E: D

AOR'S BIG WINNERS

WMMS/Cleveland regained its lead over its CHR competition last book, and WDVE/Pittsburgh, KISW/Seattle, and WNOR/Norfolk also triumphed. Steve Feinstein talks to these winning stations and dispels more myths about AOR's

Page 41

SPECIFIC SALES GOALS

"There is one benefit to not having any sales goals. If you aren't successful, at least you won't know it."

Norman Goldsmith outlines six areas for individual salespersons' goals and emphasizes their importance to a radio sta-

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RATINGS PERSPECTIVES: BLACK/URBAN AND BEAUTIFUL MUSIC

Jhan Hiber examines two formats judged by many to have peaked and measures their performance in the fall book.

Page 12

PEOPLE IN THE NEWS THIS WEEK

- Linn Harrison GM at KYXI
- Bobby Christian oversees new KTCR-AM & FM formats
- Andy Carey WSNE PD
- Cat Simon PD at KLLS-FM
- Jeff Morgan PD for WNVZ
- Bob Scott WHFM PD
- Don Hodges GM at KKLR
- Mike Miller KOFM PD
- Scott Savage GSM for WCEM Pages 3, 30

RADIO TELLS SENATE **FAIRNESS HORROR STORIES**

Radio supports the abolition of federal content controls, arguing that current fairness and equal time rules backfire by causing stations to avoid controversial issues. Several shudder-inducing illustrations are provided.

Page 4

RUNNING WYLD IN NEW ORLEANS

WYLD-FM/New Orleans has been number one for three straight books, and it's still rising - from 6.8 to 14.1 in two years. PD Brute Bailey tells Walt Love the station's "universal sound" is a big reason why.

Page 52

MEMPHIS MAYHEM: FM VS. AM IN COUNTRY BATTLE

Lon Helton analyzes a tough Country race - the competition between longestablished AM WMC and FM newcomer WGKX, with comments from both sides. Page 50

WBUF BUFFALOES COMPETITION

WBUF emerged at the top of the Buffalo radio ranks, and PD Paul Warren tells Ron Rodrigues (guesting for Jeff Green) that a full-service approach paid off.

Page 48

Newsstand Price \$3.50



Gould Promoted To WMET VP/GM

Bob Gould has been promoted from GM to VP/GM at Doubleday's WMET/Chicago. Gould had been GSM at the station until April 1983, when Doubleday took over ownership from Metromedia and made Gould GM. Before joining WMET in 1981, he was Director of Sales for the Enterprise Radio network.

Doubleday Broadcasting President Gary Stevens told R&R, "We promoted Bob from GSM to GM when we took over WMET, and this latest promo-



tion is in recognition of the super job he's done."

Gould commented, "I'm delighted that Doubleday has seen fit to give me the vice presidency. It's an honor and a thrill to be running the Doubleday property in Chicago."

ADERHOLD, PINCH, ROSS, SHERARD UPPED

Metroplex Promotes Four GMs

Metroplex Communications & FM/Washington's Bill Sher- tion not only recognizes these they serve." ard is now President of Metroplex Communications of Virginia, while WHYI/Miami's Dave Ross heads Metroplex of Florida, WMGG/Tampa's Jon Pinch oversees Metroplex of Tampa Bay, and WFYV/Jacksonville's Vic Aderhold directs Metroplex of Jacksonville.

Boen Set As KDWB Manager

Mike Boen has been promoted to the newly-created position of Station Manager at KDWB-AM & FM/Minneapolis. Boen had been GSM at the sta-

Commenting on the promotion, Doubleday President Gary Stevens told R&R, "Mike has been with us for about ten years now, and he's done a fabulous job for us. We've promoted him not only for his past accomplishments, but because of (KDWB-AM & FM VP/GM and Regional VP) Lou Buron's increased time away from the stations. This promotion gives Mike a bit more line authority, which serves to keep the stations operating normally in Lou's absence. We're getting Mike ready for the next GM slot in the chain."

Buron noted, "Mike has put in a lot of years, and this promo-VP/GM at KDWB."

grow and maintain a high level take me beyond sales." In addition to his new position, Boen will retain his GSM duties.

has promoted its four radio Wain and Robert Weiss said the General Managers to President move was designed to "emphaof the local corporations that size our partnership" with the even more responsive to the own their stations. WPKX-AM GMs. They added, "This elec-

skills, but it underscores our efforts to make our radio stations



Summer In The Snow

With temperatures dropping to 75 below zero (adding in wind chill factors), KAAK (K99-FM)/Great Falls, MT decided enough was enough. Morning men Keith Edwards and Jack Smith decided to stage a summer festival, featuring beach music, plneapples, a Rupert Holmes concert, and suitable attire, including a bikini contest. Pictured enjoying the big chill (15 below at the time of the photo) are (I-r front) Edwards, contestant, and afternoon man Wes McShay; (I-r back) air personality Ted Rose, two contestants, midday man Steve Keller, Smith, and all-night personality Dixle Lee. The station claims that within three days of the "Hot Fun In The Winter Time" promotion, temperatures climbed 100 degrees.

Metroplex owners Norman men for their fine executive Fant New KLOL Manager

Pat Fant has been named Station Manager at Rusk's KLOL/Houston, replacing the exiting Hal Kemp. Fant, an independent TV producer/director who had been supervising KLOL's weekly "101 Rockplace" TV show, was the station's first PD, putting it on the air in 1970. He will continue to produce and direct the "101 Rockplace" show.

Rusk President Jay Jones told R&R, "Pat is uniquely qualified to join KLOL as Station Manager. He's very familiar with rock & roll and KLOL, and has extensive connections in the entertainment business. We're delighted he agreed to join us."

Fant, who counts 11 years' Houston radio experience, told R&R, "We're going to double the pace of the Houston radio market - the winning station is going to have to run twice as fast to keep up with KLOL. We're going to turn up the heat and be highly visible. We've got a fabulous advertising and promotion campaign that's going to take hold going into the

NEW VP/GMs AT WROW, WLKW

IAG Restructures Management

In management realignment VP/GM at WLKW, and he re- "The long-range plan was to be within JAG Communications, WLKW-AM & FM/Providence tion is well deserved. He's real-transferred to the vacant management positions superly been handling these day-to- VP/GM post at sister stations day station duties for the past WROW-AM & FM/Albany. Miting in New York and Boston. year or so. He's the prime can-chell fills the vacancy left by Mitchell told R&R, "I'm didate to become the next former VP/GM Bob Peebles, who retired last December. "It was really nice to see this Replacing Mitchell at WLKW promotion happen," said Boen. as VP/GM is GSM Gene Lom-"This is a new challenge for me, bardi. At the same time, Greg and it's certainly helped me Delmonico takes over for Lombardi as GSM. Delmonico was of interest, as these new duties most recently Sales Manager at crosstown WPRO-FM.

tains his Sr. VP position within its corporate structure. He VP/GM Gene Mitchell has previously spent 17 years in vising television sales/marketfascinated by the professional quality of this staff. It's a great station that's been wellmanaged, and I feel very fortunate to be here."

Lombardi's advancement comes after 11 years with WLKW, first as an Account Executive, next as Local Sales Prior to moving to Albany, Manager, and then four years area of the stations. I feel as if Mitchell spent four years as as GSM. Lombardi commented, I've died and gone to heaven."

groomed for the position under Gene Mitchell's guidance, so naturally I'm very excited about this promotion.'

Delmonico joins WLKW after nine years in sales at WPRO-FM, the last three and a half as Sales Manager. He said, "I re gret leaving Cap Cities, as I think it's one of the greatest broadcasting companies in the business, but I'd gone about as far as I could there. I'm thrilled to have the opportunity to work at JAG with Gene Lombardi, not only in sales, but in every

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What Is A Network?

Reed Bunzel launches his newly-expanded Networks & Program Suppliers section next week with an opening column exploring old and new definitions of radio networks, as provided by the leading authorities — the nets and program suppliers themselves. A new column, next week and every week in R&R.

Washington Report 4	Country: Lon Helton
What's New	Nashville: Sharon Allen
Networks/Suppliers	Black/Urban Radio: Walt Love
Ratings & Research: Jhan Hiber 12	Marketplace
Ratings Results	Opportunities
Sales	National Music Formats
Street Talk	Jazz Chart
On The Records: Ken Barnes	Country Chart
Picture Pages	A/C Chart
CHR: Joel Denver	AOR Chart
AOR: Steve Feinstein	Black/Urban Chart
Calendar: Brad Messer	CHR Chart
A/C: Jeff Green	

ADDS SMN's STARDUST

Harrison Upped To GM At KYXI

Effective February 20, News outlet KYXI/Portland will add Satellite Music Network's "Stardust" format to its regular programming. Coinciding with that announcement, Station Manager Linn Harrison has been promoted to General Manager.

"We're not switching from News to Nostalgia," Harrison told R&R. "We're adding some programming elements to make the station more accessible to more people. The exact same solid news block will run in the mornings, and we'll add the Stardust format into middays. Between 4-6pm we'll substantially pick up our news and information service, with a couple of music segments. At 6:20 we'll go back into music programming, continuing to run our classic radio show at 9pm and Stardust from 11pm-5:30am. Even with the changes, KYXI will maintain the largest radio news staff in Portland. With this programming mix, we

feel we're going to appeal to a group of adults who have largely been ignored in Portland radio for a long time."

Harrison indicated there would be some changes in the support and on-air staff. He succeeds former President/GM Craig McCoy, who resigned to establish his own company.

Carey Chosen As WSNE PD

After four years as PD at WHYN-AM & FM/Springfield, MA, veteran programmer Andy Carey has resigned to become PD at A/C outlet WSNE/Providence. Carey replaces former PD Holland Cooke, who departed the station this week.

Prior to WHYN, Carey spent three years as PD at WJBQ/Portland, ME, having previously programmed WHEB/Portsmouth, NH for five years. Carey told R&R, "(WHYN owner) Affiliated Broadcasting's a real nice company and has been very good to me, but it became time to move on to bigger things. We successfully changed WHYN-FM from Beautiful Music to A/C, and hopefully I can do as well at WSNE. I'm really pleased about this appointment and am looking forward to it."

Carey added that a search for his replacement is now underway.

Scott Appointed PD At WHFM

WYLF/Rochester morning personality Bob Scott has been appointed PD at crosstown WHFM. Scott, who fills the vacancy left last week when former PD Charley Lake resigned to become PD at KZZC(ZZ99)/Kansas City, rejoins WHAM & WHFM GM Bob Luther; the two worked together in the '70s when Scott served as an air talent for WHAM.

Luther commented, "I've known Bob for a number of years, and I have total confidence in his abilities. He's a very accomplished man who knows the business upside down and backwards. I'm delighted to be able to bring Bob in."

Besides WYLF and WHAM, Scott's radio background also includes a term as an air personality at Rochester outlet WEZO. Scott told R&R, "My first thought was that the competition was very stiff here, as the other stations are all strong. We have a long way to go to get back into the race, but we're committed to doing CHR, and we're going for it."

NEW CALLS KTCZ, KTCJ

KTCR-AM & FM Bring New Formats To Twin Cities

KTCR-AM & FM/Minneapolis have announced format and call letter switches, with the FM becoming KTCZ and dropping Country in favor of a hybrid format which PD/Operations Manager Bobby Christian calls "Adult Album." The station has taken on the identity of "The Cities" 97." KTCR (AM) is changing from Country to a pop-fusion Jazz approach, with new calls KTCJ.

Owner John Parker told R&R, "Bobby has been with us for a number of months, helping to consult two of my other properties, KIKI & KMAI/Honolulu. He's done a great job in helping to define and refine the format of our new facilities. In just a couple of weeks we've renovated a building and

outfitted two stations, so we've been pretty busy."

