	\$45.00
13 Insertions	\$40.00
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Volume Rates Available

Additional \$10.00 per week charge for Blind Box ads.

Will include logo or other line art on ads of two inches or more if camera-ready art provided. Deadline for Marketplace ads is Friday noon, two weeks in advance of publication date. Marketplace ads are non-commissionable.

Submit to: **Marketplace**
RADIO & RECORDS 1930 Century Park West
Los Angeles, Calif. 90067 (213) 553-4330

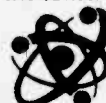
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5. All major, medium & small markets.
6. All formats: AOR, COUNTRY, MOR, CHR, BEAUTIFUL MUSIC, NEWS, TALK.
7. Many openings for those men and women with little experience.
8. Money Back Guarantee.

Rates: One week \$6.00. SPECIAL 6 weeks \$14.95—you save \$21.00!

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No Free Samples. Your KNOCKERS*! sample cassette costs \$5 and gets you started right away with top-quality professional material. Catalog included with tape.

Send \$5 to KNOCKERS*!
Box 153 La Grange, IL 60525

Are YOU Good Enough to be PD at a Top Station??

Bob Paiva, well-known PD
and radio personality shows
you what it takes in

The Program Director's Handbook

(As seen in "What's New" 1/27/84)

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Please send me _____ copies of **The Program Director's Handbook** (No 1363H) at \$15.95 each.
(Professional books are tax deductible)

Check enclosed for \$ _____ (Publisher pays postage/handling)

Name _____

Address _____

City/State/Zip _____

P.s. add 6% sales tax. Foreign customers must pay in U.S. Currency

RRN-24

Marketplace

The Cat's Pajamas

"The other services are burning out, THE CAT'S PAJAMAS gets better every month." Steve Finnegan, 293/Winston-Salem

Topical, Useable, Workable Humor.

For sample write:

P.O. Box 5591, Wilmington, NC 28403-4155
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"Phantastic Phunnies"

Highly Respected! Hilarious! Original!
Proven worldwide audience builder!

'Quick-quip,' Topical Humor!! Introductory month's 500 topical one-liners and 'BONUS'... Just \$2.00!! Phantastic Phunnies, 1343-A Stratford Drive, Kent, Ohio 44240.

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daily insider

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CHR · AOR · AC

Call for a free trial subscription
(415) 564-5800

Opportunities

Openings

EAST

WCRO/Johnstown looking for CHR PD with ability to oversee operation. Contact Bob Hamilton, 12349 Califa St., N. Hollywood, CA 91607. EOE M/F (2-3)

WANTED:

Production Director with copy writing skills. Also wanted: newperson to gather, write and hear news. Send T&R to: Dennis Ryan, WFGP/WIIN Radio, 2707 Atlantic Avenue, Atlantic City, NJ 08401. EOE M/F

V-100 has an immediate opening for a great AM personality. Good pay, good benefits. T&R: Bob Spence, Box 4318, Charleston, W.VA 25304. (2-3)

Hot CHR between Providence-Hartford needs top-notch air talent. Managerial background a plus. T&R: Dan Dubonnet, Box 232, Mystic, CT 06355. EOE M/F (2-3)

TOP 50 MARKET CHR

Seeks dynamite morning personality... humor and creativity within a tight format. Top bucks, a great place to live and work. Send tape and resume to: Radio & Records, 1930 Century Park West, #610, Los Angeles, CA 90067.

OK-100/Ithaca — monster CHR signal. T&R's for future openings. Bill Weston, PD, 292 Tompkins, Courtland, NY 13045. (2-3)

Full & parttime air talent for top Country station, suburban NY area. Country experience preferred. T&R: PD, WIXL, Box 40, Newton, NJ 07860. (2-3)

Award winning news station has exciting opportunity for take-charge newperson. T&R, writing samples: WRTA, Box 272, Altoona, PA 16603. EOE (2-3)

Clearance Representative

Entry level. Strong communication and organizational skills needed. Contact Ruth Presslaff, Director/Affiliate Relations, The United Stations, 6867 Elm Street, Suite 101, McLean, VA 22101. (703) 556-9870. EOE M/F

Announcers, fast-growing suburban NYC A/C accepting T&R's for future. Top island signal. Pros only. Sean Casey, WALK-AM/FM, Box 230, Patchogue, NY 11772. No calls. EOE (2-3)

Immediate parttime openings. A/C AM, CHR FM. May become fulltime in group. T&R: Dave Supplee, Billbett Radio, Box 726, Hornell, NY 14843. EOE M/F (2-3)

CHR POWERHOUSE

Has rare opening for exciting personality. Great pay and benefits. Tape & resume to: Radio & Records, 1930 Century Park West, #611, Los Angeles, CA 90067.

Anchor/reporter fulltime. Solid writing, crisp delivery. Major local news commitment. T&R: Craig Robbins, ND, WLAM, Box 929, Lewiston, ME 04240. (2-3)

98JBQ seeks T&R's for future fulltime opening. State of the art equipment. Brian Phoenix, 583 Warren Ave., Portland, ME 04103. EOE M/F (1-27)

Openings

Excellent opportunity for flexible air person. Powerful FM, Central NY. T&R: GM, WKXZ-FM, Norwich, NY 13815. (1-27)

Fulltime air talent for CHR-A/C in NY college town. T&R: Joe Moss, WZOZ-FM, Box 1037, Oneonta, NY 13820. EOE M/F (1-27)

Washington's KIX Country has a night opening. T&R: Jason Kane, PD, 510 King St., #315, Alexandria, VA 22314. EOE M/F (1-27)

Fulltime newperson, natural sounding, able to work with morning person to create an entertaining AM show. T&R: Bill Nosal, WCCC, 243 S. Whitney, Hartford, CT 06105. EOE (1-27)

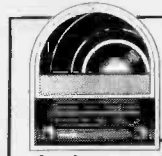
B-94 FM

CHIEF ENGINEER for major Pittsburgh FM station. Must have knowledge of FM broadcast equipment, state-of-the-art audio, FCC Rules, and possess a valid 1st Class radio-telephone or General Class operators permit. Apply to: Steve Kingston, WBZZ-FM, 1715 Grandview Ave., Pittsburgh, PA 15211. (412) 381-8100. EOE Employer.

SOUTH

Morning team opening at top AM station in fastest growing city in nation. Country format. T&R, photo: Tom Allen, KVET, Box 380, Austin TX 78767. No calls. EOE M/F (2-3)

97Rock needs experienced CHR jock for various openings. Great production a must. T&R: Skip Elliot, WJAD, Box 706, Bainbridge, GA 31717. EOE M/F (2-3)



KXZL — San Antonio's dominant AOR has an opening for Program Manager. Send T&R including program philosophy to: Gary Burns & Associates, P.O. Box 40013, San Antonio, TX 78229.

Gary Burns & Associates

KTXQ 'AOR' has PM drive opening. Previous AOR experience required. Rush T&R: Tom Owens, KTXQ, 3626 North Hall, Dallas, TX 75219. (2-3)

KLAZ seeks adult personality with strong production skills. Small market applicants encouraged. T&R: Ronda Curtis, 1501 N. University #768, Little Rock, AR 72207. EOE M/F (2-3)

Z-104, Hot Hits/Norfolk needs fulltime personality. Possible production director. Rush T&R: Steve Kelly, 160 Newtown Rd., Virginia Beach, VA 23462. No calls. EOE (2-3)

ND wanted, Texas panhandle small market. Self-motivated group advancement opportunity. T&R, references: GM, KSZN, 119 N. Frost, Pampa, TX 79065. (2-3)

KBFM/McAllen-Brownsville has rare PD/PM drive killer opening. Team player, minorities encouraged. Dick deButts, Box 3764, McAllen TX, 78501. (512) 383-4961. EOE M/F (2-3)

Personable, slightly humorous AM drive announcer needed. A/C, great facility, pay, benefits. T&R: Bob Payton, Magic, Box 1055, Selma, AL 36702. (2-3)

Immediate Houston opening. Assistant to CE at state-of-art. Minimum 2 yrs. transmitter experience. Letter/resume: Amature Group/Engineering, Box 22900, Houston, TX 77227. EOE (2-3)

NC's newest public radio station has openings all airstaff positions. Classical, jazz, news helpful. T&R: Stew Mones, Box 885, Newbern, NC 28560. AA/EOE (2-3)

Seeking future air talent, male or female. T&R: Ralph Carroll, Box 1537, Columbus, GA 31994. No calls. EOE M/F (2-3)

One of America's great FM A/C's needs a midday personality. T&R: Jim Robertson, WRVR, 5904 Ridgeway Parkway, Memphis, TN 38119. No calls. EOE M/F (2-3)

Openings

Morning team needs experienced newperson. Voice, wit required. C&R: Mark Davis, ND, WAIV/WOKV, Box 6877, Jacksonville, FL 32236. EOE M/F (2-3)

100kw CHR has fulltime openings. T&R: Kirk Sherwood, WQMV, 1855 Lakeland Dr., Bldg. E, Jackson, MS 39216. EOE M/F (2-3)

KCWM looking for bright, informative AM or PM drive personality/Promotion Director. T&R: Robert E. Lee, Box 3487, Victoria, TX 77903. EOE M/F (2-3)

Top station in KY capital seeks reliable A/C air talent with production. Automation experience a + T&R: Jim Gregory, OM, WFKY, 28 Fountain Pl., Frankfort, KY 40601. EOE M/F (2-3)

Middays at contemporary MOR, PM drive at 50kw A/C FM. T&R: GM, WGBR/WEQR, Box 207, Goldsboro, NC 27530. EOE M/F (2-3)

Coast's top Country station seeks midday personality with strong production. T&R: Jim Tabor, WVMI, Box 4606, Biloxi, MS 39531. EOE M/F (2-3)

WXCM modern Country has an immediate opening. PM drive personality, 6 days. T&R: Tom Krawczak, WXCM, Box 1450, Jackson, MI 49204. (517) 787-1450, 9-10a. EOE M/F (2-3)

FM-96 WOVV

Morning Show Entertainer

After 4 years our morning personality is leaving. It'll be tough to fill his shoes. Can YOU do it? Entertaining/humor essential. Top notch production a must. No time and temp types, please. Four years minimum experience. Live and work on beautiful coastal Florida. Tape, resume and salary requirements to Bill James, WOVV, P.O. Box 3032, Ft. Pierce, FL 33448. EOE M/F

Bring your buns to Texas! Hot rockin' CHR KFMN AM/FM. Current & future openings. T&R: Box 473, Abilene, TX 79604. EOE M/F (2-3)

Immediate openings for parttime A/C performers. WEZI/Miami. Call John Moen, (305) 445-5411. EOE M/F (2-3)

WCMT/AM 14 Country has immediate opening for PD/Morning Drive. Seeking experienced mature adult. Good salary & benefits. T&R: Paul Tinkle, Box 318, Martin, TN 38237. EOE M/F (1-27)

FM Country needs fulltime ND. Experienced in news writing, delivery & gathering. T&R: KEMM, Box 1292, Greenville, TX 75401. (1-27)

WNOX is looking for a nighttime Country communicator. Females encouraged. T&R: 4400 Whittle Springs Rd., Knoxville, TN 37917. EOE M/F (1-27)

Medium market full-service A/C AM has an opening for a fulltime Account Executive. Resume: Box 7, Huntsville, AL 35804. No calls. EOE M/F (1-27)

Immediate opening for bright, uptempo CHR announcer with good production skills. T&R: Ron Chase, KQIZ-FM, Box 7488, Amarillo, TX 79114. EOE M/F (1-27)

KLLS-FM seeks super afternoon personality. Great money, experienced only. T&R: Bruce Buchanan, PD, 8401 Data Point, San Antonio, TX 78229. EOE M/F (1-27)

WOLT-FM, 100kw A/C PM drive with possible promotions. T&R: Tom D. Pepper, Box 932, Florence, AL 35631. (215) 764-8121. EOE M/F (1-27)

Nashville area/So. KY 100kw CHR FM. Future openings, all dayparts. No beginners. T&R: Buddy Matthews, WAKQ, Box 110, Russellville, KY 42276. No calls. EOE M/F (1-27)

Openings

KARN/Little Rock now accepting T&R for future talk show openings. Call Chuck Martin, (501) 661-7500. EOE M/F (1-27)

WOXR(AOR)/WLAS(Country) has immediate opening for someone who eats, drinks, sleeps local news. Rush T&R: Kris Kelly, Box 760, Jacksonville, NC 28541. EOE M/F (1-27)

If you can deliver the teens & have fun, then fill my 7p-Mid shift. T&R: Jeff Angel, Box 2300, Ardmore, OK 73402. (405) 226-5357. EOE M/F (1-27)

A/C in NE Texas needs morning man/production director. T&R: Bucky Albright, KIKT, Box 1015, Greenville, TX 75401. EOE M/F (1-20)

Q93 is accepting T&R's for future openings. Contact Kris O'Kelly, PD, WQUE-FM, 1440 Canal St., New Orleans, LA 70112. EOE M/F (1-20)

Talented, enthusiastic evening professional needed yesterday. Country or A/C background. Good bucks. T&R: Joe Benson, KROZ-FM, Box 4248, Tyler, TX 75712. EOE M/F (1-20)

MIDWEST

Progressive FM seeks AM Drive, 7-Mid. Copy/production-swing people. T&R, (writing samples): 2483, Bismarck, ND 58502. EOE M/F (2-3)

St. Louis rocker looking for fulltime experienced talent. Personality a must. T&R: 7394 Balson Av., St. Louis, MO 63130. EOE M/F (2-3)

Top-rated A/C-CHR looking for jocks. T&R: J.P. DeSantis, WHNN, Box 96, Saginaw, MI 48606. No calls. EOE M/F (2-3)

Adult approach to CHR needed for AM Drive. Production, copywriting a must. Good community. T&R: Jim Lewis, 2755 Sager Rd., Valparaiso, IN 46383. EOE M/F (2-3)

WOMP is looking for an experienced and aggressive newperson to co-anchor AM and work streets. T&R: Howard Monroe, Box 448, Bellaire, OH 43906. (2-3)

CAN YOU HAVE FUN ON THE RADIO?

Midwest Top 50 FM looking for talent. Salary negotiable, great benefits, EOE. Be ready to move. T&R: Radio & Records, 1930 Century Park West, #618, Los Angeles, CA 90067.

KZ93, top CHR seeks upbeat AM drive personality with good production. Good money & benefits. T&R: Keith Edwards, 3131 N. University, Peoria, IL 61604. No calls. EOE M/F (2-3)

AM drive, modern Country FM. Must have fun, humor necessary. Must want to win. T&R: Consultants, 8053 Stoddard Av., Kansas City, MO 64152. EOE M/F (2-3)

Immediate opening for Country jock at WMCL. T&R: Jim Glassman, 811 Broadway, Mt. Vernon, IL 62864. EOE M/F (2-3)

PLEASE NOTE:

You may place your ad in the Opportunities section by mail or phone. All openings, positions sought and changes are free of charge. Simply call us at (213) 553-4330 with your information, or mail it to Radio & Records, 1930 Century Park West, L.A., CA 90067. Please be sure to let us know when you have found a position or filled your opening.

Opportunities

Openings

PD & morning man for adult-oriented WCOL-AM. T&R: Shane Media Services, 7703 Windswept Ln., Houston, TX 77063. EOE M/F (1-27)

ANNOUNCER

Medium market full service A/C needs solid, informative personable drive announcer. Good compensation and stability. All considered. T&R, present salary and ratings history to: Radio & Records, 1930 Century Park West, #623, Los Angeles, CA 90067.

WLUM & WAWA/Milwaukee seeking GM. Superb administrator, excellent people person, good knowledge of sales & programming, strong leader. Call L. David Moorhead (414) 785-1021. EOE M/F (1-27)

MORNING AIR TALENTS

We're looking for the finest morning entertainers in America.

If you're a superb morning entertainer or team, and you're ready for a new challenge, we'd like to hear from you. Please send us a cassette air check of your on-air work, a complete resume and anything else that will communicate and document your skills and talents. Please, no phone inquiries.

e&d

E. Alvin Davis & Associates, Inc., Radio Programming & Marketing, 9851 Forest Glen Drive, Cincinnati, OH 45242

Morning Country pro needed! T&R: WXYQ-AM, Jay Bouley, Box 247, Stevens Pt., WI 54481. (715) 341-1300. EOE M/F (1-27)

KIZZ, the top-rated ARB station in the U.S. seeks a PM drive pro. Good benefits & top pay for the right person. (701) 852-2494. EOE M/F (1-27)

MORNING DRIVE

Leading Midwest major market Adult Contemporary seeking bright, entertaining morning personality with warmth and relatability. Send tape and resume to: Radio & Records, 1930 Century Park West, #617, Los Angeles, CA 90067. EOE

Announcer/production, regional FM. 100kw A/C, females encouraged. T&R: Jim Lien, WBWA/B106, Box 207, Washburn, WI 54891. (715) 373-5151. EOE M/F (1-27)

Radio news anchor. News broadcasting/reporting experience. Strong writing & on-air ability. T&R: WING/WJAI, Box 2346, Kettering, OH 45429. EOE M/F (1-27)

Ohio A/C needs morning man. \$17k to start. (419) 468-4664. EOE M/F (1-27)

Announcer/production, regional FM WBWA/B106 100kw A/C. Females encouraged. T&R: Jim Lien, Box 207, Washburn, WI 54891. (715) 373-5151. EOE M/F (1-27)

AGGRESSIVE MEDIUM MARKET A/C STATION

In Midwest is looking for morning and afternoon drive. Will pay between \$20-\$40,000 depending on qualifications. Send cassette and resume to: Radio & Records, 1930 Century Park West, #614, Los Angeles, CA 90067. EOE M/F

Production pro needed ASAP. Must be able to shine. T&R: Jeff Davis, WFMK, Box 991, E. Lansing, MI 48823. EOE M/F (1-27)

Cyclone CHR seeks evening personality who can relate to a college audience. T&R: Al Weiha, KCCQ, Box 728, Ames, IA 50010. EOE M/F (1-27)

Openings

Woodward Communications Inc. seeks experienced sales-oriented GM. Oversee AM/FM & mobile communications operation. Bob Woodward, 8th & Bluff, Oubuque, IA 52001. EOE M/F (1-27)

Know your odds & have personality. "Play it again Sam" is looking for you. Minimum 3 yrs. experience. Ken MacDonald Jr., (517) 752-8161. (1-27)

MIDWEST MEDIUM MARKET FM COUNTRY

Needs killer morning talent! Is it you?? T&R to: Radio & Records, 1930 Century Park West, #624, Los Angeles, CA 90067.

Wanted, experienced radio reporter. Strong on-air & on-street with good writing skills. Competitive market, Fox River Valley, WI. WHBY, Appleton, WI 54913. EOE (1-20)

Parttime air personality needed. Contact Rob Shannon. WHBY, (414) 733-6639. Appleton, WI. EOE M/F (1-20)

Major Market Opportunities

Major market A/C seeks two key air performers:

1. MORNING ENTERTAINER — must have a top notch sense of humor. We want someone to set the market on its ear. Will consider a team.
2. MORNING ANCHOR — must have sharp news sense. Crisp writing style, conversational delivery, minorities encouraged.

For both positions send tape, resume, writing samples, and salary history to: Radio & Records, 1930 Century Park West, #619, Los Angeles, CA 90067. EOE M/F

WEST

NEWS DIRECTOR SUNNY CENTRAL CALIFORNIA AM-FM

We're part of a growing group in need of a news pro to start from scratch and run the show. Adult news with a personal touch. Super voice, writing, editing a must. Three years experience minimum. Above market pay for longer hours, but no weekends. Market is a beautiful place to work, play, and grow. Stations are state-of-the-art and dominate the 25-49 audience. Send tape, resume, picture, and salary requirements to: Radio & Records, 1930 Century Park West, #615, Los Angeles, CA 90067. EOE

Wanted: combination DJ & salesperson. Weekend DJ work, sales during week. For details, call Pat or Vern at (505) 864-8400. (2-3)

MAKING TOO MUCH MONEY?

Rock N' Roll instead! Top 30 market AOR needs energetic, professional rock addicts. Especially drive times. Send T&R and references to: Radio & Records, 1930 Century Park West, #622, Los Angeles, CA 90067.

Openings

WE ARE GROWING!

Emmis Broadcasting, stations in Indianapolis, Minneapolis, St. Louis, Los Angeles is looking for air talent in all Contemporary Music formats. Tapes & Resumes to: Rick Cummings, WENS, 2255 North Hawthorne Lane, Indianapolis, IN 46218. NO CALLS

Central Oregon's top A/C FM seeks a #1 morning man. Great production, one-on-one communication a must. Rush T&R: PD, KXIQ-FM, Box 5068, Bend, OR 97708. EOE M/F (2-3)

This California city needs a great morning show!! We're talking to rockers! We want their attention. Can you command it? Send goofy, hilarious, exciting tape and impressive resume with references to: Radio & Records, 1930 Century Park West, #621, Los Angeles, CA 90067.

50kw central California FM looking for alert air talent. Good production a must. T&R: CQB, Box 2959, Merced, CA 95340. (2-3)

KGB-FM 101

Promotion Director

High promotion profile, market-dominant rocker needs experienced, creative, highly-motivated promotion director. Extremely rare opening. EOE. Resumes — no phone calls. Larry Bruce, KGB-FM, 7150 Engineer Rd., San Diego, CA 92111.

KGGI (99.1)/Riverside seeks weekend air talent. T&R only: John Volpe, KGGI, 2255 E. Bessant St., San Bernardino, CA 92404. No calls. EOE (2-3)

Medium market oldies station seeks experienced mature sounding air personality. Familiar with 50's & 60's oldies. C&R: Box 141146, Spokane, WA 99214. EOE M/F (2-3)

YOU ARE GREAT

You're important. Take over #1 morning show. Phone bits, voices in up-beat CHR style. Fun newperson needed also. Afternoon drive just left for Top 30. Need it filled. Keep us hot! T&R: Radio & Records, 1930 Century Park West, #620, Los Angeles, CA 90067. EOE M/F

KWDJ is expanding. Experienced modern Country DJ & production people wanted. T&R: Al Gordon, FM, KWDJ, 7351 Lincoln, Riverside, CA 92504. EOE M/F (2-3)



Western Colorado's No. 1 CHR FM is looking for America's best medium market PM drive

personality ready to move up. We've got the right bucks, for the right person, NO time and tempers. Benefits include medical insurance and profit sharing. If you're ready to work in a state-of-the-art facility, with a state-of-the-heart company, rush tape and resume to: Charlie Michaels, 93 Q-FM, Grand Junction, CO 81502. EOE M/F

Air talent wanted for new A/C in Salt Lake City! Looking for topical communicators. T&R: Dennis Elliott, KUUT, 5282 S. 320 West, Suite D272, Salt Lake City, UT 84107. EOE M/F (1-27)

Openings

KROY needs newperson with automation experience for Manteca sister station. Great growth potential. T&R: 620 Bercut, Sacramento, CA 95814. (1-27)

KIMN

KIMN is seeking a killer midday personality: A pro who is warm, relatable, understands listener involvement, is entertaining, uses phones concisely, is a real person who enjoys personal contact with the community. Style should be up, quick and concise. No "jocks," comedians and beginners please. This is a rare opportunity to join a great radio station known for its personalities and stability. Tape, resume and photo (no calls) to: Doug Erickson, KIMN, 5350 West 20th Avenue, Denver, CO 80214. EOE

Wanted: News Anchor with strong writing & reporting skills. Females encouraged. T&R: Joe McCarthy, ND, KMJJ, 3510 W. Hacienda, Las Vegas, NV 89118. EOE M/F (1-27)

PD, FM Country. Energetic, creative, people oriented. T&R: Don Schrack, KNAX, 3636 N. First, Suite 106, Fresno, CA 93726. EOE M/F (1-27)

IMMEDIATE OPENING

KUAD FM 99.1 **KSGR** AM 1170

Group owned Rocky Mountain AM-FM has immediate opening for top air production talent. PD for right person. Send T&R to: Quin Morrison, KUAD/KSGR, Box 117, Windsor, CO 80550. (303) 686-2791. EOE M/F

Great opportunity for 2 mature, responsible communicators. Need strong production. Capps broadcast group. T&R: Don Jebb, Box 346, Twin Falls, ID 83301. EOE (1-27)

KYNO seeks ND to head award-winning department, AM anchor in growing CA market. Ted Brown, Box 6029, Fresno, CA 93703. No calls. EOE M/F (1-27)

Positions Sought

BA, Top16 announcer, WBUC, Rock104, 92BPD, KBLW, KVNU, KUSU, NPR, Satellite uplinker, Talkback Advisor, sharp, integrity, experienced, employed, portfolio (513) 651-5433. (2-3)

4 yrs. experienced. Looking for P2 N/T. Will jock for right station. Currently with WBWB, Bloomington, IN. Available May 15. MARK GILLESPIE, (812) 337-4483. (2-3)

Have 3 yrs. small market experience. Currently in top-24 market parttime. Looking for small-medium AOR with production. Can relate to people. ROB (602) 241-9743. (2-3)

● Okay, so I won't win a Gary Owens sound
● alike contest. So I'm a diamond top, non-stop,
● let's rock cyclops, a throwback, okay. Claude
● Hall likes me. So does Mike Joseph. So will
● you. New York City or Los Angeles. Call for
● "Shane" (716) 837-3466. Might be a new
● "twist."

New year, new challenges. CHR-A/C programming position wanted. Team player, energy with no hype, 6 yrs. experience, small & medium markets. SHAWN (505) 722-9025. (2-3)

Top-shore PM drive latest book. Open to new and interesting AOR/CHR challenges & opportunities. MARK LYONS (805) 528-6449. (2-3)

DAVE STERLING, top jock of the Midwest, ready to make your station a winner. (312) 272-2430. (2-3)

Talk host with 15 yrs. broadcasting experience has innovative concept for talk show. Entirely show-business oriented. It's exciting! Call (602) 265-5220. (2-3)

4 yrs. Philadelphia on-air, 7 yrs. all told, 2 yrs. programming experience. Seeking to move to medium market programming. Call (215) 673-8584. (2-3)

Opportunities

Positions Sought

Announcer with 4 yrs. experience, good voice, production skills & personality looking for a larger market. Prefer New England. PETE (603) 752-4738. (2-3)

2 1/2 year team player with PBP experience. Not flashy but hard worker. Prefer MT, A-1 references. Call TODD (701) 523-3883. (2-3)

Mature AM pro seeks residence in top-50 market. Order before noon. FRED (817) 939-0390. (2-3)

Experienced ND/DJ, 5 years on-air, production skills, seeks Southwest assignment. Currently working. AOR, CHR, News, Talk, Jazz. RICH ALCOTT (707) 937-0719, 964-7277. (2-3)

19 yr. pro. Former state network ND. Employed, looking at Midwest with realistic expectations. Family. BILL (319) 332-9855. 7p-11a. (2-3)

Major market morning man wants creative home. Format change left me speechless. RICK (414) 637-1102. (2-3)

Top-25 personality looking for winning environment. A/C, CHR top-100 markets only. BYRON (414) 633-5501. (2-3)

SPORTS DIRECTOR/DJ COMBO

Seeking a position in a small or medium market. Six months small market experience. B.A. in Broadcasting. Dependable and professional. I can be an asset to you. For T&R plus references, call RON GOODMAN (213) 202-1249.

Attention! Single male, 3 yrs. experience CHR, A/C, Oldies. Bilingual & good production skills. Will relocate. VALENTINO (717) 366-1820. (2-3)

DREW BENTLEY, top-50 market programmer seeking medium or large Midwest CHR or A/C programming opportunity. (612) 459-9516. (2-3)

Talented, experienced copywriter/air talent seeking position. Creative copy, tight airshift, and a hard worker. Available immediately. BILL (904) 744-6353. (2-3)

Hello. Major market parttimer looking for medium market fulltime. Prefer Midwest. CHR, A/C. TIM (314) 227-9750. (2-3)

News anchor-reporter with 10 yrs. major market skills. (213) 394-8204. (2-3)

7 yrs. of CHR/A/C air experience. Looking to put my knowledge to work in a PD/MD position or medium/major market airshift. SCOTT (317) 456-3407. (2-3)

Production wiz. 5 yrs. in radio, currently morning man at Southern CA CHR FM. Seeking production director position. KEVIN (805) 644-5056. (2-3)

5 yr. experienced pro looking for small or medium market News/Sports any format. ASHLEY SCHARGE (212) 229-2094. (2-3)

JERRY GALVIN, host of Talkback, America's nationwide call-in comedy talk show desires a position with your station. For details, call (513) 751-0991. (2-3)

Young, aggressive jock needs fulltime slot in any market or format. Four years experience. Good personality & community service. A doer. JIM (715) 842-9431. (2-3)

Station sold, but I wasn't part of the deal. Former PM drive with strong production & sales background. Will relocate. CHR or AOR. TIM BROUGH (717) 374-5111. (2-3)

English announcer with great numbers & promotional ideas seeks on-air position in metro area. Coasts preferred. Call DON (303) 685-5018. (2-3)

PM Drive personality ready to make a move as PD & MD. 7 year veteran. Call D.L. (601) 392-8617. (2-3)

News or sports. Excellent writing, smooth delivery, colorful PBP. Journalism degree. Outstanding references. KEVIN (913) 827-2383. (2-3)

Please help. Talented DJ starting out needs work experience. CHR, AOR, Country. Will consider news. ANDREW QUINN, (415) 468-1405. (2-3)

Looking to program small/medium market station. Prefer A/C. On-air experience includes WIZD, WGGG, Magic 96, Q105. Call (813) 526-8943. (2-3)

WNVL, WQMF, WLCV grad. 4 1/2 yrs. experience. JANET LYNCH, 858 Malabu, #10, Lexington, KY (606) 269-6193, or 3743 Deep Dale, Louisville, KY (502) 895-5208. (2-3)

3 yr. pro in AOR, A/C & Adult album formats. Promotion, music, sports background. Looking for jock or PBP. Currently skiing. Call MARK (303) 476-4798. (2-3)

Been in sales & management. Want back on the air. 13 yr. pro PD, AM/PM drive. Available immediately. Rated markets only. MICHAEL (219) 365-5745. (2-3)

Energetic jock, also 2 yrs. experience in PBP. Willing to relocate. I'm no superstar, I'm a hard worker. DAVE (412) 731-9444. (2-3)

Woman news announcer seeking beginning job. Articulate, creative, good writer, dependable, bright personality. Prefer Chicago or NW Indiana. FRAN (219) 931-2196. (2-3)

6 yrs. radio experience, announcing & sales. College degree. Want to work back home near relatives in New England area. Call SCOTT (305) 667-4788. (2-3)

Positions Sought

Personality morning man, excellent with phones & promotion. AOR, CHR, Top-30 markets. Call BILL (612) 541-1344. (2-3)

Former DJ of the year seeks position with professional team. Country, A/C, Oldies. PD/MD/production, voices. Entertaining communicator. (205) 471-4420. (2-3)

I love radio! Too bad the place I work now doesn't. Seeking exciting, stable, fulltime CHR-A/C. East preferred. Call WALLY DANIELS (717) 677-8603 before noon. (2-3)

Enthusiastic, motivated beginner needs work. Can jock, news. Great voice. BA in communications. Go anywhere, any shift, train on job. MICHAEL KIELBON (312) 652-8319. (2-3)

14 yr. radio pro. seeks N/T or high personality gig. Prefer mornings. MERLIN in the morning, KHOB, Hobbs, NM. (505) 392-4552, or 392-4239. (2-3)

Good female jock. Warm personality. Enjoys working at a good team-station. Experienced in all areas & can give a helping hand wherever needed. (715) 842-9431. (2-3)

Major market PD &/or morning man. Most recently AOR but extensive background in other formats. MARK TAYLOR (305) 746-8375. (2-3)

News anchor available immediately. 5 yrs. experience, 2 as medium market ND. Journalism degree. Prefer MW. JEFF (815) 663-9173 or 223-6598. (2-3)

All I need is a break. Radio producer/sportscaster. BA, 7 yrs. in radio, strong PBP. Will relocate. RICHARD (216) 321-1374. (2-3)

Hire me! (please?). Announcer with 7 yrs. major market experience including L.A., S.F. All phases + TV. R.C. (805) 984-3851. (2-3)

BILL HICKOK, 1982 talent search winner searching for talented A/C or CHR station. Formerly FM100/Memphis, WRAL/Raleigh, KAAY. 75 voices come free. (504) 769-3096. (2-3)

MORNING MOUTH

Don Imus, Steve Dahl, The Greaseband all rolled into one. Phone bits, character voices, outrageous humor. Major market experience. Big rating increases.

A "Wild & Crazy" morning show that will create a lot of excitement in your market.

JEFF CONRAD (305) 392-1916

Black male announcer with DJ & some news seeks opening. Urban or Country preferred. Call JOHN McINTOSH. (305) 299-0476. (1-27)

Experienced, self-starting reporter in all facets of news coverage. Award-winner with almost 8 yrs. experience including ND. Good voice. TERRY (703) 433-0047. (1-27)

Got a live mike available... try me! Trained & ready to go. Great at music, news & sports. Mature. Prefer Midwest. Call STEVE (309) 454-2636. (1-27)

DJ/Engineer. 1st phone, some Country experience. Like New England or middle TN, but will consider all offers. GORDON FENDERSON, (207) 934-2981. (1-27)

Good morning Denver! New York metro ND/AM drive anchor seeks same at one of Denver's best. For T&R, call JIM (516) 742-9548. (1-27)

I am good. Female reporter/anchor on West Coast. Energetic & dedicated. You won't be sorry. ROSALIE (805) 322-2332, (213) 464-3754. (1-27)

Currently working at B96/Chicago. Looking to move into CHR programming in medium to major market. FRANK FOSTER (312) 337-2487, (312) 951-3572. (1-27)

Canadian sportscaster interested in moving to U.S. 7 yrs. experience in radio & television. T&R & more information from RANDY PIKE (807) 345-2852. (1-27)

True professional. Great one-of-a-kind voice. An aircheck worth listening to. Seeking medium market AOR. MICHAEL DAVIS (406) 252-3604. (1-27)

MIKE BEACH is on the beach but looking to do AM/PM drive, or program for you. Call (615) 986-2901. (1-27)

Lady DJ with fulltime experience in the Los Angeles area seeks weekend airshift. Urban, A/C, CHR. Copywriting, production experience. KELLI (213) 684-7168. (1-27)

Experienced sportscaster wants to relocate to solid sports-oriented station. Have extensive PBP experience, interviews & sportscasting. BOB (316) 251-0439 or 251-3800. (1-27)

5 years jock, good pipes, Urban Black format in medium market willing to relocate. Let's talk mornings only. (704) 865-7166. (1-27)

Dependable. CHR, A/C, Urban, Country. Professional. Disc jockey with outstanding voice, delivery, production. Greater Cincinnati. (513) 528-5793. (1-27)

Medium market news position. Four years experience. Hard working, dependable, a team player. Prefer Mid-Atlantic or New England. BOB (717) 545-1407. (1-27)

Positions Sought

17 yr. veteran announcer, programmer, production pro seeks new challenge. Major market voice. Excellent references & track record. (717) 367-1119. (1-27)

Black male, excellent production. Good voice, tight board. Would like to work where my talent isn't wasted. 7 yrs. experience, serious replies only. (803) 754-1187. (1-27)

Country programmers: looking for a personality with years of experience who really knows the music? You found him. BRUCE (716) 487-0612. (1-27)

Hot Production

Production is like plastic surgery — ugly can be made into beautiful! Top-notch L.A. production pro looking to move into better, more professional situation. Writing, voicing, producing!

I create spec spots that sell! Give your station a face-lift for 1984! Call the "Doctor"... (213) 825-6982. Leave message!

A/C FM with will to win in AM drive. This act is for you. Medium or major markets only. Call (609) 737-1421 after 5. (1-27)

Male DJ looking for station in Nashville, Middle TN or Northern AL. Excellent musical knowledge. MD experience. Love mid-night shift. MIKE McCOY (312) 864-3304. (1-27)

6 yrs. including AOR mornings, CHR evenings, PM's, PD. Seek growth position in warm, southern Top-50. JEFF (615) 239-8901, 239-7854. (1-27)

Interested in airshift and/or promotion position in small to Medium MW market. 3 yrs. experience. CHRIS HANSEN (414) 739-3746. (1-27)

Attn: 6 yr. radio vet seeking East Coast medium to major market. Strong production. Drive experience. Eagerly awaiting your call anytime. (717) 622-8912. (1-27)

Articulate, mature recent college grad with 2 yrs. commercial experience seeks western states opportunity. GEOFF DOYLE (206) 454-9659. (1-27)

Seeking a challenging programming position. Call Chuck Howard, (714) 546-9513. (1-27)

Nighttime rocker looking for new CHR opportunity. Over 4 yrs. experience. Call RANDY MOORE (206) 353-4997, 355-1144. (1-27)

Hard working female. 7 yr. veteran seeks a change. Top 100 market only. Call TJ (303) 796-8954. (1-27)

MAJOR MARKET PERSONALITY

With Oldies track record seeks PD position. Extensive musicology; AOR, CHR and Gold. History includes, KYA, KFRC, KJR and KRQR. Candi Chamberlain, (415) 222-6283. References!

Heavyweight sales pro, currently National Sales Manager, NYC Magazine. 4 yr. broadcast sales. Seeks position San Francisco area. TONY RIVERA (212) 243-7445 after 5 ET. (1-27)

Need energetic Sports Director? 5 yr. pro, BA-RTV, excellent PBP. Experienced news, talk, jock, sales. Prefer college market. DAVE (608) 783-7153. (1-27)

Making some changes, seeks something new. 7 yrs. AOR, CHR personality. Deep pipes, creative. Will move. RICH CLUCHAY (313) 338-7372, 334-3919. (1-27)

OM automation & sales experience. Looking for operations or small market management position. DON (919) 552-9035 after 3pm. (1-27)

8 yrs. experience, 4 stations. All formats. Stable PD/MD seeking top-100 market. Prefer South or West. GREGG SCOTT (217) 442-1700, 446-3492. (1-27)

Morning man, 10 yrs. pro. Reliable, warm, natural delivery. Phone work & station promotions. Seeks A/C or CHR immediately. TERRY (602) 742-1995. (1-27)

The next Rick Dees? Not I'm myself. A hard working team player looking to help in medium market. Any shift. (415) 652-4420 anytime. (1-27)

I've got ideas! Young professional seeking PD in small or medium market in South. Experienced at Q105, WJZD, MAGIC 96, WGGG. (305) 461-0296. (1-27)

9 yr. pro, CHR, A/C, Country. Seeking midday position. CHRIS STEVENS, WMAR, WEBC, KSOO & more. Ready & willing. (301) 667-4229. (1-27)

9 yrs. A/C CHR, medium & major market + BA in marketing. Seeking PD position with growth oriented company. ANDY (318) 221-9882. (1-27)

Ready for ya, Southern CA! Unique style, great production, numbers for adventurous, winning CHR, A/C. Medium/majors, CA-TX only! Before 1/31. (318) 233-6650. (1-27)

Warm communicator seeking air talent spot preferably in west. Young & ready to work hard for you. Call KEVIN (619) 447-1172 or 442-8689. (1-27)

5 yr. experienced pro looking for work, any format. Small & medium markets. ASHLEY (212) 229-2094. (1-27)

Positions Sought

JIM KINNEY — excellent WMAD ARB's in '83. Helped WTUE/Dayton become top AOR in country in '82. WMAD PD raised all categories, dayparts 1st book. (215) 482-5448. (1-27)

Changes

RADIO

Vincent Malcolm joins WYNY/New York as Account Executive.

Susan R. Ottenheimer named Account Executive at WCBM/Baltimore.

RECORDS

Dennis Jordan named Manager of Sales Administration for PolyGram Records/New York.

Bernie Meagher promoted Director of Inventory for Atlantic & Elektra Records/New York.

Lawrence Kenswil appointed Associate Director, Business & Legal Affairs for MCA Records/Universal City, CA.

Van James appointed Promotion person, Atlantic Records/Detroit.

Nolan Brown named R&B Field Merchandiser, Atlantic Records/Detroit.

Louis Heidelmeier appointed Promotion person, Elektra/Asylum Records/Detroit.

Michael S. Alhadeff appointed Promotion person, WEA Atlantic Records/Seattle.

Tim Alston named Field Merchandiser, WEA/Baltimore-Washington D.C.

INDUSTRY

Chris Miller joins the Consumer Division of Allen & Dward/Houston, from PD post at KLOL radio.

Carol Gross named Account Executive, RKO Radio Sales/New York.

Miscellaneous

WFGM is changing to CHR, and needs current and oldies service. Bob Hant, 1101 Fairmont Av., Fairmont, WV 26554. (304) 366-9880. (2-3)

WTRU needs CHR record service from all labels. Contact Bill Andrews, 875 E. Summit, Muskegon, MI 49444. (616) 733-2126.

Dates appearing at the end of each listing signify first week listed.

R&R Opportunities Advertising

Radio & Records provides free listings (maximum 24 words or 3 lines) in Openings, Positions Sought, and Changes. You may place your free listings by phone on Wednesday, Thursday & Friday 9am-5pm (PST).

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: \$20 per inch per week (maximum 35 words per inch). Includes border and logo.

Blind Box: \$35 per inch per week (maximum 35 words per inch). \$20 for border, box number, \$15 for 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, call (213) 553-4330 (Wednesday, Thursday, or Friday only) or mail to: Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.

The Music Section

National Music Formats Added This Week

Drake-Chenault

Bob Laurence (213) 883-7400

XT-40

EURYTHMICS "Here Comes The Rain Again"
DAN FOGELBERG "The Language Of Love"
ROCKWELL "Somebody's Watching Me"
MANFRED MANN'S EARTH BAND "Runner"

Contempo 300

SHEENA EASTON "Almost Over You"
EURYTHMICS "Here Comes The Rain Again"

Great American Country

ANNE MURRAY
"That's Not The Way (It's S'posed To Be)"
MICHAEL MURPHEY "Will It Be Love By Morning"

Century 21

Greg Stephens (214) 934-2121

The Z Format

ROCKWELL "Somebody's Watching Me"
DAN FOGELBERG "The Language Of Love"
UB40 "Red Red Wine"
PAUL YOUNG "Come Back & Stay"
MUSICAL YOUTH "She's Trouble"

The A/C Format

CARPENTERS
"Your Baby Doesn't Love You Anymore"
DAN FOGELBERG "The Language Of Love"

Super-Country

GEORGE STRAIT "Right Or Wrong"
FRIZZELL & WEST "Silent Partners"
MARK GREY "Left Side Of The Bed"
ANNE MURRAY
"That's Not The Way (It's S'posed To Be)"
TOM JONES "I've Been Rained On Too"
JOHNNY LEE "Yellow Rose"

Concept Productions

Dick Wagner (916) 782-7754

Adult Rock

POINTER SISTERS "Automatic"
DAN FOGELBERG "The Language Of Love"
ROCKWELL "Somebody's Watching Me"
38 SPECIAL "Back Where You Belong"
BOB DYLAN "Sweetheart Like You"
KIM CARNES "You Make My Heart Beat Faster
(And That's All That Matters)"

Peters Productions, Inc.

Debbie Welsh (619) 565-8511

Country Lovin'

JIM GLASER "If I Could Only Dance With You"
HANK WILLIAMS JR. "Man Of Steel"
LYNN ANDERSON & GARY MORRIS
"You're Welcome To Tonight"
MICHAEL MURPHEY
"Will It Be Love By Morning"

The Great Ones

DONNA SUMMER "Love Has A Mind Of Its Own"
MELISSA MANCHESTER
"I Don't Care What The People Say"
JIM GLASER "If I Could Only Dance With You"
LANI HALL "Send In The Clowns"

Transtar

Chick Watkins (303) 578-0700

MICHAEL JACKSON "Thriller"
CHRISTOPHER CROSS "Think Of Laura"

Rock America

George Williams (214) 343-9205

The Starstation

ANNE MURRAY
"That's Not The Way (It's S'posed To Be)"
DONNA SUMMER
"Love Has A Mind Of Its Own"

Country Coast-To-Coast

LEON EVERETTE "I Could'a Had You"
GEORGE STRAIT "Right Or Wrong"
HANK WILLIAMS JR. "Man Of Steel"

Rock America

SHEENA EASTON "Almost Over You"
ROLLING STONES "She Was Hot"
KC "Give It Up"
RE-FLEX "The Politics Of Dancing"
DAN FOGELBERG "The Language Of Love"

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

RE-FLEX "The Politics Of Dancing"
DAN FOGELBERG "The Language Of Love"
ROLLING STONES "She Was Hot"
ROCKWELL "Somebody's Watching Me"
38 SPECIAL "Back Where You Belong"

TM A/C

DAN FOGELBERG "The Language Of Love"
CHRISTINE McVIE "Got A Hold On Me"

TM Country

JOHNNY LEE "Say When"
TOM JONES "I've Been Rained On Too"
JOE STAMPLEY "Brown Eyed Girl"
JIM GLASER "If I Could Only Dance With You"

BPI

John Iles (800) 426-9082

Adult Contemporary

LANI HALL "Send In The Clowns"
CHRISTINE McVIE "Got A Hold On Me"

Country Living

MARK GRAY "Left Side Of The Bed"
BURRITO BROTHERS
"Almost Saturday Night"
OSMOND BROTHERS
"Where Does An Angel Go When She Cries"
LEON EVERETTE "I Could'a Had You"
JIM GLASER "If I Could Only Dance With You"
ANNE MURRAY
"That's Not The Way (It's S'posed To Be)"
SISSY SPACEK
"If I Can Just Get Through The Night"

Radio Arts

John Benedict (818) 841-0225

Country's Best

LEON EVERETTE "I Could'a Had You"
JIM GLASER "If I Could Only Dance With You"

Soft Contemporary

CARPENTERS "Your Baby Doesn't Love You Anymore"
JIM GLASER "If I Could Only Dance With You"
BARBRA STREISAND "Papa, Can You Hear Me?"

Sound 10

DAN FOGELBERG "The Language Of Love"
CARPENTERS
"Your Baby Doesn't Love You Anymore"
JIM GLASER "If I Could Only Dance With You"
BARBRA STREISAND "Papa, Can You Hear Me?"



KRLA SHOWS ITS "LOVIN' FEELINGS" — Recently KRLA/Los Angeles presented the "Lovin' Feelings" concert with the Righteous Brothers, the Association, Little Anthony, Ricky Nelson, and Jerry Lee Lewis. Shown backstage are Jerry and KRLA PD Jim Pewter.



RICK'S HUMAN TOUCH — After a recent concert appearance in Tucson, RCA's Rick Springfield met KRQ/Tucson MD Kelly Norris and RCA's Bob Meyers backstage. Shown (l-r) KRQ's Kelly, Springfield, and Bob.



LIFE'S BEEN GOOD TO HIM — WXLK/Roanoke, VA took on a new afternoon man when Joe Walsh stopped by to do the show and talk to his fans on the phone while on tour with Stevie Nicks. Shown here (l-r) in front of the station van are WXLK's MD Don O'Shea and Kelly Heintzman, Walsh, GM Russ Brown, and personality Kat Thomas.

Media General Broadcast Services

Bob Dumais (901) 320-4433

Action

ANNE MURRAY
"That's Not The Way (It's S'posed To Be)"
MELISSA MANCHESTER
"I Don't Care What The People Say"
EARTH, WIND & FIRE "Touch"
DAN FOGELBERG "The Language Of Love"
JIM GLASER "If I Could Only Dance With You"
CARPENTERS
"Your Baby Doesn't Love You Anymore"

Your Country

JOHNNY RODRIGUEZ "Too Late To Go Home"
OSMOND BROTHERS
"Where Does An Angel Go When She Cries"
BURRITO BROTHERS "Almost Saturday Night"
BIG AL DOWNING "The Best Of Families"
SISSY SPACEK
"If I Could Just Get Through The Night"
DAVID ALLAN COE "Ride 'Em Cowboy"

Hit Rock

QUIET RIOT "Bang Your Head (Metal Health)"
KENNY ROGERS "This Woman"
EURYTHMICS "Here Comes The Rain Again"
KENNY LOGGINS "Footloose"
DAN FOGELBERG "The Language Of Love"

Black/Urban

BREAKERS®

"Breakers" are those newer records that have the greatest level of station activity on any given week.

POINTER SISTERS Automatic (Planet/RCA)

83% of our reporting stations on it. Rotations: Heavy 15/0, Medium 18/5, Light 28/9, Extra Adds 1, Total Adds 15, WGCI, WBLZ, WZAK, WGPR, WATV, WENN, WGIV, WPEG, WOIC, WJMI, WANT, WVKO, WLTH, WKWM, WVOI. A Most Added Record. Debuts at number 17 on the Black/Urban chart.

DELLS

You Just Can't Walk Away (Private I/CBS)

68% of our reporting stations on it. Rotations: Heavy 2/0, Medium 19/4, Light 30/4, Extra Adds 0, Total Adds 8, WAMO, WOOK, KJLH, XHRM, WRDW, WGIV, WPEG, KJCB. Debuts at number 35 on the Black/Urban chart.

IMAGINATION

This Means War (Shoobedoodah Dabba Doobee) (Elektra)

65% of our reporting stations on it. Rotations: Heavy 2/0, Medium 14/2, Light 32/7, Extra Adds 1, Total Adds 10, WDAS, WYLD-FM, WDRQ, WZEN-FM, KJLH, KNOW, WPLZ, KHYS, WVOI, KUKQ. Debuts at number 39 on the Black/Urban chart.

TYRONE BRUNSON

Fresh (Believe In A Dream/CBS)

64% of our reporting stations on it. Rotations: Heavy 2/0, Medium 25/1, Light 20/7, Extra Adds 1, Total Adds 9, WXYV, WDAS, WVVE, KKDA-FM, KRNB, WPEG, WJAX, WBLX, WKWM. Debuts at number 34 on the Black/Urban chart.

NEW & ACTIVE

Recent releases are listed in order of their activity. The two numbers following the artist/title/label designation (example: 100 25) indicate how many of our reporters are on the record this week (100) and of those how many added it this week (25). "Moves" are broken down for each record and indicate how many stations moved the song up on their charts held it the same (on to on, add to on, 31-31, etc.), moved it down on their charts, or Added it this week. ☒ Indicated one of this week's most added new songs.

☒ PATTI AUSTIN "It's Gonna Be Special" (Qwest/WB) 43/21

Rotations: Heavy 2/1, Medium 10/3, Light 27/13, Extra Adds 1, Total Adds 21, WAMO, KKDA-FM, WEDR, WAIL-FM, WYLD-FM, WDMT, WJMO, WDRQ, KJLH, KSOL, KNOW, WATV, WGIV, WOIC, WJAX, WANT, WAAA, WLTH, WTLC, KDIA, KUKQ. Heavy: WVVE.

INDEEP "The Record Keeps Spinning" (Sound Of N.Y.) 42/2

Rotations: Heavy 5/0, Medium 25/0, Light 12/2, Extra Adds 0, Total Adds 21, WJAX, WKWM. Heavy: WDAS, WOOK, WYLD-FM, WJMO, KSOL. Medium: WXYV, KKDA-FM, WAIL-FM, WZAK, KJLH, WPLZ, KOKA, WANM. Debuts at number 40 on the Black/Urban chart.

MICHAEL JACKSON "Thriller" (Epic) 41/3

Rotations: Heavy 29/2, Medium 10/2, Light 2/0, Extra Adds 0, Total Adds 3, WXYV, XHRM, WJMI. Heavy: WDAS, WAO, KKDA-FM, KMJQ, WAIL-FM, WBMX, WBLZ, KDAY, KSOL, WPDQ, WANT, WLTH. Debuts at number 26 on the Black/Urban chart.

DIONNE WARWICK "Got A Date" (Arista) 39/6

Rotations: Heavy 1/0, Medium 21/0, Light 16/5, Extra Adds 1, Total Adds 6, WAIL-FM, WGCI, WJLB, KJLH, WPLZ, WAAA. Heavy: WVVE. Medium: WILD, WOOK, WCIN, WJMO, WGPR, XHRM, WKXI, WPDQ.

RUFUS & CHAKA KHAN "One Million Kisses" (WB) 39/5

Rotations: Heavy 3/0, Medium 18/1, Light 18/4, Extra Adds 0, Total Adds 5, WDAS, WAO, WZEN-FM, KNOW, WKXI. Heavy: WVVE, KJLH, WGIV. Medium: WXYV, KKDA-FM, WCIN, WZAK, WNHC, WENN, WLTH.

BILLY GRIFFIN "Serious" (Columbia) 34/6

Rotations: Heavy 4/0, Medium 13/1, Light 15/3, Extra Adds 2, Total Adds 6, KMJQ, WGCI, WATV, WJAX, KJCB, WMAK. Heavy: WYLD-FM, KACE, KDAY, KJLH, KUKQ, WXYV, WPLZ, KOKA. Remains at number 36 on the Black/Urban chart.

TEENA MARIE "Midnight Magnet" (Epic) 34/2

Rotations: Heavy 13/0, Medium 12/1, Light 8/0, Extra Adds 1, Total Adds 2, WTOY, WLTH. Heavy: WHUR, KMJQ, KRLY, WYLD-FM, KMJM, KACE, KDAY, KJLH, KUKQ, WXYV, WPLZ, KOKA. Remains at number 36 on the Black/Urban chart.

LENNY WILLIAMS "Love Soldier" (Rocshire) 33/3

Rotations: Heavy 3/0, Medium 20/0, Light 9/2, Extra Adds 1, Total Adds 3, WILD, KSOL, WPLZ. Heavy: WXYV, WDAS, WPEG. Medium: WBMX, WCIN, WJMO, WZEN-FM, KACE, KJLH, XHRM, KNOW, WGIV.

TYRONE DAVIS "Let Me Be Your Pacifier" (Ocean Front) 30/6

Rotations: Heavy 5/0, Medium 11/1, Light 13/4, Extra Adds 1, Total Adds 6, WAMO, WPLZ, KHYS, WWDM, WAAA, KUKQ. Heavy: KRNB, WJMO, WATV, WOIC, KJCB. Medium: WAO, WGPR, KACE, WENN, WKWM.

TOM BROWNE "Cruisin'" (Arista) 29/4

Rotations: Heavy 4/0, Medium 14/0, Light 10/3, Extra Adds 1, Total Adds 4, WDAS, WAIL-FM, WJMO, WOIC. Heavy: WNOO, WPLZ, KHYS, WAAA. Medium: KRNB, WHRK, WCIN, WDRQ, KJLH, WKXI, WWWS.

BOBBY NUNN "Hangin' Out At The Mall" (Motown) 29/2

Rotations: Heavy 11/0, Medium 7/0, Light 10/1, Extra Adds 1, Total Adds 2, WJMO, KUKQ. Heavy: WEDR, WBMX, WGCI, XHRM, WATV, WENN, WKWM. Medium: KRNB, WZEN-FM, KDAY, WJAX, WAAA.

ATLANTIC STARR "More, More, More" (A&M) 27/11

Rotations: Heavy 5/0, Medium 11/3, Light 9/6, Extra Adds 2, Total Adds 11 including WZAK, WGPR, KDAY, XHRM, WNHC, WRDW, WATV, KDIA. Heavy: WHUR, WYLD-FM, WGCI, KACE. Medium: WAO, KKDA-FM, WPDQ.

TEDDY PENDERGRASS "I Want My Baby Back" (Philadelphia International/CBS) 26/2

Rotations: Heavy 6/0, Medium 13/0, Light 6/1, Extra Adds 1, Total Adds 2, WPLZ, WAAA. Heavy: WDAS, WZEN-FM, KACE, WJMI, WKXI. Medium: WXYV, WHUR, KRNB, WDIA, KMJM, KDAY, WPDQ.

SIGNIFICANT ACTION

KLIQUE "Flashback" (MCA) 25/1

Rotations: Heavy 2/0, Medium 14/0, Light 9/1, Extra Adds 0, Total Adds 1, KJLH. Heavy: WOOK, WBMX. Medium: WEDR, WDRQ, XHRM, KNOW, WKND, WNHC, KNOW, WATV, WENN, WPEG, WDAO.

☒ BOBBY WOMACK & PATTI LABELLE "Love Has Finally Come At Last" (Beverly Glen) 24/23

Rotations: Heavy 1/1, Medium 6/6, Light 10/9, Extra Adds 7, Total Adds 23, WXYV, WILD, WDAS, WHUR, KRLY, KRNB, WGCI, WJLB. WZEN-FM, KDAY, WNHC, WWDM, WLTH.

ZAPP "Spend My Whole Life" (WB) 23/3

Rotations: Heavy 6/0, Medium 10/1, Light 7/2, Extra Adds 0, Total Adds 3, WHRK, XHRM, WAAA. Heavy: KRNB, WOIC, WJMI, WKXI, WLVW, WWDM. Medium: WDIA, WZAK, KDAY, WENN, WGIV, KJCB, WBLX, WLTH, KUKQ.

PEABO BRYSON "D.C. Cab" (MCA) 22/10

Rotations: Heavy 0/0, Medium 5/2, Light 14/5, Extra Adds 3, Total Adds 10, WHUR, WAIL-FM, WYLD-FM, WJMO, WJLB, KNOW, WOIC, WBLX, WWDM, WKWM. Medium: KACE, KDAY, WLTH.

MALCOLM McLAREN "World Famous" (Island/Atco) 22/8

Rotations: Heavy 2/0, Medium 9/2, Light 10/5, Extra Adds 1, Total Adds 8, WAO, WVVE, WBMX, WGCI, WJMI, KOKA, WAAA, WTLC. Heavy: KACE. Medium: WXYV, WRKS, WAIL-FM, WDMT, WKXI, WJAX, WKWM.

MTUME "Green Light" (Epic) 22/2

Rotations: Heavy 3/0, Medium 10/0, Light 9/2, Extra Adds 0, Total Adds 2, KSOL, WPDQ. Heavy: WAO, WKXI, KOKA. Medium: WDAS, WCIN, WKND, WNHC, KNOW, WATV, WENN, WPEG, WDAO.

DENNIS EDWARDS featuring SIEDAH GARRET "Don't Look Any Further" (Motown) 21/13

Rotations: Heavy 1/0, Medium 9/7, Light 10/5, Extra Adds 1, Total Adds 13, WXYV, KRNB, WDIA, WZAK, WGPR, WZEN-FM, KDAY, WJJS, WLTH, WKWM, WTLC, KDKO, KUKQ. Medium: WGCI, WPLZ.

CHIC "Give Me The Lovin'" (Atlantic) 21/1

Rotations: Heavy 4/0, Medium 10/1, Light 7/0, Extra Adds 0, Total Adds 1, XHRM. Heavy: KRNB, WPDQ, WLOU, WTLC. Medium: WDIA, WHRK, WYLD-FM, WZAK, KJLH, WBLX, KOKA, WAAA, KUKQ.

MOST ADDED®

BOBBY WOMACK & PATTI LABELLE (23)
Love Has Finally Come At Last (Beverly Glen)
PATTI AUSTIN (21)
It's Gonna Be Special (Qwest/WB)
ROCKWELL (17)
Somebody's Watching Me (Motown)
POINTER SISTERS (15)
Automatic (Planet/RCA)

HOTTEST

PATTI LABELLE (43)
If Only You Knew (Phil. Int./CBS)
J. INGRAM with M. McDONALD (33)
Yah Mo B There (Qwest/WB)
SHANNON (33)
Let The Music Play (Mirage/Atco)
CHERYL LYNN (29)
Encore (Columbia)
"D" TRAIN (25)
Something's On Your Mind (Prelude)

GEORGE KRANZ "Trommeltanz (Din Daa Daa)" (Personal) 21/1

Rotations: Heavy 2/0, Medium 8/0, Light 10/0, Extra Adds 1, Total Adds 1, WJMO. Heavy: WDAS, WYLD-FM. Medium: WAO, WHRK, WZEN-FM, KJLH, WNHC, WWDM, WANM, WAAA.

PLANET PATROL "I Didn't Know I Loved You" (Tommy Boy) 21/0

Rotations: Heavy 4/0, Medium 8/0, Light 9/0, Extra Adds 0, Total Adds 0. Heavy: WDAS, WAO, KRNB, WJLB. Medium: WDRQ, WGRP, WATV, WKXI, WPDQ, WBLX, WVOL, WTLC.

SHALAMAR "You Can Count On Me" (Solar/Elektra) 20/5

Rotations: Heavy 2/0, Medium 12/1, Light 5/3, Extra Adds 1, Total Adds 5, KDAY, KSOL, WENN, WGIV, WPDQ. Heavy: WZEN-FM, WLVW. Medium: WVVE, WJMO, WZAK, KMJM, WRDW, WNOO, WBLX, KHYS, WANM, WDAO, KDIA.

YES "Owner Of A Lonely Heart" (Atco) 19/2

Rotations: Heavy 6/0, Medium 10/1, Light 3/1, Extra Adds 0, Total Adds 2, WVVE, XHRM. Heavy: WDAS, WHUR, KRNB, WAIL-FM, WVKO, WLUM. Medium: KKDA-FM, KRLY, WGCI, WBLZ, WMAK, WKWM, WWWS, KDIA, KUKQ.

IRENE CARA "The Dream (Hold On To Your Dream)" (Network/Geffen) 19/1

Rotations: Heavy 1/0, Medium 10/0, Light 8/1, Extra Adds 0, Total Adds 1, WVKO. Heavy: WOOK. Medium: WVVE, KSOL, WENN, WGIV, WMAK, WPLZ, KHYS, KOKA, WLTH, WTLC.

BARBARA MASON "Another Man" (West End) 18/1

Rotations: Heavy 1/0, Medium 7/0, Light 9/4, Extra Adds 0, Total Adds 1, WGCI. Heavy: WRKS, WEDR, WGPR, WNHC, WANM. Medium: WILD, WDAS, WOOK, WDMT, WDRQ, WBLX, WWDM.

ENCHANTMENT "Don't Fight The Feeling" (Columbia) 17/6

Rotations: Heavy 0/0, Medium 6/1, Light 9/4, Extra Adds 1, Total Adds 6, WAO, WCIN, KJLH, WKXI, WLTH, WTLC. Heavy: WYLD-FM. Medium: KKDA-FM, WZAK, WGIV, WKWM, WWWS.

ROCKERS REVENGE "There Goes My Heart" (Streetwise) 17/6

Rotations: Heavy 0/0, Medium 2/0, Light 13/4, Extra Adds 2, Total Adds 6, WEDR, KJLH, WNHC, WWDM, WAAA, WTLC. Medium: WVOL, KOKA.

MAVIS STAPLES "Love Gone Bad" (Phonorecords) 17/2

Rotations: Heavy 4/0, Medium 7/0, Light 5/1, Extra Adds 1, Total Adds 2, WBMX, WDMT. Heavy: WCIN, WJMO, WATV, WTLC. Medium: WILD, WZAK, WENN, WGIV, WOIC, WKWM, WWWS.

JONES GIRLS "2 Win U Back" (RCA) 17/0

Rotations: Heavy 5/0, Medium 8/0, Light 4/0, Extra Adds 0, Total Adds 0. Heavy: WVVE, WEDR, KNOW, WENN, WPLZ. Medium: KMJQ, WBMX, WGCI, XHRM, WPDQ, WANM, WLTH, WWWS.

CON FUNK SHUN "Don't Let Your Love Grow Cold" (Mercury/PolyGram) 16/6

Rotations: Heavy 0/0, Medium 6/1, Light 9/4, Extra Adds 1, Total Adds 6, WJMO, KDAY, WPDQ, KJCB, WLTH, WWWS. Medium: WHUR, KRLY, WHRK, WZEN-FM, WBLX.

HOTBOX "Do You Wanna Lover" (Polydor/PolyGram) 16/5

Rotations: Heavy 0/0, Medium 3/1, Light 12/3, Extra Adds 1, Total Adds 5, KRNB, WRDW, WENN, WGIV, KDIA. Medium: WNHC, WWWS.

RACE "What Is Race" (Ocean Front) 16/0

Rotations: Heavy 4/0, Medium 7/0, Light 5/1, Extra Adds 0, Total Adds 0. Heavy: WJMO, WOIC, KJCB, KOKA. Medium: WEDR, WAIL-FM, WBMX, WGCI, WGPR, WENN, WLOU.

KC "Give It Up" (Meca) 15/2

Rotations: Heavy 3/0, Medium 6/1, Light 6/1, Extra Adds 0, Total Adds 2, KDAY, KJLH. Heavy: WVVE, WDMT, WZAK. Medium: KRNB, WGIV, WJAX, WWDM, WLUM.

MALCOLM X with KEITH LeBLANC "No Sell Out" (Tommy Boy) 15/2

Rotations: Heavy 1/0, Medium 8/0, Light 5/1, Extra Adds 1, Total Adds 2, WBMX, WATV. Medium: WEDR, WCIN, KDAY, XHRM, WKXI, WAAA, WWWS.

LANCE WEBB "Life's Charade" (Beantown) 15/1

Rotations: Heavy 0/0, Medium 3/0, Light 12/1, Extra Adds 0, Total Adds 1, KJCB. Medium: WILD, WEDR, WGIV.

CULTURE CLUB "Karma Chameleon" (Virgin/Epic) 14/3

Rotations: Heavy 7/1, Medium 4/0, Light 3/2, Extra Adds 0, Total Adds 3, WGCI, WPDQ, WVKO. Heavy: WHUR, WVVE, WHRK, KSOL, KOKA, WLUM. Medium: WRKS, WBLZ, WANM, KUKQ.

LILLO THOMAS "Just My Imagination (Running Away With Me)" (Capitol) 14/2

Rotations: Heavy 0/0, Medium 7/0, Light 5/0, Extra Adds 2, Total Adds 2, WNHC, WJMO. Medium: WRKS, WAMO, KNOW, WNOO, WPDQ, KJCB, KHYS.

MAZE featuring FRANKIE BEVERLY "I Wanna Thank You" (Capitol) 14/1

Rotations: Heavy 1/0, Medium 6/0, Light 7/1, Extra Adds 0, Total Adds 1, WKXI. Heavy: WANM. Medium: WHUR, WVVE, KJLH, WATV, WENN, WVOL.

CAMEO "She's Strange" (Atlanta Artists/PolyGram) 13/13

Rotations: Heavy 1/1, Medium 4/4, Light 8/6, Extra Adds 2, Total Adds 13, WXYV, WHUR, WAO, KKDA-FM, KRNB, WHRK, WBMX, WBLZ, KDAY, WJMI, WJJS, WWWS, KUKQ.

RAY PARKER JR. "Woman Out Of Control" (Arista) 13/10

Rotations: Heavy 2/1, Medium 3/3, Light 6/4, Extra Adds 2, Total Adds 10, WAMO, KMJQ, WEDR, WBLZ, WZAK, WRDW, WJMI, WJJS, WWWS, WVOI. Heavy: KSOL.

KENNY G "Hi How Ya Doin'?" (Arista) 13/9

Rotations: Heavy 0/0, Medium 2/1, Light 8/5, Extra Adds 3, Total Adds 9, WCIN, WZAK, WGPR, KACE, WOIC, WBLX, WWDM, WWWS, WVOI. Medium: WJLB.

BRYAN LOREN "Lollipop Luv" (Philly World) 13/3

Rotations: Heavy 1/0, Medium 1/0, Light 9/1, Extra Adds 2, Total Adds 3, KKDA-FM, WDMT, WJMO. Heavy: WZAK. Medium: WWWS.

WOMACK & WOMACK "T.K.O." (Elektra) 13/3

Rotations: Heavy 1/0, Medium 3/0, Light 7/1, Extra Adds 2, Total Adds 3, WCIN, WJMO, WGIV. Heavy: WNOO. Medium: WZAK, WOIC, WBLX.

ROMANTICS "Talking In Your Sleep" (Nemperor/CBS) 13/1

Rotations: Heavy 2/0, Medium 8/0, Light 3/1, Extra Adds 0, Total Adds 1, WPDQ. Heavy: WVVE, KRLY. Medium: KKDA-FM, WHRK, WBLZ, WDRQ, KMJM, KDAY, KSOL, KUKQ.

ISLEY BROTHERS "Let's Make Love Tonight" (T-Neck/CBS) 13/0

Rotations: Heavy 0/0, Medium 9/0, Light 4/0, Extra Adds 0, Total Adds 0. Medium: WDRQ, WJLB, WATV, WPEG, WNOO, WJMI, WLTH, WWWS, KDKO.

KOOL & THE GANG "Tonight" (De-Lite/PolyGram) 12/8

Rotations: Heavy 3/3, Medium 4/2, Light 4/2, Extra Adds 1, Total Adds 8, KKDA-FM, KRNB, WDIA, WBLZ, KACE, KDAY, WJJS, WWWS. Medium: KSOL, WNOO.

SPOONIE GEE "The Big Beat" (Tuff City/CBS) 12/1

Rotations: Heavy 1/0, Medium 4/0, Light 7/1, Extra Adds 0, Total Adds 1, KHYS. Heavy: WTLC. Medium: WDMT, WVOL, KOKA, WANM.

WARP 9 "Beat Wave" (Prism) 12/1

Rotations: Heavy 1/0, Medium 6/0, Light 4/0, Extra Adds 1, Total Adds 1, WTLC. Medium: WXYV, WOOK, WAO, WVVE, WENN, WDAO.

PRINCE "Irresistible Bitch" (WB) 12/0

Rotations: Heavy 6/0, Medium 5/0, Light 1/0, Extra Adds 0, Total Adds 0. Heavy: WDAS, KKDA-FM, KMJQ, KDAY, WJAX, KDIA. Medium: WHUR, WDMT, WZAK, WRDQ, KUKQ.

DAVID WILLIAMS "Take The Ball And Run" (Ocean Front) 12/0

Rotations: Heavy 2/0, Medium 6/0, Light 4/0, Extra Adds 0, Total Adds 0. Heavy: KJCB, KOKA. Medium: WVVE, WEDR, WZAK, WGPR, WOIC, WLOU.

ASHFORD & SIMPSON "I'm Not That Tough" (Capitol) 11/4

Rotations: Heavy 0/0, Medium 6/1, Light 5/3, Extra Adds 0, Total Adds 4, WDMT, WZAK, WGPR, WAAA. Medium: WGIV, WLVW, WPLZ, WANT, WANM.

SYLVESTER "Too Late" (Megatone) 11/3

Rotations: Heavy 0/0, Medium 3/0, Light 6/1, Extra Adds 2, Total Adds 3, WCIN, WJMO, KHYS. Medium: KSOL, WWDM, WDAO.

KRAFTWERK "Tour De France" (WB) 11/1

Rotations: Heavy 3/0, Medium 4/1, Light 4/0, Extra Adds 0, Total Adds 1, XHRM. Heavy: KACE, KDAY, WLVW. Medium: WAIL-FM, WPDQ, WANM.

STANLEY CLARKE/GEORGE DUKE "The Good Times" (Epic) 11/1

Rotations: Heavy 0/0, Medium 7/0, Light 4/1, Extra Adds 0, Total Adds 1, WLTH. Medium: KJLH, WKND, WRDW, WNOO, WJMI, WWDM, KDKO.

10 SPEED "Tour De France" (Quality) 11/0

Rotations: Heavy 2/0, Medium 4/0, Light 5/0, Extra Adds 0. Heavy: WPDQ, WKWM. Medium: WXYV, KRLY, WJAX, WANM.

E.P.M. "Trudy" (Cotillion/Atco) 10/5

Rotations: Heavy 0/0, Medium 1/0, Light 7/3, Extra Adds 2, Total Adds 5, WEDR, WJMO, WZAK, WRDW, WATV. Medium: WANM.

Black/Urban Regionalized Adds & Hots

Stations are listed by region.
Hots are listed in order of
their airplay activity.

EAST

WXYV/Baltimore
Tim Watts

MICHAEL JACKSON
DREAMBOY
WOMACK & LABELLE
EWF
TYRONE BRUNSON
POLICE
MELBA MOORE
CAMEO
DENNIS EDWARDS
TEENA MARIE
CULTURE CLUB
Hottest:
CHERYL LYNN
D TRAIN
JAMES INGRAM
LIONEL RICHIE
GRANDMIXER D.S.T.