Commenting about KTCZ, Christian told R&R, "In our market research, we've found that listeners seeking to hear the hits are well served. Those looking for something a bit different are lacking in an outlet, which we are going to provide. This will be an alternative format blending singles and albums into current and oldie selections, but avoiding the harder-edged songs found in AOR. The uptempo material will be melodic, and the music stance will be aggressive."

Christian added, "This format does have some elements of (John Sebastian's) EOR format. If you're tired of the constant hits found in AOR, CHR, and A/C, then this is the place for you. The sound will not be wimpy, but will incorporate some elements of fusion jazz."

Christian's prior programming experience includes six years at WHTX (then WXKX)/Pittsburgh, WMET/Chicago, KXKX (now KPKE)/Denver, KUPD/Phoenix, and KLIF/Dallas.

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KTRH Talks Live From China

KTRH/Houston VP/GM Hal Kemp and PD Ed Shane concluded a 15-day Chinese visit with a live talk show broadcast from Shanghai. The show followed up two previous programs in 1982 that were the first U.S. radio live talk shows from China. Pictured in the main orchestral recording studio of Central Radio in Beijing, which sponsored the visit, are (I-r) Zhang Qing Nian, Vice Director of Radio Beijing's English Dept.; Shane; and Radio Beijing's English Dept.; Shane; and Radio Beijing's Penglish-language show aired on KTRH. Ed adds that the Chinese characters on the wall are not call letters, but instead admonish "No Smoking!"

Morgan Promoted To WNVZ PD

WNVZ/Norfolk morning man Jeff Morgan has been named Program Director for the "Hot Hits" station, following the departure of Steve Kelly.

GM Paul Todd told R&R, "Jeff is exceptionally qualified to take on this role as PD. He's a good people person and is the strongest morning man this station has ever had. Jeff's adapted to our move into Hot Hits like a duck to water. Combining his talents both on and off-air, I feel he'll do a great job for us."

Morgan, who joined the station in September just prior to the switch to Hot Hits, commented, "I'm really tickled about the whole idea. I'm very fortunate to have been selected to help continue an already glowing ratings trend for the station." Before joining WNVZ, Morgan programmed WRVQ/Richmond.

R&R Observes President's Day

In observance of President's Day, R&R's offices will be closed on Monday, February 20. Our Los Angeles, Nashville, and Washington, DC locations will be open during regular business hours on Tuesday, February 21.

VP GARDNER TO KPRI

Simon Named KLLS-FM PD

Veteran air personality Cat Simon has been appointed PD at SBI's KLLS-FM/San Antonio. Simon, whose main responsibility will be to handle the morning show, succeeds former PD Bruce Buchanan. Buchanan is scheduled to be advanced shortly to an as-yet undetermined position within the station. At the same time, it was also announced that KLLS VP/Programming and morning personality Bill Gardner will transfer to sister station KPRI/San Diego, where he will take an airshift and assist in administrative duties.

SBI VP/Operations George Johns commented, "The most important thing that Cat will offer KLLS is his ability as an air talent. He's a hell of a cheerleader, and his main job will be to make the other personalities feel wanted and enthusiastic about what they do. Meanwhile, Bruce will be in charge of all the other programming details — the mechanics and operations."

Simon, who was unavailable for comment at presstime, joins KLLS-FM from mornings at KZBS/Oklahoma City. His background also includes on-air positions at Z100/New York, KOGO/San Diego, and KVIL/Dallas.

TRANSACTIONS

WOOD-AM & FM Sell For \$8.1 Million

WOOD Broadcasting has sold WOOD-AM & FM/Grand Rapids for \$8.1 million to Grace Broadcasting of Grand Rapids, pending approval from the FCC. The FM, with super power of 265 kw, airs Schulke's Beautiful Music format on 105.7 mHz and antenna height of 810 feet. The AM is a full-service A/C station on 1300 kHz with 5 kw.

WOOD President/GM Mike Lareau retains his current title and will be President and a minority stockholder in Grace. He attributes the high sales price for a combo in the nation's 62nd largest market to "the track record of the stations over the years." Chairman is Harvey Grace, who owns KDON-AM & FM/Salinas, CA. Secretary-Treasurer is Doug Jackson of the Chicago venture capital firm Seldman, Jackson, Fisher & Co.

WOOD Broadcasting retains ownership of WSPD & WLQR/Toledo. Majority owner is WIllard Schroeder. Minority partners are Lareau and Edsko Hekman. TRANSACTIONS/See Page 30

Portland. With this programming mix, we STAFF Founder: BOB WILSON Publisher: DWIGHT CASE Vice President/Seles & Marketing: DICK KRIZMAN Vice President/Managing Editor. JOHN LEADER Editor: KEN BARNES Art Director: RICHARD ZUMWALT News Editor: GAIL MITCHELL Ratings & Research Editor: REED BUNZEL Formal Editors: JOEL DENVER (CHR), STEVE FEINSTEIN (AORI, JEFF GREEN IA/C), LON HELTON (COUNTY), WALT LOVE (Black Redot), GAIL MITCHELL (Leavy Luterning), BRAD WOODWARD (Norwa/Talk) Senor Associate Editors: RRISANN AUO, ELLEN BARNES Associate Editors: BARBARA BARNES, KAREN BIONDO, SYLVIA SALAZAR, CAROL TAYLOR Editorn Assistants: NANCY CONOVER, RON RODRIGUES, SEAN ROSS Computer Sentees: DAN COLE (Director), LEE CLARK, SANDRA GUTIERREZ, MIKE LANE Traffic Dector: MARCELLA LODER Production Director: MARCELLA LODER Production Director: MCHARD AGATA Associate Art Director: MARICHLA LODER Production Director: MICHARD AGATA Associate Art Director: MARICHLA LODER Production Director: MARCELLA LODER Production Director: MARCELLA LODER Creative Senvices Dractor: MIKE ATKINSON Account Executives: PAM BELLAMY, JEFF GELB Marketjace Coordinator, NINA ROSSMAN Office Managar: NANCY HOFF Administrative Assistant: PAULA PONCE-CHALTAS Controler: MARGARET BECKWITH Weshington Buresu: B18 Connecticut Ave., NW, Suite 300, Washington, DC. 2000, 1020 4864-990 Vice President: JONATHAN HALL National Seles Director: BARRY O'BRIEN Weshington Editor: BRAD WOODWARD Account Executive: WIVAN FUNN Office Managar: NANCY HOFF Administrative Assistant: PAULA PONCE-CHALTAS Controler: MARGARET BECKWITH Weshington Editor: BRAD WOODWARD Account Executive: WIVAN FUNN Office Managar: NANCY HOFF Administrative Assistant: PAULA PONCE-CHALTAS Controler: JONATHAN HALL National Seles Director: BARRY O'BRIEN Weshington DC 2000, 1020 4864-990 Vice President: JOSS HARD WOODWARD Account Executive: WIVAN FUNN Office Managar: NANCY HOFF Administrative Assistant: PAULA PONCE-CHALTAS Controler: JOSS HARD WOODWARD Account Executive: WIVAN FUNN National Assistants of the Age of

A division of Harte-Hanks Communications.

Washington Report

Deregulation Coming To Remote Transmitter Operations

Rules changes that would give stations "much greater flexibility in the design and operation of their transmitting facilities by remote control" were proposed last week by the FCC. The changes, which now go out for public comment, "would retain only those minimal requirements necessary to ensure that stations comply with certain statutory requirements, operate efficiently within the terms of their authorizations, and avoid interference to other stations and communications services," according to the Commission.

A major change would be letting stations use any type of link for remote control, such as subcarriers, microwave, optical fiber, laser beams, infrared light, or wirelines. Stations would also be able to incorporate their regular program circuits and other studio-transmitter links (STLs) into their remote control systems.

Remote control would only be required for transmitter adjustments that must be made every day, and which aren't handled by automatic equipment at the transmitter site.

Industry Offers Advice On Cuban Interference Aid

The FCC's plea for guidance on how to spend \$5 million voted by Congress to compensate AMs harmed by Cuban interference has drawn a number of industry comments. Most asked for a simple procedure, and questioned the Commission's suggestion that \$2 million of the funds will be needed to administer the program.

Among the commenters were three groups directly affected by Cuban interference — Susquehanna's WQBA/Miami, Sudbrink's WNWS/Miami, and Plough's WSUN/St. Petersburg. Sudbrink says it spent \$1 million to move its transmitter and raise power to offset interference, and thus objected to the FCC's tentative plan to set a limit of \$250,000 in aid per station.

Sudbrink also suggested that, to become eligible for assistance, a station must lose at least 10% of its potential nighttime audience, and suffer interference at least 50% of the time on 60 continuous nights.

NAB Keeps Sheehan, Hires Chief Lobbyist

It appears the hemorrhaging of top staff from NAB has come to an end. Sr. VP/Public Affairs Shaun Sheehan, who had been negotiating for a position with RKO, has decided to remain with NAB.

And the association has hired Andrew Vitali for its number two lobbying post of VP/Government Relations. Vitali is a former aide to Sen. Ted Kennedy (D-MA) and was most recently a lobbyist for the American Petroleum Institute. He reports to Executive VP/Government Relations John Summers, who has been moved out of his GM job. And now that's he's running NAB solo, President Eddie Fritts has moved Manager/Congressional Liaison Timothy Moore into a new post as his Administrative Assistant.

Other NAB shifts: After 33 years with NAB, VP/Administrative Services Bud Courson retires; Southwest Regional Manager Janet Miles comes off the road to become Director/TV Membership; Regional Managers J.T. Anderton and Jim Steele stay on the road, but are now headquartered in Washington.

Daytimers Elect 19 Board Members

In what will likely be their last election, members of the Daytime Broadcasters Association (DBA) have elected 20 members to the group's board of directors. At a meeting in Washington next month (March 7-8), the board expects to approve a merger with either NAB or NRBA.

Winners of the board elections were WROL/Boston and WACE/Springfield, MA President/GM Ken Carter; WYBG/Massena, NY President/GM Godfrey Herwig; WCLG/Morgantown, WV VP/GM Garry Bowers; WSRC/Durham, NC President/ GM James Mayes; WPAL/Charleston, SC VP/GM William Saunders; WSST/Largo, FL GM E.W. Bie; KLEB/Golden Meadow, LA President Dick Egle, WATH/Athens, OH President/GM David Palmer; WSMA/ Marine City, MI President Richard Sommerville; WLBH/Matoon, IL President Ray Livesay; GO Radio Group President Glenn Olson; KWIX/Moberly, MO President/GM Jerrell Shepherd; WCMP/Pine City, MN President/GM Gerry Robbins; KJAM/Madison, SD President/GM John Goeman; KLOE/Goodland, KS GM Kay Melia; KPRE/Paris, TX President/GM Eugene Sudduth; KADE/Boulder GM Bob Greenlee; KGEN/Tulare, CA President Harry Pappas; and KGRL/Bend, OR President/GM Gary Capps.

Other Key Developments:

- Rep. Don Edwards (D-CA) and 35 cosponsors have introduced a resolution (H. Res. 395) asking, but not ordering, broadcasters not to air election projections until after the polls have closed.
- NRBA's membership reached 1263 last year with the addition of 393 new members.
 The newcomers comprise 292 commercial stations (including Gannett's 13 outlets), 25 educational stations, and 76 associate members in radio-related industries.
- Oral arguments before the FCC Review Board have been set for February 24 in Washington on an initial decision to renew KISW/Seattle's license over a competing application.
- So far 510 companies have reserved more than 285,000 square feet of exhibit space at the annual NAB Convention, scheduled for Las Vegas, April 29-May 2.
- Four applications for interim operation of WLIR/Long Island, which lost its license, have been designated for hearing. In the running are Phoenix Media, Long Island Radio, Island Sound Communication, and Nassau Broadcasting. The winner will run WLIR until a permanent licensee is chosen.
- Supported by a \$10,000 grant from RKO, RTNDA will hold a daylong seminar on journalism ethics and news gathering as part of its convention this fall in San Antonio.
- Three FCC license decisions have been appealed in federal court. The grant of an Indianapolis FM license (107.9 MHz) to People's Broadcasting is under attack from the two losing parties, Mediacom, Inc. and Radio Corp. of Indiana. Faith Center is appealing the denial of renewal for KHOF-FM/Los Angeles, and the American Civil Liberties Union (ACLU) is fighting the renewals given to WJIM-AM-FM-TV/Lansing, MI over its objections.