WILD/Boston
Elroy R.C. Smith

JEFFREY OSBORNE
JIMMY CLIFF
LENNY WILLIAMS
FUNK SHUN
WOMACK & LABELLE
Hottest:
PATTI LABELLE
D TRAIN
RICK JAMES
DEELE
JAMES INGRAM

WKND/Hartford
Jordan McLean

TINA TURNER
Hottest:
CHERYL LYNN
JAMES INGRAM
LIONEL RICHIE
DREAMBOY
POINTER SISTERS

WNHC/New Haven
James Jordan

ATLANTIC STARR
WOMACK & LABELLE
ROCKERS REVENGE
LILLO THOMAS
J. BLACKFOOT
BRYSON & FLACK
Hottest:
CHERYL LYNN
LIONEL RICHIE
PATTI LABELLE
RAY PARKER JR.
JENNIFER HOLLIDAY

WRKS/New York
Mayo/Quararone

none
Hottest:
PATTI LABELLE
CHERYL LYNN
BARBARA MASON
RUN D.M.C.
NEW EDITION

MIDWEST

WGCH/Chicago
Richard Pegue

CULTURE CLUB
POINTER SISTERS
BILLY GRIFFIN
WOMACK & LABELLE
MALCOLM MCLAREN
BRYSON & FLACK
DIONNE WARWICK
BARBARA MASON
Hottest:
CULTURE CLUB
PATTI LABELLE
CHERYL LYNN
GRANDMASTER FLASH
JENNIFER HOLLIDAY

WBMC/Chicago
Lee Michaels

MALCOLM X
MAVIS STAPLES
JEFFREY OSBORNE
DREAMBOY
MELBA MOORE
CAMEO
WOMACK & LABELLE
SKYY
MALCOLM MCLAREN
BROOKLIN
Hottest:
PATTI LABELLE
LIONEL RICHIE
JENNY BURTON
SERGE PONSAR
PIECES OF A DREAM

WBLZ/Cincinnati
Brian Castle

POINTER SISTERS
STEVE NICKS
RAY PARKER JR.
NENA
TINA TURNER
STEVE ARINGTON'S
ANITA BAKER
CAMEO
KOOL & THE GANG
Hottest:
LIONEL RICHIE
SHANNON
DAZZ BAND
PATTI LABELLE
JAMES INGRAM

SOUTH

WDAS/Philadelphia
Joe Tamburro

EWFF
TINA TURNER
IMAGINATION
WOMACK & LABELLE
TOM BROWNE
SKYY
TYRONE BRUNSON
Hottest:
PATTI LABELLE
DEELE
ROCKWELL
CHERYL LYNN
DAZZ BAND

WAMO/Pittsburgh
J.C. Floyd

RAY PARKER JR.
JENNY BURTON
DEELS
PATTI AUSTIN
TYRONE DAVIS
Hottest:
JAMES INGRAM
PATTI LABELLE
POINTER SISTERS
LUTHER VANDROSS
CHERYL LYNN

WOOH/Washington, DC
John Turk

ROCKWELL
DEELS
DREAMBOY
Hottest:
D TRAIN
DEBARGE
PIECES OF A DREAM
JAMES INGRAM
SHANNON

WHUR/Washington, DC
Oscar Fields

J. BLACKFOOT
CAMEO
LATTISAW & GILL
WOMACK & LABELLE
TINA TURNER
XENA
PEABO BRYSON
STEEL PULSE
Hottest:
SHANNON
KOOL & THE GANG
LIONEL RICHIE
DEBARGE
D TRAIN

WZAK/Cleveland
Lynn Tolliver

DEBARGE
ROCKWELL
ART OF NOISE
RAY PARKER JR.
ATLANTIC STARR
GEORGE CLINTON
ASHFORD & SIMPSON
DENNIS EDWARDS
POINTER SISTERS
G.T.
EPH
KENNY G
Hottest:
PATTI LABELLE
BOBBY NUNN
SHANNON
MIDNIGHT STAR
CHERYL LYNN

WJMO/Cleveland
Rod See

PATTI AUSTIN
ASHFORD & SIMPSON
BRYAN LOREN
G.T.
MAVIS STAPLES
Hottest:
SHANNON
RUN D.M.C.
PATTI LABELLE
JEFFREY OSBORNE
KC

WCIN/Cincinnati
Sid Kennedy

DIANA ROSS
HERBIE HANCOCK
MELBA MOORE
CLARENCE JACKSON
SHALAMAR
ENCHANTMENT
ELBOW BONES & RAC
MARILYN SCOTT
SYLVESTER
OUTPUT
TINA TURNER
WOMACK & LABELLE
Kenny G
Hottest:
JAMES INGRAM
PATTI LABELLE
ROYALCASH
LIONEL RICHIE
D TRAIN

WDAO/Dayton
Lankford Stephens

none
Hottest:
PATTI LABELLE
J. BLACKFOOT
SHANNON
RICK JAMES
ANGELA BOFILL

WGPR/Detroit
Joe Spencer

POINTER SISTERS
KENNY G
ATLANTIC STARR
ASHFORD & SIMPSON
SLING SHOT
DENNIS EDWARDS
CAPTAIN ROCK
SUN
TEMPTATIONS
Hottest:
CHERYL LYNN
JENNY BURTON
JAMES INGRAM
RON BANKS
ROCKWELL

KNOW/Austin

SEIBY EDWARDS

JENNY BURTON
PATTI AUSTIN
PEABO BRYSON
IMAGINATION
RUFUS & CHAKA
Hottest:
PATTI LABELLE
JAMES INGRAM
D TRAIN
LUTHER VANDROSS
LIONEL RICHIE

WATV/Birmingham
Ron January

JEFFREY OSBORNE
MISS LOUISSTINE
BILLY GRIFFIN
MALCOLM X
PATTI AUSTIN
TARA
ATLANTIC STARR
COMMODORES
POINTER SISTERS
EPM
Hottest:
PATTI LABELLE
LIONEL RICHIE
SHANNON
KOOL & THE GANG
BOBBY NUNN

WVEE/Atlanta
Scotty Andrews

TEMPTATIONS
ROCKWELL
AL DIMEOLA
MALCOLM MCLAREN
YES
CURTIS HAIRSTON
CYNDI LAUPER
EURYTHMICS
TYRONE BRUNSON
Hottest:
D TRAIN
PATTI LABELLE
MICHAEL JACKSON
LIONEL RICHIE

WRDW/Augusta
Teddy Black

RAY PARKER JR.
HOTBOX
DEELS
BON ROCK
STEEL PULSE
ATLANTIC STARR
EPM
Hottest:
JAMES INGRAM
PATTI LABELLE
MICHAEL JACKSON
DREAMBOY
CHERYL LYNN

WDMT/Cleveland
Kelly Dean

BROOKLIN
SHALAMAR
GEORGE KRANZ
BOBBY NUNN
WOMACK & LABELLE
CON FUNK SHUN
SYLVESTER
MARILYN SCOTT
TOM BROWNE
EPM
WORLD PREMIERE
HOMI & JARVIS
PATTI AUSTIN
PEABO BRYSON
BRYAN LOREN
LILLO THOMAS
WOMACK & LABELLE
Hottest:
PATTI LABELLE
SHANNON
D TRAIN
CHERYL LYNN
JAMES INGRAM

WJLB/Detroit
James Alexander

EVELYN KING
WOMACK & LABELLE
DIONNE WARWICK
TINA TURNER
Hottest:
ROCKWELL
PLANET PATROL
TWILIGHT 22
JENNY BURTON
DEELE

WLTH/Gary
Dana Huskisson

LUTHER VANDROSS
JEFFREY OSBORNE
DENNIS EDWARDS
WOMACK & LABELLE
ENCHANTMENT
CLARKE & DUKE
PATTI AUSTIN
POINTER SISTERS
ASHFORD & SIMPSON
SLING SHOT
DENNIS EDWARDS
CAPTAIN ROCK
SUN
TEMPTATIONS
Hottest:
CHERYL LYNN
JENNY BURTON
JAMES INGRAM
RON BANKS
ROCKWELL

WJLB/Detroit
James Alexander

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WOMACK & LABELLE
DIONNE WARWICK
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James Alexander

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DEELE

WJLB/Detroit
James Alexander

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R&R Country's Most Current Music

NATIONAL AIRPLAY/50

February 3, 1984

Three Weeks Last	Two Weeks	Weeks	Week		Total Reports/Adds	Heavy	Medium	Light
5	3	1		1 DON WILLIAMS/Stay Young (MCA)	155/0	128	25	2
7	5	3		2 RICKY SKAGGS/Don't Cheat In Our Hometown (Epic)	147/0	121	18	8
10	8	4		3 B.J. THOMAS/Two Car Garage (Clev.Int/Coll)	147/0	116	26	5
18	13	7		4 LEE GREENWOOD/Going Going Gone (MCA)	153/2	100	47	6
27	15	10		5 ALABAMA/Roll On (Eighteen Wheeler) (RCA)	154/2	96	55	3
14	12	9		6 STEVE WARINER/Lonely Women Make Good Lovers (RCA)	150/0	99	45	6
15	10	8		7 SYLVIA/I Never Quite Got Back (From Loving You) (RCA)	152/1	92	47	13
3	2	2		8 MERLE HAGGARD/That's The Way Love Goes (Epic)	135/1	102	23	10
19	14	11		9 EXILE/Woke Up In Love (Epic)	151/1	84	59	8
9	7	6		10 GARY MORRIS/Why Lady Why (WB)	146/1	104	26	16
30	20	15		11 KENNY ROGERS/Buried Treasure (RCA)	152/2	66	80	6
21	16	13		12 STATLER BROTHERS/Elizabeth (Mercury/PG)	146/2	81	50	15
8	6	5		13 ED BRUCE/After All (MCA)	137/0	92	30	15
32	22	17		14 MICKEY GILLEY/You've Really Got A Hold On Me (Epic)	152/2	46	100	6
25	18	16		15 DOLLY PARTON/Save The Last Dance For Me (RCA)	146/4	61	71	14
38	28	24		16 JANIE FRICKE/Let's Stop Talkin' About It (Columbia)	152/4	36	95	21
31	23	19		17 CONWAY TWITTY/Three Times A Lady (WB)	142/3	39	89	14
23	19	18		18 EDDIE RABBITT/Nothing Like Falling In Love (WB)	132/0	54	64	14
33	26	23		19 WILLIE NELSON/Without A Song (Columbia)	139/2	35	80	24
34	24	21		20 RAY CHARLES & GEORGE JONES/We Didn't See A Thing (Columbia)	137/4	44	69	24
35	25	22		21 REBA McENTIRE/There Ain't No Future (Mercury/PG)	139/4	47	67	25
36	29	26		22 WHITES/Give Me Back That Old Familiar Feeling (WB/Curb)	143/5	38	75	30
41	30	27		23 EARL THOMAS CONLEY/Don't Make It Easy For Me (RCA)	143/10	26	90	27
40	35	29		24 L. ANDERSON & G. MORRIS/You're Welcome To Tonight (Permian)	136/7	21	87	28
39	31	28		25 JUDDS/Had A Dream (For The Heart) (RCA/Curb)	136/6	25	73	38
24	21	20		26 GENE WATSON/Drinkin' My Way Back Home (MCA)	127/1	54	47	26
2	1	12		27 RONNIE MILSAP/Show Her (RCA)	106/0	53	34	19
4	4	14		28 CHARLY McCLAIN/Sentimental Ol' You (Epic)	101/0	52	33	16
44	37	31		29 JOHN ANDERSON/Let Somebody Else Drive (WB)	126/4	21	73	32
47	40	33		30 KENDALLS/Thank God For The Radio (Mercury/PG)	134/11	16	76	42
-	49	34		31 MICHAEL MARTIN MURPHEY/Will It Be Love By Morning (Liberty)	141/14	11	63	67
-	50	35		32 DEBORAH ALLEN/I've Been Wrong Before (RCA)	138/17	13	64	61
-	46	36		33 TOM JONES/I've Been Rained On, Too (Mercury/PG)	108/12	19	52	37
46	42	37		34 BILL MEDLEY/Till Your Memory's Gone (RCA)	104/5	10	57	37
12	11	25		35 MEL McDANIEL/I Call It Love (Capitol)	101/0	40	38	23
48	41	38		36 CRAIG DILLINGHAM/Have You Loved Your Woman Today (Curb/MCA)	93/6	13	48	32
49	45	40		37 GUS HARDIN/Fallen Angel (Flyin' High Tonight) (RCA)	106/8	7	64	35
-	-	42		38 JIM GLASER/If I Could Only Dance With You (Noble Vision)	119/11	10	45	64
-	-	50		39 JOHNNY LEE with LANE BRODY/Yellow Rose (Full Moon/WB)	106/40	4	46	56
-	-	45		40 LEON EVERETTE/I Could'a Had You (RCA)	112/36	3	40	69
1	9	30		41 CRYSTAL GAYLE/The Sound Of Goodbye (WB)	78/1	23	36	19
-	-	46		42 JOHNNY RODRIGUEZ/Too Late To Go Home (Epic)	92/14	3	38	51
DEBUT				43 GEORGE STRAIT/Right Or Wrong (MCA)	89/47	3	26	60
DEBUT				44 MARK GRAY/Left Side Of The Bed (Columbia)	85/19	2	17	66
DEBUT				45 DAVID FRIZZELL & SHELLEY WEST/Silent Partners (Viva)	74/31	1	14	59
DEBUT				46 OSMOND BROTHERS/Where Does An Angel Go When She Cries (WB/Curb)	75/6	0	30	45
-	-	49		47 STEPHANIE WINSLOW/Dancin' With The Devil (Curb/MCA)	75/3	1	31	43
DEBUT				48 BOXCAR WILLIE/The Man I Used To Be (Main Street)	66/2	1	31	34
6	17	32		49 JOHN CONLEE/In My Eyes (MCA)	49/0	11	21	17
DEBUT				50 BURRITO BROTHERS/Almost Saturday Night (Curb/MCA)	74/12	1	16	57

MOST ADDED

GEORGE STRAIT (47)
Right Or Wrong (MCA)
HANK WILLIAMS JR. (41)
Man Of Steel (WB/Curb)
JOHNNY LEE with LANE BRODY (40)
Yellow Rose (Full Moon/WB)
BARBARA MANDRELL (37)
Happy Birthday Dear Heartache (MCA)
LEON EVERETTE (36)
I Could'a Had You (RCA)
ATLANTA (35)
Sweet Country Music (MCA)
DAVID FRIZZELL & SHELLEY WEST (31)
Silent Partners (Viva)
VINCE GILL (22)
Victim Of Life's Circumstances (RCA)
JOE STAMPLEY (20)
Brown Eyed Girl (Epic)

HOTTEST

ALABAMA (83)
Roll On (Eighteen Wheeler) (RCA)
RICKY SKAGGS (52)
Don't Cheat In Our Hometown (Epic)
KENNY ROGERS (42)
Buried Treasure (RCA)
DON WILLIAMS (37)
Stay Young (MCA)
MERLE HAGGARD (36)
That's The Way Love Goes (Epic)
LEE GREENWOOD (36)
Going Going Gone (MCA)
STATLER BROTHERS (34)
Elizabeth (Mercury/PolyGram)
B.J. THOMAS (34)
Two Car Garage (Clev. Int./CBS)
GARY MORRIS (31)
Why Lady Why (WB)

MOST ADDED & HOTTEST list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicate the total number of Country reporters adding the song this week or noting that the song is among their five hottest.

BREAKERS

LEON EVERETTE I Could'a Had You (RCA)

On 71% of reporting stations. Rotations: Heavy 3, Medium 40, Light 69, Total Adds 36 including WPTR, KIX106, WYNK, WCOS, WAMZ, WKQS, KYXX, WQYK, WONE, WOW, K102, WTOD, KYGO, KCKC, KSON. A Most Added Record. Moves 45-40 on the Country chart.

JOHNNY LEE with LANE BRODY Yellow Rose (Full Moon/WB)

On 68% of reporting stations. Rotations: Heavy 4, Medium 46, Light 56, Total Adds 40 including WPOC, WYRK, WHN, WTVY, KIKK, WKQS, WLWI, WWWW, WKKQ, WFMS, WDAF, WBCS, WHBF, KKAL, KMAK, KRWQ, KSN. A Most Added Record. Moves 50-39 on the Country chart.

The information shown on the National Airplay 50, Breakers, New & Active and Significant Action, is current. The results shown are based on reports taken from our reporters on Monday, 1-30-84.

NEW & ACTIVE includes songs reported by at least 30% of our Country reporting stations. The two numbers following the artist/title (label) designation indicate how many Country reporters are on the record this week and, of those, how many added it for the first time this week. Country stations report their playlists by rotations (Heavy, Medium, and Light). The two numbers following each rotational designation indicates how many stations have the record in that particular rotation.

DID YOU KNOW THAT CMA:

...Conducts an annual survey of all licensed radio stations to determine the amount of Country Music programmed daily, and compiles a comprehensive list of all of those stations?



For information on joining, write to:
Country Music Association
P. O. Box 22299-R
Nashville, TN 37202

Country's Most Current Music

NEW & ACTIVE

JOHNNY RODRIGUEZ "Too Late To Go Home" (Epic) 92/14

Rotations: Heavy 3, Medium 38, Light 51, Total Adds 14, WIXY, WIXL, WYVA, WFNC, WESC, WKZZ, WKSJ, WQYK, KSO, WKMF, WIRE, KCJB, WHBF, KFRY. Heavy: KASE, WYNK, WCXI. Medium: WSNO, WCMS, WFMS, KXXY, KFDI, KUZZ, KUGN. Moves 42-46 on the Country chart.

GEORGE STRAIT "Right Or Wrong" (MCA) 89/47

Rotations: Heavy 3, Medium 26, Light 60, Total Adds 47 including WCAO, WKYG, WNYR, KLVI, WSOC, KPLX, WMC, WTQR, WFMS, KTPK, KLZ, KSON, KSAN, KUCB. Heavy: WCXI, WDAF, KVOO. Medium: KIX106, WLWI, KTTS, KNIX, KWJJ. Debuts at number 43 on the Country chart.

MARK GRAY "Left Side Of The Bed" (Columbia) 85/19

Rotations: Heavy 2, Medium 17, Light 66, Total Adds 19 including WVAM, WCAO, WFNC, WESC, WAMZ, WKQS, WLWI, WWWV, WGEE, WHBF, KTPK, KJOT, KFRY, KFTN, KSOP. Heavy: WYNK, KIGO. Medium: WSEN, KASE, KUUY. Debuts at number 44 on the Country chart.

OSMOND BROTHERS "Where Does An Angel Go When She Cries" (WB/Curb) 75/6

Rotations: Heavy 0, Medium 30, Light 45, Total Adds 6, KRRV, WKZZ, KWMT, WGEE, KIK-FM, KFTN. Medium: WGNA, WSEN, CHOW, WESC, WJQS, WLWI, KKYX, KFDI, KUGN. Debuts at number 48 on the Country chart.

STEPHANIE WINSLOW "Dancin' With The Devil" (Curb/MCA) 75/3

Rotations: Heavy 1, Medium 31, Light 43, Adds 3, WFNC, KFTN, KRAK. Heavy: KSO. Medium: WBGW, WSNO, WGTO, WLWI, KRMD, KBMR, WITL, KTTS, WTOD, KUGN. Moves 47-49 on the Country chart.

DAVID FRIZZELL & SHELLY WEST "Silent Partners" (Viva) 74/31

Rotations: Heavy 1, Medium 14, Light 59, Total Adds 31 including WBGW, WXBQ, WSOC, WTVY, KHEY, WIRK, WUSQ, WUBE, KRRK, WDAF, KTTS, KUGN, KWJJ. Heavy: WXCL. Medium: WHOO, WFMS, KVOO, KTOM.

BURRITO BROTHERS "Almost Saturday Night" (Curb/MCA) 74/12

Rotations: Heavy 1, Medium 16, Light 57, Total Adds 12, WVAJ, WGTO, WFNC, WOKK, WMNI, WONE, KWMT, WXCL, KJOT, KEIN, Q92, KSOP. Heavy: WHOO. Medium: WVAM, WSNO, WLWI, WWJO, KTPK, KRST, KIGO.

BIG AL DOWNING "The Best Of Families" (Team Entertainment) 69/6

Rotations: Heavy 0, Medium 21, Light 48, Extra Adds 6, WIXY, WHN, WYNK, WFMS, KFRY, KQIL. Medium: WPTR, WSEN, WJQS, WOKK, KRMD, WCXI, WOW, WXCL, WHBF, KUUY, Q92.

BOXCAR WILLIE "The Man I Used To Be" (Main Street) 66/2

Rotations: Heavy 1, Medium 31, Light 34, Total Adds 2, KKAL, Q92. Heavy: WGNA. Medium: WKYG, WEZL, KLRA, WIRK, KBMR, KEBC, WTOD, KRST, KFRY, KRSY, KTOM, KGA.

SISSY SPACEK "If I Can Just Get Through The Night" (Atlantic America) 63/2

Rotations: Heavy 3, Medium 22, Light 38, Total Adds 2, KRRV, WMNI. Heavy: WSNO, KIKK, KIGO. Medium: WGNA, WVAJ, KEAN, WEZL, WTVY, KHEY, KKYX, KTTS, KEIN, KRSY.

BILLIE JO SPEARS "Midnight Blue" (Parliament) 61/6

Rotations: Heavy 2, Medium 21, Light 38, Total Adds 6, WKSJ, KTPK, KUGN, KEIN, KWJJ, KUCB. Heavy: WPTR, KSOP. Medium: WTVY, KKYX, KSO, WXCL, WHBF, KUZZ, KTOM.

JAN GRAY "Bad Night For Good Girls" (Jamey) 50/4

Rotations: Heavy 1, Medium 12, Light 37, Total Adds 4, WITL, KTTS, KKAL, KEIN. Heavy: KSOP. Medium: WPTR, WSEN, WJQS, WLWI, KRMD, KFGO, WHBF, KRKT.

HANK WILLIAMS JR. "Man Of Steel" (WB/Curb) 49/41

Rotations: Heavy 3, Medium 7, Light 39, Total Adds 41 including WPTR, WYRK, WNYR, WYII, KRRV, WNOX, WKSJ, WHOO, WWWV, KCJB, KRKT, KQIL, KTOM, KCKC, KCBQ. Heavy: WAMZ, WKQS, WCXI. Medium: WKKQ, KVOO, KFRY.

ANNE MURRAY "That's Not The Way (It's S'posed To Be)" (Capitol) 49/18

Rotations: Heavy 1, Medium 16, Light 32, Total Adds 18, WIXL, WSEN, KIX106, WYNK, WCOS, WFNC, WESC, KLRA, WKKQ, KFGO, WITL, WHBF, WTHI, KRST, KRWQ, KSOP, KCKC, KSAN. Heavy: WHOO. Medium: WVAM, WXXW.

LARRY WILLOUGHBY "Building Bridges" (Atlantic America) 49/11

Rotations: Heavy 0, Medium 10, Light 39, Total Adds 11, WVAM, WCAO, WIXY, WNYR, WYNK, KHEY, KLLL, KFGO, KTTS, WWJO, KGA. Medium: WVAJ, WJQS, KIOV, KRSY.

JIM STAFFORD "Little Bits And Pieces" (Columbia) 47/11

Rotations: Heavy 2, Medium 9, Light 36, Total Adds 11, WMZQ, KLLL, WFMS, WITL, KIOV, KTTS, KKAL, KMAK, KRWQ, KCCY, KIGO. Heavy: WWWV, KIKK. Medium: WKSJ, WKKQ, WOW, KEIN.

SIGNIFICANT ACTION

MARGO SMITH "Please Tell Him I Said Hello" (Moon Shine) 46/8

Rotations: Heavy 1, Medium 8, Light 37, Total Adds 8, WIXY, WNYR, KEAN, WQYK, KRRK, WITL, WXCL, KRWQ. Heavy: WWJO. Medium: WJQS, WLWI, KSOP.

JOE STAMPLEY "Brown Eyed Girl" (Epic) 45/20

Rotations: Heavy 0, Medium 10, Light 35, Total Adds 20 including KIX106, WYNK, WOKK, KKYX, WUSQ, WOW, KTPK, KUUY, KUGN. Medium: WESC, KTTS, KUZZ, KTOM.

ROBIN LEE "Angel In Your Arms" (Evergreen) 43/2

Rotations: Heavy 0, Medium 11, Light 32, Total Adds 2, KRRK, WAXX. Medium: WGNA, WSEN, WEZL, KLRA, WKQS, WSIX, WOW, Q92.

MAC DAVIS "Most Of All" (Casablanca/PolyGram) 42/15

Rotations: Heavy 0, Medium 12, Light 30, Total Adds 15 including WGNA, WIXY, WNYR, WMZQ, CHOW, KIKK, KKYX, WTQR, WOW, KUZZ, KFRY. Medium: WPOC, WONE, WWWV.

JIM REEVES "The Image Of Me" (RCA) 40/4

Rotations: Heavy 1, Medium 15, Light 24, Total Adds 4, CHOW, KHEY, WQYK. Heavy: KSO. Medium: WVAM, KKYX, WCXI, WWJO, KUZZ, KSOP.

VINCE GILL "Victim Of Life's Circumstances" (RCA) 39/22

Rotations: Heavy 0, Medium 4, Light 35, Total Adds 22 including WBGW, WOKQ, WYII, KRRV, WNOX, WKSJ, KBMR, WAXX, KIK-FM, KWJJ, KGA. Medium: WAMZ, WLWI, WCXI.

DAVID ALLAN COE "Ride 'Em Cowboy" (Kat Family/CBS) 38/2

Rotations: Heavy 0, Medium 10, Light 28, Total Adds 2, WJQS, KLRA, KSOP. Medium: WVAM, KHEY, WWJO, WTOD, KFRY, KRSY.

BARBARA MANDRELL "Happy Birthday Dear Heartache" (MCA) 37/37

Rotations: Heavy 0, Medium 9, Light 28, Total Adds 37 including WCAO, WYRK, WILQ, KHEY, WHOO, WTQR, WWWV, KEBC, K102, KRKT, KYGO, KNIX. Medium: WPTR, KIOV, KRSY.

ATLANTA "Sweet Country Music" (MCA) 36/35

Rotations: Heavy 2, Medium 8, Light 26, Total Adds 35 including WSNO, WKYG, WTVY, WSM, WRNL, WCUZ, KIOV, KMAK, KQIL, KCKC. Heavy: WPTR, WKQS.

JIMMY BUFFETT "Brown Eyed Girl" (MCA) 26/5

Rotations: Heavy 1, Medium 3, Light 22, Total Adds 5, WPTR, WVAM, WIXL, KIKK, KRWQ. Heavy: WHOO. Medium: WVAJ, WKSJ, KRKT.

JOHNNY LEE "Say When" (Full Moon/WB) 24/3

Rotations: Heavy 1, Medium 9, Light 14, Total Adds 3, KWMT, WHBF, KTTS. Heavy: WXCL. Medium: WVAJ, KLVI, WGTO, WCMS, WKKQ, WTHI, KCCY.

KAREN TAYLOR-GOOD "Handsome Man" (Mesa) 24/1

Rotations: Heavy 0, Medium 7, Light 17, Total Adds 1, WQYK. Medium: WGNA, CHOW, KHEY, KKYX, KRMD, KWJJ, KSOP.

RAY STEVENS "My Dad" (Mercury/PolyGram) 22/3

Rotations: Heavy 3, Medium 3, Light 16, Total Adds 3, WUSQ, KTTS, WXCL. Heavy: WKQS, KSOP. Medium: WYII, WKSJ, KIGO.

MICKI FUHRMAN "I Bet You Never Thought I'd Go This Far" (MCA) 21/11

Rotations: Heavy 0, Medium 3, Light 18, Total Adds 11, WVAM, WSEN, WYII, KRRV, KKYX, KBMR, WOW, KTTS, KVOO, KRWQ, KIGO. Medium: WXCL, WWJO.

WICKLINE "Ski Bumpus" (Cascade Mountain) 19/3

Rotations: Heavy 0, Medium 4, Light 15, Total Adds 3, WCMS, WOW, KTPK. Medium: WONE, KFDI, KUGN, KIOG. Light: WSEN, WMC, WHBF, KWJJ.

KENNY DALE "Two Will Be One" (Republic) 17/6

Rotations: Heavy 1, Medium 2, Light 14, Total Adds 6, WCAO, WVVA, WITL, KRWQ, KTOM, KGA. Heavy: KKYX. Medium: WPTR, KRRV.

RUSSELL SMITH "Where Did We Go Right" (Capitol) 17/4

Rotations: Heavy 0, Medium 4, Light 13, Total Adds 4, WCMS, KFGO, KUUY, KRWQ. Medium: WMC, WLWI, KFDI, KWJJ. Light: WSEN, KMPS.

T.G. SHEPPARD & CLINT EASTWOOD "Make My Day" (WB/Curb) 16/16

Rotations: Heavy 0, Medium 5, Light 11, Total Adds 16, WSNO, WILQ, WGTO, WKSJ, WSM, WCXI, WKMF, KEBC, KVOO, KRST, KUUY, KFRY, KNIX, KWJJ, KCKC, KSON.

MICKEY GILLEY & CHARLY McCLAIN "Candy Man" (Epic) 14/14

Rotations: Heavy 0, Medium 2, Light 12, Total Adds 14, WBGW, WSNO, WSOC, WGTO, WTVY, WHOO, KSO, KECK, KEBC, K102, KRKT, KRST, KUUY, KRSY.

CHANTILLY "Baby's Walkin'" (F&L) 14/1

Rotations: Heavy 0, Medium 0, Light 14, Total Adds 1, WSEN. Light: WEZL, KRMD, WIRK, KSO, WOW, WHBF, KTOM.

DAVID WILLS "Lady In Waiting" (RCA) 13/13

Rotations: Heavy 0, Medium 0, Light 13, Total Adds 13, WVAM, WBGW, WSNO, WYII, KRRV, WJQS, KEBC, KRKT, KRST, KIK-FM, KKCS, KMAK, KCKC.

VICTORIA SHAW "Break My Heart" (MPB) 12/7

Rotations: Heavy 0, Medium 1, Light 11, Total Adds 7, WVAM, WVAJ, WJQS, WWWV, KRRK, KIOV, KKCS. Light: WBGW, WYII, KRKT, KTOM.

KATY MOFFATT "Reynosa" (Permian) 12/7

Rotations: Heavy 0, Medium 0, Light 12, Total Adds 7, WSEN, KLRA, KYXX, KKYX, WAXX, KTTS, KUGN. Light: WOKK, KEBC, KSOP.

STEVE CLARK "That It's All Over Feeling" (Mercury/PolyGram) 11/6

Rotations: Heavy 0, Medium 2, Light 9, Total Adds 6, WGNA, KRRV, WKLO, WCMS, KTTS, KUZZ. Medium: KLVI. Light: WBGW, KSO.

SAM NEELY "Old Photographs" (MCA) 11/1

Rotations: Heavy 0, Medium 2, Light 9, Total Adds 1, WGNA. Medium: WVAM. Light: KRRV, KHEY, WQYK, WUSQ, KFDI, KRWQ.

LEFTY FRIZZELL "This Just Ain't No Good Day..." (Columbia) 11/0

Rotations: Heavy 0, Medium 4, Light 7, Total Adds 0. Medium: CHOW, WYII, WKKQ, WOW. Light: WUSQ, KFDI, KFWQ, KGA.

MOE BANDY "It Took A Lot Of Drinking" (Columbia) 10/8

Rotations: Heavy 0, Medium 1, Light 9, Total Adds 8, WSNO, WGTO, WTVY, WCXI, KEBC, KRKT, KRST, KQIL. Light: KSO, WAXX.

VINCE HATFIELD "Can't Get To You From Here" (F&L) 8/5

Rotations: Heavy 0, Medium 0, Light 8, Total Adds 5, WBGW, KRRV, WUSQ, WXCL, KIGO. Light: WGNA, WSEN, WYII.

DAVID ROGERS "I Am A Country Song" (Mr. Music) 8/2

Rotations: Heavy 0, Medium 2, Light 6, Total Adds 2, WCMS, KKYX. Medium: WGNA, KBMR. Light: WSEN, WOW, WTOD, KFDI.

MIKE DEKLE "Closer To The Moon" (NSD) 8/2

Rotations: Heavy 0, Medium 0, Light 8, Total Adds 2, KBMR, WTOD. Light: WGNA, WLWI, KRMD, WQYK, KVOO, KSOP.

COUNTRY ALBUM TRACKS

Cuts are listed in order, with the first cut receiving the heaviest airplay.

ARTIST/Song Title (Label)

Album Title

GEORGE JONES/Radio Lover (Epic)

Jones Country

ALABAMA/If You're Gonna Play In Texas (RCA)

Roll On

ALABAMA/The End Of The Lyin' (RCA)

Roll On

ALABAMA/I'm Not That Way Anymore (RCA)

Roll On

EXILE/Take Me To The River (Epic)

Exile

EMMYLOU HARRIS/On The Radio (WB)

White Shoes

RICKY SKAGGS/Uncle Pen (Epic)

Don't Cheat In Our Hometown

JIM GLASER/Woman, Woman (Noble Vision)

The Man In The Mirror

GAIL DAVIES/Boys Like You (WB)

What Can I Say

DOLLY PARTON/Downtown (RCA)

The Great Pretender

ALABAMA/Carolina Mountain Dewe (RCA)

Roll On

JUDDS/Blue Nun Cafe (RCA)

Wynonna And Naomi

OAK RIDGE BOYS/When You Get To The Heart (MCA)

Deliver

OAK RIDGE BOYS/Ain't No Cure For The Rock... (MCA)

Deliver

HANK WILLIAMS JR./Lovesick Blues (WB/Curb)

Man Of Steel

OAK RIDGE BOYS/I Guess It Never Hurts To Hurt (MCA)

Deliver

W

WESTWOOD ONE

LIVE FROM GILLEY'S

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

TOM JONES

FROM HIS CURRENT ALBUM
THE SINGLE
"I'VE BEEN RAINED ON TOO"