Radio "Horror Stories" A Senate panel last week heard radio broadcasters give realamples of how federal fairness and equal time rules backfire

A Senate panel last week heard radio broadcasters give real-life examples of how federal fairness and equal time rules backfire by encouraging stations to avoid coverage of controversial issues. The broadcasters told the Senate Commerce Committee they heartily endorse Chairman Bob Packwood's (R-OR) Freedom of Expression Act (S. 1917), which would abolish all federal content controls on radio and television.

Senate Committee Hears

Here are some of the case histories cited last week:

• KHOM/Houma, LA VP/GM Raymond Saadi related how nine non-local groups demanded equal time after claiming that Ronald Reagan, before becoming President, attacked them in his syndicated radio commentary. "These regulations allow virtually anyone to disrupt our station operations with threats and attempts to intimidate," Saadi complained.

• Former KOOL/Phoenix Executive VP/GM Homer Lee read the transcript of an interview the station was forced, under the equal time rule, to carry during the 1974 Arizona governor's race. "Our audience derided us for putting this person on," said Lee, who recited the candidate's pledge "to blast California off into the ocean and turn Arizona into a seaport community."

• KHQ-AM-FM-TV/Spokane News Director Dean Mell described how a Fairness Doctrine complaint triggered a lengthy renewal challenge to KREM-AM-FM-TV/Spokane. The licenses were eventually renewed, said Mell, but not before the station manager "lost his job and spent all of his savings. Furthermore, the investigation consumed more than half of his time and energies as station manager, disrupted the

entire station staff, adversely affected station morale, and was costly.

• WTMJ & WKTI/Milwaukee Manager/
Public Affairs Ed Hinshaw told how the stations have so far spent \$17,000 and two
person-months fighting off Fairness Doctrine and personal attack complaints filed
by Milwaukee Mayor Henry Maier after he
was criticized in an editorial. The FCC's rejection of the complaint is now under appeal
in federal court. "It is the kind of experience which may convince other, smaller,
less committed broadcasters to keep their
opinions to themselves rather than joining
the important public debate," Hinshaw
testified.

 WINZ/Miami GM Stanley Cohen said his station was forced "to stand accused during a year of embarrassment on a totally inappropriate charge" after supporting a petition drive to deny a power rate hike requested by Florida Power and Light, which he said had been given "more-than-adequate response time to tell their story." Cohen told the committee, "I think we're lucky that our parent company has the resources to defend accusations like this one

... Had we been a smaller operator, we would not have been prepared for this experience."

PUBLIC ACCESS KILLED

Deadlocked Radio Fate Set For Showdown Subcommittee Vote

Conceding they can't reach a compromise on program standards for radio, opposing factions on the House Telecommunications Subcommittee have tentatively agreed to put the issue to a subcommittee vote, possibly by the end of February.

The final deadlock came at a meeting late last week. Subcommittee Chairman Tim Wirth (D-CO) held out for a "safety net" process in which the FCC could force stations to carry programs to fulfill unmet needs in the radio marketplace. But Reps. Tom Tauke (R-IA) and Billy Tauzin (D-LA) remained adamant that there be no standards for radio, and that the FCC must be prohibited from imposing any standards in the future.

It's generally agreed Wirth has the votes in subcommittee to pass his "safety net" plan for radio. But, when the bill later goes to the House Commerce Committee and then the full House, Tauke and Tauzin stand a far better chance of winning complete program freedom for radio. And both sides agree the final package must satisfy NAB, which has the power to block any bill it dislikes.

Quotas, Public Access Abandoned

Wirth claims his final offer, rejected by Tauke and Tauzin, "would give the other side 99% of what they are seeking." In that offer, Wirth dropped his prior insistence on program standards or public access time for radio. He also abandoned his earlier plan to order the FCC to study the radio marketplace and make stations carry programming to meet any unserved needs.

In a memo to subcommittee members this week, Wirth said his final offer "was to prohibit the FCC from adopting any national programming requirements that would apply to all radio stations, while remaining silent on the FCC's ability to impose programming requirements in some

other manner. Mr. Tauke and Mr. Tauzin, however, would not even agree that this approach would strip the agency charged with regulating an industry of most of its regulatory authority," Wirth contended.

Industry Allies Get Radio Vote

The subcommittee staff is now drafting a core bill containing the 80% of a radio-television deregulation package the two sides have agreed on. For radio, that includes elimination of the comparative renewal process and codification of the FCC's deregulation of program logs, commercial time limits, and ascertainment.

Under the procedure proposed by Wirth, in which Tauke and Tauzin are said to be "very interested," the bill will encompass Wirth's stance on radio, but their proposals for relatively loose program standards for television. Each side will be allowed to offer one amendment. Tauke and Tauzin would propose banning any FCC role in radio programming. Wirth's would propose stiffer TV standards for children's, local, and informational programming.

Another issue as yet unresolved is what Equal Employment Opportunity (EEO) standards the bill will set for radio and television. Those details have been left for Reps. Mickey Leland (D-TX) and Cardiss Collins (D-IL) to negotiate with NAB. NAB Executive VP/Government Relations John Summers said this week, "Everything is very much alive at this point." NAB had "very cordial" talks with Leland last week, according to Summers, and will wait to see the final EEO and TV quotas before passing judgment on the package.

BUICK IS ROLLING WITH MOTOROLA C-QUAM AM STEREO!

GM's Buick division is the first domestic automaker to offer AM Stereo radios.

Delco single-system radios, using the Motorola C-Quam® decoder integrated circuit, will be introduced in selected 1984 models.

But one of the most enthusiastic responses to this news came from a man who isn't even a Buick dealer. He's Tom Cassetty, General Manager of WSM, Nashville. "I heard the Delco playing C-Quam AM Stereo at the National Radio Broadcasters meeting in New Orleans, and I was really impressed. The sound was terrific! If they'd been playing WSM, I never would've gotten out of the car!"

If your station had the choice, wouldn't you really rather be heard in the new Buicks? You can be. Just call Dick Harasek at (312) 576-2879, or Chris Payne (202) 862-1549.

MOTOROLA AM STEREO. THE WINNING SYSTEM.

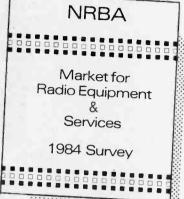


NRBA Tracks Equipment, Services Purchases

In the second of what is to become a biennial survey, NRBA polled member stations as to actual and proposed purchase plans. The resulting "Market for Radio Equipment and Services" found overall that in 20 out of 30 equipment categories, a higher percentage made purchases in 1982-83 than had planned to buy two years ago. And among the more popular items for 1984-85 are satellite dishes, AM stereo equipment, and word processing systems.

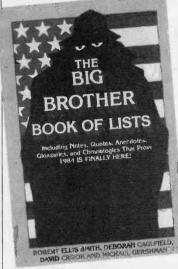
Although only 12% bought AM stereo equipment between 1982-83, that figure more than doubled (28%) for

broadcasters who plan to make such a purchase in 1984-85. Over half said they'll buy satellite dishes within the next two years, while 20% see themselves purchasing word processing systems during that same time span.



Only 15% did so in '82-'83. Leading the equipment purchase list category in 1982-83 were microphones (65.4%), headsets (61.2%), satellite dishes (54.7%), cartridge machines (54.3%), and consoles (44.3%).

Services and promotion material purchases were also surveyed. Top five for the past two years were bumperstickers (60.2%), billboards (48.1%), news services (35.3%), jingles (32.5%), and ID packages (31.5%). More than one out of four respondents expect to buy items under this category during 1984-85. Participants were additionally queried regarding consultant services, employee benefits, and station insurance. Copies of the 24-page report are available by calling (202) 466-2030.



VDTs May

Contribute To

Absentee Rate

Just when you thought it was safe to

go back to work at your video display

terminal (VDT), a new study reported in

Association Management may scare

Arthur Frank, from the University

of Kentucky/Lexington, found a higher

absentee rate among 1000 VDT-using

Newspaper Guild members as compar-

ed to their colleagues. Over a two-year

period, the VDT users missed work an

additional three to four days. Frank

also says that VDTs have been blamed

for eyestrain, headaches, lower back

pain, and insomnia. As to whether the terminals cause cataracts, Frank main-

tains there's no conclusive evidence.

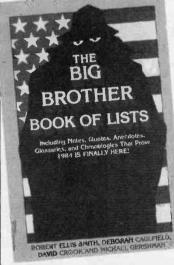
you off again.

Continuing the 1984 saga begun with their "Big Brother Calendar,"

vid Crook, Michael Gershman, and Robert Ellis Smith (added for this project) have returned with "The Big Brother Book Of Lists." The paperback features more than 280 lists, chronologies, quotes, anecdotes, glossaries, and cartoons that "illustrate the erosion of liberty in America.

Among the list highlights: ten states where premarital sex is still illegal, press people beaten by the Chicago police in 1968, the most frequently banned books in U.S. high schools (including "The Grapes of Wrath,") nine publications using invisible-ink coding on "anonymous" questionnaires, and 26 toxins stockpiled by the CIA. Published by Los Angeles-based Price/Stern/Sloan, "The Big Brother Book Of Lists" is priced at

Booking 1984's Hit List



authors Deborah Cauffield, Da-

Burkhart/Abrams/Michaels/Douglas has set June 17-19 as the date for its annual "Adult Radio Forum," convening at the Fairmont Hotel in New Orleans. The meetings feature speakers and topics designed to benefit all adult radio formats, including A/C, Country, MOR, Urban, Ethnic, all Talk and News. For more information, contact B/A/M/D at (404) 955-1550.

Adult Radio Forum Slated

But a recent blurb in USA Today

warns against this practice, pointing

out that ex-employees who take their

money incrementally often qualify for

employee benefits even after they've

stopped working.

A SIGN OF THE TIMES?

Discrimination: **Zodiac Style**

A surprising number of employers are looking out for the bull - and the crab - when screening job applicants. As if looking for a job wasn't already a difficult task, Prof. Ralph Bastedo told Omni magazine that Bay Area students who were Taurus or Scorpio were discriminated against by potential employers. Why? Because those born under the former sign are characterized as lazy and dumb, while those falling under the latter sign are alleged to be evil and manipulative. Another unfavorable sign is Pisces - its bearers are described as frequently going in two different directions.

vorable-traited signs include Aquarius, whose star children exhibit genius tendencies coupled with a never-ending quest for truth. (Is that what they meant by the age of Aquarius?) Anyway, Bastedo notes that birth-sign discrimination is common and usually goes undetected. After all, how many people suspect they weren't hired because of their horoscope?

Dubbing Unit Promotes Efficiency

Counterfeit System

No Fake Recordings Reported; Added Demographic Dividend

It's been nearly two years since Chrysalis Records and Light Signatures, Inc. joined forces to collar counterfeiters. Now, 200,000 + certificates of authenticity later, both sides are decidedly pleased with the results. It appears

The firm was initially retained to track counterfeit copies of the Pat Benatar

"Get Nervous" LP. That project garnered 150,000 in consumer certificate

returns (between a seven and nine percent response). And what's more impor-

tant, no evidence of counterfeit activity. The LSI process determines fakes via a

computer-generated light beam that "reads" the unique fiber patterns found on

the packaged consumer reply/warranty cards. In the meantime LSI has also been

contracted to marshall would-be counterfeiters on behalf of Benatar's live LP and

Billy Idol's "Rebel Yell" cassette. According to LSI Chairman Ron Katz, the pro-

ject thus far has yielded 60,000 and 1000 + returns, respectively. The company

plans to oversee a major release for Arista this summer, as well continue client

file that gives the label a handle on who is actually doing the buying so it can

market the product accordingly. Chrysalis Director of Business Affairs Ronda

Espy agrees. "The certificate of authenticity gives the consumers their

assurance of buying legitimate product and also gives us input on who the con-

sumers are. The only question about the program was whether the consumers

mail-in incentives (photos, lyrics, fan club details) with the Idol project. However,

Espy indicated the label will probably continue the incentive practice "because

it's good PR." She concluded, "I can see a point in time when all Chrysalis pro-

To determine just how sincere consumers are, Chrysalls opted not to offer

would participate. They've participated beyond our wildest imaginations.