BREAKER R&R 33

BB 29 CB 24

PolyGram *Country.*



PolyGram Records™

814-448-1M-1

Regional Adds & Hots

EAST		HOTTEST		MOST ADDED		MIDWEST		HOTTEST		MOST ADDED		SOUTH		HOTTEST		MOST ADDED		WEST		HOTTEST	
George Strait (MCA)		Alabama (RCA)		J. Lee with L. Brody (Full Moon/WB)		Alabama (RCA)		George Strait (MCA)		Leon Everette (RCA)		Alabama (RCA)		Hank Williams Jr. (WB/Curb)		Barbara Mandrell (MCA)		Alabama (RCA)		Lee Greenwood (MCA)	
Barbara Mandrell (MCA)		Merle Haggard (Epic)		George Strait (MCA)		Ricky Skaggs (Epic)		Atlanta (MCA)		Stetler Brothers (Mercury/PG)		Atlanta (MCA)		Atlanta (MCA)		Atlanta (MCA)		Atlanta (MCA)		Atlanta (MCA)	
Hank Williams Jr. (WB/Curb)		WSEN-AM/FM		WJMR		WQHF		WBCS		WVBF		KVVO		KHEY		KLRA		WKSJ-FM		WKIX	
Morgantown, WV		Syracuse, NY		Akron, OH		Wayne, IN		Milwaukee, WI		Rock Island, IL		Tulsa, OK		El Paso, TX		Little Rock, AR		Mobile, AL		Raleigh/Durham, NC	
WQMA-FM		WSEN-AM/FM		WJMR		WQHF		WBCS		WVBF		KVVO		KHEY		KLRA		WKSJ-FM		WKIX	
Albany, NY		Syracuse, NY		Akron, OH		Wayne, IN		Milwaukee, WI		Rock Island, IL		Tulsa, OK		El Paso, TX		Little Rock, AR		Mobile, AL		Raleigh/Durham, NC	
George Strait		Merle Haggard		J. Lee with L. Brody		Alabama		George Strait		Leon Everette		Alabama		Hank Williams Jr.		Barbara Mandrell		Alabama		Lee Greenwood	
Barbara Mandrell		Merle Haggard		George Strait		Ricky Skaggs		Atlanta		Stetler Brothers		Atlanta		Atlanta		Atlanta		Atlanta		Atlanta	
Hank Williams Jr.		WSEN-AM/FM		WJMR		WQHF		WBCS		WVBF		KVVO		KHEY		KLRA		WKSJ-FM		WKIX	
Morgantown, WV		Syracuse, NY		Akron, OH		Wayne, IN		Milwaukee, WI		Rock Island, IL		Tulsa, OK		El Paso, TX		Little Rock, AR		Mobile, AL		Raleigh/Durham, NC	
WQMA-FM		WSEN-AM/FM		WJMR		WQHF		WBCS		WVBF		KVVO		KHEY		KLRA		WKSJ-FM		WKIX	
Albany, NY		Syracuse, NY		Akron, OH		Wayne, IN		Milwaukee, WI		Rock Island, IL		Tulsa, OK		El Paso, TX		Little Rock, AR		Mobile, AL		Raleigh/Durham, NC	
George Strait		Merle Haggard		J. Lee with L. Brody		Alabama		George Strait		Leon Everette		Alabama		Hank Williams Jr.		Barbara Mandrell		Alabama		Lee Greenwood	
Barbara Mandrell		Merle Haggard		George Strait		Ricky Skaggs		Atlanta		Stetler Brothers		Atlanta		Atlanta		Atlanta		Atlanta		Atlanta	
Hank Williams Jr.		WSEN-AM/FM		WJMR		WQHF		WBCS		WVBF		KVVO		KHEY		KLRA		WKSJ-FM		WKIX	
Morgantown, WV		Syracuse, NY		Akron, OH		Wayne, IN		Milwaukee, WI		Rock Island, IL		Tulsa, OK		El Paso, TX		Little Rock, AR		Mobile, AL		Raleigh/Durham, NC	
WQMA-FM		WSEN-AM/FM		WJMR		WQHF		WBCS		WVBF		KVVO		KHEY		KLRA		WKSJ-FM		WKIX	
Albany, NY		Syracuse, NY		Akron, OH		Wayne, IN		Milwaukee, WI		Rock Island, IL		Tulsa, OK		El Paso, TX		Little Rock, AR		Mobile, AL		Raleigh/Durham, NC	
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Hank Williams Jr.		WSEN-AM/FM		WJMR		WQHF		WBCS		WVBF		KVVO		KHEY		KLRA		WKSJ-FM		WKIX	
Morgantown, WV		Syracuse, NY		Akron, OH		Wayne, IN		Milwaukee, WI		Rock Island, IL		Tulsa, OK		El Paso, TX		Little Rock, AR		Mobile, AL		Raleigh/Durham, NC	
WQMA-FM		WSEN-AM/FM		WJMR		WQHF		WBCS		WVBF		KVVO		KHEY		KLRA		WKSJ-FM		WKIX	
Albany, NY		Syracuse, NY		Akron, OH		Wayne, IN		Milwaukee, WI		Rock Island, IL		Tulsa, OK		El Paso, TX		Little Rock, AR		Mobile, AL		Raleigh/Durham, NC	
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Hank Williams Jr.		WSEN-AM/FM		WJMR		WQHF		WBCS		WVBF		KVVO		KHEY		KLRA		WKSJ-FM		WKIX	
Morgantown, WV		Syracuse, NY		Akron, OH		Wayne, IN		Milwaukee, WI		Rock Island, IL		Tulsa, OK		El Paso, TX		Little Rock, AR		Mobile, AL		Raleigh/Durham, NC	
WQMA-FM		WSEN-AM/FM		WJMR		WQHF		WBCS		WVBF		KVVO		KHEY		KLRA		WKSJ-FM		WKIX	
Albany, NY		Syracuse, NY		Akron, OH		Wayne, IN		Milwaukee, WI		Rock Island, IL		Tulsa, OK		El Paso, TX		Little Rock, AR		Mobile, AL		Raleigh/Durham, NC	
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Morgantown, WV		Syracuse, NY		Akron, OH		Wayne, IN		Milwaukee, WI		Rock Island, IL		Tulsa, OK		El Paso, TX		Little Rock, AR		Mobile, AL		Raleigh/Durham, NC	
WQMA-FM		WSEN-AM/FM		WJMR		WQHF		WBCS		WVBF		KVVO		KHEY		KLRA		WKSJ-FM		WKIX	
Albany, NY		Syracuse, NY		Akron, OH		Wayne, IN		Milwaukee, WI		Rock Island, IL		Tulsa, OK		El Paso, TX		Little Rock, AR		Mobile, AL		Raleigh/Durham, NC	
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WQMA-FM		WSEN-AM/FM		WJMR		WQHF		WBCS		WVBF		KVVO		KHEY		KLRA		WKSJ-FM		WKIX	
Albany, NY		Syracuse, NY		Akron, OH		Wayne, IN		Milwaukee, WI		Rock Island, IL		Tulsa, OK		El Paso, TX		Little Rock, AR		Mobile, AL		Raleigh/Durham, NC	
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Albany, NY		Syracuse, NY		Akron, OH		Wayne, IN		Milwaukee, WI		Rock Island, IL		Tulsa, OK		El Paso, TX		Little Rock, AR		Mobile, AL		Raleigh/Durham, NC	
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WQMA-FM		WSEN-AM/FM		WJMR		WQHF		WBCS		WVBF		KVVO		KHEY		KLRA		WKSJ-FM		WKIX	
Albany, NY		Syracuse, NY		Akron, OH		Wayne, IN		Milwaukee, WI		Rock Island, IL		Tulsa, OK		El Paso, TX		Little Rock, AR		Mobile, AL		Raleigh/Durham, NC	
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WQMA-FM		WSEN-AM/FM		WJMR		WQHF		WBCS		WVBF		KVVO		KHEY		KLRA		WKSJ-FM		WKIX	
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Barbara Mandrell		Merle Haggard		George Strait		Ricky Skaggs		Atlanta		Stetler Brothers		Atlanta		Atlanta		Atlanta		Atlanta		Atlanta	
Hank Williams Jr.		WSEN-AM/FM		WJMR		WQHF		WBCS		WVBF		KVVO		KHEY		KLRA		WKSJ-FM		WKIX	
Morgantown, WV		Syracuse, NY		Akron, OH		Wayne, IN		Milwaukee, WI		Rock Island, IL		Tulsa, OK		El Paso, TX		Little Rock, AR		Mobile, AL		Raleigh/Durham, NC	
WQMA-FM		WSEN-AM/FM		WJMR		WQHF		WBCS		WVBF		KVVO		KHEY		KLRA		WKSJ-FM		WKIX	
Albany, NY		Syracuse, NY		Akron, OH		Wayne, IN		Milwaukee, WI		Rock Island, IL		Tulsa, OK		El Paso, TX		Little Rock, AR		Mobile, AL		Raleigh/Durham, NC	
George Strait		Merle Haggard		J. Lee with L. Brody		Alabama		George Strait		Leon Everette		Alabama		Hank Williams Jr.		Barbara Mandrell		Alabama		Lee Greenwood	
Barbara Mandrell		Merle Haggard		George Strait		Ricky Skaggs		Atlanta		Stetler Brothers		Atlanta		Atlanta		Atlanta		Atlanta		Atlanta	
Hank Williams Jr.		WSEN-AM/FM		WJMR		WQHF		WBCS		WVBF		KVVO		KHEY		KLRA		WKSJ-FM		WKIX	
Morgantown, WV		Syracuse, NY		Akron, OH		Wayne, IN		Milwaukee, WI		Rock Island, IL		Tulsa, OK		El Paso, TX		Little Rock, AR		Mobile, AL		Raleigh/Durham, NC	
WQMA-FM		WSEN-AM/FM		WJMR		WQHF		WBCS		WVBF		KVVO		KHEY		KLRA		WKSJ-FM		WKIX	
Albany, NY		Syracuse, NY		Akron, OH		Wayne, IN		Milwaukee, WI		Rock Island, IL		Tulsa, OK		El Paso, TX		Little Rock, AR		Mobile, AL		Raleigh/Durham, NC	
George Strait		Merle Haggard		J. Lee with L. Brody		Alabama		George Strait		Leon Everette		Alabama		Hank Williams Jr.		Barbara Mandrell		Alabama		Lee Greenwood	
Barbara Mandrell		Merle Haggard		George Strait		Ricky Skaggs		Atlanta		Stetler Brothers		Atlanta		Atlanta		Atlanta		Atlanta		Atlanta	
Hank Williams Jr.		WSEN-AM/FM		WJMR		WQHF		WBCS		WVBF		KVVO		KHEY		KLRA		WKSJ-FM		WKIX	
Morgantown, WV		Syracuse, NY		Akron, OH		Wayne, IN		Milwaukee, WI		Rock Island, IL		Tulsa, OK		El Paso, TX		Little Rock, AR		Mobile, AL		Raleigh/Durham, NC	
WQMA-FM		WSEN-AM/FM		WJMR		WQHF		WBCS		WVBF		KVVO		KHEY		KLRA		WKSJ-FM		WKIX	
Albany, NY		Syracuse, NY		Akron, OH		Wayne, IN		Milwaukee, WI		Rock Island, IL		Tulsa, OK		El Paso, TX		Little Rock, AR		Mobile, AL		Raleigh/Durham, NC	
George Strait		Merle Haggard		J. Lee with L. Brody		Alabama		George Strait		Leon Everette		Alabama		Hank Williams Jr.		Barbara Mandrell		Alabama		Lee Greenwood	
Barbara Mandrell		Merle Haggard		George Strait		Ricky Skaggs		Atlanta		Stetler Brothers		Atlanta		Atlanta		Atlanta		Atlanta		Atlanta	
Hank Williams Jr.		WSEN-AM/FM		WJMR		WQHF		WBCS		WVBF		KVVO		KHEY		KLRA		WKSJ-FM		WKIX	
Morgantown, WV		Syracuse, NY		Akron, OH		Wayne, IN		Milwaukee, WI		Rock Island, IL		Tulsa, OK		El Paso, TX		Little Rock, AR		Mobile, AL		Raleigh/Durham, NC	
WQMA-FM		WSEN-AM/FM		WJMR		WQHF		WBCS		WVBF		KVVO		KHEY		KLRA		WKSJ-FM		WKIX	
Albany, NY		Syracuse, NY		Akron, OH		Wayne, IN		Milwaukee, WI		Rock Island, IL		Tulsa, OK		El Paso, TX		Little Rock, AR		Mobile, AL		Raleigh/Durham, NC	
George Strait		Merle Haggard		J. Lee with L. Brody		Alabama		George Strait		Leon Everette		Alabama		Hank Williams Jr.		Barbara Mandrell		Alabama		Lee Greenwood	
Barbara Mandrell		Merle Haggard		George Strait		Ricky Skaggs		Atlanta		Stetler Brothers		Atlanta		Atlanta		Atlanta		Atlanta		Atlanta	
Hank Williams Jr.		WSEN-AM/FM		WJMR		WQHF		WBCS		WVBF		KVVO		KHEY		KLRA		WKSJ-FM		WKIX	
Morgantown, WV		Syracuse, NY		Akron, OH		Wayne, IN		Milwaukee, WI		Rock Island, IL		Tulsa, OK		El Paso, TX		Little Rock, AR		Mobile, AL		Raleigh/Durham, NC	
WQMA-FM		WSEN-AM/FM		WJMR		WQHF		WBCS		WVBF		KVVO		KHEY		KLRA		WKSJ-FM		WKIX	
Albany, NY		Syracuse, NY		Akron, OH		Wayne, IN		Milwaukee, WI		Rock Island, IL		Tulsa, OK		El Paso, TX		Little Rock, AR		Mobile, AL		Raleigh/Durham, NC	
George Strait		Merle Haggard		J. Lee with L. Brody		Alabama		George Strait		Leon Everette		Alabama		Hank Williams Jr.		Barbara Mandrell		Alabama		Lee Greenwood	
Barbara Mandrell		Merle Haggard		George Strait		Ricky Skaggs		Atlanta		Stetler Brothers		Atlanta		Atlanta		Atlanta		Atlanta		Atlanta	

Adult/Contemporary

Continued from Back Page

BREAKERS®

MICHAEL SEMBELLO Talk (WB)

51% of our reporters on it. Rotations: Heavy 1/0, Medium 34/5, Light 29/4, Extra Adds 1, Total Adds 10, WLTT, WISN, KKLT, WGY, WBT, 2WD, KUDO, KSL, KCEE, KWEB. Debuts at number 30 on the A/C chart.

DAN FOGELBERG The Language Of Love (Full Moon/Epic)

50% of our reporters on it. Rotations: Heavy 0/0, Medium 31/16, Light 31/13, Extra Adds 2, Total Adds 31 including WSB, KVIL-FM, W101, WFYR, KUDL, KKLT, KGW, KBEST, WGY, WKGW, WAFB, WBT, WHBY, WENS, KBOI, KUDO, and 15 more. Debuts at number 28 on the A/C chart.

NEW & ACTIVE

✓ CARPENTERS "Your Baby Doesn't Love You Anymore" (A&M) 59/28

Rotations: Heavy 1/0, Medium 27/8, Light 29/18, Extra Adds 2, Total Adds 28, WSB, WSB-FM, WOMC, WISN, KHOW, KOST, WICC, WFSM, WGY, WKGW, WVLK, WHHY, WING, WTRX, WENS, WFMK, KBOI, WNNR, WTKO, WTNV, WCHV, WJBC, KCRG, KFSB, KWEB, WBOW, KFQD, KISN. Heavy: WCCO. Medium: KOY, WBT, WMAZ, WRVA, WHBY, KSL, WSKI, KORQ, WSKY, WCKQ, WGSV, WAGE, WHNN, WJON, K99, KQSW, KALE, KRBS.

✓ ANNE MURRAY "That's Not The Way (It's S'posed To Be)" (Capitol) 58/15

Rotations: Heavy 0/0, Medium 36/5, Light 22/10, Extra Adds 0, Total Adds 15, WLTT, KGW, WBT, WIVY, WHHY, WING, WTRX, KKUA, KCEE, WWPA, KVIC, KCRG, WHNN, KKJO, WBOW. Medium: WISN, WCCO, KHOW, WICC, WKGW, WMAZ, WRVA, WHBY, WHBC, KRNT, KWAV, WEIM, WKNE, WSKI, WTNV, KORQ, WSKY, WCKQ, WCHV, WGSV, WAGE, WCIL, KFSB, KEEZ, WJON, KTWO, K99, KRNO, KQSW, KRBS, KALE.

✓ JIMMY BUFFETT "Brown Eyed Girl" (MCA) 49/45

Rotations: Heavy 0/0, Medium 9/9, Light 38/34, Extra Adds 2, Total Adds 45, 97AIA, KUDL, WCCO, WMJI, KHOW, B100, WFSM, WKGW, WAHR, WVLK, WMAZ, 2WD, WRVA, WSRZ, WHBY, WHBC, KBOI, KPPL, KKUA, KWAV, WNNR, WEIM, WTKO, WKNE, WSKI, WWPA, WCKQ, KRLB-FM. Medium: WFBR, WQUE-FM, WFYR, KMGC, WRKA, WSRZ, KRAV, KMJJ, KWAV, WTNV, WSKY, WCHV, WVBS, WCIL, KQSW.

✓ MICHAEL JACKSON "Thriller" (Epic) 47/19

Rotations: Heavy 10/2, Medium 21/6, Light 14/9, Extra Adds 2, Total Adds 19, 3WS, WTAE, B100, WGY, 2WD, WMGN, KBOI, KKUA, KKPL, WNNR, KVIC, KFSB, KEEZ, WHNN, WJON, KTWO, K99, KRNO, KRBS. Heavy: WAXY, WMJI, WAEB, KFI, WSKI, WWPA, WCKQ, KRLB-FM. Medium: WFBR, WQUE-FM, WFYR, KMGC, WRKA, WSRZ, KRAV, KMJJ, KWAV, WTNV, WSKY, WCHV, WVBS, WCIL, KQSW.

EARTH, WIND & FIRE "Touch" (Columbia) 46/8

Rotations: Heavy 0/0, Medium 15/0, Light 31/8, Extra Adds 0, Total Adds 8, B100, WRKA, WTRX, KUDO, WTKO, WBOW, KFQD, KALE. Medium: KHOW, WRIE, WMAZ, KBOI, WSKI, KORQ, WSKY, WCKQ, KVIC, WCIL, WJON, KRNO, KRBS.

RICK JAMES & SMOKEY ROBINSON "Ebony Eyes" (Gordy/Motown) 45/1

Rotations: Heavy 3/0, Medium 24/1, Light 18/0, Extra Adds 0, Total Adds 1, 3WM. Heavy: KWAV, WEIM, WCIL. Medium: WPIX, WTAE, WCZY, KUDL, WISN, KGW, KEZR, WFSM, WGY, WMAZ, WHHY, KSL, WNNR, WSKI, KORQ, WSKY, WCHV, WBOW, KFQD, K99, KQSW, KRBS, KALE.

MELISSA MANCHESTER "I Don't Care What The People Say" (Arista) 43/6

Rotations: Heavy 0/0, Medium 23/2, Light 19/3, Extra Adds 1, Total Adds 6, KGW, V100, WING, WTKO, WSKY, WJON. Medium: KHOW, KOST, WAEB, WGY, WRVR, WNNR, WEIM, WKNE, WSKI, WWPA, KORQ, WCKQ, WCHV, WAGE, WCIL, KFSB, KEEZ, K99, KRNO, KRBS, KALE.

STEVIE NICKS with SANDY STEWART "Nightbird" (Modern/Atco) 42/5

Rotations: Heavy 2/0, Medium 26/2, Light 14/3, Extra Adds 0, Total Adds 5, KEY103, KKPL, KWEB, KFQD, KRNO. Heavy: WSKI, WCIL. Medium: WFBR, 3WS, KEZR, WMAZ, WHHY, WSRZ, 610TVN, WMGN, KPPL, KUDO, KWAV, K108, WEIM, WKNE, WWPA, WSKY, WCKQ, WCHV, WNGS, WVBS, KEEZ, K99, KQSW, KRBS.

✓ EURHYTHMICS "Here Comes The Rain Again" (RCA) 39/19

Rotations: Heavy 1/0, Medium 17/5, Light 20/13, Extra Adds 1, Total Adds 19, WPIX, WAXY, WCZY, WICC, WMAZ, 2WD, WSRZ, WHBC, WTRX, KMJJ, WCKQ, WCHV, KVIC, WCIL, WHNN, WBOW, KTWO, K99, KALE. Heavy: WGY. Medium: WFBR, 97AIA, WAEB, WMGN, KWAV, WEIM, WSKI, WTNV, WWPA, WSKY, KRNO, KQSW.

JIM GLASER "If I Could Only Dance With You" (Noble Vision) 34/2

Rotations: Heavy 0/0, Medium 13/0, Light 21/2, Extra Adds 0, Total Adds 2, KWEB, WBOW. Medium: WCCO, WGY, WRVA, WHBY, KSL, WTKO, WKNE, WSKI, WCKQ, WCHV, WAGE, WCIL, KRBS.

✓ CLIFF RICHARD "Donna" (EMI America) 32/32

Rotations: Heavy 0/0, Medium 8/8, Light 22/22, Extra Adds 2, Total Adds 32, WFBR, WSB-FM, KUDL, WCCO, WAEB, WAHR, WMAZ, WSRZ, WHBY, WHBC, KKUA, KSL, WEIM, WKNE, WSKI, KORQ, WSKY, WCKQ, WCHV, WGSV, WAGE, WVBS, WCIL, KFSB, KEEZ, KWEB, WJON, KKJO, KFQD, KTWO, KQSW, KALE.

✓ THOMPSON TWINS "Hold Me Now" (Arista) 31/31

Rotations: Heavy 0/0, Medium 4/4, Light 26/26, Extra Adds 1, Total Adds 31, KVIL-FM, WCCO, KGW, WICC, WKGW, WAHR, WVLK, WHBC, WTRX, KWAV, WNNR, WEIM, WSKI, WWPA, KORQ, WSKY, WCKQ, WCHV, WGSV, WAGE, KVIC, WCIL, KFSB, KEEZ, WHNN, KTWO, K99, KQSW, KRBS, KISN, KALE.

BOB DYLAN "Sweetheart Like You" (Columbia) 30/0

Rotations: Heavy 1/0, Medium 12/0, Light 17/0, Extra Adds 0, Total Adds 0. Heavy: KRBS. Medium: KUDL, WRIE, WGY, WMAZ, WHHY, WSRZ, KUDO, WNNR, WSKI, WSKY, WCKQ, KQSW.

SIGNIFICANT ACTION

ROMANTICS "Talking In Your Sleep" (Nemperor/CBS) 25/0

Rotations: Heavy 9/0, Medium 13/0, Light 3/0, Extra Adds 0, Total Adds 0. Heavy: 3WS, WAXY, 97AIA, WCZY, WGY, 610TVN, WEIM, WSKI, WTNV. Medium: WQUE-FM, WAEB, WICC, WEZC, WIVY, WSRZ, KRAV, K108, WNNR, WWPA, WCHV, WAGE, KQSW. Light: V100, WENS, KPPL.

HOMI & JARVIS "I'm In Love Again" (GRP) 24/7

Rotations: Heavy 1/0, Medium 2/0, Light 21/7, Extra Adds 0, Total Adds 7, WENS, KBOI, WTKO, WWPA, WCIL, KFSB, KQSW. Heavy: WCCO. Medium: WEIM, KVIC. Light: WFBR, WAHR, WHBY, WHBC, WSKI, WSKY, WCKQ, WCHV, WNGS, WJBC, KEEZ, WJON, KRBS.

PETER ALLEN "You And Me (We Wanted It All)" (Arista) 24/2

Rotations: Heavy 0/0, Medium 8/0, Light 16/2, Extra Adds 0, Total Adds 2, WJBC, WBOW. Medium: WCCO, KHOW, WRVA, KRNT, KSL, WEIM, WSKI, WAGE. Light: WAHR, WHBY, KKUA, WNNR, WKNE, WWPA, WSKY, WCKQ, WCIL, KFSB, KKJO, KFQD, KRBS, KALE.

MOST ADDED®

JIMMY BUFFETT (45)
Brown Eyed Girl (MCA)
CLIFF RICHARD (32)
Donna (EMI America)
DAN FOGELBERG (31)
The Language Of Love (Full Moon/Epic)
CHRISTINE McVIE (31)
Got A Hold On Me (WB)
THOMPSON TWINS (31)
Hold Me Now (Arista)
CARPENTERS (28)
Your Baby Doesn't Love You... (A&M)

HOTTEST

CULTURE CLU8 (70)
Karma Chameleon (Virgin/Epic)
BILLY JOEL (66)
An Innocent Man (Columbia)
KOOL & THE GANG (63)
Joanna (De-Lite/PolyGram)
CHRISTOPHER CROSS (58)
Think Of Laura (WB)
LIONEL RICHIE (57)
Running With The Night (Motown)
GENESIS (37)
That's All (Atlantic)

COMMODORES "Turn Off The Lights" (Motown) 23/1

Rotations: Heavy 0/0, Medium 13/0, Light 10/1, Extra Adds 0, Total Adds 1, KORQ. Medium: WSB-FM, WCCO, KBEST, KEZR, WRKA, WMAZ, WEZS, WNNR, WSKI, WCKQ, WCHV, WAGE, KRBS. Light: WFSM, WAHR, WGSV, KVIC, KFSB, KEEZ, KKJO, KTWO, KQSW.

AMERICAN COMEDY NETWORK "Breaking Up Is Hard On You" (Critique/Quality) 20/13

Rotations: Heavy 0/0, Medium 6/2, Light 13/10, Extra Adds 1, Total Adds 13, WBEN, WFYR, WISN, KS94, KFMB, WAEB, WRKA, 2WD, WHBY, WJBC, KEEZ, KWEB, KRNO. Medium: WTAE, 55KRC, WTKO, WKNE. Light: GR55, KOIL, WJON.

MODERN ROMANCE "Just My Imagination" (Atlantic) 19/8

Rotations: Heavy 0/0, Medium 6/3, Light 13/5, Extra Adds 0, Total Adds 8, WMAZ, WHBY, WHBC, WTRX, KSL, WKNE, WSKI, KEEZ. Medium: WCCO, WEIM, WCHV. Light: WFBR, WWPA, WGSV, KVIC, WNGS, K99, KRBS, KALE.

IRENE CARA "The Dream (Hold On To Your Dream)" (Network/Geffen) 16/1

Rotations: Heavy 2/0, Medium 12/0, Light 2/1, Extra Adds 0, Total Adds 1, WHBC. Heavy: WWPA, WCKQ. Medium: WFBR, KGW, KMJJ, KUDO, WSKI, WTNV, WAGE, WVBS, KEEZ, WJON, KKJO, KRBS. Light: KTWO.

POINTER SISTERS "Automatic" (Planet/RCA) 13/4

Rotations: Heavy 0/0, Medium 6/3, Light 7/1, Extra Adds 0, Total Adds 4, WFBR, KKUA, KUDO, WSKI. Medium: KVIL-FM, WWPA, KORQ. Light: V100, WEIM, WCHV, KEEZ, KQSW, KRBS.

PAUL YOUNG "Come Back And Stay" (Columbia) 12/7

Rotations: Heavy 0/0, Medium 1/1, Light 11/6, Extra Adds 0, Total Adds 7, WAHR, WEIM, WSKI, WCHV, WAGE, KFSB, KEEZ. Light: KWAV, WSKY, KKJO, KQSW, KRBS.

RYAN PARIS "Dolce Vita Part I" (Carrere/CBS) 12/1

Rotations: Heavy 0/0, Medium 4/0, Light 8/1, Extra Adds 0, Total Adds 1, WEIM. Medium: WCCO, KVIC, KFQD, KRBS. Light: WSRZ, WCKQ, WAGE, KBOI, WHNN, KKJO, KQSW.

BARBRA STREISAND "Papa Can You Hear Me" (Columbia) 11/10

Rotations: Heavy 2/0, Medium 4/4, Light 6/5, Extra Adds 1, Total Adds 10, WICC, WRIE, WMAZ, WHBC, KSL, WEIM, WTKO, WSKI, KTWO, KRBS. Light: WJON.

GEORGE FISCHOFF "Boogie Piano Man" (Reward/Curb) 11/4

Rotations: Heavy 0/0, Medium 1/0, Light 10/4, Extra Adds 0, Total Adds 4, WTRX, KPPL, WJBC, KEEZ. Medium: WCCO. Light: WAHR, WVLK, WHBC, WEIM, WCIL, KTWO.

MICHAEL MARTIN MURPHEY "Will It Be Love By Morning" (Liberty) 11/3

Rotations: Heavy 0/0, Medium 3/0, Light 8/3, Extra Adds 0, Total Adds 3, WAGE, WVBS, K99. Medium: WEIM, WGSV, KKJO. Light: WAHR, WSKI, KORQ, WSKY, KTWO.

NENA "99 Luftballons (99 Red Balloons)" (Epic) 10/3

Rotations: Heavy 1/0, Medium 4/0, Light 5/3, Extra Adds 0, Total Adds 3, WAEB, KMJJ, WCHV. Heavy: 97AIA. Medium: WAXY, WMJI, WCZY, KEEZ. Light: WQUE-FM, KPPL.

SHALAMAR "You Can Count On Me" (Solar/Elektra) 10/0

Rotations: Heavy 0/0, Medium 3/0, Light 8/0, Extra Adds 0, Total Adds 0. Medium: WPIX, WAXY. Light: WOMC, KWAV, WEIM, WAGE, WCIL, WHNN, KTWO, KQSW.

HOWARD JONES "New Song" (Elektra) 9/1

Rotations: Heavy 0/0, Medium 6/0, Light 3/1, Extra Adds 0, Total Adds 1, WWPA. Medium: WCCO, WHHY, WMGN, WSKI, WSKY, WCKQ. Light: 97AIA, WEIM.

T.G. SHEPPARD "Make My Day" (WB) 8/8

Rotations: Heavy 0/0, Medium 1/1, Light 7/7, Extra Adds 0, Total Adds 8, WCCO, WAHR, WEIM, WGSV, KKJO, WBOW, KFQD, KRBS.

KC "Give It Up" (Meca) 8/2

Rotations: Heavy 1/0, Medium 4/0, Light 3/2, Extra Adds 0, Total Adds 2, WZZP, WTRX. Heavy: KFI. Medium: WQUE-FM, WHHY, WSKI, WWPA. Light: KEEZ.

MINOR DETAIL "Why Take It Again" (Polydor/PolyGram) 7/5

Rotations: Heavy 0/0, Medium 0/0, Light 7/5, Extra Adds 0, Total Adds 5, WCCO, WEIM, WSKI, WSKY, KQSW. Light: WCHV, WAGE.

KENNY LOGGINS "Footloose" (Columbia) 7/3

Rotations: Heavy 1/0, Medium 3/1, Light 3/2, Extra Adds 0, Total Adds 3, WFBR, WCZY, KMJJ. Heavy: WQUE-FM. Medium: WSKI, WWPA. Light: WSRZ.

TINA TURNER "Let's Stay Together" (Capitol) 7/2

Rotations: Heavy 1/0, Medium 3/2, Light 3/0, Extra Adds 0, Total Adds 2, 97AIA, KVIC. Heavy: WGY. Medium: WFBR. Light: WQUE-FM, WHHY, KWAV.

B.J. THOMAS "Two Car Garage" (Cleveland International/CBS) 7/1

Rotations: Heavy 1/0, Medium 3/0, Light 3/1, Extra Adds 0, Total Adds 1, WGSV. Heavy: KSL. Medium: WSB, KRNT, KKJO. Light: WAHR, WHBC.

LINDA RONSTADT & NELSON RIDDLE ORCHESTRA "I've Got A Crush On You" (Asylum) 6/6

Rotations: Heavy 0/0, Medium 1/1, Light 5/5, Extra Adds 0, Total Adds 6, WFBR, WHBY, WHBC, WEIM, WKNE, WJBC.

JIMMY CLIFF "We All Are One" (Columbia) 6/4

Rotations: Heavy 0/0, Medium 1/0, Light 5/4, Extra Adds 0, Total Adds 4, WSRZ, KKUA, KQSW, KRBS. Medium: WAGE. Light: WCKQ.

PATTI LABELLE "If Only You Knew" (Philadelphia International/CBS) 6/3

Rotations: Heavy 0/0, Medium 1/0, Light 5/3, Extra Adds 0, Total Adds 3, Y97, B100, WSKY. Medium: 97AIA. Light: WHHY, WHBC.

PATTI AUSTIN "It's Gonna Be Special" (Qwest/WB) 6/2

Rotations: Heavy 0/0, Medium 0/0, Light 6/2, Extra Adds 0, Total Adds 2, KMJJ, K99. Light: WSKY, WCKQ, WAGE, KRBS.

MADONNA "Holiday" (Sire/WB) 6/2

Rotations: Heavy 2/0, Medium 1/0, Light 3/2, Extra Adds 0, Total Adds 2, WENS, KRLB-FM. Heavy: KMJJ, WWPA. Medium: WCZY. Light: WQUE-FM.

LIONEL RICHIE "Hello" (Motown) 6/2

Rotations: Heavy 3/0, Medium 1/0, Light 2/2, Extra Adds 0, Total Adds 2, WQUE-FM, B100. Heavy: WAXY, 97AIA, KOST. Medium: KFI.

YES "Owner Of A Lonely Heart" (Atco) 6/0

Rotations: Heavy 1/0, Medium 1/0, Light 4/0, Extra Adds 0, Total Adds 0. Heavy: WSRZ. Medium: 3WS. Light: WQUE-FM, WCZY, WAEB, WCHV.

(J.) BIRD "(You're) That Song" (Bermuda Dunes) 5/2

Rotations: Heavy 0/0, Medium 1/0, Light 4/2, Extra Adds 0, Total Adds 2, WCIL, KFQD. Medium: KSL. Light: WAHR, WSKI.

STARBUCK "Another Beat Of My Heart" (AVI/MCA) 5/1

Rotations: Heavy 0/0, Medium 0/0, Light 5/1, Extra Adds 0, Total Adds 1, KFSB. Light: WHHY, WCKQ, WGSV, KRBS.

MAXINE WATTA "Real Love" (Rocshire) 5/1

Rotations: Heavy 0/0, Medium 1/0, Light 4/1, Extra Adds 0, Total Adds 1, WCCO. Medium: KHOW. Light: KPPL, KUGN, KRBS.

A/Regional Adds & Hots

EAST Parallel One

WFBR/Baltimore
Andy Szulinski

POINTER SISTERS
KENNY LOGGINS
LINDA RONSTADT
CLIFF RICHARD
Hottest:
CULTURE CLUB
KOOL & THE GANG
LIONEL RICHIE
GENESIS
BILLY JOEL

WROR/Boston
TBA

RAY PARKER JR.
GARY PORTNOY
Hottest:
none

WBEN/Buttalo
Roger Christian

AMERICAN COMEDY N
Hottest:
ELTON JOHN
BILLY JOEL
KOOL & THE GANG
MCARTNEY & JACKS
CHRIS CROSS

GR55/Buttalo
Joe Galuski

JOHN LENNON
Hottest:
CULTURE CLUB
KOOL & THE GANG
CHRIS CROSS
LIONEL RICHIE
BILLY JOEL

WPX/New York
Alan Anderson

CHRISTINE MCVIE
EURYTHMICS
Hottest:
CULTURE CLUB
LIONEL RICHIE
GENESIS
PAUL MCCARTNEY
BILLY JOEL
Y97/Pittsburgh
Jay Cresswell

POLICE
BRYSON & FLACK
PATRI LABELLE
Hottest:
ELTON JOHN
CULTURE CLUB
DOLLY PARTON
JAMES INGRAM
ONJ & TRAVOLTA

WTAE/Pittsburgh
Don Berns

CHRISTINE MCVIE
MICHAEL JACKSON
POLICE
JAMES INGRAM
Hottest:
RAY PARKER JR.
BILLY JOEL
KOOL & THE GANG
CULTURE CLUB
AMERICAN COMEDY N

WWSW (3WS)/Pittsburgh
Crown/Waltz

STALLONE & RHODES
MICHAEL JACKSON
BILLY JOEL
Hottest:
MCARTNEY & JACKS
MATTHEW WILDER
CULTURE CLUB
GENESIS
MICHAEL JACKSON

WPRO/Providence
Tom Cuddy

JOHN LENNON
Hottest:
CHRIS CROSS
CULTURE CLUB
PAUL MCCARTNEY
SHEENA EASTON
KENNY ROGERS

WLTT/Washington, D.C.
Bob Cummings

DOLLY PARTON
ANNE MURRAY
BRYSON & FLACK
JOHN LENNON
MICHAEL SEMBELLO
Hottest:
KOOL & THE GANG
LIONEL RICHIE
BILLY JOEL
CULTURE CLUB
CHRIS CROSS

Parallel Two

WAE/Albany
Neal Newman

NENA
CHRISTINE MCVIE
CLIFF RICHARD
DOLLY PARTON
CULTURE CLUB
LIONEL RICHIE
CHRIS CROSS

WCC/Bridgeport
Pantano/Broadbin

CHRISTINE MCVIE
CARPENTERS
BRYSON & FLACK
EURYTHMICS
BARBRA STREISAND
ELBOW BONES & RAC
THOMPSON TWINS
Hottest:
CULTURE CLUB
KOOL & THE GANG
LIONEL RICHIE
CHRIS CROSS

V100/Charleston, WV
Spence/Jarvis

MELISSA MANCHESTE
BRYSON & FLACK
DURAN DURAN
Hottest:
CHRIS CROSS
CULTURE CLUB
BILLY JOEL
RAY PARKER JR.
LIONEL RICHIE

WRIE/Erie
Ted Abbott

BRYSON & FLACK
CHRISTINE MCVIE
BARBRA STREISAND
DONNA SUMMER
Hottest:
DEBORAH ALLEN
CHRIS CROSS
CULTURE CLUB
DEBARGE
BRYSON & FLACK

WFSB/Harrisburg Bob Palva

JIMMY BUFFETT
CARPENTERS
JOHN LENNON
CHRISTINE MCVIE
Hottest:
KOOL & THE GANG
CULTURE CLUB
LIONEL RICHIE
KENNY ROGERS
GENESIS

WTIC/Hartford
Ginny Jesionka

JOHN LENNON
CHRISTINE MCVIE
Hottest:
CULTURE CLUB
CHRIS CROSS
SHEENA EASTON
BILLY JOEL
KOOL & THE GANG
WVOR/Rochester
Gary Smith

WVOR/Rochester
Gary Smith

KOOL & THE GANG
CHRIS CROSS
CULTURE CLUB
ELTON JOHN
GENESIS
MATTHEW WILDER
LIONEL RICHIE

WGY/Schenectady
Walter Fritz

MICHAEL SEMBELLO
DAN POGELBERG
CARPENTERS
MICHAEL JACKSON
Hottest:
POLICE
ELTON JOHN
CHRISTINE MCVIE
SHEENA EASTON
EURYTHMICS

WKGW/Utica-Rome
Carpenter/Keller

DAN POGELBERG
THOMPSON TWINS
JIMMY BUFFETT
Hottest:
CULTURE CLUB
CHRIS CROSS
KOOL & THE GANG
LIONEL RICHIE
BILLY JOEL

Parallel Three

WWNR/Beckley
Bailey/Shaw

JOHN LENNON
DAN POGELBERG
MICHAEL JACKSON
CARPENTERS
THOMPSON TWINS
JIMMY BUFFETT
Hottest:
KOOL & THE GANG
CULTURE CLUB
RAY PARKER JR.
BILLY JOEL

WEIM/Fitchburg
Jack Raymond

LINDA RONSTADT
MAC DAVIS
GARY PORTNOY
BARBRA STREISAND
Hottest:
THOMPSON TWINS
CLIFF RICHARD
MINOR DETAIL
JIMMY BUFFETT
PAUL YOUNG

KUDL/Kansas City
Elaine Taylor

CLIFF RICHARD
BRYSON & FLACK
LANI HALL
JIMMY BUFFETT
DAN POGELBERG
Hottest:
CARPENTERS
ELTON JOHN
KOOL & THE GANG
JAMES INGRAM
PAUL MCCARTNEY

WFB/Kansas City
Jeff Roberts

none
Hottest:
LIONEL RICHIE
CULTURE CLUB
KOOL & THE GANG
CHRIS CROSS
BILLY JOEL

WKNK/Keene, NH
Howard Corday

ONJ
MODERN ROMANCE
JIMMY BUFFETT
CLIFF RICHARD
LINDA RONSTADT
Hottest:
BILLY JOEL
CULTURE CLUB
DOLLY PARTON
PAUL MCCARTNEY
KENNY ROGERS

WSK/Montpelier, VT
Bruce Stebbins

POINTER SISTERS
PAUL YOUNG
MODERN ROMANCE
THOMPSON TWINS
CLIFF RICHARD
Hottest:
MICHAEL JACKSON
NEIL & DARA SEDAK
DOLLY PARTON
PAUL MCCARTNEY
STEVIE NICKS

WTNY/Waterbury, NY
Jay Donovan

DAN POGELBERG
CARPENTERS
Hottest:
CULTURE CLUB
LIONEL RICHIE
SHEENA EASTON
PAUL MCCARTNEY
KENNY ROGERS

WVPA/Willamport, PA
Scott Masteller

THOMPSON TWINS
ANNE MURRAY
JIMMY BUFFETT
HOWARD JONES
HOTTEST:
CULTURE CLUB
KOOL & THE GANG
JAMES INGRAM
MICHAEL JACKSON
POLICE

MIDWEST Parallel One

WGLR/Chicago
Gary Price

none
Hottest:
ELTON JOHN
KOOL & THE GANG
CULTURE CLUB
GENESIS
POLICE

WVFR/Chicago
John Wetherbee

CHRISTINE MCVIE
DAN POGELBERG
AMERICAN COMEDY N
Hottest:
ELTON JOHN
CHRIS CROSS
KOOL & THE GANG
LIONEL RICHIE
POLICE

SSKRC/Cincinnati
Dave Mason

GENESIS
Hottest:
KOOL & THE GANG
CULTURE CLUB
LIONEL RICHIE
BILLY JOEL

WARM98/Cincinnati
Tom Walker

STALLONE & RHODES
BRYSON & FLACK
LANI HALL
Hottest:
ELTON JOHN
LIONEL RICHIE
ONJ & TRAVOLTA
BILLY JOEL
SHEENA EASTON

WML/Cleveland
TBA/Heers

POLICE
JIMMY BUFFETT
Hottest:
LIONEL RICHIE
KOOL & THE GANG
CHRIS CROSS
BILLY JOEL
GENESIS

KENNY ROGERS
CHRISTINE MCVIE
BRYSON & FLACK
KC

Hottest:
CULTURE CLUB
ELTON JOHN
LIONEL RICHIE
BILLY JOEL
RAY PARKER JR.