Katz also points to another advantage of the service - a living demographic

Proves Its Mettle

consumers really do want to be protected against bogus product.

relationships with Calvin Klein, Levi Strauss, and others.

duct and the entire industry will utilize this kind of process.

Protecting Your Benefits

At one time or another radio people

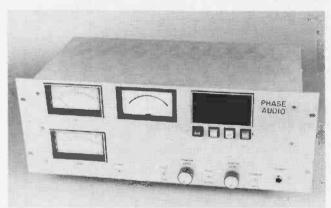
get caught in the swinging door - it

comes with the territory. Once they

lose their jobs, many are constantly

tempted to collect their severance pay

in a lump sum and start looking again.



Phase Audio Dubbing Center

Save time and money — that's the eye-catching claim of the Phase Audio Dubbing Center. To help stations operate more efficiently, the center comes equipped with a logic control unit which activates the turntable and cart machine, as well as operates an optional digital timer and any auxiliary equipment. In addition to dubbing for stereo or mono broadcasts, it can accommodate a phono pre-amp or tape machine for dubbing from discs or tapes. Playback may be monitored (simultaneously while dubbing) via broadcast studio speakers or headphones. Direct inquiries to Phase Audio, Inc. (901)

Shrinking Beauty



Beauty is only skin deep. But in 2000 years even that may not be true, according to the forecasts of forensic dentist Dr. Norman Spur-

As quoted in Wireless Flash, Spurber believes that human faces are shrinking as time goes by. He predicts that our jaws will grow smaller, while teeth and crania will enlarge. That's because of the widespread extraction of wisdom teeth, and that we're using our brains "more than ever before." Imagine the looks of the primitive Neanderthal man, and you've got the picture. So, we might as well start to face it. Former tens like Bo Derek and Tom Selleck may only rate ones or twos some 2000 years hence. Don't worry, assures Spurber. We'll grow accustomed to

THE FIXY/KANSAS



WESTWOOD ONE

New York • Los Angeles • London

Networks/Program Suppliers

MUSIC FEATURES

Contemporary Net/ Spotlight Special:

The Rolling Stones (March 18)

Entertainment Net/Silver Eagle:

David Alian Coe/Jerry Jeff Walker (February 25)

Rolling Stone Reader's Poll special

Clayton Webster

Country Calendar:

Mickey Gilley February 27) Svivia (February 28) Dottle West (February 29) Barbara Mandrell (March 1) John Conlee (March 2) Anne Murray (March 3) David Frizzell (March 4)

Rare Trax:

Savoy Brown (February 27) The Rolling Stones (February 28) Jethro Tuli (February 29) Blodwyn Pig (March 1-2)

Retro Rock:

Ozzy Osbourne (February 27)

DIR Broadcasting

King Biscuit Flower Hour:

Dokken/Girlschool (February 26)

Global Satellite Network

Rockline:

Van Halen (February 20)

London Wavelength

BBC Rock Hour:

Howard Jones (February 26) **College Rock Concert:**

The Coma Teens (February 26) **Rock Over London:**

Fiction Factory (February 26) Michael Caine (March 4)

Mutual Broadcasting

Lee Arnold On A Country Road: Emmylou Harris/Conway Twitty/Sylvia/Ronnie

Milsap/B.J. Thomas (February 18-19)

Rock USA:

Grammy Review - Big Country/Culture Club/Police/Rick Springfield/Huey Lewis (February 18-19)

Narwood Productions

Country Closeup:

Oak Ridge Boys (February 27)

Music Makers:

Peggy Lee (February 27)



MEET THE PREZ - Former President Richard Nixon (r) was interviewed by former New York Congressman John LeBoutillier last Friday on ABC Talkradio. The program focused on foreign affairs and other topics covered in Nixon's new book, "Real Peace.



COAST TO COAST — At a recent party commemorating "Rick Dees" Weekly Top 40," United Stations presented plaques to its two top affiliates WHTZ/New York and KIIS/Los Angeles — to commemorate their number one victories in their respective fall books. Pictured during the ceremony are (I-r) WHTZ's Ross Brittain, PD Scott Shannon, and GM Dean Thacker, US President Nick Verbitsky, KIIS President Wally Clark, and Rick Dees.

NBC

213-553-4330

'The Call That Gets It All'

SUBSCRIBE TODAY!

Source:

Men Without Hats concert (February 24-26) Huey Lewis concert (March 2-4)

Captured Live:

Alcatrazz (February 25)

Countdown America w/John Leader (IS INC):

Kool & The Gang (February 11-12) Sheena Easton (February 18-19)

Live From The Record Plant:

Irene Cara (February 26)

Solid Gold Saturday Night (Dick Bartley):

The genius of Phil Spector (February 25) Petuia Clark (March 3)

Rolling Stone Magazine Productions

Guest DJ:

The Romantics (February 27)

Spirit Productions

American Christian Countdown w/Jim Chanell:

Solvi Larsen/Glad (February 25-26)

Syndicate It, Inc.

Music Of Black America: Cheryl Lynn (February 27)

United Stations

Dick Clark's Rock, Roll

& Remember: Mary Wells (February 24-26)

The Great Sounds:

Peter Nero (February 24-26)

Solid Gold Country:

Ed Bruce (February 24-26)

Weekly Country Music Countdown:

Moe Bandy (February 24-26)

Westwood One

Dr. Demento:

"This is Spinal Tap" (February 24-26) A capella music (March 2-4)

Earth News:

MASH writer Larry Gelbart/Quiet Riot/Manfred Mann (February 27)

Live From Gilley's:

Vern Gosdin (February 20-26)

Off The Record:

Van Halen/Huey Lewis & the News/Eurythmics (February 20-24)

Manfred Mann's Earth Band/Ozzy Osbourne/Romantics (February 27-March 2)

Off The Record Specials:

Genesis (February 27-March 4)

Special Edition:

Cheryl Lynn (February 27-March 4) is Ingram (March 5-11)

Star Trak:

(February 27-March 2)

Star Trak Profiles:

Supertramp (February 20-26) Superstars Rock Concert:

Loverboy (March 9-11)

NEWS & INFORMATION FEATURES

ABC

Direction Net:

Let's Cope w/Laura Schlessinger: children/past ions/complaining/coping (February 13-17)

Entertainment Net:

Cosmetic surgery's changing face (February 13-17) **Rock Net:**

"Lifelines" features former Miss America Judy Ford Johnson & roses/Dr. Dennis Graham talking

about headaches (February 13-14) "Rocknotes" w/Pat St. John: Heart's Nancy Wilson & Howard Leese (February 13-14)

Rolling Stone Readers' Poll special (February 13) **CBS**

Winter Olympics special: weekday and weekend reports (February 11-12, 13-17, 18-19)

Clayton Webster Jack Carney Comedy Show:

A look at radio (February 27)

Sporting News Report:

Sam Bowle/Jimmie Arlas/Jacques Plant/Woody Fryman/Johnnie Pesky/Murad Muhammed (February 27)

Donnelly Media Hiney Wine:

Valentine's Day/Hiney ant deflector/Hiney wrap/dirty Hiney/the Hiney challenge (February 13-17)

Mutual

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

Narwood Productions Minding Your Business:

To buy or not to buy (February 13) Insuring against bad debt (February 14)

New IRA rules (February 15)

Nine-digit zip codes (February 17)

Progressive Radio Net Computer Program:

Home computers/computer stores/trying out a computer (week of February 13)

Laugh Machine:

Rich Little/Bob Hope/Rodney Dangerfield/Bob Newhart/Kip Adotta (Week of February 13)

News Blimp:

Valentine's Day/urban wildlife/returning to the nest/cons ervationists (Week of February 13)

Sound Advice:

Power ratings/crossing over/time delay/subwoofing/micro-speakers (Week of February 13)

Radio Entertainment Network The Olympic Minute:

The canary yellow convertible (February 13) Cassanova's sport (February 14) Killy kills Shrantz chance (February 15) David and Goliath on ice (February 17)

Strand Broadcast Services Something You Should Know:

Laughter as medicine (February 13) Love letters (February 14) Travel tips (February 16)

Westwood One Brad Messer's Daybook:

Valentine cards/Tiffany jewelry (February 13-17) Playboy Advisor:

Swimming/his fiance is plain/she's suspicious/wedding etiquette (February 13-17)

Spaces & Places:

Healing with the mind (February 13-17)



PIZZA FARCE - ABC Rock Net crew members took an "official pizza break during the network's satellite-fed National Rock Poll. Pictured in the studio during the break are (I-r) ABC's Bill Gately, WAPP/New York's Chip Hobart, ABC writer Dave Alpert, ABC Rock Net PD Denise Oliver, WYSP/Philadelphia's Pam Merly, ABC engineer Dino Tortu, and ABC Satellite Director Bob Donnelly.



THE FIXX BREAKS — The Fixx recently guested on RKO's "Live From The Record Plant" and posed for a quick photo between listener call-ins. Pictured during the break are (I-r) co-host Jo Interrante, Fixx members Cy Curnin and Jamie West-Oram, co-host Father Guido Sarducci, and executive producer Patrick Griffith

PEOPLE

 Bob Fitzsimmons has been named weekend talk host on ABC Talkradio's new Saturday and Sunday lineup. He will serve as moderator and program host for the weekend programming, which was launched January 28. The full roster also features Dr. Lawrence Butler, Dr. Dean Edell, Rill Breenan and Dr Susan ward.

 AOR syndicator London Wavelength has selected Jon Sargent to oversee its new West Coast office in Los Angeles. Sargent owns Jon Sargent Productions and has produced a number of nationally-distributed radio programs, including an award-winning Jim Morrison special. London Wavelength has also opened a new European office in London, appointing Bob

Denyer to supervise operations there. Denyer is the retired head of the BBC's transcription service.

• Debbie Fradin has been named Station Clearance Representative for United Stations, responsible for all functions relating to station affiliations. For the past year she worked in affiliate relations for the network and previously served as MD at Viacom's WMZQ-FM/Washington.

• United Stations' Ruth Presslaff. Director/Affiliate Relations, moves with the rest of the affiliate relations department to new and larger offices in the nation's capital. This is all part of an overall plan to greatly expand its offices in the D.C. area. The new address is 6867 Elm Street #101, Mc-Lean, VA 22101.

Judge us companies we keep.

Some of the world's most prestigious and successful broadcast groups recently renewed membership agreements with Associated Press Broadcast Services. Several others have joined as new members

of our growing family.

Abell Communications. Allbritton Communications Co. Cox Communications Television. Doubleday Broadcasting. Eastern Broadcasting Corp. The Formby Stations. Lesso Inc. Lotus Communications Corp. Metromedia Television. Progressive Publishing Co. The Pulitzer Broadcast Stations. Television Station Partners. Western Cities Broadcasting. Williams Broadcasting Corp.
We at the Broadcast Services Division of AP are proud to be Associated with all of them.

Associated Press Broadcast Services. Without a doubt.