WCZY/Detroit
Lee Douglas

KENNY LOGGINS
CHRISTINE MCVIE
EURYTHMICS
HUEY LEWIS & NEWS
Hottest:
none

WOMC/Detroit
Barry Wagner/Lemos

GENESIS
POLICE
CARPENTERS
Hottest:
T.G. SHEPPARD
ELTON JOHN
LIONEL RICHIE
BILLY JOEL
CHRIS CROSS

WENS/Indianapolis
Cummings/Wheeler

DAN POGELBERG
HOMI & JARVIS
MADONNA
CARPENTERS
Hottest:
NEIL & DARA SEDAK
DOLLY PARTON
BILLY JOEL
KENNY ROGERS

KUDL/Kansas City
Elaine Taylor

CLIFF RICHARD
BRYSON & FLACK
LANI HALL
JIMMY BUFFETT
DAN POGELBERG
Hottest:
CARPENTERS
ELTON JOHN
KOOL & THE GANG
JAMES INGRAM
PAUL MCCARTNEY

WFB/Kansas City
Jeff Roberts

none
Hottest:
LIONEL RICHIE
CULTURE CLUB
KOOL & THE GANG
CHRIS CROSS
BILLY JOEL

WISN/Milwaukee
Harris/Murphy

CHRISTINE MCVIE
CARPENTERS
MICHAEL SEMBELLO
AMERICAN COMEDY N
Hottest:
KOOL & THE GANG
CHRIS CROSS
BILLY JOEL
RAY PARKER JR.
LIONEL RICHIE

WVYX/Milwaukee
Bath Fast

JOHN LENNON
BRYSON & FLACK
STALLONE & RHODES
Hottest:
KOOL & THE GANG
BILLY JOEL
CHRIS CROSS
KENNY ROGERS

WCCO/Minneapolis
Denny Long

GENESIS
CHRISTINE MCVIE
CHAD STUART & JER
CLIFF RICHARD
THOMPSON TWINS
MAXINE WATTA
MAC DAVIS
T.G. SHEPPARD
JIMMY BUFFETT
GARY PORTNOY
MINOR DETAIL
Hottest:
none

KS94/St. Louis
Morgan/Watermann

STALLONE & RHODES
CHRISTINE MCVIE
AMERICAN COMEDY NETWORK
Hottest:
KOOL & THE GANG
BILLY JOEL
MATTHEW WILDER
CHRIS CROSS
KENNY ROGERS

Parallel Two

WHBY/Appleton
Rob Shannon

CLIFF RICHARD
AMERICAN COMEDY N
MODERN ROMANCE
DAN POGELBERG
JIMMY BUFFETT
LINDA RONSTADT
Hottest:
KOOL & THE GANG
CULTURE CLUB
NICK HEWARD
GENESIS
RICK JAMES

KCRG/Cedar Rapids, IA
Carl Mann

CARPENTERS
DAN POGELBERG
ANNE MURRAY
JIMMY BUFFETT
BETTE MIDLER
Hottest:
ELTON JOHN
LIONEL RICHIE
CULTURE CLUB
CHRIS CROSS
BILLY JOEL

KFSB/Joplin, MO
Don Carpenter

DAN POGELBERG
MICHAEL JACKSON
HOMI & JARVIS
STARBUCK
CLIFF RICHARD
PAUL YOUNG
JIMMY BUFFETT
THOMPSON TWINS
Hottest:
CULTURE CLUB
LIONEL RICHIE
KOOL & THE GANG
RAY PARKER JR.
GENESIS

WING/Dayton
Joe Demma

CHRISTINE MCVIE
LANI HALL
ANNE MURRAY
MELISSA MANCHESTE
CARPENTERS
Hottest:
SHEENA EASTON
RAY PARKER JR.
KOOL & THE GANG
CHRIS CROSS
KENNY ROGERS

KRNT/Des Moines
Sieve Gibbons

Hottest:
BARRY MANLOW
ELTON JOHN
LIONEL RICHIE
BILLY JOEL
KENNY ROGERS

WTRX/Flint
Burke/Wright

CHRISTINE MCVIE
ANNE MURRAY
CARPENTERS
THOMPSON TWINS
SWP
EURYTHMICS
KC

MODERN ROMANCE
GEORGE FISCHOFF
Hottest:
KOOL & THE GANG
CULTURE CLUB
ELTON JOHN
BILLY JOEL
CHRIS CROSS

WENS/Indianapolis
Cummings/Wheeler

DAN POGELBERG
HOMI & JARVIS
MADONNA
CARPENTERS
Hottest:
NEIL & DARA SEDAK
DOLLY PARTON
BILLY JOEL
KENNY ROGERS

KOST/Los Angeles
Kaye/Marie

CARPENTERS
MICHAEL JACKSON
GENESIS
Hottest:
RAY PARKER JR.
CHRIS CROSS
SHEENA EASTON
LIONEL RICHIE
BILLY JOEL

KKL/Phoenix
Anita Carlisle

DONNA SUMMER
MICHAEL SEMBELLO
DAN POGELBERG
Hottest:
none
BILLY JOEL
KENNY ROGERS
NEIL & DARA SEDAK
MICHAEL JACKSON

WFMK/Lansing
Jeff Davis

CHRISTINE MCVIE
DAN POGELBERG
CARPENTERS
Hottest:
CULTURE CLUB
CHRIS CROSS
BILLY JOEL
LIONEL RICHIE
KENNY ROGERS

WVGN/Madison
Bill Vancil

MICHAEL JACKSON
DAN POGELBERG
DONNA SUMMER
Hottest:
none
BILLY JOEL
KENNY ROGERS
NEIL & DARA SEDAK
MICHAEL JACKSON

WISN/Milwaukee
Harris/Murphy

CHRISTINE MCVIE
CARPENTERS
MICHAEL SEMBELLO
AMERICAN COMEDY N
Hottest:
KOOL & THE GANG
CHRIS CROSS
BILLY JOEL
RAY PARKER JR.
LIONEL RICHIE

WVYX/Milwaukee
Bath Fast

JOHN LENNON
BRYSON & FLACK
STALLONE & RHODES
Hottest:
KOOL & THE GANG
BILLY JOEL
CHRIS CROSS
KENNY ROGERS

WCCO/Minneapolis
Denny Long

GENESIS
CHRISTINE MCVIE
CHAD STUART & JER
CLIFF RICHARD
THOMPSON TWINS
MAXINE WATTA
MAC DAVIS
T.G. SHEPPARD
JIMMY BUFFETT
GARY PORTNOY
MINOR DETAIL
Hottest:
none

KS94/St. Louis
Morgan/Watermann

STALLONE & RHODES
CHRISTINE MCVIE
AMERICAN COMEDY NETWORK
Hottest:
KOOL & THE GANG
BILLY JOEL
MATTHEW WILDER
CHRIS CROSS
KENNY ROGERS

WEST Parallel One

KHOW/Denver
Moore/Starnes

DONNA SUMMER
CARPENTERS
JIMMY BUFFETT
Hottest:
NEIL & DARA SEDAK
DOLLY PARTON
BILLY JOEL
KENNY ROGERS

KOST/Los Angeles
Kaye/Marie

CARPENTERS
MICHAEL JACKSON
GENESIS
Hottest:
RAY PARKER JR.
CHRIS CROSS
SHEENA EASTON
LIONEL RICHIE
BILLY JOEL

KKL/Phoenix
Anita Carlisle

DONNA SUMMER
MICHAEL SEMBELLO
DAN POGELBERG
Hottest:
none
BILLY JOEL
KENNY ROGERS
NEIL & DARA SEDAK
MICHAEL JACKSON

WFMK/Lansing
Jeff Davis

CHRISTINE MCVIE
DAN POGELBERG
CARPENTERS
Hottest:
CULTURE CLUB
CHRIS CROSS
BILLY JOEL
LIONEL RICHIE
KENNY ROGERS

WVGN/Madison
Bill Vancil

MICHAEL JACKSON
DAN POGELBERG
DONNA SUMMER
Hottest:
none
BILLY JOEL
KENNY ROGERS
NEIL & DARA SEDAK
MICHAEL JACKSON

WISN/Milwaukee
Harris/Murphy

CHRISTINE MCVIE
CARPENTERS
MICHAEL SEMBELLO
AMERICAN COMEDY N
Hottest:
KOOL & THE GANG
CHRIS CROSS
BILLY JOEL
RAY PARKER JR.
LIONEL RICHIE

WVYX/Milwaukee
Bath Fast

JOHN LENNON
BRYSON & FLACK
STALLONE & RHODES
Hottest:
KOOL & THE GANG
BILLY JOEL
CHRIS CROSS
KENNY ROGERS

WCCO/Minneapolis
Denny Long

GENESIS
CHRISTINE MCVIE
CHAD STUART & JER
CLIFF RICHARD
THOMPSON TWINS
MAXINE WATTA
MAC DAVIS
T.G. SHEPPARD
JIMMY BUFFETT
GARY PORTNOY
MINOR DETAIL
Hottest:
none

KS94/St. Louis
Morgan/Watermann

STALLONE & RHODES
CHRISTINE MCVIE
AMERICAN COMEDY NETWORK
Hottest:
KOOL & THE GANG
BILLY JOEL
MATTHEW WILDER
CHRIS CROSS
KENNY ROGERS

WCLB/Carbondale, IL Matt McCann

HOMI & JARVIS
JIMMY BUFFETT
THOMPSON TWINS
EURYTHMICS
CLIFF RICHARD
J. BIRD
Hottest:
KOOL & THE GANG
CULTURE CLUB
NICK HEWARD
GENESIS
RICK JAMES

KCRG/Cedar Rapids, IA
Carl Mann

CARPENTERS
DAN POGELBERG
ANNE MURRAY
JIMMY BUFFETT
BETTE MIDLER
Hottest:
ELTON JOHN
LIONEL RICHIE
CULTURE CLUB
CHRIS CROSS
BILLY JOEL

KFSB/Joplin, MO
Don Carpenter

DAN POGELBERG
MICHAEL JACKSON
HOMI & JARVIS
STARBUCK
CLIFF RICHARD
PAUL YOUNG
JIMMY BUFFETT
THOMPSON TWINS
Hottest:
CULTURE CLUB
LIONEL RICHIE
KOOL & THE GANG
RAY PARKER JR.
GENESIS

WING/Dayton
Joe Demma

CHRISTINE MCVIE
LANI HALL
ANNE MURRAY
MELISSA MANCHESTE
CARPENTERS
Hottest:
SHEENA EASTON
RAY PARKER JR.
KOOL & THE GANG
CHRIS CROSS
KENNY ROGERS

KRNT/Des Moines
Sieve Gibbons

Hottest:
BARRY MANLOW
ELTON JOHN
LIONEL RICHIE
BILLY JOEL
KENNY ROGERS

WTRX/Flint
Burke/Wright

CHRISTINE MCVIE
ANNE MURRAY
CARPENTERS
THOMPSON TWINS
SWP
EURYTHMICS
KC

MODERN ROMANCE
GEORGE FISCHOFF
Hottest:
KOOL & THE GANG
CULTURE CLUB
ELTON JOHN
BILLY JOEL
CHRIS CROSS

WENS/Indianapolis
Cummings/Wheeler

DAN POGELBERG
HOMI & JARVIS
MADONNA
CARPENTERS
Hottest:
NEIL & DARA SEDAK
DOLLY PARTON
BILLY JOEL
KENNY ROGERS

KOST/Los Angeles
Kaye/Marie

CARPENTERS
MICHAEL JACKSON
GENESIS
Hottest:
RAY PARKER JR.
CHRIS CROSS
SHEENA EASTON
LIONEL RICHIE
BILLY JOEL

KKL/Phoenix
Anita Carlisle

DONNA SUMMER
MICHAEL SEMBELLO
DAN POGELBERG
Hottest:
none
BILLY JOEL
KENNY ROGERS
NEIL & DARA SEDAK
MICHAEL JACKSON

WFMK/Lansing
Jeff Davis

CHRISTINE MCVIE
DAN POGELBERG
CARPENTERS
Hottest:
CULTURE CLUB
CHRIS CROSS
BILLY JOEL
LIONEL RICHIE
KENNY ROGERS

WVGN/Madison
Bill Vancil

MICHAEL JACKSON
DAN POGELBERG
DONNA SUMMER
Hottest:
none
BILLY JOEL
KENNY ROGERS
NEIL & DARA SEDAK
MICHAEL JACKSON

WISN/Milwaukee
Harris/Murphy

CHRISTINE MCVIE
CARPENTERS
MICHAEL SEMBELLO
AMERICAN COMEDY N
Hottest:
KOOL & THE GANG
CHRIS CROSS
BILLY JOEL
RAY PARKER JR.
LIONEL RICHIE

WVYX/Milwaukee
Bath Fast

JOHN LENNON
BRYSON & FLACK
STALLONE & RHODES
Hottest:
KOOL & THE GANG
BILLY JOEL
CHRIS CROSS
KENNY ROGERS

WCCO/Minneapolis
Denny Long

GENESIS
CHRISTINE MCVIE
CHAD STUART & JER
CLIFF RICHARD
THOMPSON TWINS
MAXINE WATTA
MAC DAVIS
T.G. SHEPPARD
JIMMY BUFFETT
GARY PORTNOY
MINOR DETAIL
Hottest:
none

KS94/St. Louis
Morgan/Watermann

STALLONE & RHODES
CHRISTINE MCVIE
AMERICAN COMEDY NETWORK
Hottest:
KOOL & THE GANG
BILLY JOEL
MATTHEW WILDER
CHRIS CROSS
KENNY ROGERS

SOUTH Parallel One



AOR / ALBUMS

February 3, 1984
176 REPORTERS

 Three Two Last
Weeks Weeks Week

3	2	1	1	VAN HALEN/1984 (WB)
-	4	2	2	PRETENDERS/Learning To Crawl (Sire/WB)
-	-	5	3	JOHN LENNON & YOKO ONO/Milk And Honey (Polydor/PG)
1	1	3	4	GENESIS/Genesis (Atlantic)
2	3	4	5	YES/90125 (Atco)
4	5	6	6	38 SPECIAL/Tour De Force (A&M)
5	6	7	7	JOHN COUGAR MELLENCAMP/Uh-Huh (Riva/PG)
14	13	12	8	MANFRED MANN'S EARTH.../Somewhere In... (Arista)
9	9	9	9	DURAN DURAN/Seven And The Ragged Tiger (Capitol)
6	7	8	10	ROLLING STONES/Undercover (RStn/Atco)
DEBUT				11 CHRISTINE McVIE/Christine McVie (WB)
-	-	23	12	FOOTLOOSE/Soundtrack (Columbia)
10	10	11	13	HUEY LEWIS & THE NEWS/Sports (Chrysalis)
25	20	16	14	A NIGHT IN HEAVEN/Soundtrack (A&M)
15	14	15	15	MOTLEY CRUE/Shout At The Devil (Elektra)
7	8	10	16	TWO OF A KIND/Soundtrack (MCA)
11	12	13	17	OZZY OSBOURNE/Bark At The Moon (CBS Assoc.)
-	21	18	18	JUDAS PRIEST/Defenders Of The Faith (Columbia)
34	25	20	19	EURYTHMICS/Touch (RCA)
8	11	14	20	BILLY IDOL/Rebel Yell (Chrysalis)
-	-	27	21	DWIGHT TWILLEY/Jungle (EMI America)
20	18	19	22	REAL LIFE/Heartland (Curb/MCA)
13	17	17	23	NIGHT RANGER/Midnight Madness (Camel/MCA)
DEBUT				24 DAN FOGELBERG/Windows & Walls (Full Moon/Epic)
-	-	33	25	TED NUGENT/Penetrator (Atlantic)
-	33	26	26	UTOPIA/Oblivion (Passport)
-	-	31	27	BON JOVI/Bon Jovi (Mercury/PG)
12	15	22	28	ROMANTICS/In Heat (Nemperor/CBS)
-	40	30	29	ACCEPT/Balls To The Wall (Portrait/CBS)
19	22	25	30	RE-FLEX/The Politics Of Dancing (Capitol)
17	19	24	31	BLUE OYSTER CULT/The Revolution By Night (Columbia)
37	37	37	32	CYNDI LAUPER/She's So Unusual (Portrait/CBS)
27	29	36	33	POLICE/Synchronicity (A&M)
16	16	21	34	MOTELS/Little Robbers (Capitol)
-	-	39	35	HYTS/Hyts (Gold Mountain/A&M)
DEBUT				36 WANG CHUNG/Points On The Curve (Geffen)
23	27	28	37	HEADPINS/Line Of Fire (Solid Gold/MCA)
29	32	32	38	STEVIE NICKS/The Wild Heart (Modern/Atco)
24	30	38	39	ALAN PARSONS PROJECT/Best Of The Alan... (Arista)
36	34	-	40	QUIET RIOT/Metal Health (Pasha/CBS)

Total Reports	Heavy Rotation	Medium Rotation	Total Adds All Rotations
166=	162+	4-	0-
170+	148+	21+	4=
167-	141+	26-	2-
165-	132-	33+	3+
168=	127-	41+	6-
160+	113-	45+	3+
146-	91-	54+	3-
157+	58+	97-	10-
138-	85-	51-	4-
136-	81-	55+	4+
145+	63+	73-	38+
147+	45+	86+	55+
119-	77-	41+	4+
122+	68+	51-	9-
123=	48+	73+	4-
104-	64-	40-	0=
115-	42-	72-	2-
121+	21+	96-	10=
116+	50+	62=	8-
106-	43-	63+	0=
132+	11+	111+	37-
113+	36-	76+	2-
99-	37-	61-	6+
117+	21+	73+	64+
117+	6+	98+	37-
97+	19+	77+	4-
98+	8+	80+	26-
71-	34-	37-	2-
92+	7+	79+	18-
75-	22=	51-	5+
64-	27=	37-	0=
70+	25+	43+	9-
55+	28+	26+	6+
59-	24-	35-	0-
70+	9+	59+	6-
72+	4=	57+	22-
61-	6-	55-	6+
54-	18-	36-	1-
41-	24=	17-	0=
44-	15+	28-	0-

CHART EXTRAS

ABC
Beauty Stab (Mercury/PolyGram)
VANDENBERG
Heading For A Storm (Atco)
U2
Under A Blood Red Sky (Island/Atco)

BREAKERS®

CHRISTINE McVIE
Christine McVie (WB)

82% of our reporters on it. 145/38, including adds at WIYY, WHJY, KTXQ, WSHE, KGON, KINK, KFOG, KZOK. Debuts at #11 on the Albums chart.

DAN FOGELBERG
Windows & Walls (Full Moon/Epic)

66% of our reporters on it. 117/64, including adds at WGRQ, WRXT, WDVE, WHJY, WKLS, KLOL, WSHE, WEBN, KYYS, KINK, KGB. Moves 52-24 on the Albums chart.

TED NUGENT
Penetrator (Atlantic)

66% of our reporters on it. 117/37, including adds at WKLS, WYNF, KOLA, WCCC, WHCN, WDHA, WOWE, WNOR, WFBQ, KWXL, KEZE. Moves 33-25 on the Albums chart.

BON JOVI
Bon Jovi (Mercury/PolyGram)

56% of our reporters on it. 98/26, including adds at CHUM-FM, WRIF, KYYS, WCCC, WKTM, WTUE, WXKE, KIDQ, KZEL, KZAP, KWFM. Moves 31-27 on the Albums chart.

ACCEPT
Balls To The Wall (Portrait/CBS)

52% of our reporters on it. 92/18, including adds at WYNF, KOLA, KSJO, WAAF, WAPI, KRIX, WKDF, WRXL, WKZL, WXKE. Moves 30-29 on the Albums chart.

Walking
in
N / Sleep

from Roger Daltrey



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LET'S



IS RADIO ACTIVE!

TAKE THE TEST:

YES NO

☐ ☐

**7 WEEKS #1 at PROGRESSIVE
RADIO**

YES NO

☐ ☐

**OVER 40 INDICATING AOR
STATIONS ON LET'S ACTIVE**

YES NO

☐ ☐

**LED BY MITCH EASTER,
PRODUCER OF R.E.M. AND
OTHERS**

YES NO

☐ ☐

**VIDEO OF "EVERY WORD
MEANS NO" ON MTV**

**REQUESTS AND SALES
BREAKOUTS IN BOSTON, NEW
YORK, LONG ISLAND, SAN
DIEGO, SAN FRANCISCO,
CHICAGO, ATLANTA, PHILLIE,
THE CAROLINAS**

YES NO

☐ ☐

**ON TOUR IN 20 CITIES WITH
ECHO AND THE BUNNYMEN**

YES NO

☐ ☐

RADIO: If you answered YES to all the statements then you're a smart programmer and are probably playing LET'S ACTIVE. If not, here's your cue.

SUPPORT AMERICA'S BEST.



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AOR/ALBUMS

MOST ADDED®

DAN FOGELBERG (64)
Windows & Walls (Full Moon/Epic)
FOOTLOOSE (55)
Soundtrack (Columbia)
CHRISTINE McVIE (38)
Christine McVie (WB)
DWIGHT TWILLEY (37)
Jungle (EMI America)
TED NUGENT (37)
Penetrator (Atlantic)
BON JOVI (26)
Bon Jovi (Mercury/PolyGram)
WANG CHUNG (22)
Points On The Curve (Geffen)

MOST HOTS

VAN HALEN (162)
1984 (WB)
PRETENDERS (148)
Learning To Crawl (Sire/WB)
JOHN LENNON (141)
Milk And Honey (Polydor/PolyGram)
GENESIS (132)
Genesis (Atlantic)
YES (127)
90125 (Atco)
38 SPECIAL (113)
Tour De Force (A&M)
JOHN COUGAR MELLENCAMP (91)
Uh-Huh (Riva/PolyGram)

NEW & ACTIVE

- ☒ **WIRE TRAIN/In A Chamber (415/Columbia) 41/16 (27/13)**
Adds including CHUM-FM, WCKO, WMMS, KMEL. Hots: 7 WLIR, KBCO, KROQ, 91X. Mediums: 25 including WBCN, WRXT, WBAB, WSHE, WXRT, KFOG, WPDH, WAAF, KMOD.
- BAXTER ROBERTSON/Panorama View (RCA) 38/3 (32/3)**
Adds: WOAY, KTMS, KTYD. Hots: 1 KAWY. Mediums: 36 including WDVE, WMET, WEBN, KSHE, KBCO, KROW, KGB, WPDH, WQMF.
- PAUL YOUNG/No Parlez (Columbia) 24/6 (22/6)**
Adds: WCMF, WZXY, WIMZ, KFIV-FM, WRKI, KFME. Hots: 4 WXRT, WMMS, WWCT, KSPN. Mediums: 16 including WRXT, WBAB, WLUP, KBCO, KMEL, WDHA.
- KIND/Pain And Pleasure (360) 24/5 (22/5)**
Adds: KZEW, KGB, WAMX, WXKE, KAWY. Hots: 2 WQFM, KSJO. Mediums: 18 including WLUP, WXRT, WEBN, KBCO, KRCK, KZOK, WTUE.
- LIONEL RICHIE/Can't Slow Down (Motown) 24/1 (22/1)**
Adds: WKLC. Hots: 15 including WMET, WMMS, KWK, K97, KGGO. Mediums: 9 including WLUP, WAAL, WROQ, KREM.
- MINK DEVILLE/Where Angels Fear To Tread (Atlantic) 23/6 (20/6)**
Adds: WRXT, WBAB, WLUP, WQFM, WGIR, WWCT. Hots: 5 WXRT, KBCO, WDEK, KTCL, KTYD. Mediums: 12 including WBCN, WNEW-FM, WHJY.
- MICHAEL SCHENKER GROUP/Built To Destroy (Chrysalis) 22/6 (19/14)**
Adds: KGON, WPDH, WCMF, WXKE, WMGM, KKRQ. Hots: 0. Mediums: 21 including WBAB, WDVE, WYNF, WQFM, KSHE, KMEL, KRCK, KSJO, KISW, KZOK, WPHY, WTPA.
- ☒ **BILLY RANKIN/Growin' Up Too Fast (A&M) 21/20 (0/0)**
Adds including CHUM-FM, KTXQ, KYYS, WQBK, WPDH, WCMF, KLPX. Hots: 0. Mediums: 9 including KLB, KUDO.
- BROKEN EDGE/Time For A Change (Polydor/PolyGram) 18/4 (13/2)**
Adds: WRXT, WCKO, KBCO, KLPX. Hots: 2 91X, KTYD. Mediums: 13 including KSHE, KROQ, WTPA, WSCY, WTKX, WQDR.
- ☒ **ROBERT HAZARD/Wing Of Fire (RCA) 17/17 (0/0)**
Adds including WRXT, KROQ, WTPA, WDHA, KQDS. Hots: 1 WMGM. Mediums: 10 including WMMR, WYSP, KCAL, WQBK, WPDH, WKLC, KLPX.
- ☒ **SIMPLE MINDS/Sparkle In The Rain (Virgin/A&M) 17/10 (11/0)**
Adds including CHUM-FM, WXRT, KBCO, KROQ, WPDH. Hots: 7 including WLIR, CHOM-FM, 91X, CITI-FM. Mediums: 7 including CFOX, CHEZ-FM, KTCL, KTYD.
- BILL NELSON/Vistamix (Portrait/CBS) 16/3 (12/0)**
Adds: WBCN, WRXT, 91X. Hots: 3 WQBK, KSPN, KTYD. Mediums: 10 including WLIR, WCKO, WXRT, KBCO, KROQ, KFOQ, WPDH.
- ☒ **JASON & THE SCORCHERS/Fervor (EMI America) 15/15 (0/0)**
Adds including WXRT, WZXY, KQDS, KFIV-FM. Hots: 0. Mediums: 7 including WCKO, WQBK, WKTM, WIMZ, WKDF, WQDR.
- DEAR ENEMY/Ransom Note (Capitol) 15/1 (18/6)**
Adds: KTCL. Hots: 2 KBCO, KTYD. Mediums: 13 including CHUM-FM, WMMS, WAQY, WFYV, KQDS, KLPX.
- ☒ **EXPRESSION/The Expression (A&M) 14/10 (5/4)**
Adds including WBAB, CHUM-FM, WXRT, KBCO, WCMF. Hots: 0. Mediums: 8 including WBCN, WRXT, KUPD, KFOG, WPDH.
- LET'S ACTIVE/Afoot (IRS/A&M) 13/2 (12/1)**
Adds: WCKO, WYMX. Hots: 4 WXRT, 91X, KTCL, KTYD. Mediums: 7 including WBAB, WLIR, KBCO, KROQ.
- COUP/Coup De Grace (A&M) 12/7 (9/8)**
Adds including WYSP, KMEL. Hots: 0. Mediums: 6 including WXRT, WQFM, WWCK, KFIV-FM.
- GRACE SLICK/Software (RCA) 12/4 (10/6)**
Adds: KCAL, KMEL, WLAV, KTCL. Hots: 0. Mediums: 10 including KBCO, KFOG, KRQR.
- TSUNAMI/Tsunami (Enigma) 12/3 (12/4)**
Adds: KILQ, KEZE, KSQY. Hots: 3 WQFM, KRCK, KZOK. Mediums: 7 including WYNF, KSHE, KOME, KSJO, WTPA.
- CHINA CRISIS/China Crisis (WB) 11/0 (11/3)**
Adds: 0. Hots: 0. Mediums: 10 including WLIR, WXRT, KBCO, KROQ, KCAL, 91X, WQBK.

AOR ALBUMS — Compiles album airplay data from all reporting stations. Includes four-week trend of chart movement, plus cuts listed numerically by airplay. Current singles are **BOLDED**. Also listed is present week's number of reports in hot and medium rotations, and total adds. Symbols represent more (+), less (-), or equal (=) number of reports in each rotation compared to last week's figures. Records showing significant upward momentum are bulleted.

CHART EXTRAS — Records that have fallen off the chart but continue to receive substantial airplay.

AOR BREAKERS — Records that are in a reported rotation on at least 50% of reporting stations. Total reports/total adds information listed; for example, 100/50 means 100 total station reports and, of those, 50 added it this week.

R&R AOR /HOT TRACKS

Three Weeks	Two Weeks	Last Week	176 REPORTERS	Total	Heavy	Medium	Total Adds
1	1	1	1 VAN HALEN/Jump (WB)	164	161	3	0
8	3	3	2 JOHN LENNON/Nobody Told Me (Polydor/PG)	163	139	24	1
2	2	2	3 PRETENDERS/Middle Of The Road (Sire/WB)	151	132	18	1
13	10	5	4 38 SPECIAL/Back Where You Belong (A&M)	143	96	45	3
29	19	11	5 MANFRED MANN'S EARTH.../Runner (Arista)	155	57	95	12
21	16	8	6 DURAN DURAN/New Moon On Monday (Capitol)	125	76	47	5
22	14	10	7 VAN HALEN/Panama (WB)	126	66	59	2
32	22	15	8 BRYAN ADAMS/Heaven (A&M)	122	68	51	9
9	8	7	9 ROLLING STONES/She Was Hot (RS/Atco)	119	70	48	4
3	4	4	10 GENESIS/That's All (Atlantic)	103	90	13	0
-	51	28	11 KENNY LOGGINS/Footloose (Columbia)	138	45	79	43
-	33	22	12 CHRISTINE McVIE/Got A Hold On Me (WB)	127	60	65	19
12	11	9	13 YES/It Can Happen (Atco)	111	70	41	1
11	13	13	14 HUEY LEWIS & THE NEWS/I Want... (Chrysalis)	104	69	35	2
-	28	20	15 PRETENDERS/Time The Avenger (Sire/WB)	110	54	56	4
18	17	16	16 MOTLEY CRUE/Looks That Kill (Elektra)	113	44	67	4
4	5	6	17 JOURNEY/Ask The Lonely (MCA)	103	64	39	0
48	29	24	18 EURHYTHMICS/Here Comes The... (RCA)	115	49	62	8
-	-	34	19 DWIGHT TWILLEY/Girls (EMI America)	130	11	109	36
6	7	12	20 JOHN COUGAR MELLENCAMP/Pink... (Riva/PG)	93	67	26	0
25	20	23	21 REAL LIFE/Send Me An Angel (Curb/MCA)	113	36	76	2
10	12	14	22 BILLY IDOL/Rebel Yell (Chrysalis)	98	40	58	0
43	26	25	23 VAN HALEN/I'll Wait (WB)	94	42	52	3
44	34	29	24 JUDAS PRIEST/Some Heads Are Gonna Roll (Columbia)	107	19	84	8
-	-	43	25 TED NUGENT/Tied Up In Love (Atlantic)	113	7	95	36
15	18	19	26 YES/Changes (Atco)	79	52	27	0
DEBUT			27 DAN FOGELBERG/Language Of Love (FM/Epic)	111	20	70	58
27	30	27	28 JOHN COUGAR MELLENCAMP/Play... (Riva/PG)	93	34	57	5
14	15	17	29 OZZY OSBOURNE/Bark At The... (CBS Assoc.)	91	31	59	2
-	44	33	30 UTOPIA/Crybaby (Passport)	93	19	73	4
5	6	18	31 YES/Owner Of A Lonely Heart (Atco)	67	53	14	0
-	-	44	32 BON JOVI/Runaway (Mercury/PG)	92	8	74	26
-	53	36	33 ACCEPT/Balls To The Wall (Portrait/CBS)	91	7	78	18
DEBUT			34 APRIL WINE/This Could Be The Right One (Capitol)	100	7	62	95
47	45	37	35 GENESIS/Home By The Sea (Atlantic)	72	35	37	6
49	41	32	36 NIGHT RANGER/Rumours In The Air (Camel/MCA)	74	24	50	3
23	27	31	37 RE-FLEX/The Politics Of Dancing (Capitol)	73	22	50	3
-	-	57	38 YES/Leave It (Atco)	65	33	31	14
-	-	50	39 JOHN LENNON/I'm Stepping Out (Polydor/PG)	62	33	29	6
17	23	30	40 GENESIS/Just A Job To Do (Atlantic)	61	31	30	0
7	9	21	41 38 SPECIAL/If I'd Been The One (A&M)	50	31	19	0
-	60	53	42 CYNDI LAUPER/Girls Just Want... (Portrait/CBS)	63	23	39	10
-	54	49	43 HYTS/Backstabbers (Gold Mountain/A&M)	70	9	59	6
45	38	42	44 VAN HALEN/Hot For Teacher (WB)	55	26	29	2
19	21	28	45 MOTELS/Remember The Nights (Capitol)	57	24	33	0
37	36	46	46 OZZY OSBOURNE/Rock 'N Roll... (CBS Assoc.)	51	23	28	2
54	50	52	47 POLICE/Wrapped Around Your Finger (A&M)	49	26	21	6
36	39	48	48 BLUE OYSTER CULT/Shooting Shark (Columbia)	51	22	29	0
-	-	58	49 HOWARD JONES/New Song (Elektra)	61	11	44	10
16	24	35	50 ROMANTICS/Talking In Your... (Nemperor/CBS)	44	26	18	0
24	31	47	51 NIGHT RANGER/Rock In America (Camel/MCA)	45	20	24	2
39	40	38	52 STEVIE NICKS/Nightbird (Modern/Atco)	52	18	34	1
31	37	41	53 ALAN PARSONS PROJECT/You Don't... (Arista)	41	24	17	0
DEBUT			54 NENA/99 Luftballons (Epic)	48	18	27	13
-	-	56	55 MOTLEY CRUE/Shout At The Devil (Elektra)	41	22	18	2
DEBUT			56 GOLDEN EARRING/When The... (Polydor/PG)	54	1	38	44
35	42	51	57 VANDENBERG/Friday Night (Atco)	46	3	41	3
DEBUT			58 JOHN LENNON/I Don't Wanna... (Polydor/PG)	36	19	17	5
DEBUT			59 CHRISTINE McVIE/One In A Million (WB)	47	10	26	38
DEBUT			60 WANG CHUNG/Dance Hall Days (Geffen)	50	3	40	15

MOST ADDED

APRIL WINE (95)
This Could Be The One (Capitol)
DAN FOGELBERG (58)
Language Of Love (Full Moon/Epic)
GOLDEN EARRING (44)
When The Lady Smiles (Polydor/PolyGram)
KENNY LOGGINS (43)
Footloose (Columbia)
CHRISTINE McVIE (38)
One In A Million (WB)

MOST HOTS

VAN HALEN (161)
Jump (WB)
JOHN LENNON (139)
Nobody Told Me (Polydor/PolyGram)
PRETENDERS (132)
Middle Of The Road (Sire/WB)
38 SPECIAL (96)
Back Where You Belong (A&M)
GENESIS (90)
That's All (Atlantic)
DURAN DURAN (76)
New Moon On Monday (Capitol)

CHART EXTRAS

No Tracks qualified for chart extra status this week.

BREAKERS

TED NUGENT

Tied Up In Love (Atlantic)

64% of our reporters on it. 113/36, including adds at WKLS, WYNF, KOLA, WCCC, WHCN, WAPI, WCKN, WKDF, WNOR, WDIZ, WFBQ, WIBA, KZEL, KEZE. Moves 43-25 on the Tracks Chart.

DAN FOGELBERG

The Language Of Love (Full Moon/Epic)

63% of our reporters on it. 111/58, including adds at WXRT, WDVE, WSHE, WEBN, KGB, WYX, WKLC, WROQ, KNKN, WQMF, WDIZ, WLVO, WXL, WFBQ, WIOT, KWFM. Debuts at #27 on the Tracks chart.

APRIL WINE

This Could Be The Right One (Capitol)

57% of our reporters on it. 100/95, including adds at WDVE, KTXQ, KZEW, WLLZ, KYYS, WQFM, KGB. Debuts at #34 on the Tracks chart.

VAN HALEN

I'll Wait (WB)

53% of our reporters on it. 94/3, including adds at KLOS, KZOK, KOMP. Moves 25-23 on the Tracks chart.

BON JOVI

Runaway (Mercury/PolyGram)

52% of our reporters on it. 92/26, including adds at CHUM-FM, WRIF, KYYS, KCAL, KOLA, CFOX, WTUE, KIDQ. Moves 44-32 on the Tracks chart.

ACCEPT

Balls To The Walls (Portrait/CBS)

52% of our reporters on it. 91/18, including adds at WYNF, KOLA, KSJO, WAAF, WAPI, WKDF, WRXL, WKZL, WXKE. Moves 36-33 on the Tracks chart.

NEW & ACTIVE

☒ SAMMY HAGAR "The Girl Gets Around" (Columbia) 40/36 (0/0)
Adds including WBAB, KEGL, KSHE, KLAQ, KXZL. Hits: 3 KNKN, WTKX, KOZZ. Mediums: 26 including WYSP, WDVE, KTXQ, KZEW, WRIF, KLOS, WXL, KATT, KILQ.

☒ BAXTER ROBERTSON "Silver Strand" (RCA) 37/3 (31/3)
Adds: WOAY, KTMS, KTYD. Hits: 1 KAWY. Mediums: 35 including WDVE, WHJY, WMET, WEBN, KSHE, WBCO, KGB, WPDH, WQMF.

☒ THOMPSON TWINS "Hold Me Now" (Arista) 32/28 (0/0)
Adds including WBAB, WNEW-FM, KBCO. Hits: 6 WLIR, CHUM-FM, 91X, KFOG, WKQQ, KTYD. Mediums: 15 including WMMR, WCKO, KROQ, WDHA, WPDH, WYMX.

☒ YES "Our Song" (Atco) 30/0 (30/1)
Adds: 0. Hits: 18 including WIYY, WNEW-FM, WMMR, KTXQ, KYYS, KSHE, KRCK. Mediums: 12 including WKLS, KRQR, WFBQ, WIOT.

☒ WIRE TRAIN "Chamber Of Hellos" (415/Columbia) 29/10 (19/9)
Adds including CHUM-FM, WCKO. Hits: 6 WLIR, KROQ, 91X, KOAK, KTCL, KTYD. Mediums: 17 including WBCN, WRXT, WBAB, WSHE, WXRT, KFOG, WPDH, WCKN.

☒ MICHAEL JACKSON "Thriller" (Epic) 29/0 (27/2)
Adds: 0. Hits: 20 including WBCN, WMET, WMMS, WLLZ, KWK, WCKN. Mediums: 9 including WLUP, 91X, WYMX, KRIX, WKTU, WKZL.

☒ JOHN COUGAR MELLENCAMP "Authority Song" (Riva/PG) 27/2 (27/3)
Adds: WNEW-FM, WKQQ. Hits: 18 including WMMR, KZEW, KSHE, KLOS, WQMF. Mediums: 9 including WEBN, KGON, WDIZ.

☒ JOHN COUGAR MELLENCAMP "Serious Business" (Riva/PG) 26/2 (30/2)
Adds: WQBF, KFIV-FM. Hits: 10 Hits: WRXT, WSHE, WEBN, KYYS, WQMF, WLVO. Mediums: 16 including WGRQ, WFBQ, WIOT, KOMP, KRSP.