Networks/Program Suppliers



D.C. GOES HOLLYWOOD — Peabo Bryson and Leon Sylvers III, who perform on MCA's soundtrack album "D.C. Cab," were recent guests on "Hollywood Live." Present during the broadcast were (I-r)"Hollywood Live" producer Don Mizell, MCA Records' Louil Silas, Bryson, D.C. Cab's Gloria "Miss Floyd" Gifford, D.C. Cab producer Topper Carew, and Sylvers.



RADIO RAIDERS — Ken Lawrence, music coordinator for national syndicator All Hit Radio, caught up with 1960s rocker Paul Revere of the Raiders after a recent Boston concert. Lawrence, of course, is on the left.



MERIT BADGE — In a surprise ceremony last month, Marvin Sibulkin, Director of Public Relations/Advertising for Drake Chenault, received the Legion of Merit from the U.S. Army in honor of his retirement after a 25-year Army career. Pictured during the ceremony (i-r) are Lt. Col. Bert Stone, Sibulkin, Drake-Chenault President James Kefford (who served with Sibulkin in the early '70s), and Col. Rolf Schmitz.



BURNING THE MIDNIGHT FIRE — While promoting his second RCA LP, "Midnight Fire," Steve Wariner (I) dropped by WSM's studio to visit with Charlie Douglas (r), who hosts Music Country Network. The program is aired live each weeknight and is a joint venture between WSM and AP.

Pro: Motions

D'Agostino To Capitol Progressive

Doreen D'Agostino is named National Progressive Promotion Manager for **Capitol**. She joined the label in 1977 and was most recently Manager/East Coast Press & Artist Development. D'**Ag**ostino will be responsible for club, record pool, and college radio promotion.

Tiernan Edits RTNDA Magazine

Joseph Tiernan has been chosen to edit the COM-MUNICATOR, the Radio-Television News Directors Association's monthly magazine. He was previously with the National Radio Broadcasters Association as a newsletter editor & publisher, as well as a convention coordinator.

Fisher Joins Scarborough

Rob Fisher has been named Director/Broadcast Client Services. He was previously Director/Radio Sales for Blair's Quantiplex division. He's also been in research management slots at Arbitron and CBS, and was one of the founders of the RKO Radio Networks.

RCA Promotes Lavigne

Randy Lavigne has been upped to Product Manager for RCA Nashville. Lavigne's been with the company for two and a half years as Advertising Administrator. She previously operated her own advertising agency, Miscellaneous & Associates, and was Director of Operations at Cachet.



Randy Lavigne

Katz's New Address In Gateway

Katz Communications is now in its new St. Louis offices. Katz Radio, Katz American Television, and Katz Independent Television will now all be located at 10 S. Broadway, 5th Floor, Equitable Building, St. Louis, MO 63102. The phone number is (314) 231-1868.

Hirsch Upped At KTYD

At KTYD/Santa Barbara, Jeffrey Hirsch is promoted to Sales Manager. He joined the station in June of last year as an Account Executive.

Gowdy Appoints Conner

James Conner has been named GM of Curt Gowdy Broadcasting's WEAT-AM & FM/West Palm Beach. Conner had been GM of WWSH/Philadelphia and had also done an earlier 13-year stint at the stations as Operations Director.

RAB Ups Two

At the Radio Advertising Bureau, Garry Lee Wright has been named Director/Creative Services. He had been a consultant to the RAB, and edited the "Managing Sales" newsletter. He's also been an account executive & morning personality at WXRT/Chicago, among other on-alr and agency work. And 12-year RAB vet Chuck Shepard is promoted to Director of Production; he had previously been Production Manager.

Greater Taps Bush For Philly

At Greater Media's WPEN & WMGK/Philadelphia, Bob Bush is promoted to the newly-created position of National Sales Manager. He joined the stations in 1975 as an Account Executive and was upped to his most recent position of Retail Sales Manager in 1979.

Schoenfeld Adds Duties At RIAA

At the RIAA, Special Counsel & Director/Anti-Piracy Operations Joel Schoenfeld adds Associate General Counsel duties. He's an eight-year RIAA veteran who's held his present post for two years.



Joel Schoenfel

Video Beat Partnership Formed

New Image PR President John Collins, Rocky Davis and BladeRocker Productions have joined forces to form a new company that will produce the music video show "Video Beat," hosted by KROQ/Pasadena air personality Richard Blade. The production company can be reached at (213) 274-9940.

Rogers Distributes Hunger Prizes



Kenny and Marianne Rogers recently distributed \$100,000 in prizes to media members at the Second Annual World Hunger Media Awards. Pictured (I-r): Marianne and Kenny Rogers; Sen. Patrick Leahy (D-VT), who hosted the ceremony at the United Nations; awards administrator Marty Rogol; and "Best Magazine Coverage" winner Gloria Emerson.

Moore In-Store



Melba Moore and Capitol staffers were at Atlanta's Turtles Records to promote her new "Never Say Never" LP. Pictured (I-r): Capitol's Dick Dawkins and Larry B. Davis, Moore, and Capitol's Ken Bolden and Ray Hopper.

"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/ABO

Nick Alexander thinks it's O.K. for a news commentator to be anything except dull. So sometimes he's serious, sometimes halfserious, 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.



Black/Urban & Beautiful Music: What's Happening

Talk about two polar formats . . . we have them this week. Not only might the audience composition of Black/Urban and BM stations differ notably, but their fates this book may also have gone in different directions. Have Black/Urban fortunes reached their peak? Has Beautiful Music been reborn, rescued from the ratings shoals on which the format was run aground in the not-too-distant past? Let's look at a sample of fall Arbitron markets and see what the numbers have to say.

Black/Urban: Slippage

When Arbitron's Differential Survey Treatment (DST) for blacks was introduced in 1982, there was a significant improvement in the ratings fortunes of Black/Urban stations. Higher listening levels and greater shares often resulted when blacks were allowed to keep their own diaries for the first time in over a decade in many markets.

Since the DST highwater mark, however, an analysis of several markets shows the format has suffered slippage. This doesn't necessarily mean a loss of listeners for such stations. One possible explanation is that DST implementation has stabilized, and the fortunes of other formats — such as CHR, which might draw some Black/Urban listeners — have improved, to the detriment of Black/Urban.

Please examine the evidence from four metros where Black/

Urban impact has been of varying degrees. I randomly selected Chicago, Memphis, Toledo, and Washington, DC for this review, and the clues are evident. In the three markets most affected by this format there have been drops in 12+ shares, 18-34 adult shares, and average quarter-hour audiences among adults 18-34 who claimed to listen to the Black/Urban sound. In Toledo. least affected by this format and without a High Density Black Area, there was some slight growth as the 12+ share grew nicely and the other indicators improved also.

Here's the evidence, comparing fall '82 to fall '83 results:

Chicago	Fall '82	Fall 183	Change	
12 + metro shares	14.1	11.9	-16%	
A 18-34 AQH shares	21.0	19.4	-8%	
A 18-34 AQH persons	855(00) 8	11(00)	-5%	
Memphis				
12 + shares	29.9	24.1	-19%	
A 18-34 shares	33.8	26.0	- 23%	
A 18-34 persons	188	145	-23%	

Week In Review

Arbitrends Delayed

Arbitron announced at the RAB Managing Sales Conference that it was again delaying the debut of its rolling monthly reports, Arbitrends. The delay, for an unspecified length of time, is not because of industry upset over the service but rather to solve interface problems not yet resolved between the CDC mainframe and the IBM PC micros which will be used at the stations to access the system.

New GOALS Lineup Set

The first 1984 meeting of the RAB GOALS Committee recently took place in New York, featuring several new leadership appointments. Alan Tobkes, Vice-President of Marketing for Eastman is the new co-chair of the committee, sharing that office with Terry Drucker of CBS. There are two new subcommittee chairs also, each headed by respected rep firm research VPs. Blair's Bob Galen will now head the Methodological Subcommittee, while Carol Mayberry of Katz now chairs the New & Special Services group.

Fisher Joins Scarborough

Harold Israel, President of Scarborough Research, has announced that his firm has signed on Rob Fisher, veteran radio researcher, as Director of Broadcast Client Services. Fisher, who has been with Arbitron, Quantiplex, and the RKO Radio Networks, will direct the firm's sales and service efforts aimed at broadcast clients.

Toledo			
12 + shares	1.7	3.3	+94%
A 18-34 shares	3.2	4.8	+50%
A 18-34 persons	14	20	+ 43%
Washington, DC			
12+ shares	20.4	18.5	-9%
A 18-34 shares	29.5	27.9	-5%
A 10 24 manage			400

In sum then, it appears that while the Black/Urban sound is showing signs of being past its 1982 peak in some markets, no one should yet call the pallbearers for this format. That happened two years ago regarding the Beautiful Music format, so let's now see what shape that "corpse" is in.

Beautiful Music: Vanishing Breed

Many of the sounds coming from this format for the last two years have been anything but beautiful. Indeed, some discordant notes have been sounded regarding the future of the traditional BM station. While there are some rays of hope on the horizon, there's no doubt Beautiful Music will never be the same. Indeed, if the four markets examined here are any indication, the format is still going through some troubled times.

Signs of the times in this format point to several happenings that may shape the near-term future. First, many stations that were BM are now seguing to Big Band or a more A/C version of "Easy Listening" in the search for ratings nirvana. The quest for more salable demos has also led some of these stations to hop on the CHR bandwagon, with the net effect being that there are fewer BM stations today than

there were just one year ago.

The following data from our four test markets this week point this out convincingly. In all of the markets shown here, there's either been a net loss of one station from the format compared to fall '82 results, or an ownership change which may have affected the estimates. Whatever the cause, the story regarding the recovery of Beautiful Music has yet to be fully written, at least in the Arbitron annals.

Chicago	Fall '82	Fall '83	Change
12 + shares	9.3	5.3	-43%
A 35-64 shares	13.6	8.4	- 38%
A 35-64 AQH persons	634(00)	396(00)	-38%
Memphis			
12 + shares	8.3	5.7	- 31%
A 35-64 shares	15.3	11.0	-28%
A 35-64 persons	. 65	44	- 32%
Toledo		,	
12 + shares	10.9	19.0	- 17%
A 35-64 shares	16.1	11.8	-27%
A 35-64 persons	70	48	-31%
Washington, DC			
12+ shares	9.5	9.8	+ 3%
A 35-64 shares	15.4	13.4	- 13%
A 35-64 persons	316	276	-13%

Keep in mind that there are fewer BM stations today than one year ago. Nevertheless, the format overall has slipped. When there is just one such station per market, however, that station may indeed do quite well. While BM is no longer a license to print money, in many metros, apparently, it can still work in one-to-a-market situations.

So there you have it. The fall Arbitron verdict on two opposite formats that in our sample probably have seen their peaks. Stay tuned in future sweeps to see how the story turns out.

Q&A

Barry Cooper, PD of KQDI/Great Falls, wrote in to ask "Everything I've read states that 500 usable responses is the acceptable minimum for accuracy in most any survey. How then do I accept our Arbitron Condensed Market Report that uses barely 200 in-tab for the metro? In a metro of about 60,000, is a survey using less than 500 in-tab accurate?"

Two good questions Barry. As for the Condensed Market Report, keep in mind that Arbitron is sensitive to the small sample size — which is why the demo breakouts included in such a book are limited and broader than in a standard ratings report.

While 500 usable responses is indeed desirable for many populous markets (again depending on the detail of the demo breakdowns), a sample of 200-300 should be sufficient for a metro the size of yours.





IT WORKED!

For the fifth consecutive year, over 100 broadcasters from MMR markets gathered for an intensive, two-day conference on radio marketing in the 1980's, and for the fifth consecutive year, it was a smashing success!

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RATINGS Fall '83 Quarterly REPORT Results

Birch Radio

Dallas-Fort Worth

KVIL-FM Widens Lead; KKDA-FM Bolts Into Second; KSCS New Country King; KZEW Tops AOR

Summ	er '83	Fall '83
KVIL-FM (AC)	10.1	11.5
KKDA-FM (Urbn)	6.0	8.1
KSCS (Ctry)	6.9	7.9
WBAP (Ctry)	7.8	7.4
KZEW (AOR)	7.2	7.3
KAFM (CHR)	7.2	6.0
KPLX (Ctry)	5.5	6.0
KTXQ (AOR)	7.5	5.7
KRLD (News)	5.9	5.5
KEGL (AOR)	6.3	5.2
KMEZ-FM (BM)	5.1	3.9
KNOK (Urbn)	2.6	3.5
KMGC (AC)	1.8	2.3
KOAX (BM)	2.2	1.8
KLIF (Ctry)	.9	1.5
KLVU (AC)	2.3	1.4
KPBC (Rel)	.8	1.2
KRQX (Gold)	1.1	1.2
KIXK (Gold)	.7	1.1

Birch Radio

Nashville

WKDF, WWKX Super Solid 1-2; WSM-FM, WLAC-FM Each Add Three: WMAK Improves

In ce, while	mil	10163
Sumi	mer '83	Fall '83
WKDF (AOR)	17.4	17.2
WWKX (CHR)	13.6	13.8
WSM-FM (Ctry)	8.7	11.7
WLAC-FM (AC)	4.0	7.4
WZEZ (BM)	6.8	7.1
WMAK (Urbn)	5.9	6.5
WSIX-FM (Ctry)	7.0	6.3
WVOL (Blk)	3.6	3.7
WLAC (Talk)	3.8	3.4
WSM (Ctry)	4.3	2.9
WYHY (AC)	3.2	2.7
WJKZ (Ctry)	4.1	2.5
WSIX (Urbn)	1.9	1.5

Birch Radio

Rochester

WCMF Slips, Still
Number One; WVOR
Hits Double Digits, Takes
Second; WEZO Rebounds
Into Third

	Summer '83	Fall '83
WCMF (AOR) 14.9	13.8
WVOR (AC)	9.8	11.1
WEZO (BM)	8.0	9.6
WPXY (CHR	8.3	8.8
WMJQ (CHR	8.7	7.8
WHAM (AC)	7.5	7.5
WDKX (Blk)	7.7	7.2
WYLF (BBno	1) 4.8	5.5
WNYR (Ctry	4.7	5.2
WBBF (AC)	3.7	5.1
WWWG (Rel)	1.6	2.1
WHFM (CHR	4.7	2.0
WBEN-FM (CHR) .7	1.0

Birch Radio

Allentown

WZZO Down Two, Retains Title; WXKW Up Two, Grabs Runner-Up Spot; WFMZ Adds Three; WLEV Slips

	_	
	Summer '83	Fall '83
WZZO (AOR)	14.5	12.6
WXKW (Ctry	7.9	9.9
WQQQ (CHR)	8.5	9.7
WFMZ (BM)	6.5	9.5
WLEV (AC)	10.8	8.0
WKAP (AC)	9.0	5.8
WEST (BBnd) 5.0	5.7
WAEB (AC)	5.9	4.1
WSAN (Ctry)	1.9	3.7
WYSP (AOR)	3.2	3.6
WEEX (AC)	3.1	2.1
KYW (News)	2.2	1.9
WMMR (AOF	1.2	1.7
WLSH (Var)	.7	1.5
WOR (Talk)	.9	1.4
WKSZ (AC)		1.0
WMGK (AC)	.9	1.0

Birch Radio

Sacramento

KSFM New Pacesetter As KZAP Softens; KAER Extends Country Margin; Beautifuls, KHYL Advance

	Summer '83	Fall '83
KSFM (CHR)	6.5	9.9
KZAP (AOR)	11.6	9.2
KAER (Ctry)	7.3	7.9
KXOA-FM (A	C) 8.6	7.6
KEWT (BM)	3.9	7.3
KCTC (BM)	3.4	6.9
KROY (AOR)	6.4	6.9
KRAK (Ctry)	5.8	5.9
KOWD (CHR)	8.4	5.4
KHYL (AC)	3.2	4.7
KGNR (Talk)	3.2	3.8
KFBK (News)	4.4	2.9
KGO (Talk)	2.8	2.5
KPOP (Urbn)	4.3	2.3
KXOA (BBnd)	2.2	2.2
KFRC (CHR)	1.6	1.7
KFIA (Rel)	1.9	1.4
KGMS (Easy)	1.6	1.4
KAHI (BBnd)	.8	1.0

Birch Radio

Louisville

WQMF Still Tops, Widens AOR Lead; WAMZ Adds Three For Close Second; WHAS, WLOU Stable, Strong

	Summer '83	Fall '83
WQMF (AOR)	14.2	13.7
WAMZ (Ctry)	10.5	13.3
WHAS (AC)	11.5	11.6
WLOU (Blk)	9.4	9.5
WAVG (AC)	8.4	7.2
WLRS (AOR)	9.3	6.0
WRKA (AC)	5.7	5.3
WVEZ (BM)	5.6	5.3
WCII (Ctry)	5.9	5.2
WAKY (Gold)	3.2	4.1
WKJJ (AC)	5.4	3.8
WJYL (AC)	1.5	3.4
WXVW (Easy)	1.7	2.0
WTMT (Ctry)	.7	1.0

Format Legend

AC—Adult/Contemporary, AOR—Album-Oriented Rock, BBnd—Big Band, Blk—Black, BM/Easy—Beautiful Music/Easy Listening, CHR—Contemporary Hit Radio, Clas—Classical, Ctry—Country, Gold—Oldies, Jazz—Jazz, Misc— Miscellaneous, News—News, N/T—News/Talk, Rel—Religious, Span—Spanish, Talk—Talk, Urbn—Urban Contemporary.

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From the forthcoming album "Branded"

90153

Produced by ANDY FRASER Mixed by Hugh Padgham



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Fall '83 Quarterly Results

ARBITRON RADIO

Syracuse

WSYR-FM Changes To WYYY, Stays On Top; WSYR Up One, While WFBL, WKFM **Drop Slightly**

	Spring	'83	Fa	11 '83
WYYY (AC)			- :	13.6
WSYR (AC)		10.	5	11.5
WFBL (BBnd)		11.	0	9.7
WHEN (AC)		9.	0	9.2
WAQX (AOR)		8.	2	7.6
WRRB (Ctry)		5.	8	6.1
WKFM (CHR)		7.	0	6.0
WSEN-FM (Ctr	y)	3.	0	3.3
WSCY (AOR)		4.	5	3.0
WIBQ (BM)		2.	4	2.7
WNTQ (AC)		2.	1	2.4
WNDR (AC)		1.	4	2.2
WMHR (Rel)		1.	6	2.1
WSEN (Ctry)		1.5	9	1.8
WOLF (Urbn)		1.	5	1.7
WRCK (CHR)		1.5	2	1.1
WEZG (BM)		1.3	3	1.1

ARBITRON RADIO

Springfield

WHYN-FM Slips, Holds First; WAQY Jumps To Second; WMAS-FM **Drops Three To Fifth**

Sp	ring '83	Fall '83
WHYN-FM (AC)	13.	0 12.1
WAQY (AOR)	7.	5 10.3
WMAS (Easy)	9.	0 8.7
WHYN (AC)	9.	9 7.8
WMAS-FM (AC)	. 10.	5 7.4
WRCH (BM)	4.	4 5.6
WTIC-FM (CHR)	4.	0 4.8
WKSS (BM)	1.	5 3.8
WTIC (AC)	4.	0 3.7
WREB (Talk)	3.	3 3.7
WCCC-FM (AOR)	2.	8 3.3
WHMP-FM (AC)		9 3.1
WIXY (Ctry)	2.	2 2.6
WSPR (AC)	2.	4 2.4
WAAF (AOR)	1.	4 2.1
WARE (AC)	1.	3 1.7
WHMP (Easy)	2.	1 1.6
WHCN (AOR)	1.0	6 1.3
WSRS (AC)	1.	7 1.2

FOR THE RECORD:

WJW/Cleveland, which was listed recently as A/C, should actually be News/Talk.

ARBITRON RADIO

Grand Rapids

WCUZ-FM Slips One, Still On Top; WOOD AM & FM Both Climb; **WLAV Sinks To Fourth**

Spring	'83	Fall '83
WCUZ-FM (Ctry)	13.4	12.5
WOOD (AC)	10.4	12.4
WOOD-FM (BM)	8.8	11.5
WLAV (AOR)	14.2	9.5
WZZR (CHR)	9.1	7.2
WGRD (CHR)	6.0	6.7
WJFM (AC)	6.7	5.2
WCUZ (Ctry)	3.6	4.8
WFUR-FM (Rel)	3.2	3.3
WMUS-FM (Ctry)	.5	3.0
WKWM (Blk)	1.4	2.7
WTWN (N/T)	2.0	1.7
WXQT (BBnd)	1.5	1.6
WQWQ (BM)	.7	1.0
WHTC (AC)	1.9	1.0

Birch Radio

Knoxville

WIVK-FM Up Four, Remains Dominant; WIMZ-FM, WEZK Stable, Win 2-3; **WOKI Slips From Double Digits**

Sumn	ner '83	Fall '83
WIVK-FM (Ctry)	19.5	23.7
WIMZ-FM (AOR)	17.7	18.0
WEZK (BM)	11.1	11.1
WOKI (CHR)	11.5	9.7
WMYU (AC)	8.6	8.9
WNOX (Ctry)	5.8	6.3
WIVK (AC)	3.3	3.8
WRJZ (Ctry)	3.1	2.6
WBMK (Blk)	3.9	2.5
WNKX (Ctry)	.9	1.9
WKGN (AC)	1.9	1.5
WGAP (Ctry)	3.2	1.2
WITA (Rel)	1.2	1.2

Birch Radio

Grand Rapids

WLAV Slips, Holds First Place; **WCUZ-FM Strengthens** Second Spot; WYXX Debuts; WGRD, WZZR Soften

Summ	er '83	Fall '83
WLAV (AOR)	15.9	14.0
WCUZ-FM (Ctry)	10.1	11.7
WOOD (AC)	9.3	8.8
WOOD-FM (BM)	7.9	8.4
WGRD (CHR)	9.5	7.5
WZZR (CHR)	9.6	7.5
WJFM (AC)	6.5	6.9
WFUR-FM (Rel)	2.1	4.4
WMUS (Ctry)	3.0	3.9
WYXX (CHR)	.6	3.2
WKWM (Blk)	2.2	3.2
WCUZ (Ctry)	4.1	1.9
WXQT (BBnd)	1.8	1.9
WZND (Ctry)	1.5	1.9
WFUR (Rel)	.7	1.2
WHTC (Var)	1.5	1.1
WQWQ (BM)	.6	1.0

Birch Radio

Austin

KHFI New Winner As KLBJ-FM Loses Six: **KASE Improves Third** Place Stance: **KEYI Doubles: KOKE Surges**

	Spring '83	Fall '83
KHFI (CHR)	20.9	18.0
KLBJ-FM (AO	R) 21.1	15.0
KASE (Ctry)	12.6	13.9
KEYI (AC)	4.7	9.6
KOKE (AC)	2.8	6.5
KLBJ (N/T)	6.4	5.3
KVET (Ctry)	2.9	5.0
KPEZ (Easy)	2.0	4.0
KNOW (Urbn)	4.7	3.3
KTSA (CHR)	1.5	1.5
KTXZ (BBnd)	.5	1.1

Format Legend

AC-Adult/Contemporary, AOR-Album-Oriented Rock, BBnd-Big Band, Bik-Black, BM/Easy-Beautiful Music/Easy Listening, CHR-Contemporary Hit Radio, Clas-Classical, Ctry-Country, Gold-Oldies, Jazz-Jazz, Misc- Miscellaneous, News-News, N/T-News/Talk, Rel-Religious, Span-Spanish, Talk-Talk, Urbn-Urban Contemporary.