☒ WANG CHUNG "Don't Let Go" (Geffen) 25/7 (23/13)
Adds including WBCN, WSHE, WOOS. Hits: 1 KSPN. Mediums: 20 including WBAB, WMMS, KCAL, WROQ, WOVE, KLAQ, WZXY, WLVO, KQDS.

☒ GENESIS "Taking It All Too Hard" (Atlantic) 25/0 (25/2)
Adds: 0. Hits: 13 including WYNF, WLUP, WRIF, KINK, KCAL, KSJO, WHCN. Mediums: 12 including WBAB, WMET, KWK, KOME, KGGG, KMOD, KZAP.

☒ PAUL YOUNG "Come Back & Stay" (Columbia) 24/6 (22/6)
Adds: WCMF, WZXY, WIMZ, KFIV-FM, WRKI, KFMF. Hits: 4 WXRT, WMMS, WWCT, KSPN. Mediums: 16 including WBAB, WLUP, KBCO, KMEL.

☒ PRETENDERS "Thumbelina" (Sire/WB) 24/0 (24/3)
Adds: 0. Hits: 17 including CHUM-FM, WMMS, KSHE, KMET, KROQ, KUPD, KCAL. Mediums: 7 including WAAF, WTUE, KILQ.

☒ LIONEL RICHIE "Running With The Night" (Motown) 23/1 (21/1)
Adds: WKLC. Hits: 15 including WMET, WMMS, KWK, K97, WXKE. Mediums: 8 including WLUP, WAAL, WROQ, KREM.

☒ JUDAS PRIEST "Freewheel Burning" (Columbia) 23/1 (26/4)
Adds: WKLS. Hits: 9 including CHUM-FM, WPDH, WAPI, KXZL. Mediums: 14 including WIYY, WBCN, KZEW, WYNF, KRCK, KGB.

☒ MINK DEVILLE "Each Word's A Beat Of My Heart" (Atlantic) 21/6 (17/5)
Adds: WRXT, WBAB, WLUP, WQFM, WWCT. Hits: 5 WXRT, KBCO, WDEK, KTCL, KTYD. Mediums: 10 including WBCN, WNEW-FM, WHJY.

☒ U2 "I Will Follow" (Island/Atco) 21/1 (25/2)
Adds: WTKX. Hits: 5 WLIR, WCKO, KFOG, KMEL, WYMX. Mediums: 16 including KGB, WAAL, WAMX.

☒ DAN FOGELBERG "Gone Too Far" (Full Moon/Epic) 20/15 (0/0)
Adds including WKLS, KLOL, WSHE, KYYS, KAZY. Hits: 2 WTPA, WHCN. Mediums: 16 including KLAQ, WLVO, WWCT.

☒ KIND "I've Got You" (360) 20/5 (18/4)
Adds: KGB, WAMX, WXKE, KAWY. Hits: 2 WQFM, KSJO. Mediums: 15 including KZEW, WLUP, WEBN.

☒ GREAT WHITE "Stick It" (EMI America) 19/19 (0/0)
Adds including WBAB, KTXQ, KSHE, KISW, KFIV-FM. Hits: 0. Mediums: 10 including WIYY, WDVE, KZEW, KLOS, KOME.

HOT TRACKS — Compiles track airplay data from all reporting stations. Covers songs from all configurations, including albums, EPs, and 45s. Includes four-week trend of chart movement. Also listed is present week's number of reports in hot and medium rotations, and total adds. Symbols represent more (+), less (-), or equal (=) number of reports in each rotation compared to last week's figures. Records showing significant upward momentum are bulleted.

<p>Barbara</p>	<p>(M)</p>
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The following stations failed to report this week and therefore their lists were frozen:

KDKB/Phoenix
KEZO/Omaha
KQAK/San Francisco
WDEK/DeKalb
WOUR/Utica
WSKS/Cincinnati
WZZR/Memphis
WZZO/Allentown

The following station reported its list as frozen this week:

KSSR/Houston

The following station has failed to report for the past two weeks and therefore its data is not included in this week's chart:

NACORRA/Holiday
 NIGHT HUNTER/(You Can Still)Hear I
 (REPE CLAN/The Danc/Hold On To

CHR REPORTERS

13FEA(WFEA)/Manchester, NH (3-E)
 92X(WXGT)/Columbus, OH (2-M)
 93FM(KKBQ-FM)/Houston, TX (1-S)
 940Q(WQXI-FM)/Atlanta, GA (1-S)
 94TYX(WTYX)/Jackson, MS (2-S)
 95XIL(WXIL)/Parkersburg, WV (3-E)
 98PXY(WPXY)/Rochester, NY (2-E)
 99KG(KSKG)/Salina, KS (3-M)
 B94(WBZZ)/Pittsburgh, PA (1-E)
 B96(WBBM-FM)/Chicago, IL (1-M)
 B97(WBZZ)/New Orleans, LA (1-S)
 B104(WBSB)/Baltimore, MD (1-E)
 B105(WBJW)/Orlando, FL (2-S)
 CFTR/Toronto, Canada (1-E)
 CHUM/Toronto, Canada (1-E)
 CKGM/Montreal, Canada (1-E)
 FM100(WMC-FM)/Memphis, TN (2-S)
 G100(WKRG-FM)/Mobile, AL (2-S)
 I85(WINZ-FM)/Miami, FL (1-S)
 K96(KFMY)/Provo, UT (2-W)
 K104(WACK)/Erie, PA (2-E)
 K107(WACV)/Tulsa, OK (2-M)
 KAFM/Dallas, TX (1-S)
 KAMZ/El Paso, TX (2-S)
 KBBK/Boise, ID (2-W)
 KBEQ/Kansas City, MO (1-M)
 KBFM/McAllen-Brownsville, TX (2-S)
 KBIM/Roswell, NM (3-W)
 KC101(WKCI)/New Haven, CT (2-E)
 KCBN/Reno, NV (3-W)
 KCDQ/Bozeman, MT (3-W)
 KCMQ/Columbia, MO (3-M)
 KCNR/Portland, OR (1-W)
 KDVV/Topeka, KS (3-M)
 KDZAI/Pueblo, CO (3-W)
 KEARTH(KRTH)/Los Angeles, CA (1-W)
 KEYN-FM/Wichita, KN (2-M)
 KFMW/Waterloo, IA (3-M)
 KFRC/San Francisco, CA (1-W)
 KFRX/Lincoln, NE (3-M)
 KFYR/Bismarck, ND (3-M)
 KGGI/Riverside-San Bernardino, CA (2-W)
 KGHO/Hoquiam, WA (3-W)
 KGOT/Anchorage, AK (3-W)
 KHFI/Austin, TX (2-S)
 KHOP/Modesto-Stockton, CA (2-W)
 KHTR/St. Louis, MO (1-M)
 KHYT/Tucson, AZ (2-W)
 KIDD/Monterey, CA (2-W)
 KIKI/Davenport, IA (2-M)
 KIIS-FM/Los Angeles, CA (1-W)
 KIKI/Honolulu, HI (2-W)
 KILE/Galveston, TX (3-S)
 KIMN/Denver, CO (1-W)
 KIQQ/Los Angeles, CA (1-W)
 KISR/Ft. Smith, AR (3-S)
 KIST/Santa Barbara, CA (3-W)
 KITE/Corpus Christi, TX (2-S)
 KITS/San Francisco, CA (1-W)
 KITY/San Antonio, TX (2-S)
 KJ103(KJOJ)/Oklahoma City, OK (2-M)
 KKAZ/Yenne, WY (3-W)
 KKFM/Colorado Springs, CO (2-W)
 KKLS-FM/Rapid City, SD (3-M)
 KKQV/Wichita Falls, TX (3-S)
 KKRC/Sioux Falls, SD (3-M)
 KKXL-FM/Grand Forks, ND (3-M)
 KKXX/Bakersfield, CA (2-W)
 KKYK/Little Rock, AR (2-S)
 KLUC/Las Vegas, NV (2-W)
 KMGK/Des Moines, IA (2-M)
 KMGX/Fresno, CA (2-W)
 KMJK/Portland, OR (1-W)
 KNBO/Tacoma-Seattle, WA (1-W)
 KNOE-FM/Monroe, LA (3-S)
 KO93(KOSO)/Modesto, CA (2-W)
 KOPA/Phoenix, AZ (1-W)
 KOZE/Lewiston, ID (3-W)
 KQIZ-FM/Amarillo, TX (3-S)
 KQKQ/Omaha, NE (2-M)
 KQMQ/Honolulu, HI (2-W)
 KRGV/McAllen-Brownsville, TX (2-S)
 KRNA/Iowa City, IA (3-M)
 KROK/Shreveport, LA (2-S)
 KRQ/KRQQ/Tucson, AZ (2-W)
 KRSP/Salt Lake City, UT (2-W)
 KSET-FM/El Paso, TX (2-S)
 KSKD/Salem, OR (2-W)
 KSLY/San Luis Obispo, CA (3-W)
 KTDY/Lafayette, LA (3-S)
 KTFM/San Antonio, TX (2-S)
 KTRS/Casper, WY (3-W)
 KTSN/San Antonio, TX (2-S)
 KUBE/Seattle, WA (1-W)
 KWOD/Sacramento, CA (2-W)
 KWSS/San Jose, CA (1-W)
 KWTO-FM/Springfield, MO (3-M)
 KX104(WKKX)/Nashville, TN (2-S)
 KXSS/Lincoln, NE (3-M)
 KXX106(WKXX)/Birmingham, AL (2-S)
 KYNO-FM/Fresno, CA (2-W)
 KYTN/Grand Forks, ND (3-M)
 KYA/Billings, MT (3-W)
 KZ93(WKZW)/Peoria, IL (2-M)
 KZFM/Corpus Christi, TX (2-S)
 KZOZ/San Luis Obispo, CA (3-W)
 KZZB/Beaumont, TX (2-S)
 KZZP/Phoenix, AZ (1-W)
 OK100(WOKW)/Ithaca, NY (3-E)
 PRO-FM(WPRO-FM)/Providence, RI (1-E)
 Q100(WQQQ)/Allentown, PA (2-E)
 Q101(WJOD)/Meridian, MS (3-S)
 Q102(WKRQ)/Cincinnati, OH (1-M)
 Q103(KOAG)/Denver, CA (1-W)

Q104(WQEN)/Gadsden, AL (3-S)
 Q105(WRBQ-FM)/Tampa, FL (1-S)
 Q106(WQXA)/York, PA (2-E)
 Q107(WRQX)/Washington, DC (1-E)
 U93(WNDU-FM)/South Bend, IN (2-M)
 WABB-FM/Mobile, AL (2-S)
 WAEV/Savannah, GA (3-S)
 WANS-FM/Greenville, SC (3-S)
 WAZY-FM/Lafayette, IN (3-M)
 WBBO/Augusta, GA (2-S)
 WBCY/Charlotte, NC (2-S)
 WBEN-FM/Butte, NY (1-E)
 WBLI/Long Island, NY (1-E)
 WBNO/Bloomington, IL (3-M)
 WBWB/Bloomington, IN (3-M)
 WCAU-FM/Philadelphia, PA (1-E)
 WCGQ/Columbia, MO (3-M)
 WCIL-FM/Carbondale, IL (3-M)
 WCIR/Beckley, WV (3-E)
 WDCG/Durham-Raleigh, NC (2-S)
 WDOQ/Daytona Beach, FL (2-S)
 WDBC/Duluth, MN (2-S)
 WERZ/Exeter, NH (3-E)
 WFBG/Altoona, PA (3-E)
 WFLY/Albany, NY (2-E)
 WFMF/Baton Rouge, LA (2-S)
 WFMJ/Lexington, KY (2-S)
 WFOG/Gainesville, GA (3-S)
 WGCL/Cleveland, OH (1-M)
 WGFN/Schenectady, NY (2-E)
 WGLF/Tallahassee, FL (3-S)
 WGRD/Grand Rapids, MI (2-M)
 WGUY/Bangor, ME (3-E)
 WHEB/Portsmouth, NH (3-E)
 WHFY/Rochester, NY (2-E)
 WHYY-FM/Montgomery, AL (2-S)
 WHOT/Youngstown, OH (2-M)
 WHSL/Wilmington, NC (3-S)
 WHTT/Boston, MA (1-E)
 WHYT/Pittsburgh, PA (1-E)
 WHYT/Detroit, MI (1-M)
 WIGY/Bath, ME (3-E)
 WIKZ/Chambersburg, PA (3-E)
 WISE/Asheville, NC (3-S)
 WISV/Savannah, GA (3-S)
 WJAD/Bainbridge, GA (3-S)
 WJBQ/Portland, ME (3-E)
 WJXQ/Jackson, MI (2-M)
 WKAI/Appleton-Oshkosh, WI (2-M)
 WKBW/Butte, NY (1-E)
 WKDD/Akron, OH (2-M)
 WKDQ/Evansville, IN (2-M)
 WKKE/Huntington, WV (2-E)
 WKFM/Syracuse, NY (2-E)
 WKFR/Kalamazoo, MI (2-M)
 WKHI/Ocean City, MD (2-E)
 WKRZ-FM/Wilkes-Barre, PA (2-E)
 WKTI/Milwaukee, WI (1-M)
 WLAN-FM/Lancaster, PA (1-E)
 WLWL-FM/St. Paul, MN (1-M)
 WLS/Chicago, IL (1-M)
 WLS-FM/Chicago, IL (1-M)
 WMEE/Ft. Wayne, IN (2-M)
 WNFI/Daytona Beach, FL (2-S)
 WNOK-FM/Columbia, SC (2-S)
 WNVZ/Norfolk, VA (2-S)
 WNYS/Butte, NY (1-E)
 WOKI/Knoxville, TN (2-S)
 WOMP-FM/Wheeling, WV (3-E)
 WPFM/Panama City, FL (3-S)
 WPHD/Butte, NY (1-E)
 WPLJ/New York, NY (1-E)
 WPST/Trenton, NJ (2-E)
 WQCM/Hagerstown, MD (3-E)
 WQDI/Biloxi, MS (2-S)
 WQUT/Johnson City, TN (2-S))
 WRCK/Utica, NY (2-E)
 WRKR/Racine-Milwaukee, WI (2-M)
 WRQK/Greensboro, NC (2-S)
 WRQN/Toledo, OH (2-M)
 WRVO/Richmond, VA (2-S)
 WSEZ/Winston-Salem, NC (2-S)
 WSFL/New Bern, NC (2-S)
 WSKZ/Chattanooga, TN (2-S)
 WSPK/Poughkeepsie, NY (2-E)
 WSPY/Stevens Point, WI (3-M)
 WSQV/Williamsport, PA (3-E)
 WSSX/Charleston, SC (2-S)
 WSTO/Evansville, IN (2-M)
 WTTIC-FM/Hartford, CT (2-E)
 WTRY/Albany, NY (2-E)
 WTSN/Dover, NH (3-E)
 WVLI/Lansing, MI (2-M)
 WVSR/Charleston, WV (2-E)
 WXXS-FM/Boston, MA (1-E)
 WXLK/Roanoke, VA (3-S)
 WYCR/Hanover-York, PA (2-E)
 WYFM/Youngstown, OH (2-M)
 WYKS/Gainesville, FL (3-S)
 WZLD/Columbia, SC (2-S)
 WZOK/Rockford, IL (2-M)
 WZON/Bangor, ME (3-E)
 WZPL/Indianapolis, IN (2-M)
 WZYP/Huntsville, AL (2-S)
 WZYQ/Frederick, MD (3-E)
 XTRA(XETRA)/San Diego, CA (1-W)
 Y94(WDAY-FM)/Fargo, ND (3-M)
 Y100(WHYI)/Miami, FL (1-S)
 Z93(WZGC)/Atlanta, GA (1-S)
 Z100(WHTZ)/New York, NY (1-E)
 Z102(WZAT)/Savannah, GA (3-S)
 Z104(WZEE)/Madison, WI (2-M)
 ZZ99(KZZC)/Kansas City, MO (2-M)

Hot Hits 105 KITS

San Francisco

PD: Jeff Hunter

H 2 1 YES/Owner Of A Lonely Heart
 H 3 2 REMNANT/Thinking In Your Sleep
 H 4 3 CULTURE CLUB/Karma Chameleon
 H 5 4 VAN HALEN/Jump
 H 6 5 MICHAEL JACKSON/Thriller
 H 7 6 JAY-Z/Black Album
 H 8 7 JAY-Z/Black Album
 H 9 8 JAY-Z/Black Album
 H 10 9 JAY-Z/Black Album
 H 11 10 JAY-Z/Black Album
 H 12 11 JAY-Z/Black Album
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 H 440 439 JAY-Z/Black Album
 H 441 440 JAY-Z/Black Album
 H 442 441 JAY-Z/Black Album
 H 443 442 JAY-Z/Black Album
 H 444 443 JAY-Z/Black Album
 H 445 444 JAY-Z/Black Album
 H 446 445 JAY-Z/Black Album
 H 447 446 JAY-Z/Black Album
 H 448 447 JAY-Z/Black Album
 H

EAST Most Added® Hottest

Dan Fogelberg
Paul Young
Thompson Twins

Van Halen
Michael Jackson
Culture Club

CHR ADDS & HOTS

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

SOUTH Most Added® Hottest

Olivia Newton-John
Dan Fogelberg
Thompson Twins

Michael Jackson
Culture Club
Van Halen

EAST PARALLEL TWO

WFLY/Albany, NY

Jack Lawrence
POINTERS SISTERS
PAUL YOUNG
JACKSON BROWNE
DAN FOGELBERG
UB40
Hottest:
LIONEL RICHIE 3-1
GENESIS 6-2
POLICE 18-10
MICHAEL JACKSON 23-12
VAN HALEN 20-14

WTRY/Albany, NY

Bill Cahill
SHANNON
Hottest:
MICHAEL JACKSON 8-3
MADONNA 10-5
JOHN COUGAR 11-7
VAN HALEN 16-8
PRETENDERS 15-10

Q100/Allentown, PA

Dillon/Freeman
QUIET RIOT (dp)
ROCKWELL
KENNY LOGGINS
MANFRED MANN
POINTERS SISTERS
Hottest:
VAN HALEN 12-1
MICHAEL JACKSON 10-4
PRETENDERS 22-16
JOHN LENNON 27-18
CYNDI LAUPER 32-23

WVSR/Charleston, WV

Bailey/Larson
DAN FOGELBERG
THOMPSON TWINS
PATTI AUSTIN
WANG CHUNG
BIG COUNTRY
ROLLING STONES (dp)
ONJ
Hottest:
CULTURE CLUB 1-1
LIONEL RICHIE 4-2
SHANNON 12-5
MICHAEL JACKSON 17-9
VAN HALEN 34-17

K104/Erie, PA

Bill Shannon
MANFRED MANN
THOMPSON TWINS
JIMMY CLIFF
APRIL WINE
JOHN COUGAR
TED NUGENT
BONNIE TYLER
RENO & WILSON
ONJ
Hottest:
ELTON JOHN 1-1
JOHN COUGAR 2-2
NENA 11-4
YES 13-6
MICHAEL JACKSON 19-10

WYCR/Hanover, York, PA

Mark Richards
B.E. TAYLOR GROUP
ONJ
WANG CHUNG
THOMPSON TWINS
ROLLING STONES (dp)
APRIL WINE (dp)
Hottest:
CULTURE CLUB 1-1
LIONEL RICHIE 2-2
KOOL & THE GANG 3-3
VAN HALEN 13-6
MICHAEL JACKSON 19-10

WYCR/Hanover, York, PA

Mark Richards
B.E. TAYLOR GROUP
ONJ
WANG CHUNG
THOMPSON TWINS
ROLLING STONES (dp)
APRIL WINE (dp)
Hottest:
CULTURE CLUB 1-1
LIONEL RICHIE 2-2
KOOL & THE GANG 3-3
VAN HALEN 13-6
MICHAEL JACKSON 19-10

WYCR/Hanover, York, PA

Mark Richards
B.E. TAYLOR GROUP
ONJ
WANG CHUNG
THOMPSON TWINS
ROLLING STONES (dp)
APRIL WINE (dp)
Hottest:
CULTURE CLUB 1-1
LIONEL RICHIE 2-2
KOOL & THE GANG 3-3
VAN HALEN 13-6
MICHAEL JACKSON 19-10

WKEE/Huntington, WV

Gary Miller
ONJ
DAN FOGELBERG
BIG COUNTRY (dp)
WANG CHUNG
BILLY IDOL (dp)
MUSICAL YOUTH (dp)
AMERICAN COMEDY N
Hottest:
CULTURE CLUB 1-1
RAY PARKER JR. 2-2
MADONNA 6-3
KOOL & THE GANG 5-4
GENESIS 7-5

WLAN/FM/Lancaster, PA

Todd Halliday
ONJ
PAUL YOUNG
THOMPSON TWINS
DAN FOGELBERG
Hottest:
CULTURE CLUB 1-1
MICHAEL JACKSON 6-2
GENESIS 5-3
KOOL & THE GANG 8-4
VAN HALEN 15-9

KC101/New Haven, CT

Stef Rybak
HALL & OATES
DAN FOGELBERG
Hottest:
VAN HALEN 3-1
MICHAEL JACKSON 5-3
CYNDI LAUPER 13-5
POLICE 15-12
ROCKWELL 29-19

WSPK/Poughkeepsie, NY

Chris Leide
DURAN DURAN
DAN FOGELBERG
PATTI LABELLE
PAUL YOUNG
ROLLING STONES (dp)
THOMPSON TWINS
38 SPECIAL (dp)
Hottest:
LIONEL RICHIE 2-1
POLICE 5-3
MICHAEL JACKSON 6-4
VAN HALEN 28-14
EURYTHMICS 35-22

WHMF/Rochester, NY

Charly Lake
RE-FLEX
DAN FOGELBERG
ROCKWELL
THOMPSON TWINS
Hottest:
VAN HALEN 6-1
PRETENDERS 12-4
CYNDI LAUPER 24-5
NENA 21-12
HUEY LEWIS & NEWS 23-13

98.3X/Rochester, NY

Tom Mitchell
DAN FOGELBERG
38 SPECIAL
ROLLING STONES
WANG CHUNG
Hottest:
MICHAEL JACKSON 1-1
CULTURE CLUB 2-2
SHANNON 6-5
VAN HALEN 12-8
NENA 16-12

WGFM/Schenectady, NY

Tom Parker
ROCKWELL
MANFRED MANN
SURVIVOR
PAUL YOUNG
DAN FOGELBERG
POINTERS SISTERS
Hottest:
LIONEL RICHIE 2-1
POLICE 11-5
VAN HALEN 15-6
NENA 13-8
MICHAEL JACKSON 17-10

WKFM/Syracuse, NY

Chuck Lakefield
ROCKWELL
BIG COUNTRY
BETTY MIDLER
ROLLING STONES
PAUL YOUNG
Hottest:
VAN HALEN 9-1
PRETENDERS 12-6
NENA 16-11
CYNDI LAUPER 18-12
MICHAEL JACKSON 23-13

WPST/Trenton, NJ

Tom Taylor
ONJ
ROCKWELL
38 SPECIAL
PAUL YOUNG
Hottest:
CHRIS CROSS 1-1
NENA 4-2
VAN HALEN 10-6
JOHN LENNON 27-19
SHEENA EASTON 35-23

WRCK/Utica, NY

Jim Reitz
ROLLING STONES
DAN FOGELBERG
ROCKWELL
APRIL WINE
THOMPSON TWINS
JIMMY CLIFF
TED NUGENT
BONNIE TYLER
RENO & WILSON
ONJ
Hottest:
ELTON JOHN 1-1
JOHN COUGAR 2-2
NENA 11-4
YES 13-6
MICHAEL JACKSON 19-10

WYCR/Hanover, York, PA

Mark Richards
B.E. TAYLOR GROUP
ONJ
WANG CHUNG
THOMPSON TWINS
ROLLING STONES (dp)
APRIL WINE (dp)
Hottest:
CULTURE CLUB 1-1
LIONEL RICHIE 2-2
KOOL & THE GANG 3-3
VAN HALEN 13-6
MICHAEL JACKSON 19-10

WYCR/Hanover, York, PA

Mark Richards
B.E. TAYLOR GROUP
ONJ
WANG CHUNG
THOMPSON TWINS
ROLLING STONES (dp)
APRIL WINE (dp)
Hottest:
CULTURE CLUB 1-1
LIONEL RICHIE 2-2
KOOL & THE GANG 3-3
VAN HALEN 13-6
MICHAEL JACKSON 19-10

WYCR/Hanover, York, PA

Mark Richards
B.E. TAYLOR GROUP
ONJ
WANG CHUNG
THOMPSON TWINS
ROLLING STONES (dp)
APRIL WINE (dp)
Hottest:
CULTURE CLUB 1-1
LIONEL RICHIE 2-2
KOOL & THE GANG 3-3
VAN HALEN 13-6
MICHAEL JACKSON 19-10

WYCR/Hanover, York, PA

Mark Richards
B.E. TAYLOR GROUP
ONJ
WANG CHUNG
THOMPSON TWINS
ROLLING STONES (dp)
APRIL WINE (dp)
Hottest:
CULTURE CLUB 1-1
LIONEL RICHIE 2-2
KOOL & THE GANG 3-3
VAN HALEN 13-6
MICHAEL JACKSON 19-10

WYCR/Hanover, York, PA

Mark Richards
B.E. TAYLOR GROUP
ONJ
WANG CHUNG
THOMPSON TWINS
ROLLING STONES (dp)
APRIL WINE (dp)
Hottest:
CULTURE CLUB 1-1
LIONEL RICHIE 2-2
KOOL & THE GANG 3-3
VAN HALEN 13-6
MICHAEL JACKSON 19-10

WYCR/Hanover, York, PA

Mark Richards
B.E. TAYLOR GROUP
ONJ
WANG CHUNG
THOMPSON TWINS
ROLLING STONES (dp)
APRIL WINE (dp)
Hottest:
CULTURE CLUB 1-1
LIONEL RICHIE 2-2
KOOL & THE GANG 3-3
VAN HALEN 13-6
MICHAEL JACKSON 19-10

WIGY/Beth, ME

Scott Robbins
ROLLING STONES
SHEENA EASTON
PAUL YOUNG
APRIL WINE
BIG COUNTRY
DAN FOGELBERG
ROCKWELL
WANG CHUNG
MINK DEVILLE
STRAY CATS
JACQUI BROOKES
Hottest:
CULTURE CLUB 2-1
MICHAEL JACKSON 16-5
BILLY JOEL 14-7
VAN HALEN 29-8
POLICE 24-10

WCIR/Beckley, WV

Jim Mardin
BOC (dp)
JACKSON BROWNE
LINDA RONSTADT (dp)
38 SPECIAL
THOMPSON TWINS
PATTI LABELLE
Hottest:
CULTURE CLUB 2-1
LIONEL RICHIE 3-2
RAY PARKER JR. 6-5
ONJ & TRAVOLTA 17-7
JAMES INGRAM 19-10

WKIZ/Chambersburg, PA

Matthew/Alexander
DAN FOGELBERG
ROCKWELL
UB40
BIG COUNTRY
Hottest:
NENA 5-2
MICHAEL JACKSON 9-3
VAN HALEN 16-5
SHANNON 13-9
CYNDI LAUPER 28-17

WTSN/Dover, NH

Jim Sebastian
WANG CHUNG
LINDA RONSTADT
MINK DEVILLE
KENNY LOGGINS
38 SPECIAL
POINTERS SISTERS
Hottest:
CULTURE CLUB 1-1
LIONEL RICHIE 4-2
MICHAEL JACKSON 16-10
JOHN LENNON 20-15
NENA 30-24

WERZ/Exeter, NH

Scott MacKey
APRIL WINE
SURVIVOR
MOTLEY CRUE
KISS
VANDENBERG
Hottest:
CULTURE CLUB 2-1
RAY PARKER JR. 4-3
CYNDI LAUPER 16-11
CHRIS CROSS 17-14
VAN HALEN 20-16

WYQ/Fredrick, ND

Kemosabi Joe
ONJ
ROCKWELL
PAUL YOUNG
APRIL WINE
TED NUGENT
UB40 (dp)
Hottest:
CULTURE CLUB 1-1
RAY PARKER JR. 4-3
CYNDI LAUPER 16-11
CHRIS CROSS 17-14
VAN HALEN 20-16

WYQ/Fredrick, ND

Kemosabi Joe
ONJ
ROCKWELL
PAUL YOUNG
APRIL WINE
TED NUGENT
UB40 (dp)
Hottest:
CULTURE CLUB 1-1
RAY PARKER JR. 4-3
CYNDI LAUPER 16-11
CHRIS CROSS 17-14
VAN HALEN 20-16

WYQ/Fredrick, ND

Kemosabi Joe
ONJ
ROCKWELL
PAUL YOUNG
APRIL WINE
TED NUGENT
UB40 (dp)
Hottest:
CULTURE CLUB 1-1
RAY PARKER JR. 4-3
CYNDI LAUPER 16-11
CHRIS CROSS 17-14
VAN HALEN 20-16

WYQ/Fredrick, ND

Kemosabi Joe
ONJ
ROCKWELL
PAUL YOUNG
APRIL WINE
TED NUGENT
UB40 (dp)
Hottest:
CULTURE CLUB 1-1
RAY PARKER JR. 4-3
CYNDI LAUPER 16-11
CHRIS CROSS 17-14
VAN HALEN 20-16

WYQ/Fredrick, ND

Kemosabi Joe
ONJ
ROCKWELL
PAUL YOUNG
APRIL WINE
TED NUGENT
UB40 (dp)
Hottest:
CULTURE CLUB 1-1
RAY PARKER JR. 4-3
CYNDI LAUPER 16-11
CHRIS CROSS 17-14
VAN HALEN 20-16

WYQ/Fredrick, ND

Kemosabi Joe
ONJ
ROCKWELL
PAUL YOUNG
APRIL WINE
TED NUGENT
UB40 (dp)
Hottest:
CULTURE CLUB 1-1
RAY PARKER JR. 4-3
CYNDI LAUPER 16-11
CHRIS CROSS 17-14
VAN HALEN 20-16

WYQ/Fredrick, ND

Kemosabi Joe
ONJ
ROCKWELL
PAUL YOUNG
APRIL WINE
TED NUGENT
UB40 (dp)
Hottest:
CULTURE CLUB 1-1
RAY PARKER JR. 4-3
CYNDI LAUPER 16-11
CHRIS CROSS 17-14
VAN HALEN 20-16

WJBO/Portland, ME

Phoenix/O'Neil
DAN FOGELBERG
PATTI LABELLE
BILLY IDOL
ONJ
APRIL WINE
Hottest:
CULTURE CLUB 1-1
VAN HALEN 5-3
PRETENDERS 6-5
BILLY JOEL 17-11
POLICE 22-16

WHEB/Portsmouth

Rick Bean
38 SPECIAL
DAN FOGELBERG
BILLY IDOL
ONJ
Hottest:
YES 2-1
JOHN COUGAR 3-2
VAN HALEN 8-4
POLICE 13-8
JOHN LENNON 17-12

WOMP-FM/Wheeling, WV

Dwayne Bonds
THOMPSON TWINS
ADAM ANT
ROLLING STONES (dp)
DAN FOGELBERG
BIG COUNTRY
Hottest:
YES 1-1
LIONEL RICHIE 2-2
JOHN LENNON 15-7
VAN HALEN 20-8
PAUL MCCARTNEY 14-11

WSQV/Williamsport, PA

Frank Bell
MICHAEL JACKSON
MOTLEY CRUE (dp)
WANG CHUNG
POLICE
BIG COUNTRY
PAUL YOUNG
BETTY MIDLER
BIG COUNTRY
Hottest:
CULTURE CLUB 2-1
MICHAEL JACKSON 10-8
SHANNON 22-14
JOHN LENNON 32-27
HUEY LEWIS & NEWS 34-2

KZFM/Corpus Christi, TX

Beck/Ginsburg
HUEY LEWIS & NEWS
Hottest:
CULTURE CLUB 1-1
MICHAEL JACKSON 8-2
GENESIS 4-3
VAN HALEN 20-9
POLICE 26-13

WDOQ/Daytona Beach, FL

Ralph Wimmer
ROLLING STONES
DAN FOGELBERG
POINTERS SISTERS
ROCKWELL
Hottest:
CULTURE CLUB 2-1
MICHAEL JACKSON 9-4
SHANNON 16-10
NENA 20-11
CYNDI LAUPER 40-29

WNFI/Daytona Beach, FL

Brian Douglas
38 SPECIAL
APRIL WINE
THOMPSON TWINS
WANG CHUNG
BETTY MIDLER
BOYS BRIGADE
JOHN CAFFERTY
CRAD STUART & JER
TIGGI CLAY
Hottest:
CULTURE CLUB 1-1
MICHAEL JACKSON 2-2
VAN HALEN 17-7
NENA 17-10
CYNDI LAUPER 34-17

WDCG/Durham-Raleigh, NC

Rick Freeman
DAN FOGELBERG
38 SPECIAL
Hottest:
CULTURE CLUB 1-1
GENESIS 6-2
MICHAEL JACKSON 7-3
SHANNON 13-10
VAN HALEN 18-12

KAMZ/El Paso, TX

Bob West
DAN FOGELBERG
JACQUI BROOKES (dp)
BILLY JOEL
CHERYL LYNN
PATTI AUSTIN
Hottest:
CULTURE CLUB 1-1
SHANNON 2-2
MICHAEL JACKSON 22-4
KOOL & THE GANG 10-7
SHALAMAR 16-13

KSET-FM/El Paso, TX

Cat Simon
MICHAEL JACKSON
CHRISTINE MCVIE
JACKSON BROWNE
Hottest:
NENA 2-1
CULTURE CLUB 3-2
BILLY JOEL 8-5
JOHN COUGAR 11-7
VAN HALEN 20-13

WRQK/Greensboro, NC

Jones/Conrad
ONJ
T.G. SHEPPARD
38 SPECIAL
BIG COUNTRY (dp)
STRAY CATS (dp)
DAN FOGELBERG
CHERYL LYNN
Hottest:
CULTURE CLUB 3-1
BILLY JOEL 9-7
MICHAEL JACKSON 15-9
VAN HALEN 24-11
POLICE 28-19

WANS-FM/Greenville, SC

Rod Metts
ONJ
HOWARD JONES
WANG CHUNG (dp)
SURVIVOR
PAUL YOUNG
TIGGI CLAY
Hottest:
MICHAEL JACKSON 10-1
LIONEL RICHIE 4-3
JOHN COUGAR 9-8
JAMES INGRAM 12-9
RAY PARKER JR. 16-11

WSKZ/Chattanooga

Jeff Blake
DAN FOGELBERG
JACKSON BROWNE
BIG COUNTRY
RE-FLEX
Hottest:
CULTURE CLUB 3-1
JOHN COUGAR 4-4
MICHAEL JACKSON 10-6
VAN HALEN 12-7
NENA 21-14

WNOK-FM/Columbia, SC

Peter Wolfe
WANG CHUNG
B.E. TAYLOR GROUP
POINTERS SISTERS
HOWARD JONES
MANFRED MANN
MIDNIGHT STAR
Hottest:
RAY PARKER JR. 1-1
LIONEL RICHIE 15-10
PRETENDERS 18-13
MICHAEL JACKSON 27-20
KENNY LOGGINS D-35

WZLD/Columbia, SC

Chuck Finley
DADDY BAND
STRAY CATS
ONJ
POINTERS SISTERS
Hottest:
RAY PARKER JR. 1-1
CULTURE CLUB 5-2
MICHAEL JACKSON 16-10
VAN HALEN 20-11
ROCKWELL D-30

KITE/Corpus Christi, TX

Baker/Gonzalez
38 SPECIAL
POINTERS SISTERS
ROLLING STONES
BILLY IDOL
BETTY MIDLER
BIG COUNTRY
Hottest:
CULTURE CLUB 2-1
MICHAEL JACKSON 10-8
SHANNON 22-14
JOHN LENNON 32-27
HUEY LEWIS & NEWS 34-2

KZFM/Corpus Christi, TX

Beck/Ginsburg
HUEY LEWIS & NEWS
Hottest:
CULTURE CLUB 1-1
MICHAEL JACKSON 8-2
GENESIS 4-3
VAN HALEN 20-9
POLICE 26-13

WDOQ/Daytona Beach, FL

Ralph Wimmer
ROLLING STONES
DAN FOGELBERG
POINTERS SISTERS
ROCKWELL
Hottest:
CULTURE CLUB 2-1
MICHAEL JACKSON 9-4
SHANNON 16-10
NENA 20-11
CYNDI LAUPER 40-29

WNFI/Daytona Beach, FL

Brian Douglas
38 SPECIAL
APRIL WINE
THOMPSON TWINS
WANG CHUNG
BETTY MIDLER
BOYS BRIGADE
JOHN CAFFERTY
CRAD STUART & JER
TIGGI CLAY
Hottest:
CULTURE CLUB 1-1
MICHAEL JACKSON 2-2
VAN HALEN 17-7
NENA 17-10
CYNDI LAUPER 34-17

WDCG/Durham-Raleigh, NC

Rick Freeman
DAN FOGELBERG
38 SPECIAL
Hottest:
CULTURE CLUB 1-1
GENESIS 6-2
MICHAEL JACKSON 7-3
SHANNON 13-10
VAN HALEN 18-12

KAMZ/El Paso, TX

Bob West
DAN FOGELBERG
JACQUI BROOKES (dp)
BILLY JOEL
CHERYL LYNN
PATTI AUSTIN
Hottest:
CULTURE CLUB 1-1
SHANNON 2-2
MICHAEL JACKSON 22-4
KOOL & THE GANG 10-7
SHALAMAR 16-13