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107/43 Added This Week:

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WHYT	WKDD	Q101
WTIC-FM	WKAU	WAEV
WSPK	92X	WBNQ
WKFM	KMGK	KCMQ
WPST	WGRD	Y94
Q106	WZPL.	KWTO-FM
WBBQ	KJ103	WSPT
KXX106	K107	KYYA
WSSX	KYNO-FM	KTRS
KITE	KHYT	KKAZ
WRQK	WZON	KCBN
	103CIR	



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Sales

Goal-Setting - Part III

By Norman Goldsmith

As promised, here are some key areas for individual salesperson goals.

1. The Current Account List

This should be broken out into four subdivisions: key agencies, medium and small agencies, house agencies, and direct accounts. The two things to strive for are better balance from the list and plus business from all active accounts. Some of your more senior salespeople may have 80% or more of their billing coming from large, numbers-oriented agencies. Obviously that not only isn't good balance, it also isn't very smart. Since salespeople will always spend an inordinate amount of time and effort in their top-billing shops, stress goals that force a stronger effort on the rest of their lists. Medium and smaller agencies are invariably undercovered, and they represent excellent potential. They are not as ratings-oriented as larger shops, and it's easier to deal with the decision-maker rather than just the buyer, so that idea selling is more feasible.

Getting additional dollars from current advertisers would seem to be an obvious goal for every salesperson. Yet, unless you tar-

get this area, you will probably find that it is often taken for granted. What do you think your salespeople would do to increase their earnings if they couldn't add any new accounts to their current list? The good ones would reexamine every account to see how a good idea would get another 15%. The other people would learn to live on less, an interesting commentary on self-motivation in our business.

2. New Business

There are only two ways to increase billing. Sell more to the same people, or sell more new people. (It's nice to see that my 18 years in the business and a degree in Consulting 101 haven't been wasted.) What amazes me is that so many salespeople resist new business development. They start out eager to knock on doors, and in two years wind up with an "I don't do windows" attitude about making new calls.

What do you think your salespeople would do to increase their earnings if

they couldn't get any additional business from the people they were already selling, and if they realized that attrition would eat up about 25% of the billing they had on last year? Some of them would probably even go out and develop some new business. Incidentally, most salespeople really don't realize how much attrition they experience from year to year. Making them aware of the exact amount can be an excellent catalyst. There are really only two points to remember about substantial new business goals. One, they are absolutely, positively vital. Two, they are absolutely, positively vital.

3. Inventory

Do you want all the inventory sold? I mean all of it: nighttime, overnight, weekends, features, sports, promotions, etc. Do you think the salespeople will try, really try, to sell it all unless they have meaningful goals that require it? If you do, I've got a uranium mine I'd like to talk to you about. One advantage of short-term intermediate goals is that they provide the flexibility to address changing inventory needs on an ongoing basis. This is a good example of bottom-up input with top-down control. You determine the critical areas to be addressed in a given month or quarter, and the salespeople come up with their target goals for both accounts and dollars. If you don't make it happen, will it happen?

4. Cost Effectiveness

This is a key area for goalsetting that includes such factors as average unit rate, total units sold, average weekly order (which relates to share of budget), percentage of quota going into a month or quarter. and number of accounts aired. All of these obviously contribute to the overall productivity of the salesperson, and they are very tangible. Hitting the big goal is integrally tied to performance in each of these areas, and they are valuable yardsticks.

5. Time Management

This is probably the biggest problem area in our business. Find out how your salespeople perceive their time is spent currently, and what they think are the bottlenecks. This should be done for both inside and

outside time. Then have them set goals that will enable them to be more efficient and effective. Naturally you want them to find ways to increase their face to face selling time. By analyzing their current perceptions and their goals for improvement, you will spot problems and help make the staff more productive.

6. Personal Goals

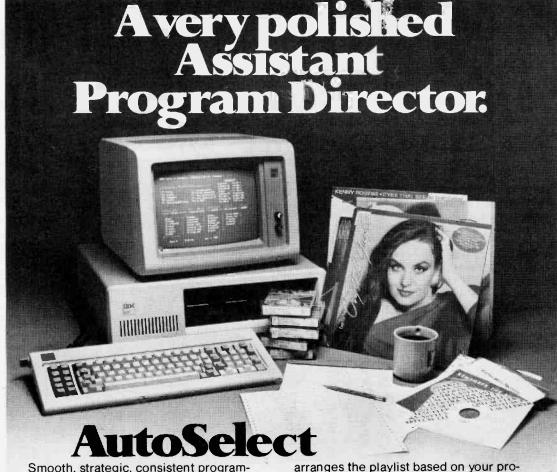
This category should cover such aspects as effort, attitude, knowledge, and capability. Much of this can be highly subjective, and an honest constructive dialogue is vital. Certainly there are going to be differences of opinion between salespeople and manager as to performance in some of these areas. However, a big factor in those differences is a basic lack of communication about exactly what is expected, how it will be evaluated, and the consequences of success or failure. Goal-setting through open discussion here can prove to be one of the most valuable things you do as a manager.

A Final Goal-Line Stand

There is one final point to be made about goals. Let me pose a rhetorical question. "Is it important to tie a significant portion of salespeople's compensation to their goals?" Only if you want the goals accomplished. If you don't care whether they are or not, then set goals, with or without salesperson input, don't make attaining the goals a part of their basic income, and be prepared to listen to all the reasons why they almost made them. Remember the last time you had a sales contest, and some people chose not to compete. If you want to take a vote, that's fine, but if it's important to you, it should be important to your salespeople.

By the way, there is one benefit to not having any sales goals. If you aren't successful, at least you won't know it.

Norman Goldsmith heads the sales and marketing consultancy Radio Marketing Concepts, Inc., which numbers most of the top broadcasting groups in the country among its clients. Before forming RMC in 1977, he was GM of the six-station Curt Gowdy Broadcasting Group, Director of Sales & Marketing for the ABCowned AM stations, and Sales Manager at KGO/San Francisco. RMC can be reached at (703) 347-3555.



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weekends, and on-going promotions).

(4) You can use the Genre and Artist Preferences section of the report to learn which types of music you should emphasize on your station. (How popular are Motown oldies among your target audience?)

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activity in your target demographic.
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design your questionnaire.

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*Source: "Value of a Ratings Point," Duncan's Radio Market Guide (1984 Edition) (reprinted by permission)

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Street Talk

What about those rumors that consulttant **Bob Hattrik** and **Doubleday** would be parting company now that **Dave Martin** is on board as VP/Programming? President **Gary Stevens** says that the extent of Hattrik's involvement with the CHR stations (KDWB-AM & FM, WAVA, and KPKE) is being "reevaluated" while his relationship with the

"reevaluated," while his relationship with the AORs (WAPP, WLLZ, and WMET) is unchanged.

Wondering about Memphis radio legend **George Klein?** He's alive and well and handling afternoons on **WLVS/Memphis**. He also



George Klein

the Fan

Memories," which he produced and hosted. George, who was one of Elvis
Presley's best friends, continues to speak all over the world at various Elvis
Fan Club gatherings in addition to his WLVS duties.

just finished a syndicated

TV project called "Elvis

Despite widely circulated rumors at the RAB conference in Dallas, Blair Radio President John Boden says there's no truth to the rumor that his company has bought Group W's radio rep firm. Boden confirms Blair has talked to Group W and some others, but says nothing is happening at the moment.

In corporate restructuring at WPJB/ Providence, GM David Garrison has been promoted to VP/GM.

Bob McKay is out as PD of KCBQ/San Diego after three years. No immediate replacement was named, but Bob indicated he was ready to move on immediately. Call him at (619) 562-7531. With this new opening, there are now Country PD jobs available in San Diego, Denver, Los Angeles, and Baltimore.

We hear **Chrysalis Records** will tap **Peter Napoliello** as Director of AOR Promotion. Peter's been doing National Promotion for **Jem Records**.

Just like ol' man river, things in St. Louis just keep movin' along. Not only is

Bob Burch expected to exit KSHE for KWK-AM & FM as Station Manager when Robinson Broadcasting takes over the stations on

February 27, but look for Nancy Poole-Leffler to segue from her KSHE VP/GM post to the same role at KWK, bringing Account Executive Steve Butler along, possibly as GSM. Meanwhile, KWK Chief Engineer Andy Butler (no relation to Steve) will join Doubleday corporate in New York upon completion of the KWK sale.

Look for KMET/Los Angeles VP/GM
Howard Bloom to make his current interim
management of KLAC permanent. Street Talk
hears that Bloom will become VP/GM for both
Metromedia outlets, in an attempt to return
some stability to the Country AM.

WAVA/Washington PD Randy Kabrich needs a morning show right now. If you've got the urge to wake up President Reagan every morning and make some pretty good dough, give Randy a call (703) 534-0320.

Changes at KROQ-FM/Los Angeles: Mike Evans, most recently of KPOI/Honolulu, returns to his old slot of sharing mornings with KROQ PD Raymond Banister. Richard Blade, who had replaced Evans, switches to noon-3pm, as Jed The Fish exits after five and a half years. KROQ's morning team is featured in a four-page spread in the March edition of Playgirl magazine. The article is called "Radio Rockers."

At WLS/Chicago, Larry Lujack has been signed to an unprecedented 12-year contract.

ABC now has the morning man's services guaranteed until 1996, which makes a lot of sense when you consider the intense competition for the morning drive audience in the nation's number three market.

KHJ/Los Angeles has lost two air talents. Morning man Dick Whittington is out, and evening personality Janine Wolf will exit to join Transtar's new Country format in Hollywood. No replacement in mornings for "Sweet Dick," but Kim Amidon from KUTE/Los Angeles will fill Janine's airshift.

Former WABC/New York personalities
Dan Ingram and Ron Lundy are pressing

ahead with a multi-million dollar lawsuit against Malrite's WHTZ(Z100)/New York. The suit alleges Z100 used the recorded voices of Ingram and Lundy in a promo without their permission. The promo, which was pulled from the air at the request of the pair's attorney, contained bits of WABC's final moments as a CHR outlet. The two are seeking \$1 million each and an additional \$1.5 million in punitive damages. No formal comments from either side on this one, but apparently Z100's recent agreement to air Ingram's "Top 40 Satellite Survey" show when it debuts this spring has not brought an end to the legal matters.

Jack Dill, RCA's Nashville local promo rep, died Sunday (2-5) of a heart attack. He'd been with the Nipper for 26 years. Our condolences to his family and his many friends.