KSET-FM/El Paso, TX

Cat Simon
MICHAEL JACKSON
CHRISTINE MCVIE
JACKSON BROWNE
Hottest:
NENA 2-1
CULTURE CLUB 3-2
BILLY JOEL 8-5
JOHN COUGAR 11-7
VAN HALEN 20-13

WRQK/Greensboro, NC

Jones/Conrad
ONJ
T.G. SHEPPARD
38 SPECIAL
BIG COUNTRY (dp)
STRAY CATS (dp)
DAN FOGELBERG
CHERYL LYNN
Hottest:
CULTURE CLUB 3-1
BILLY JOEL 9-7
MICHAEL JACKSON 15-9
VAN HALEN 24-11
POLICE 28-19

WANS-FM/Greenville, SC

Rod Metts
ONJ
HOWARD JONES
WANG CHUNG (dp)
SURVIVOR
PAUL YOUNG
TIGGI CLAY
Hottest:
MICHAEL JACKSON 10-1
LIONEL RICHIE 4-3
JOHN COUGAR 9-8
JAMES INGRAM 12-9
RAY PARKER JR. 16-11

WZYP/Huntville, AL

Scott Mitchell
RUFUS & CHAKA
ONJ
ROCKWELL
PAUL YOUNG
RE-FLEX
MUSICAL YOUTH
Hottest:
CULTURE CLUB 1-1
GOOL & THE GANG 7-3
PRETENDERS 9-4
VAN HALEN 14-6
POLICE 15-8

MTYX/Jackson, MS

Jim Chick
T.G. SHEPPARD (dp)
ROCKWELL (dp)
SHEENA EASTON
38 SPECIAL (dp)
STARBUCK
DAN FOGELBERG
Hottest:
LIONEL RICHIE 1-1
KOOL & THE GANG 2-2
DEBORAH ALLEN 7-3
GENESIS 8-7
CULTURE CLUB 10-8

WQUT/Johnson City, TN

Rod Hampton
DAN FOGELBERG
KENNY ROGERS
MANFRED MANN
NENA
Hottest:
GENESIS 1-1
CHRIS CROSS 12-9
JOHN COUGAR 19-11
CULTURE CLUB 17-14
MICHAEL JACKSON 21-15

WOKI/Knoxville, TN

Gary Adkins

MIDWEST Most Added® Hottest

38 Special
Dan Fogelberg
Rockwell

Van Halen
Michael Jackson
Culture Club

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

38 Special
Dan Fogelberg
Olivia Newton-John

Michael Jackson
Van Halen
Culture Club

MIDWEST PARALLEL TWO

WKDD/Akron, OH Matt Patrick

KOOL & THE GANG
KC
ROCKWELL
JACKSON BROWNE
BIG COUNTRY
BETTE MIDLER
38 SPECIAL (dp)
Hottest:
CULTURE CLUB 2-1
MICHAEL JACKSON 6-3
HUEY LEWIS & NEWS 15-10
VAN HALEN 18-13
CYNDI LAUPER 23-17

WKAU/Appleton-Oshkosh, WI Ross/Cook

SHANNON
DAN FOGELBERG
38 SPECIAL (dp)
POINTER SISTERS
RC
Hottest:
YES 1-1
CULTURE CLUB 7-3
CHRIS CROSS 8-4
MICHAEL JACKSON 19-14
VAN HALEN 21-16

92X/Columbus, OH Joel Cella

NENA
JACKSON BROWNE
38 SPECIAL
Hottest:
MICHAEL JACKSON 8-1
CULTURE CLUB 3-2
VAN HALEN 9-5
HUEY LEWIS & NEWS 15-12
CYNDI LAUPER 21-15

KIHK/Davenport, IA Jim O'Hara

DAN FOGELBERG
RE-FLEX (dp)
PAUL YOUNG (dp)
POINTER SISTERS
KIM CARNES
Hottest:
CULTURE CLUB 1-1
MICHAEL JACKSON 10-8
JOHN COUGAR 12-12
POLICE 17-13
VAN HALEN 24-18

KMGK/Des Moines, IA Al Brock

none
Hottest:
KOOL & THE GANG 2-2
JOHN COUGAR 4-4
GENESIS 6-6
MICHAEL JACKSON 11-11
VAN HALEN 12-12

WBC/Duluth Dick Johnson

HUEY LEWIS & NEWS
DAN FOGELBERG
DURAN DURAN
JACKSON BROWNE
MANFRED MANN
Hottest:
CULTURE CLUB 1-1
GENESIS 2-2
LIONEL RICHIE 3-3
MICHAEL JACKSON 9-4
CHRIS CROSS 8-5

WKDQ/Evanston, IN Hobbs/Payne

38 SPECIAL
Hottest:
MICHAEL JACKSON 1-1
CULTURE CLUB 2-2
GENESIS 3-3
NENA 15-9
VAN HALEN 24-10

WSTO/Evanston, IN Chris Taylor

POLICE
Hottest:
MICHAEL JACKSON 1-1
CULTURE CLUB 2-2
ELTON JOHN 6-3
GENESIS 8-4
CYNDI LAUPER 16-8

WMEF/Ft. Wayne, IN Tony Richards

DAN FOGELBERG
38 SPECIAL
ROCKWELL
POINTER SISTERS
Hottest:
CULTURE CLUB 1-1
GENESIS 6-2
MICHAEL JACKSON 9-5
VAN HALEN 15-9
NENA 24-14

WGRD/Grand Rapids, MI J.J. Duling

BILLY IDOL
APRIL WINE
THOMPSON TWINS
PAUL YOUNG
ROCKWELL
UB40
CYNDI LAUPER (dp)
Hottest:
HUEY LEWIS & NEWS 3-1
VAN HALEN 7-3
PRETENDERS 5-5
JAMES INGRAM 16-8
JOHN LENNON 17-10

WZP/Indianapolis, IN Hoffmann/Browning

AMERICAN COMEDY N
ROLLING STONES
ONJ
BIG COUNTRY
SURVIVOR
Hottest:
MICHAEL JACKSON 5-1
VAN HALEN 13-4
BILLY IDOL 17-9
JOHN LENNON 19-12
POLICE 25-17

WJXQ/Jackson, MI Ryan/Cheeks

REAL LIFE
TED NUGENT
APRIL WINE
MINOR DETAIL (dp)
WANG CHUNG (dp)
THOMPSON TWINS (dp)
UB40 (dp)
VANDENBERG (dp)
PAUL YOUNG (dp)
JOHN CAFFERTY (dp)
ROCKWELL (dp)
DAN FOGELBERG (dp)
Hottest:
VAN HALEN 1-1
MICHAEL JACKSON 2-2
JOHN LENNON 17-8
KENNY LOGGINS 18-11
38 SPECIAL 24-18

WKFR/Kalamazoo, MI Swarf/Chapman

HUEY LEWIS & NEWS
ONJ
HOWARD JONES (dp)
ROLLING STONES (dp)
38 SPECIAL (dp)
POINTER SISTERS (dp)
Hottest:
CULTURE CLUB 1-1
CHRIS CROSS 5-4
MICHAEL JACKSON 12-5
NENA 10-7
VAN HALEN 22-15

ZZ99/Kansas City Mike Benson

KENNY ROGERS (dp)
DAN FOGELBERG
ROCKWELL (dp)
38 SPECIAL (dp)
TED NUGENT (dp)
Hottest:
CULTURE CLUB 1-1
GENESIS 2-2
LIONEL RICHIE 3-3
CHRIS CROSS 4-4
KOOL & THE GANG 5-5

WVIC/Lansing, MI Stevens/Kitterage

LIONEL RICHIE
PAUL MCCARTNEY
CYNDI LAUPER
38 SPECIAL
Hottest:
GENESIS 1-1
HUEY LEWIS & NEWS 6-3
VAN HALEN 11-5
RAY PARKER JR. 18-6
POLICE 14-8

Z104/Madison, WI Little/Hudson

DAN FOGELBERG
SHEENA EASTON
ROLLING STONES (dp)
BETTE MIDLER
Hottest:
CULTURE CLUB 1-1
CHRIS CROSS 4-2
SHANNON 9-4
BILLY IDOL 12-7
MICHAEL JACKSON 15-9

KJ103/Oklahoma City, OK Dan Wilson

ROLLING STONES (dp)
DAN FOGELBERG
ONJ
Hottest:
MICHAEL JACKSON 4-1
VAN HALEN 13-4
HUEY LEWIS & NEWS 10-7
CYNDI LAUPER 34-23
KENNY LOGGINS D-26

KQKQ/Omaha, NE Taylor/Dean

DAN FOGELBERG
POINTER SISTERS
RE-FLEX
38 SPECIAL
Hottest:
MICHAEL JACKSON 5-1
GENESIS 2-2
VAN HALEN 11-5
POLICE 9-7
NENA 21-12

KZ93/Peoria, IL Edwards/Maloney

NENA
DAN FOGELBERG
REAL LIFE
Hottest:
GENESIS 1-1
MICHAEL JACKSON 3-2
RAY PARKER JR. 8-4
38 SPECIAL 6-5
YES 9-7

WRKR/Racine-Milwaukee Pat Martin

THOMPSON TWINS
BETTE MIDLER
HOWARD JONES
POINTER SISTERS
PAUL YOUNG
Hottest:
VAN HALEN 6-1
ADAM ANT 7-5
CYNDI LAUPER 10-6
DURAN DURAN 17-9
HUEY LEWIS & NEWS 24-14

WZOK/Rockford, IL Geoff Davis

38 SPECIAL
NENA
KENNY LOGGINS
Hottest:
38 SPECIAL 5-3
GENESIS 9-5
CULTURE CLUB 11-7
JOHN LENNON 20-15
VAN HALEN 27-18

US3/South Bend, IN J.K. Deering

VAN HALEN
POLICE
Hottest:
CULTURE CLUB 2-1
ELTON JOHN 3-2
KOOL & THE GANG 12-7
38 SPECIAL 24-17
JOHN LENNON 25-22

WRQN/Toledo Buck McWilliams

DAN FOGELBERG
ROLLING STONES
ONJ
THOMPSON TWINS
WANG CHUNG
KISS (dp)
RE-FLEX
PAUL YOUNG (dp)
Hottest:
JOHN COUGAR 6-4
KOOL & THE GANG 7-5
CHRIS CROSS 10-6
MICHAEL JACKSON 14-7
VAN HALEN 15-12

KAYI/Tulsa, OK Phil Williams

none
Hottest:
CULTURE CLUB 1-1
YES 2-2
LIONEL RICHIE 3-3
MADONNA 8-8
MICHAEL JACKSON 12-12

KEYN-FM/Wichita, KS Taylor/Pearman

NENA
JAMES INGRAM
DURAN DURAN
RE-FLEX
38 SPECIAL
ROLLING STONES (dp)
Hottest:
GENESIS 1-1
CULTURE CLUB 2-2
YES 3-3
LIONEL RICHIE 8-5
MICHAEL JACKSON 10-6

WHOT/Youngstown Dick Thompson

MOTLEY CRUE
JACKSON BROWNE
ROLLING STONES
ONJ
PATTI AUSTIN
BETTE MIDLER
ADAM ANT
APRIL WINE
Hottest:
CULTURE CLUB 1-1
LIONEL RICHIE 3-2
POLICE 21-18
NENA 27-20
38 SPECIAL D-30

WYFM/Youngstown Jeff Tobin

CHRIS CROSS
VAN HALEN
Hottest:
CULTURE CLUB 2-1
ROMANTICS 5-3
MATTHEW WILDER 9-5
GENESIS 8-6
ELTON JOHN 11-9

PARALLEL THREE

KFYR/Bismarck, ND Brannen/Hardt

ONJ
ROLLING STONES
HUEY LEWIS & NEWS
AMERICAN COMEDY N
Hottest:
CULTURE CLUB 1-1
VAN HALEN 19-10
MICHAEL JACKSON 15-11
NENA 14-12
CYNDI LAUPER D-18

WBNQ/Bloomington, IL Justin/Robbins

ROCKWELL
38 SPECIAL (dp)
BIG COUNTRY (dp)
VANDENBERG (dp)
Hottest:
CULTURE CLUB 1-1
GENESIS 2-2
MICHAEL JACKSON 6-6
VAN HALEN 7-7
NENA 23-9

WBWB/Bloomington, IN John Heimann

TIGGI CLAY
BETTE MIDLER
BOC (dp)
APRIL WINE
THOMPSON TWINS
ROCKWELL
TINA TURNER
DAN FOGELBERG
38 SPECIAL
Hottest:
GENESIS 1-1
JOHN COUGAR 12-6
JAMES INGRAM 21-15
POLICE 25-19
HUEY LEWIS & NEWS 34-27

WCIL-FM/Carbondale, IL Tony Waitkus

IRENE CARA
RE-FLEX (dp)
Hottest:
MIDNIGHT STAR 1-1
MICHAEL JACKSON 2-2
CULTURE CLUB 3-3
NENA 26-8
VAN HALEN 20-10

KCMQ/Columbia, MO Dave McCormick

POINTER SISTERS
ROCKWELL
38 SPECIAL
ROLLING STONES
KIM CARNES
Hottest:
CULTURE CLUB 1-1
GENESIS 3-2
LIONEL RICHIE 4-3
MICHAEL JACKSON 13-9
VAN HALEN 21-10

Y94/Fargo, ND Collins/Anderson

RE-FLEX
DAN FOGELBERG
38 SPECIAL
UB40
ROLLING STONES (dp)
SHANNON
BIG COUNTRY
PAUL YOUNG
Hottest:
CULTURE CLUB 1-1
CHRIS CROSS 4-3
MICHAEL JACKSON 15-7
VAN HALEN 16-10
NENA 27-16

KKXL-FM/Grand Forks, ND Don Nordline

DAN FOGELBERG
KENNY LOGGINS
ROCKWELL
38 SPECIAL
RE-FLEX (dp)
SHEENA EASTON (dp)
Hottest:
MICHAEL JACKSON 2-1
CULTURE CLUB 1-2
VAN HALEN 28-6
NENA 20-15
CYNDI LAUPER 33-21

KYTN/Grand Forks, ND Tom Fricke

JAMES INGRAM
WANG CHUNG
BETTE MIDLER
TED NUGENT
ONJ
APRIL WINE
THOMPSON TWINS
Hottest:
VAN HALEN 1-1
NENA 2-2
PRETENDERS 3-3
MICHAEL JACKSON 11-7
HUEY LEWIS & NEWS 20-12

KRNA/Iowa City, IA Bart Goynshor

ROCKWELL
38 SPECIAL
WANG CHUNG
Hottest:
MICHAEL JACKSON 6-1
GENESIS 1-2
PRETENDERS 11-6
CHRIS CROSS 13-8
NENA 28-24

WAZY-FM/Lafayette, IN Stacy/Sparrow

DAN FOGELBERG
ONJ
ROLLING STONES (dp)
BIG COUNTRY
WANG CHUNG (dp)
SHEENA EASTON
HOWARD JONES
Hottest:
RAY PARKER JR. 1-1
REAL LIFE 6-4
CHRIS CROSS 21-11
VAN HALEN 27-16
CYNDI LAUPER 32-28

KFRX/Lincoln Tracy Johnson

ROCKWELL
ROLLING STONES
HEADPINS (dp)
DAN FOGELBERG
MANFRED MANN
AMERICAN COMEDY N (dp)
Hottest:
CULTURE CLUB 1-1
GENESIS 4-2
ROMANTICS 3-3
MICHAEL JACKSON 12-5
VAN HALEN 17-7

KXSS/Lincoln, NE Tim Kelly

DURAN DURAN
KENNY LOGGINS
DAN FOGELBERG
WANG CHUNG (dp)
PAUL YOUNG
AMERICAN COMEDY N (dp)
Hottest:
CULTURE CLUB 2-1
RAY PARKER JR. 3-2
MADONNA 8-5
SHANNON 9-6
NENA 13-7

KKLS-FM/Rapid City, SD Sherwin/Piper

ABC
SHANNON
38 SPECIAL
BILLY IDOL
Hottest:
YES 1-1
CULTURE CLUB 7-4
PRETENDERS 20-13
VAN HALEN 22-16
MICHAEL JACKSON 27-19

98KG/Salina, KS Denny Collier

JACKSON BROWNE
BOC (dp)
WANG CHUNG
CYNDI LAUPER
APRIL WINE (dp)
ONJ
THOMPSON TWINS
38 SPECIAL
TIGGI CLAY
Hottest:
CULTURE CLUB 1-1
MICHAEL JACKSON 12-5
CHRIS CROSS 11-6
NENA 16-10
VAN HALEN 19-11

KKRC/Sioux Falls Dan Kieley

KENNY LOGGINS
KENNY LOGGINS
38 SPECIAL
ROCKWELL
Hottest:
CULTURE CLUB 1-1
JOHN COUGAR 5-4
MICHAEL JACKSON 6-5
VAN HALEN 7-6
NENA 26-17

KWTO-FM/Springfield, MO Bob Hammond

ONJ
38 SPECIAL
T.G. SHEPPARD
BIG COUNTRY (dp)
DAN FOGELBERG
Hottest:
LIONEL RICHIE 2-1
CULTURE CLUB 5-3
MICHAEL JACKSON 20-12
HUEY LEWIS & NEWS D-21
NENA D-22

WSPT/Stevens Point Bouley/Tracy

DAN FOGELBERG
PAUL YOUNG
BOC (dp)
BILLY IDOL (dp)
Hottest:
MICHAEL JACKSON 6-4
NENA 11-8
VAN HALEN 13-10
CYNDI LAUPER 14-12
HUEY LEWIS & NEWS 33-23

KDVT/Topeka, KS Tony Stewart

38 SPECIAL
ROCKWELL
ONJ
APRIL WINE
WANG CHUNG
Hottest:
CULTURE CLUB 1-1
PRETENDERS 2-2
VAN HALEN 5-3
CHRIS CROSS 6-4
NENA 15-5

KFMW/Waterloo, IA Mark Potter

ROLLING STONES (dp)
APRIL WINE
BIG COUNTRY
THOMPSON TWINS
TINA TURNER
Hottest:
CULTURE CLUB 1-1
JAMES INGRAM 31-19
CYNDI LAUPER 33-23
CHRISTINE MCVIE 38-28
DURAN DURAN 39-29

WEST PARALLEL TWO

KKXX/Bakersfield, CA Squires/Kemper

ROCKWELL
MANFRED MANN
POINTER SISTERS
BILLY IDOL
38 SPECIAL
Hottest:
CULTURE CLUB 1-1
NENA 7-3
VAN HALEN 11-4
MICHAEL JACKSON 15-6
CYNDI LAUPER 21-10

KBBK/Boise, ID Tom Evans

ROLLING STONES
THOMPSON TWINS
ADAM ANT (dp)
WANG CHUNG
BETTE MIDLER
MOTLEY CRUE (dp)
Hottest:
CULTURE CLUB 1-1
MICHAEL JACKSON 8-3
QUIET RIOT 13-6
NENA 17-10
VAN HALEN 20-14

KKFM/Colorado Springs, CO Finney/Ryan

DAN FOGELBERG
POINTER SISTERS
38 SPECIAL
HOWARD JONES
Hottest:
GENESIS 2-1
MICHAEL JACKSON 7-3
KOOL & THE GANG 6-4
VAN HALEN 19-8
CHRIS CROSS 20-13

KMGX/Fresno, CA Carey Edwards

WANG CHUNG
POINTER SISTERS
BIG COUNTRY
THOMPSON TWINS
JACQUI BROOKES (dp)
Hottest:
CULTURE CLUB 1-1
MICHAEL JACKSON 5-3
ROMANTICS 7-5
VAN HALEN 13-10
DURAN DURAN 18-11

KYNO-FM/Fresno Walker/Davis

BILLY IDOL
DAZZ BAND
HUEY LEWIS & NEWS
TINA TURNER
UB40
DAN FOGELBERG
Hottest:
CULTURE CLUB 1-1
ROMANTICS 5-3
SHANNON 6-4
JOHN COUGAR 7-5
NENA 8-6

KIKI/Honolulu, HI Kong/Shahido

DAN FOGELBERG
TINA TURNER
ATLANTIC STARR
THOMPSON TWINS
GLADYS KNIGHT & T
Hottest:
CULTURE CLUB 1-1
YES 2-2
CHRIS CROSS 7-5
ONJ 11-8
BARRY MANILOW 14-11

KQMQ/Honolulu, HI Kimo Akane

WANG CHUNG
ONJ
UB40
CHERYL LYNN
THOMPSON TWINS
DAN FOGELBERG
Hottest:
JACQUI BROOKES
LIONEL RICHIE 4-2
BILLY IDOL 11-4
CYNDI LAUPER 21-9
STEVIE NICKS 23-11

KLUC/Las Vegas, NV Dave Anthony

ROLLING STONES
BIG COUNTRY
DAN FOGELBERG
ONJ
WANG CHUNG
Hottest:
REAL LIFE 2-1
CYNDI LAUPER 6-3
LIONEL RICHIE 9-4
MICHAEL JACKSON 12-6
SHANNON 14-10

KO93/Modesto, CA Ausham/Main

ROCKWELL
PAUL YOUNG
HOWARD JONES
THOMPSON TWINS
Hottest:
CULTURE CLUB 1-1
POLICE 25-15
JOHN LENNON 32-18
HUEY LEWIS & NEWS D-24
BURYTHMICS 35-27

KHOP/Modesto-Stockton David Kraham

ROLLING STONES
THOMPSON TWINS
ONJ
38 SPECIAL
Hottest:
GENESIS 1-1
CULTURE CLUB 7-3
MICHAEL JACKSON 15-6
CHRIS CROSS 18-11
VAN HALEN 37-27

KIDD/Monterey, CA Johnny Morgan

ROLLING STONES
ROCKWELL
POINTER SISTERS
THOMPSON TWINS
CYNDI LAUPER
38 SPECIAL
ONJ
Hottest:
POLICE 10-4
HUEY LEWIS & NEWS 13-9
MICHAEL JACKSON 14-10
JACKSON BROWNE 21-18
KENNY LOGGINS 28-23

K96/Provo, UT Gentry/Greer

HUEY LEWIS & NEWS
DAN FOGELBERG
POINTER SISTERS
Hottest:
MICHAEL JACKSON 2-1
GENESIS 1-2
MATTHEW WILDER 4-4
YES 5-5
NENA 15-9

KGGI/Riverside-S. Bern., CA Volpe/O'Neill

none
Hottest:
CULTURE CLUB 5-1
MADONNA 3-2
MICHAEL JACKSON 16-10
ELTON JOHN 22-15
SHANNON 23-19

KWOD/Sacramento Mr. Ed

DAN FOGELBERG
KENNY ROGERS
38 SPECIAL
WANG CHUNG
Hottest:
MICHAEL JACKSON 3-1
RAY PARKER JR. 4-3
KOOL & THE GANG 5-4
NENA 11-7
POLICE 15-11

KSMD/Salem, OR Len E. Mitchell

ROLLING STONES
THOMPSON TWINS
APRIL WINE
ONJ
HOWARD JONES (dp)
WANG CHUNG (dp)
PAUL YOUNG (dp)
PATTI LABELLE (dp)
T.G. SHEPPARD (dp)
Hottest:
MICHAEL JACKSON 10-1
NENA 15-7
VAN HALEN 22-11
DURAN DURAN 12-12
HUEY LEWIS & NEWS 30-18

KRSP/Salt Lake City, UT Carlson/Moll

DAN FOGELBERG
ROCKWELL
CHRISTINE MCVIE
UB40
38 SPECIAL
Hottest:
MICHAEL JACKSON 1-1
CULTURE CLUB 2-2
KOOL & THE GANG 11-6
QUIET RIOT 9-7
NENA 25-13

KHYT/Tucson Sherman Cohen

POINTER SISTERS
MUSICAL YOUTH
38 SPECIAL
DAZZ BAND
ONJ
Hottest:
VAN HALEN 1-1
LIONEL RICHIE 6-5
ELTON JOHN 7-6
SHANNON 9-8
CYNDI LAUPER 11-10

KRQ/Tucson, AZ Zapoleon/Norris

JAMES INGRAM
POINTER SISTERS
WANG CHUNG
BIG COUNTRY
ONJ
Hottest:
ELTON JOHN 1-1
LIONEL RICHIE 4-2
BILLY IDOL 11-4
CYNDI LAUPER 21-9
STEVIE NICKS 23-11

PARALLEL THREE

KGOT/Anchorage, AK Kay Taylor

BIG COUNTRY
SHEENA EASTON
BETTE MIDLER
PAUL YOUNG
RUFUS & CHAKA
HALL & OATES
Hottest:
MICHAEL JACKSON 1-1
VAN HALEN 6-2

PARALLELS

Parallel I: Selected stations in major markets that are format dominant and/or exert a significant national influence.

Parallel II: Selected stations in secondary markets that are format dominant and/or exert a significant local or regional influence. This parallel may also contain some major market stations that do not qualify for parallel one status.

Parallel III: Selected stations in smaller markets that are format dominant and/or exert a significant local influence. This parallel may contain some secondary market stations that do not qualify for parallel two status.

227 Reports

JOHN DOE "Hit Song" (Anylabel) LP: Hit Song			National Summary	
Regional	100/25	44%	Summary	
Reach	100/25	44%	Up	51
E 33%			Debuts	20
M 21%			Same	4
S 56%			Down	0
W 19%			Adds	25

EXAMPLE

100/25 — 100 CHR reporting stations on it this week including 25 new adds.

44% — Percentage of this weeks reporters playing it.

Regional Reach — Percentage of reporters playing the song within each region.

National Summary

Up 31 — Number of stations moving it up on the charts.

Debuts 20 — Number of stations debuting the song this week.

Same 24 — Number of stations reporting no movement this week. (On to On, Add to On, 31-31, etc.)

Down 0 — Number of stations moving it down on their charts.

Adds 25 — Total number of stations adding it this week.

JACKSON BROWNE For A Rocker (Asylum) LP: Lawyers In Love

Regional: 102/14			National Summary	
Reach	102/14	45%	Summary	
E 44%			Up	46
S 30%			Debuts	14
M 64%			Same	0
W 58%			Down	0
			Adds	14

Regional: 102/14			National Summary	
Reach	102/14	45%	Summary	
E 44%			Up	46
S 30%			Debuts	14
M 64%			Same	0
W 58%			Down	0
			Adds	14

Regional: 79/36			National Summary	
Reach	79/36	36%	Summary	
E 40%			Up	1
S 46%			Debuts	6
M 30%			Same	0
W 35%			Down	0
			Adds	36

BIG COUNTRY Fields... (Mercury/PolyGram) LP: The Crossing

Regional: 79/36			National Summary	
Reach	79/36	36%	Summary	
E 40%			Up	1
S 46%			Debuts	6
M 30%			Same	0
W 35%			Down	0
			Adds	36

Regional: 100/25			National Summary	
Reach	100/25	44%	Summary	
E 33%			Up	51
M 21%			Debuts	20
S 56%			Same	4
W 19%			Down	0
			Adds	25

Regional: 100/25			National Summary	
Reach	100/25	44%	Summary	
E 33%			Up	51
M 21%			Debuts	20
S 56%			Same	4
W 19%			Down	0
			Adds	25

IRENE CARA The Dream (Network/Geffen) LP: Soundtrack D.C. Cab

Regional: 147/2			National Summary	
Reach	147/2	65%	Summary	
E 98%			Up	108
S 63%			Debuts	0
M 74%			Same	2
W 84%			Down	1
			Adds	0

Regional: 147/2			National Summary	
Reach	147/2	65%	Summary	
E 98%			Up	108
S 63%			Debuts	0
M 74%			Same	2
W 84%			Down	1
			Adds	0

Regional: 147/2			National Summary	
Reach	147/2	65%	Summary	
E 98%			Up	108
S 63%			Debuts	0
M 74%			Same	2
W 84%			Down	1
			Adds	0

Regional: 147/2			National Summary	
Reach	147/2	65%	Summary	
E 98%			Up	108
S 63%			Debuts	0
M 74%			Same	2
W 84%			Down	1
			Adds	0

Regional: 147/2			National Summary	
Reach	147/2	65%	Summary	
E 98%			Up	108
S 63%			Debuts	0
M 74%			Same	2
W 84%			Down	1
			Adds	0

Regional: 147/2			National Summary	
Reach	147/2	65%	Summary	
E 98%			Up	108
S 63%			Debuts	0
M 74%			Same	2
W 84%			Down	1
			Adds	0

Regional: 147/2			National Summary	
Reach	147/2	65%	Summary	
E 98%			Up	108
S 63%			Debuts	0
M 74%			Same	2
W 84%			Down	1
			Adds	0

Regional: 147/2			National Summary	
Reach	147/2	65%	Summary	
E 98%			Up	108
S 63%			Debuts	0
M 74%			Same	2
W 84%			Down	1
			Adds	0

(Christopher Cross continued)

Regional: 147/2			National Summary	
Reach	147/2	65%	Summary	
E 98%			Up	108
S 63%			Debuts	0
M 74%			Same	2
W 84%			Down	1
			Adds	0

Regional: 147/2			National Summary	
Reach	147/2	65%	Summary	
E 98%			Up	108
S 63%			Debuts	0
M 74%			Same	2
W 84%			Down	1
			Adds	0

Regional: 147/2			National Summary	
Reach	147/2	65%	Summary	
E 98%			Up	108
S 63%			Debuts	0
M 74%			Same	2
W 84%			Down	1
			Adds	0

Regional: 147/2			National Summary	
Reach	147/2	65%	Summary	
E 98%			Up	108
S 63%			Debuts	0
M 74%			Same	2
W 84%			Down	1
			Adds	0

Regional: 147/2			National Summary	
Reach	147/2	65%	Summary	
E 98%			Up	108
S 63%			Debuts	0
M 74%			Same	2
W 84%			Down	1
			Adds	0

Regional: 147/2			National Summary	
Reach	147/2	65%	Summary	
E 98%			Up	108
S 63%			Debuts	0
M 74%			Same	2
W 84%			Down	1
			Adds	0

Regional: 147/2			National Summary	
Reach	147/2	65%	Summary	
E 98%			Up	108
S 63%			Debuts	0
M 74%			Same	2
W 84%			Down	1
			Adds	0

Regional: 147/2			National Summary	
Reach	147/2	65%	Summary	
E 98%			Up	108
S 63%			Debuts	0
M 74%			Same	2
W 84%			Down	1
			Adds	0

Regional: 147/2			National Summary	
Reach	147/2	65%	Summary	
E 98%			Up	108
S 63%			Debuts	0
M 74%			Same	2
W 84%			Down	1
			Adds	0

Regional: 143/18			National Summary	
Reach	143/18	63%	Summary	
E 61%			Up	21
S 48%			Debuts	3
M 80%			Same	16
W 80%			Down	0
			Adds	16

Regional: 143/18			National Summary	
Reach	143/18	63%	Summary	
E 61%			Up	21
S 48%			Debuts	3
M 80%			Same	16
W 80%			Down	0
			Adds	16

Regional: 143/18			National Summary	
Reach	143/18	63%	Summary	
E 61%			Up	21
S 48%			Debuts	3
M 80%			Same	16
W 80%			Down	0
			Adds	16

Regional: 143/18			National Summary	
Reach	143/18	63%	Summary	
E 61%			Up	21
S 48%			Debuts	3
M 80%			Same	16
W 80%			Down	0
			Adds	16

Regional: 143/18			National Summary	
Reach	143/18	63%	Summary	
E 61%			Up	21
S 48%			Debuts	3
M 80%			Same	16
W 80%			Down	0
			Adds	16

Regional: 143/18			National Summary	
Reach	143/18	63%	Summary	
E 61%			Up	21
S 48%			Debuts	3
M 80%			Same	16
W 80%			Down	0
			Adds	16

Regional: 143/18			National Summary	
Reach	143/18	63%	Summary	
E 61%			Up	21
S 48%			Debuts	3
M 80%			Same	16
W 80%			Down	0
			Adds	16

Regional: 143/18			National Summary	
Reach	143/18	63%	Summary	
E 61%			Up	21
S 48%			Debuts	3
M 80%			Same	16
W 80%			Down	0
			Adds	16

Regional: 143/18			National Summary	
Reach	143/18	63%	Summary	
E 61%			Up	21
S 48%			Debuts	3
M 80%			Same	16
W 80%			Down	0
			Adds	16

Regional: 143/18			National Summary	
Reach	143/18	63%	Summary	
E 61%			Up	21
S 48%			Debuts	3
M 80%			Same	16
W 80%			Down	0
			Adds	16

Regional: 143/18			National Summary	
Reach	143/18	63%	Summary	
E 61%			Up	21
S 48%			Debuts	3
M 80%			Same	16
W 80%			Down	0
			Adds	16

Regional: 143/18			National Summary	
Reach	143/18	63%	Summary	
E 61%			Up	21
S 48%			Debuts	3
M 80%			Same	16
W 80%			Down	0
			Adds	16

Regional: 143/1

AIRTM

"IT ALL STARTS WITH LISTENING"

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Do you really want to know what radio thinks of your product?

You could ask each of these people . . .

NORTHEAST

KEITH ABRAMS WHTX
DENNY ALEXANDER WUKW
RICK ALEXANDER WINZ
DALE ANDREWS WFBR
CHRIS BAILEY WKPE
JOHN BARAB WAYV
RICK BEAN WHEB
MARIE BONACCI CONS
JOHN CARUCCI WKFM
COLLEEN CASSIDY WASH
BOBBY CHRISTIAN CONS
ROGER CHRISTIAN WREN
MARC W. CRONIN WHFM
DAVE DEAN WNGX
ANGELA FERRAILO RKO
GARY FRANKLIN WHAR
JEFF FREEMAN WQQQ
JACK GILLEN WKHI
WILL KAUFFMAN WDCM
BRUCE KELLY WBRZ
STEVE KINGSTON WJZZ
CHARLIE LAKE WHFM
CHUCK LAKEFIELD WKFM
JACK LAWRENCE WFLY
BARRY LUCHNOWEC RKO
SCOTT MACKAY WERZ
JIM MARTIN WDAY
BILL MATTHEWS WINZ
BILL MCNEIL WUAG
BOB MCNEIL WRVQ
TOM MITCHELL WPHY
HARV MOORE WPHD
JOE MOSS WZOZ
MICHAEL O'HARA WZON
DON O'SHEA WKLB
CARY PALL WHTX
JIM PAYNE WHAR
BRIAN PHOENIX WJBD
JOHN PICCILLO WPHD
JIM REITZ WQSR
WAYLON RICHARDS WIGY
SCOTT ROBBINS WDRC
PAUL ROBERTS WFEA
RICK RYDER CFTR
BOB SAINT WNYN
RAY ST. JAMES CFTR
SANDY SANDERSON WHTZ
SCOTT SHANNON WQCK
BILL SHANNON WCIR
BOB SPENCER WQXA
DAN STEELE WKCI
JAY STONE WHTF
DON TANDLER

SOUTHEAST

TOM TAYLOR WPST
BILL TERRY WBLI
HENRY Van DEN HOOGEN CFTR
PAGE BEAL WHYW
LARRY WACHS WBLI
GARRY WALL WTIC
DOUG WELLDON WXTU
MIKE WEST WTIC
JEFF WHITEHEAD WFHG
LEE ADAMS WZQX
CHRIS ANDREWS WZYP
SKIP BISHOP WFFM
AL BROCK WBGW
LARRY CANNON WFLB
RALPH CARROLL WCGO
STEVE DAVIS WONE
LEO DAVIS WNEV
KENNY DAVIS WNEV
SKIP ELIOT WJAD
STEVE FINNEGAN WBEZ
DAVE FOSTER WWSL
LESLEY FRAM WABB
ROGER GAITHER WQEN
DAVE HARDON WAAV
JAY HEMINGWAY WSGF
J.P. HUNTER WQXI
J.J. JACKSON WAXY
ELEN R. JAFFE WKRK
JES JONES WBYI
BOB KAGHAN WBYI
STEVE KELLY WVVZ
JIM KENDRICK WAAV
SCOTT KERR WQFL
KENNY LEE WAXY
MICHAEL W. LOVE WCKS
DILL MARTIN WSSX
GLOU MATEER WTYX
KEVIN MCCARTHY WXXX
JEFF MCCARTNEY WQXI
CHRIS MILLER WJTI
GARY MITCHELL WJTV
SCOTT MITCHELL WQXI
JIM MORRISON WAEV
J.D. NORTH WWSL
JOHN PATRICK WYKS
LOU PATRICK WGLF
BRIAN PHILIPS WHPZ
BILL PHIPPS WZAT
JERRY ROGERS WHYY
MARK ST. JOHN WUVY
DAVE SCOTT WSLF
EDWARD F. SEEGER WINZ
MARK SHANDS

SOUTH

GARY ADKINS WKFI
FAST EDDIE ASHON WSTQ
NICK BAZZO B97
JOHN BETTS KIXY
CHRIS BLAKE WSKZ
CHRIS BRYAN WQUE
DAVE DUQUESNE KOIM
JEFF EDMAN KVKI
CHARLIE FOX WPMI
ION FRICKE KYTN
ROGER GARRETT WPMI
JAY GLASS KRIO
BIM GOLDEN WKJJ
PATTY HAMILTON KKBO
ROD HAMPTON WQUT
RICHARD HARKER CONS
NEIL HARRISON KZZB
RICK HAYES KISR
JOHN LANDER KKBO
JERRY LOUSTEAU WEZB
MARK MCCAIN KNYK
JOHN MICHAELS WKDQ
CHIP MOSLEY WPMI
MIKE MURPHY KZZB
ERIC PAGE WSKZ
RON PAYNE WKDQ
BOB PERAY KRQV
PHILIP R. RAMLIN KNUV
GARY W. REYNOLDS KRAY
LARRY RHYMES KNOE
MICHAEL ST. JOHN WKKX
MARK SEGER WHMD
JOHN SHOMBY KAFM
PETER STEWART KRQK
SCOTT TAYLOR KILE
SCOTT TAYLOR KRQV
CHRIS TAYLOR WSTO
DOMINIC TESTA KFMN
PETE THOMPSON KAFM
BIL THORMAN KTFM
ED JOLKMAN KHFI
FRANK WALSH KITY
WAYNE WATKINS WRNO
DAN WILSON KJYO

MIDWEST

MICHAEL AINGER CONS
SCOTT ALEXANDER KWK
RICH ALLEN WGRF
CINDY BARTON KBUZ
JACK BELL KYVA
MIKE BENSON KZZC
JAY BOULEY WSPT
DOUG BURTON WLS
PAUL CHRISTY WABX
DENNIS D. COLLIER KSKG
JERRY DEAN KQKQ
J.K. DEARING WNDU
J.J. DULING WGRD
TOM EVANS KBRK
BILL FLINT WLSO
TIM FOX WZUK
BRADLEY FUHR CONS
PETER J. GEORGESON WZZP
BART A. GOYNSHOR KRNA
TAC HAMMER WLWL
BOB HAMMOND KWTO
JOHN HEIMANN WBBB
JACK HICKS KDWB
MATT HUDSON WZEE
JOHN HUTCHINSON KWK
DICK JOHNSON WERC
TRACY JOHNSON KFRX
CARRIE KANKA WABX
TIM KELLY KXSS
NURT KELLY WKQX
DAN KIELEY KRRC
KIT KIGKEDGE WVIC
DOUG KOEHN KNEN
CHRIS KOSHIOL KDWB
GENE KUNTZ WITZ
GREG MACDONALD KYTN
MARK MAROLT WGLL
PAT MCKAY KBEQ
CHUCK MORGAN WKQX
DON NORDINE KKKL
GYNN O'HARA KIKI
LORRIN PARAGI KDWB
DAN PEARMAN KEYN
ROGER PIPER KKLS
KEVAN RABAT KYTN
TONY RICHARDS WMBE
RON ROSS WKAU
DAN SEEMAN WLWL
RANDY SHERWYN KKLS
GREGG SWEDBERG WLWL
RON ERIC TAYLOR KEYN
JAY TAYLOR KQKQ
DIANE TRACY WSPT
KATIE VANFELT CONS

WEST

GLORIA AVILA-PEREZ KIHN
RIP AVINA KDZA
JON BARRY KMJK
BILL BRADY KZTR
TODD CAVANAH KTAG
SHERMAN COHEN KHYT
SUOS COLEMAN KZDK
GARY CUMMINGS KRPL
JEFF DAVIS KYNO
DOUG DEROD KQXR
JIM DONOVAN KTRS
DOUG ERICKSON KIMN
ERIC GESSNER KATA
STEVE GODDARD KZZP
STEVE GRAZIANO KFMQ
DAVID GROSSMAN KRTH
GARY GUTHRIE KOPA
GETNA HORTON KSKE
TOM HUBBARD KNSD
JEFF HUNTER KITS
TOM HUTYLER KUBE
ELVIN ICHIHARA CONS
KIMO KAIUWATANI KQHQ
KAMASAMI KONG NIKI
KIMBERLEE A. LARABEE KIM
STEVE LARSON KQD
CAROL LARSON KITYX
BOB LAURENCE CONS
FREDERICK LEENHUIS KATI
JEFF LUTYER KSDO
SCOTT MACKUS KATA
BILL MCGRIDE KTRS
LILIA MILLER KQMQ
ART MORRALES KOPA
KELLY MORRIS KQKQ
MIKE NOVAK KYUU
JAMES O'NEAL KCBN
STEVE PAOLI KSKE
DON POTTER KZUZ
MIKE PRESTON ASDO
JOHN RAMSEY KNAZ
BILL RICHARDS KREO
MIKE SCHAEFER KIIS
ROB SHERWOOD ATAC
MICHAEL T. SHISHIDO KINI
BRIAN THOMAS KCAQ
PAUL THOMPSON KTAG
DAVE VAN STONE KWSS
JOHN LEE WALKER KYNO
GREG WILLIAMS KCDQ
GUY ZAPLEAN KRQD

... OR, you could call Alan Smith at 301-964-5544. He may already know. **AIR** delivers the ears that help you deliver the hits.

WEEK
8

AIR Response Records

WEEK
8

Listen to the selections listed below. Decide if each has the potential to be Top 25 in the R&R National Airplay Chart. Then, call in your response to AIR at (301) 964-5544. All responses must be in the AIR offices by 6PM, Wednesday, February 8, 1984.

#	TITLE	ARTIST	LABEL
2134	I GOT THE MESSAGE	MEN WITHOUT HATS	MCA
2135	LOOK AT THAT CADILLAC	STRAY CATS	EMI AMERICA
2136	LOOKS THAT KILL	MOTLEY CRUE	ELEKTRA
2137	PAPA, CAN YOU HEAR ME	BARBRA STREISAND	COLUMBIA

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Contemporary Hit Radio

Continued from Back Page

BREAKERS

DAN FOGELBERG

The Language Of Love (Full Moon/Epic)

76% of our reporters on it. Moves: Up 4, Debuts 46, Same 42, Down 0, Adds 81 including B104, B94, PRO-FM, Y100, B96, WHYT, KZZP. Complete airplay in Parallels.

MANFRED MANN'S EARTH BAND

Runner (Arista)

68% of our reporters on it. Moves: Up 33, Debuts 36, Same 61, Down 0, Adds 25 including WHTT, B97, WHYT, KMJK, XTRA, KWSS, KNBQ. Complete airplay in Parallels.

38 SPECIAL

Back Where You Belong (A&M)

67% of our reporters on it. Moves: Up 6, Debuts 30, Same 43, Down 0, Adds 74 including WXXS-FM, CKGM, 93FM, Q105, Q102, WLOL-FM, Q103. Complete airplay in Parallels.

ROCKWELL

Somebody's Watching Me (Motown)

65% of our reporters on it. Moves: Up 19, Debuts 40, Same 30, Down 0, Adds 58 including WBLI, WPLJ, Z93, KAFM, WKTI, KIIS-FM, KZZP. See Parallels, debuts at number 39 on the CHR chart.

SHEENA EASTON

Almost Over You (EMI America)

63% of our reporters on it. Moves: Up 68, Debuts 21, Same 38, Down 0, Adds 16 including WXXS-FM, KEARTH, KIIS-FM, KNBQ, WBCY, WNVZ, Z104. See Parallels, debuts at number 38 on the CHR chart.

POINTER SISTERS

Automatic (Planet/RCA)

62% of our reporters on it. Moves: Up 11, Debuts 32, Same 48, Down 0, Adds 50 including WBEN-FM, 94Q, Y100, Q105, WGCL, KHTR, KMJK. Complete airplay in Parallels.

NEW & ACTIVE

RE-FLEX "The Politics Of Dancing" (Capitol) 124/20

Moves: Up 40, Debuts 18, Same 45, Down 1, Adds 20 including B96, KBEQ, KIMN, WHFM, WBCY, WSKZ, WZYP, KRGV, BJ105, KQKQ, WRQN, KHOP, Z102, Y94, KYA.

KC "Give It Up" (Meca) 112/10

Moves: Up 74, Debuts 6, Same 17, Down 5, Adds 10, WPLJ, KIQQ, KITS, WBCY, WNVZ, BJ105, KTSA, WKDD, WKAU, KDZA. See Parallels, debuts at number 36 on the CHR chart.

TINA TURNER "Let's Stay Together" (Capitol) 104/9

Moves: Up 27, Debuts 24, Same 44, Down 0, Adds 9, WPLJ, WHTX, Q105, FM100, KYNO-FM, KIKI, WBWB, KFMW, KDZA, WXXS-FM 38-32, 94Q 26-20, I95 19-14, Y100 28-18, KFRC 33-27, KXX106 30-24.

HOWARD JONES "New Song" (Elektra) 103/15

Moves: Up 24, Debuts 24, Same 40, Down 0, Adds 15, CHUM, WHYT, KZZB, WNOK-FM, WANS-FM, G100, KBFM, WKFR, WRKR, KKF, KO93, KSKD, KISR, WAZY-FM, KTRS.

JACKSON BROWNE "For A Rocker" (Asylum) 102/14

Moves: Up 48, Debuts 14, Same 28, Down 0, Adds 14, WCAU-FM, KIMN, WFLY, WSKZ, KSET-FM, WKDD, 92X, WEBC, WHOT, 103CIR, WXLK, WAEV, 99KG, KKAZ, WVIC 5-4.

ROLLING STONES "She Was Hot" (Rolling Stones/Atco) 98/54

Moves: Up 5, Debuts 9, Same 30, Down 0, Adds 54 including WHTT, WBEN-FM, WPHD, WCAU-FM, Z93, KBEQ, KHTR, Q103, KEARTH, KZZP, WSPK, WOKI, Z104, KBBK, Q101.

PAUL YOUNG "Come Back And Stay" (Columbia) 95/50

Moves: Up 6, Debuts 5, Same 34, Down 0, Adds 50 including WHTT, WBLI, WHTX, PRO-FM, WGCL, KEARTH, XTRA, WKFM, KXX106, WGRD, KO93, WZYQ, KILE, KXSS, KCDQ.

BIG COUNTRY "Fields Of Fire" (Mercury/PolyGram) 79/36

Moves: Up 1, Debuts 6, Same 36, Down 0, Adds 36 including WGCL, WKEE, WKFM, WSKZ, KITE, WFMI, WKDD, WZPL, KMGX, KRQ, WIKZ, WCGQ, WAEV, WBNQ, WAZY-FM, KBIM.

UB40 "Red Red Wine" (Virgin/A&M) 79/18

Moves: Up 7, Debuts 13, Same 41, Down 0, Adds 18 including WCAU-FM, KEARTH, WFLY, WWSR, WBBQ, KBFM, WGRD, WJXQ, KYNO-FM, KQMQ, KRSP, WIKZ, WZYQ, Z102, Y94.

KIM CARNES "You Make My Heart Beat Faster (And That's All That Matters)" (EMI America) 78/12
Moves: Up 29, Debuts 6, Same 31, Down 0, Adds 12, KHTR, KIQQ, WSFL, KLIK, 13FEA, WCGQ, WFOX, WAEV, KKQV, KCMQ, KTRS, KDZA, WCAU-FM 30-27, WRQK 40-38, WHOT 38-34.

OLIVIA NEWTON-JOHN "(Livin' In) Desperate Times" (MCA) 69/69

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 69 including B104, WCAU-FM, 94Q, Z93, Q105, KIQQ, WYCR, WOKI, KROK, WZPL, KQMQ, KRQ, 95XIL, WYKS, KZQZ.

WANG CHUNG "Don't Let Go" (Geffen) 67/38

Moves: Up 0, Debuts 5, Same 24, Down 0, Adds 38 including WXXS-FM, WBLI, CHUM, WGCL, WKEE, WNOK-FM, WFMI, WRQN, KLUC, WTSN, WSQV, KNOE-FM, KRNA, KCDQ, KSLY.

THOMPSON TWINS "Hold Me Now" (Arista) 58/58

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 58 including WHTT, WPHD, KEARTH, KIQQ, WLAN-FM, WOKI, WGRD, WJXQ, WRQN, KBBK, KIDD, 103CIR, WOMP-FM, WISE, WPFM, KTRS.

MOST ADDED

DAN FOGELBERG (81)
The Language Of Love (Full Moon/Epic)
38 SPECIAL (74)
Back Where You Belong (A&M)
OLIVIA NEWTON-JOHN (69)
(Livin' In) Desperate Times (MCA)
THOMPSON TWINS (58)
Hold Me Now (Arista)
ROCKWELL (58)
Somebody's Watching Me (Motown)
ROLLING STONES (54)
She Was Hot (Rolling Stones/Atco)

HOTTEST

MICHAEL JACKSON (115)
Thriller (Epic)
VAN HALEN (144)
Jump (WB)
CULTURE CLUB (135)
Karma Chameleon (Virgin/Epic)
NENA (89)
99 Luftballons (99 Red Balloons) (Epic)
GENESIS (64)
That's All (Atlantic)
CYNDI LAUPER (54)
Girls Just Want To Have Fun (Portrait/CBS)

BILLY IDOL "Rebel Yell" (Chrysalis) 57/13

Moves: Up 13, Debuts 6, Same 24, Down 1, Adds 13, CHUM, KIIS-FM, WKEE, KITE, WGRD, KKXX, WJBQ, WHEB, WISE, WCGQ, KILE, WSPT, KBIM, KHTR 30-25, WRKR 16-12.

MUSICAL YOUTH "She's Trouble" (MCA) 55/8

Moves: Up 14, Debuts 4, Same 29, Down 0, Adds 8, WKEE, WZYP, KHYT, WKHI, WJAD, WCGQ, KILE, KNOE-FM, WXXS-FM 30-26.

SIGNIFICANT ACTION

STRAY CATS "Look At That Cadillac" (EMI America) 49/5

Moves: Up 6, Debuts 3, Same 35, Down 0, Adds 5, WHYT, WZLD, WRQK, WFMI, WIGY, WPHD d-38, KMJK 39-34, KITE 37-35, KYNO-FM 19-16, KLUC d-33, KSKD 35-34, KQIZ-FM 39-36, Q101 d-35, KCBN 40-31.

PATTI LABELLE "If Only You Knew" (Philadelphia International/CBS) 41/8

Moves: Up 15, Debuts 4, Same 13, Down 1, Adds 8, B94, KIIS-FM, WTIC-FM, WSPK, KSKD, 103CIR, WJBQ, KTRS, B104 26-24, WXXS-FM 34-31, Z100 10-8, I95 22-20, Y100 24-19, KEARTH d-38, Z102 19-17.

MOTLEY CRUE "Looks That Kill" (Elektra) 41/7

Moves: Up 9, Debuts 10, Same 15, Down 0, Adds 7, 93FM, WHOT, KBBK, WERZ, WSQV, WGLF, KGHO, WCAU-FM 39-31, B96 d-34, KHTR 27-22, K104 39-32, WLAN-FM 31-22, WRCK 30-24, WJXQ 28-25, WRKR 21-15.

APRIL WINE "This Could Be The One" (Capitol) 37/36

Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 36 including WBEN-FM, WPHD, CKGM, K104, WYCR, WRCK, WKRZ-FM, WNFI, KTFM, WGRD, WJXQ, WHOT, KSKD, WFBG, KCDQ.

ADAM ANT "Strip" (Epic) 36/10

Moves: Up 5, Debuts 7, Same 14, Down 0, Adds 10, Z100, WCAU-FM, Q105, KZZB, WHOT, KBBK, WOMP-FM, KQIZ-FM, Q104, WYKS, WPHD d-37, B94 29-23, KJ103 16-11, WRKR 7-5, KCBN 31-19.

B.E. TAYLOR GROUP "Vitamin L" (Sweet City/MCA) 35/8

Moves: Up 9, Debuts 2, Same 16, Down 0, Adds 8, WHTT, WCAU-FM, PRO-FM, WYCR, WNOK-FM, 95XIL, WISE, KTDY, WXXS-FM 40-35, WGCL d-20, KZZB 37-28, KSET-FM 28-26, WKDD 25-23, WFBG 29-27, WSQV 6-5.

JOHN CAFFERTY & BEAVER BROWN BAND "Tender Years" (Scotti Bros./CBS) 32/7

Moves: Up 0, Debuts 2, Same 23, Down 0, Adds 7, WCAU-FM, WGCL, WKRZ-FM, WNFI, WSFL, WJXQ, KCDQ, WXXS-FM on, WPHD on, PRO-FM on, Q105 on, KHTR on, WZPL d-40, WRKR d-40.

ABC "That Was Then But This Is Now" (Mercury/PolyGram) 31/1

Moves: Up 4, Debuts 2, Same 24, Down 0, Adds 1, KKLS-FM, WPHD 40-33, CHUM 18-16, K104 d-40, WRCK on, KZZB d-35, WFMI on, KJ103 38-37, KQMQ on, KHYT on, WGLF 36-33.

BLUE OYSTER CULT "Shooting Shark" (Columbia) 30/5

Moves: Up 4, Debuts 3, Same 18, Down 0, Adds 5, WOKI, 103CIR, WBWB, 99KG, WSPT, WPHD d-40, K104 33-26, WRCK on, WZLD on, WJXQ 33-31, WRKR d-37, OK100 35-27, 95XIL 40-38, KOZE d-31.

AMERICAN COMEDY NETWORK "Breaking Up Is Hard On Me" (Critique/Quality) 29/7

Moves: Up 4, Debuts 4, Same 14, Down 0, Adds 7, WTIC-FM, WKEE, WZPL, KFRX, KXSS, KZQZ, WXXS-FM d-37, B97 29-19, WKRZ-FM d-37, Z104 d-36, WERZ 35-30, 13FEA 30-27, WJBQ 40-35, Z102 d-27.

BETTE MIDLER "Beast Of Burden" (Atlantic) 26/16

Moves: Up 0, Debuts 1, Same 9, Down 0, Adds 16 including WCAU-FM, WKFM, WKRZ-FM, KITE, WNFI, WKDD, Z104, WRKR, WHOT, KBBK, WSQV, KNOE-FM, WBWB, KYTN, KGOT.

HEADPINS "Just One More Time" (Solid Gold/MCA) 25/5

Moves: Up 5, Debuts 0, Same 15, Down 0, Adds 5, Q103, KITY, KKQV, KFRX, KXSS, KZQZ, WXXS-FM on, CKGM 35-33, WCAU-FM on, CHUM on, WGCL on, WRCK 32-31, KQIZ-FM 35-32, KZQZ 37-35, KIST 36-31.

U2 "I Will Follow" (Island/Atco) 22/1

Moves: Up 3, Debuts 2, Same 16, Down 0, Adds 1, WISE, WCAU-FM d-37, 93FM on, K104 32-23, WHFM 29-26, WANS-FM on, WZPL on, WHOT on, WGUY d-33, KQIZ-FM 25-21.

MINK DEVILLE "Each Word's A Beat Of My Heart" (Atlantic) 21/4

Moves: Up 1, Debuts 0, Same 16, Down 0, Adds 4, WGUY, WIGY, WTSN, KOZE, WPHD on, WRCK on, WOKI on, KLUC on, 103CIR on, WJBQ 35-31, WOMP-FM on.

JACQUI BROOKES "Lost Without Your Love" (MCA) 19/10

Moves: Up 0, Debuts 0, Same 9, Down 0, Adds 10, WRCK, KAMZ, KTFM, KMGX, KQMQ, WGUY, WIGY, WKHI, KQIZ-FM, KCDQ, WPHD on, KROK on, WHOT on, WFBG on.

DONNA SUMMER "Love Has A Mind Of Its Own" (Mercury/PolyGram) 17/2

Moves: Up 9, Debuts 0, Same 6, Down 0, Adds 2, WKBW, WNVZ, WXXS-FM 28-19, I95 21-17, Y100 19-17, KAMZ on, KITY 34-32, WZPL on, KYNO-FM 25-22, KIKI 25-21, KQMQ 37-29, WGUY 19-16, KXSS 28-21.

TONI BASIL "Over My Head" (Chrysalis) 16/1

Moves: Up 4, Debuts 0, Same 10, Down 1, Adds 1, CHUM, CKGM on, 93FM on, I95 25-19, KIIS-FM on, K104 34-33, WHFM 25-23, WZLD on, OK100 28-23.

T.G. SHEPPARD with CLINT EASTWOOD "Make My Day" (WB/Curb) 13/13

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 13, WRQK, 94TYX, KROK, KSKD, WFBG, KQIZ-FM, WISE, WCGQ, WAEV, KKQV, KWTO-FM, KZQZ, KIST.

PATTI AUSTIN "It's Gonna Be Special" (Qwest/WB) 13/8

Moves: Up 0, Debuts 0, Same 5, Down 0, Adds 8, WGCL, WWSR, KAMZ, WOKI, KROK, WFOX, WIXV, KIQQ on, KTFM on, KQMQ on, KTRS on.

CHERYL LYNN "Encore" (Columbia) 11/7

Moves: Up 0, Debuts 0, Same 4, Down 0, Adds 7, WBLI, I95, KAMZ, WRQK, KTFM, KQMQ, WJAD, WXXS-FM on, KIQQ on.

DARYL HALL & JOHN OATES "Adult Education" (RCA) 11/3

Moves: Up 5, Debuts 3, Same 0, Down 0, Adds 3, CHUM, KC101, KGOT, KAFM d-32, K104 24-18, KJ103 d-31, WIGY 38-34, OK100 30-20, 95XIL 19-16, WSQV d-26, WIXV 27-23.

KISS "All Hell's Breaking Loose" (Mercury/PolyGram) 10/4

Moves: Up 1, Debuts 0, Same 5, Down 0, Adds 4, WRQN, WERZ, KKQV, KZQZ, WLAN-FM on-dp, WJXQ on-dp, KJ103 37-28, KXXS on-dp, KQIZ-FM on.

BRYAN ADAMS "Heaven" (A&M) 10/3

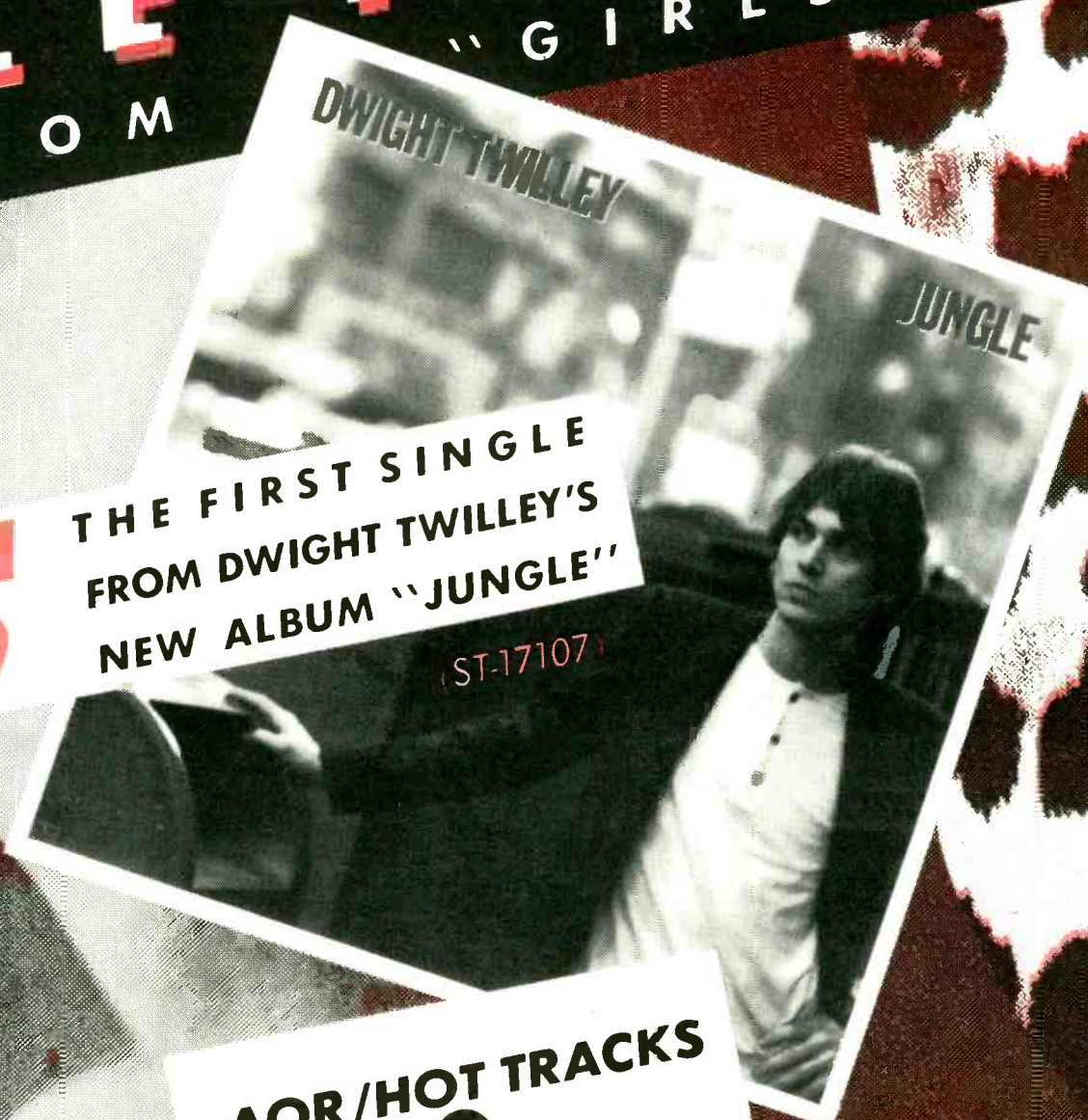
Moves: Up 2, Debuts 1, Same 4, Down 0, Adds 3, CHUM, KAFM, WIXV, CKGM on, CFTR on, WHYT on, WLOL-FM 33-28, WIGY 32-27, OK100 d-36.

New & Active includes songs reported by at least 50 of our CHR reporters. Significant Action includes songs reported by fewer than 50 but at least 10 of our CHR reporters. The two numbers following the artist/title (label) designation indicate the total number of stations reporting the record this week and, of those, how many added it for the first time this week. Moves indicate the type of activity this week: Up for upward chart movement, Same for sideways or continued uncharted activity, Down for downward chart activity, and Adds for the number of stations adding it this week. Following these numbers is a sampling of individual station activity. Complete activity can be found in the Parallels.

DWIGHT TWILLEY

JUNGLE FEVER
CATCH IT FROM "GIRLS" (B-8196)

GIRLS



THE FIRST SINGLE
FROM DWIGHT TWILLEY'S
NEW ALBUM "JUNGLE"
(ST-17107)

Produced by Mark Smith &
Noah Shark (with John Hug)
Available on EMI AMERICA Records
& High Quality XDR® Cassettes



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AOR/HOT TRACKS
21
AOR/ALBUMS
19

Contemporary Hit Radio

Three Two Last
Weeks Weeks Week

2	1	1	1	CULTURE CLUB/Karma Chameleon (Virgin/Epic)
5	3	2	2	GENESIS/That's All (Atlantic)
23	13	8	3	MICHAEL JACKSON/Thriller (Epic)
39	18	11	4	VAN HALEN/Jump (WB)
7	6	4	5	LIONEL RICHIE/Running With The Night (Motown)
11	7	6	6	CHRISTOPHER CROSS/Think Of Laura (WB)
10	8	7	7	KOOL & THE GANG/Joanna (De-Lite/PG)
1	2	3	8	YES/Owner Of A Lonely Heart (Atco)
34	20	14	9	POLICE/Wrapped Around Your Finger (A&M)
19	14	12	10	BILLY JOEL/An Innocent Man (Columbia)
3	4	5	11	ROMANTICS/Talking In Your Sleep (Nemperor/CBS)
12	10	9	12	JOHN COUGAR MELLENCAMP/Pink Houses (Riva/PG)
38	28	18	13	NENA/99 Luftballons (99 Red Balloons) (Epic)
22	19	16	14	PRETENDERS/Middle Of The Road (Sire/WB)
—	35	23	15	JOHN LENNON/Nobody Told Me (Polydor/PG)
29	26	19	16	SHANNON/Let The Music Play (Mirage/Atco)
—	36	25	17	CYNDI LAUPER/Girls Just Want To Have Fun (Portrait/CBS)
31	24	20	18	PAUL McCARTNEY/So Bad (Columbia)
35	30	21	19	J. INGRAM with M. McDONALD/Yah Mo B There (Qwest/WB)
13	11	10	20	RAY PARKER JR./I Still Can't Get Over Loving You (Arista)
4	5	13	21	ELTON JOHN/I Guess That's Why They Call It The Blues (Geffen)
9	9	15	22	MATTHEW WILDER/Break My Stride (Private I/CBS)
17	15	17	23	MADONNA/Holiday (Sire/WB)
—	39	28	24	DURAN DURAN/New Moon On Monday (Capitol)
26	23	22	25	STEVIE NICKS with S. STEWART/Nightbird (Modern/Atco)
—	—	31	26	HUEY LEWIS & THE NEWS/I Want A New Drug (Chrysalis)
30	29	26	27	REAL LIFE/Send Me An Angel (Curb/MCA)
—	—	40	28	CHRISTINE McVIE/Got A Hold On Me (WB)
—	—	35	29	QUIET RIOT/Bang Your Head (Metal Health) (Pasha/CBS)
DEBUT	30	30	30	EURHYTHMICS/Here Comes The Rain Again (RCA)
—	38	34	31	IRENE CARA/The Dream (Hold On...) (Network/Geffen)
6	12	24	32	OLIVIA NEWTON-JOHN/Twist Of Fate (MCA)
—	—	39	33	KENNY ROGERS/This Woman (RCA)
DEBUT	34	34	34	KENNY LOGGINS/Footloose (Columbia)
15	17	27	35	P. McCARTNEY and M. JACKSON/Say Say Say (Columbia)
DEBUT	36	36	36	KC/Give It Up (Meca)
28	27	29	37	DEBORAH ALLEN/Baby I Lied (RCA)
BREAKER	38	38	38	SHEENA EASTON/Almost Over You (EMI America)
BREAKER	39	39	39	ROCKWELL/Somebody's Watching Me (Motown)
8	16	30	40	DURAN DURAN/Union Of The Snake (Capitol)

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Adult/Contemporary

9	7	4	1	BILLY JOEL/An Innocent Man (Columbia)
5	1	1	2	KOOL & THE GANG/Joanna (De-Lite/PG)
7	4	3	3	CHRISTOPHER CROSS/Think Of Laura (WB)
3	2	2	4	CULTURE CLUB/Karma Chameleon (Virgin/Epic)
6	5	5	5	LIONEL RICHIE/Running With The Night (Motown)
17	12	10	6	PAUL McCARTNEY/So Bad (Columbia)
21	13	9	7	KENNY ROGERS/This Woman (RCA)
12	10	8	8	SHEENA EASTON/Almost Over You (EMI America)
10	9	7	9	RAY PARKER JR./I Still Can't Get Over Loving You (Arista)
23	14	12	10	GENESIS/That's All (Atlantic)
1	3	6	11	ELTON JOHN/I Guess That's Why They Call It The Blues (Geffen)
24	17	14	12	J. INGRAM with M. McDONALD/Yah Mo B There (Qwest/WB)
20	18	16	13	DOLLY PARTON/Save The Last Dance For Me (RCA)
18	16	15	14	N. SEDAKA with D. SEDAKA/Your Precious Love (Curb/MCA)
—	25	20	15	P. BRYSON/R. FLACK/You're Looking Like Love To Me (Capitol)
—	—	26	16	CHRISTINE McVIE/Got A Hold On Me (WB)
4	6	11	17	O. NEWTON-JOHN & J. TRAVOLTA/Take A Chance (MCA)
—	27	21	18	POLICE/Wrapped Around Your Finger (A&M)
2	8	13	19	BARRY MANILOW/Read 'Em And Weep (Arista)
—	26	22	20	F. STALLONE & C. RHODES/I'm Never Gonna Give... (RSO/PG)
22	20	18	21	NICK HEYWARD/Whistle Down The Wind (Arista)
—	—	25	22	JOHN LENNON/Nobody Told Me (Polydor/PolyGram)
8	11	17	23	MATTHEW WILDER/Break My Stride (Private I/CBS)
—	—	28	24	DONNA SUMMER/Love Has A Mind Of Its Own (Mercury/PG)
—	—	30	25	LANI HALL/Send In The Clowns (A&M)
16	15	19	26	SPANDAU BALLET/Gold (Chrysalis)
25	24	24	27	RONNIE MILSAP/Show Her (RCA)
BREAKER	28	28	28	DAN FOGELBERG/The Language Of Love (Full Moon/Epic)
11	19	23	29	P. McCARTNEY and M. JACKSON/Say Say Say (Columbia)
BREAKER	30	30	30	MICHAEL SEMBELLO/Talk (WB)

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AOR/HOT TRACKS

Three Two Last
Weeks Weeks Week

1	1	1	1	VAN HALEN/Jump (WB)
8	3	3	2	JOHN LENNON/Nobody Told Me (Polydor/PG)
2	2	2	3	PRETENDERS/Middle Of The Road (Sire/WB)
13	10	5	4	38 SPECIAL/Back Where You Belong (A&M)
29	19	11	5	MANFRED MANN'S EARTH.../Runner (Arista)
21	16	8	6	DURAN DURAN/New Moon On Monday (Capitol)
22	14	10	7	VAN HALEN/Panama (WB)
32	22	15	8	BRYAN ADAMS/Heaven (A&M)
9	8	7	9	ROLLING STONES/She Was Hot (RS/Atco)
3	4	4	10	GENESIS/That's All (Atlantic)
—	51	28	11	KENNY LOGGINS/Footloose (Columbia)
—	33	22	12	CHRISTINE McVIE/Got A Hold On Me (WB)
12	11	9	13	YES/It Can Happen (Atco)
11	13	13	14	HUEY LEWIS & THE NEWS/I Want... (Chrysalis)
—	28	20	15	PRETENDERS/Time The Avenger (Sire/WB)
18	17	16	16	MOTLEY CRUE/Looks That Kill (Elektra)
4	5	6	17	JOURNEY/Ask The Lonely (MCA)
48	29	24	18	EURHYTHMICS/Here Comes The... (RCA)
—	—	34	19	DWIGHT TWILLEY/Girls (EMI America)
6	7	12	20	JOHN COUGAR MELLENCAMP/Pink... (Riva/PG)
25	20	23	21	REAL LIFE/Send Me An Angel (Curb/MCA)
10	12	14	22	BILLY IDOL/Rebel Yell (Chrysalis)
BREAKER	23	23	23	VAN HALEN/I'll Wait (WB)
44	34	29	24	JUDAS PRIEST/Some Heads Are Gonna Roll (Columbia)
BREAKER	25	25	25	TED NUGENT/Tied Up In Love (Atlantic)
15	18	19	26	YES/Changes (Atco)
BREAKER	27	27	27	DAN FOGELBERG/Language Of Love (FM/Epic)
27	30	27	28	JOHN COUGAR MELLENCAMP/Play... (Riva/PG)
14	15	17	29	OZZY OSBOURNE/Bark At The... (CBS Assoc.)
—	44	33	30	UTOPIA/Crybaby (Passport)

Complete Tracks Chart on Page 63

Black/Urban

7	2	2	1	J. INGRAM w/M. McDONALD/Yah... (Qwest/WB)
12	7	3	2	CHERYL LYNN/Encore (Columbia)
1	1	1	3	PATTI LABELLE/If Only You Knew (Phil. Int./CBS)
8	6	5	4	LIONEL RICHIE/Running With The Night (Motown)
6	5	4	5	"D" TRAIN/Something's On Your Mind (Prelude)
16	10	9	6	DAZZ BAND/Joystick (Motown)
15	12	7	7	EVELYN "CHAMPAGNE" KING/Action (RCA)
23	15	11	8	J. BLACKFOOT/Taxi (Sound Town/Allegiance)
2	3	6	9	SHANNON/Let The Music Play (Mirage/Atco)
—	—	33	10	ROCKWELL/Somebody's Watching Me (Motown)
—	29	14	11	JEFFREY OSBORNE/Plane Love (A&M)
18	13	13	12	PIECES OF A DREAM/Fo-Fi-Fo (Elektra)
—	25	20	13	RUN D.M.C./Hard Times (Profile)
—	38	27	14	MELBA MOORE/Livin' For Your Love (Capitol)
—	27	16	15	DREAMBOY/Don't Go (Qwest/WB)
5	8	10	16	DEELE/Body Talk (Solar/Elektra)
BREAKER	17	17	17	POINTER SISTERS/Automatic (Planet/RCA)
4	4	8	18	LUTHER VANDROSS/I'll Let You Slide (Epic)
37	20	19	19	ANITA BAKER/You're The Best Thing Yet (Beverly Glen)
—	—	29	20	EARTH, WIND & FIRE/Touch (Columbia)
29	26	21	21	MUSICAL YOUTH/She's Trouble (MCA)
—	36	31	22	JENNY BURTON/Remember What You Like (Atlantic)
—	—	39	23	TINA TURNER/Let's Stay Together (Capitol)
35	31	25	24	PHILIPPE WYNNE/Wait Until Tomorrow (Fantasy)
—	39	34	25	P. BRYSON/R. FLACK/You're Looking Like... (Capitol)
DEBUT	26	26	26	MICHAEL JACKSON/Thriller (Epic)
17	14	17	27	JENNIFER HOLLIDAY/Just Let Me Wait (Geffen)
DEBUT	28	28	28	SHALAMAR/Deadline U.S.A. (MCA)
—	—	38	29	STEVE ARRINGTON'S.../Hump To The Bump (Atlantic)
3	9	12	30	KOOL & THE GANG/Joanna (De-Lite/PG)
24	18	18	31	R. JAMES & S. ROBINSON/Ebony Eyes (Gordy/Motown)
33	23	22	32	HERBIE HANCOCK/Autodrive (Columbia)
14	11	15	33	ANGELA BOFILL/I'm On Your Side (Arista)
BREAKER	34	34	34	TYRONE BRUNSON/Fresh (Believe Dm/CBS)
BREAKER	35	35	35	THE DELLS/You Just Can't Walk Away (Private I/CBS)
—	37	36	36	TEENA MARIE/Midnight Magnet (Epic)
36	33	37	37	GRANDMIXER D.ST./Crazy Cuts (Island/Atco)
34	24	24	38	RON BANKS/Make It Easy On Yourself (CBS)
BREAKER	39	39	39	IMAGINATION/This Means War ... (Elektra)
DEBUT	40	40	40	INDEEP/The Record Keeps Spinning (Sound of N. Y.)

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