Continued on Page 24

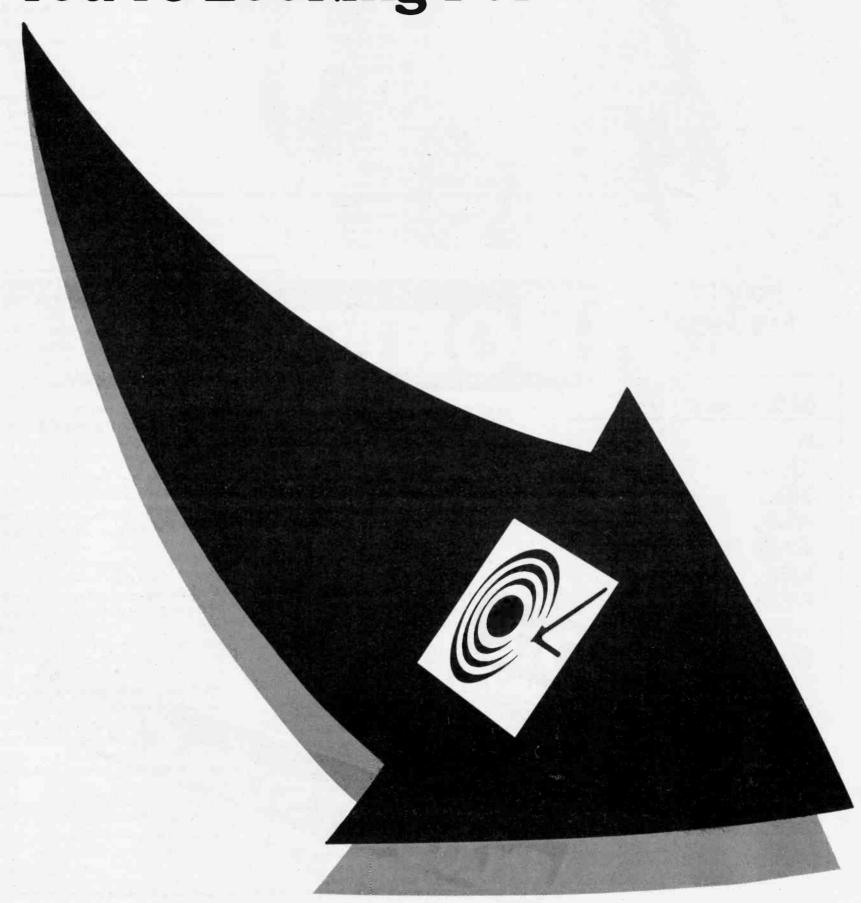
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WJXQ31 "Shooting Shark" WRKR 35 WSSX add WZPL add

WKFM add WHTT add WPHD 40-37

OK100 27-24 KILE add 13FEA add KOZE 31-27 95XIL 38-33 KIST add WIGY deb 37 WJBQ add WGUY add The Mu

Columbia

PAUL YOUNG

"Come Back And Stay"

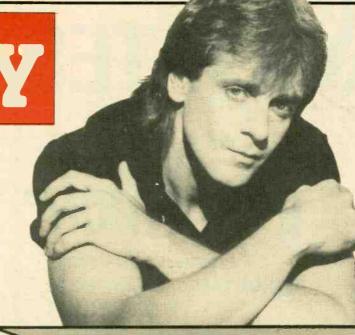
#1 CHR NEW & ACTIVE

135/42 59%

EDDIE MONEY

"Club Michelle"

Hot New Mix In This Week's R&R!

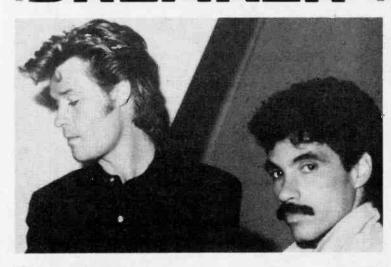




sic's ON Records



1 WEEK BREAKER



HALL WOATES

"ADULT EDUCATION"

The second smash single from the double platinum album ROCK'N SOUL PART 1



#1 MOST ADDED!

ADDED AT OVER 145 STATIONS!



Street Talk

Continued from Page 20

Valentine's Day will be the occasion for a giant birthday bash in Chicago. The evening, which has adopted a "gangsterland" theme, will celebrate the birthdays of B96 PD Buddy Scott, A&M promo man Bob Tarantino, EMI America/Liberty rep Bebop Hobel, WB salesmen Charlie Springer and Jim Manfre, plus Capitol regional AOR rep Jay Hart. All the guests (and everyone in the Chicago media scene is being invited) are being encouraged to show up dressed as their favorite mobster.

Carol Miller has been promoted from parttime to the 5-9pm shift at WNEW-FM/New York, replacing the exiting Meg Griffin. New to parttime is Maxanne Sartori, ex-WBOS/

Boston PD and WBCN personality.

After two and a half years as PD at WNCI/Columbus, Tom Watson has exited the station. No immediate replacement was named, but Tom is already looking for his next programming opportunity. Contact him at (614) 882-1117.

Former WLUP/Chicago MD Sky Daniels has joined KFOG/San Francisco for the 6-10pm shift.

Hugh Surratt is out as MD of KMET/Los Angeles. However, and this is contrary to initial reports, the MD's position is not being phased out at the station. In fact, the next MD, expected to be appointed by March 1, will have increased duties and responsibilities, including the establishment of a research department.

Tim Kelly, most recently PD of KXSS/Lincoln and formerly PD at WLUP and WLS-FM/Chicago, returns to the Windy City as WLS-AM & FM Programming Assistant under Operations Director Steve Casey. Tim will also do weekend airwork.

Tim Kelly

WTTR/Baltimore has become WGRX, but is still not on the air. Look for a contemporary rock format to debut within three weeks.

KBBK/Boise has decided to switch PDs, with Tom Evans out and Bobby King in. The shift comes following an ownership transfer from Magicland Broadcasting to Westmont Corporation.

Sherry Toennies, formerly with Charter Broadcasting, has joined the promotion staff of Rocshire Records. Sherry has drawn the enviable task of working San Diego, Phoenix, and Tucson for the label.

At KWXL/Albuquerque, Bill Stambaugh has resigned as PD with Ira Gordon named to replace him. Ira's programming credits include KFML/Denver and KBCO/Boulder.

BJ105/Orlando morning personality Barry Michaels has moved his act to Q105/Baltimore for PD Waylon Richards.

WXKW/Allentown PD **Neal Newman** has added PD duties for sister station **WAEB**.

Mark Taylor is out as PD of WCKO/Ft. Lauderdale. Brian Illes is now interim PD. Mark McKay, who recently left KFRC/San Francisco after ten years, is looking for an onair or programming gig. Contact Mark at (415) 332-8639.

KPNW-AM & FM/Eugene are looking for a new PD. Interested parties should contact GM Dave Woodward. Current KPNW PD Bob Clarke is leaving March 1 to return to radio on the islands of Guam and Saipan. Bob programmed KSTO-FM/Guam five years ago, and now returns to his former company in the islands as PD for a group now expanding to four stations.

Brlan Gregory is doing mornings and music at **KFXD-FM/Boise**. The station is converting from A/C back to live CHR.

KLRZ/Salt Lake City has returned to an A/C format and PD Tony D. has left the station.

V100/Charleston's morning show is still open. This is a good opportunity for the right talent.

WCRO/Johnstown is looking for a CHR programmer. Contact owner **Bob Hamilton** at 12349 Califa St., N. Hollywood, CA, 91607.

To clarify an item from last week, Gary Owens will continue to do "Soundtrack Of The '60s" through April, at which time ABC will no longer offer the show. Gary is currently talking with several program suppliers about the possibility of a new show, not necessarily '60s-based, debuting after "Soundtrack" concludes

Insult To Injury Department: Following the untimely passing of overnight personality

Gaylon Rowan, KSL/Salt Lake City's hard times continued this week. First, 35-year KSL newsman Dr. Rex Campbell had his leg

broken by a hit-and-run driver. Then, an arsonist torched the hanger lodging the KSL Radio & TV "Chopper 5" helicopter, destroying it (to the tune of \$600,000) and a Lear Jet (not owned by KSL). Let's hope this string of misfortune ends soon.

WDAK/Columbus, GA has switched formats from Country to an Oldies/CHR format, featuring tunes from 1955-74. Former WCGQ PD Bob Raleigh returns as the new PD, replacing Jessica James, who's now PD at WOKK/Meridian, MS.

At WVLK/Lexington, midday man Bill Kelly is now MD, and former MD Tom Richards is upped to Assistant PD.

Scott Owens becomes PD at WPFM/Panama City, moving over from the programming slot at sister station WWWQ/Panama City. New to the programming chair at WWWQ is John Dunaway from across town at WPAP. Scott replaces Skip Bishop, who becomes Corporate PD for the five-station Culpepper Communications chain.

Best wishes to XTRA/San Diego PD JIm RIchards and local A&M rep Patti Breedlove, who have announced their engagement. The couple did not immediately set a date for the wedding.

Congrats to K107/Tulsa PD Phil Williams and wife Mary on the birth of Candice Elaine

and wire mary on the birth of Candice Etaine

... KSND/Eugene's Mike Newman
and his wife Sarah welcomed
Ryan Samuel on January
20. Mike recently shifted to
mornings at KSND from the evening show.

Radio & Records Invites You To

DIRECTION 34

Management Tools For The Program Director

THURSDAY

that Of wise and thought a trail

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 Parikhal, VP Joint Communications

- Venture Capital —
 What, how, and why
 Art DelVesco, 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.

Evenino

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

March 15-17, 1984 Century Plaza Hotel,

he time is right to bring a small group of top programmers information exchange a thought. The group will be learning from the range of subjects that affect the program director.

LOS Angeles

he time is right to bring a small to brown the forward of the 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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On The Records



KEN BARNES

HOLLY, VALENS, BOPPER DEATHS

25th Anniversary Of A Rock & Roll Tragedy

The Iowa plane crash that took the lives of Buddy Holly, Ritchie Valens, and the Big Bopper occurred, as noted in last week's "Datebook" section, a quarter century ago. It was a terrible blow to the young music form of rock & roll, but its importance has been slightly exaggerated by time and Don McLean's "American Pie." Combined with the roughly contemporary death of Eddie Cochran, crippling of Gene Vincent, religious conversion of Little Richard, drafting of Elvis Presley, jailing of Chuck Berry, and scandalizing of Jerry Lee Lewis, the crash certainly marked the end of the era of rock's first stars. But it was by no means the "day the music died," as McLean would have it; the music itself, thanks to Motown, the Beach Boys, the Four Seasons, Phil Spector, Roy Orbison, Dion, girl groups, and the birth of modern soul music, rocked on quite admirably.

Most of the attention in memorials about the crash goes to Holly, naturally enough. He's got a movie, an appreciation society run by his publisher (Paul McCartney), and uncounted numbers of cover versions of his songs. And certainly anyone who gave the Beatles their name (a twist on Holly's backup band the Crickets), the Rolling Stones their first American hit ("Not Fade Away"), and Linda Ronstadt a good chunk of her '70s hits cannot be overpraised. But spare a moment to remember the other two rock icons who perished with Holly.

Ritchie Valens was the first Mexican-American rock star, and is still revered in his hometown Los Angeles. His hits "Come On Let's Go" and "La Bamba" became '60s rock standards, while the plaintive ballad "Donna" is an oldies staple (and Cliff Richard's new single as well). The Big Bopper, J.P. Richardson by name, was a flamboyant Texas area air personality whose "Chantilly Lace" and "Big Bopper's Wedding" are still among rock & roll's funniest-ever songs. He also wrote the oldies standard "Running Bear."

Final note: among the artists who could have been on that small plane were Dion and Waylon Jennings, the latter of whom was backing Holly and lost a coin flip for a seat on the plane to the Big Bopper.

Beatles Invasion Anniversary

There is much furor currently about the 20th anniversary of the Beatles. What the celebrations refer to, of course, is the 20th anniversary of their American debut. "I Want To Hold Your Hand" was released in the U.S. at the start of 1964, and was itself



The Beatles before invading America

preceded by Veejay singles of "Please Please Me" and "From Me To You" that went nowhere. Even before that, Decca for some mysterious reason released in April 1962 a single of "My Bonnie" by Tony Sheridan & the Beat Brothers, who were none other than the pre-Fab Four (with Pete Best, not Ringo) in Hamburg backing

Handicapping Grammys

The Grammys are still generally regarded as the industry's most prestigious awards (although the American Music Awards always score top ten ratings), but often people wonder how the voters ever picked a certain performance to win. I thought it might be interesting to see if Grammy voters' tastes could be predicted by people inside the industry. Are there are any Grammy psychics out there?

So I'm listing the nominations in seven key categories and inviting everyone (radio and record biz readers) to predict the winners. Anyone who scores 100% will be eligible for that pinnacle of industry achievement, seeing their names listed in this column. Send entries either using the handy form below or scribbled on a medium of your own choice to the usual R&R address before February 28 . . . don't delay, operators are standing by, and good luck.

Record Of The Year

- ☐ All Night Long Lionel Richle
- ☐ Beat It Michael Jackson
- ☐ Every Breath You Take Police
- ☐ Flashdance Irene Cara
- ☐ Maniac Michael Sembello

Best Pop Vocal, Duo Or Group

- □ Do You Really Want To Hurt Me
- Culture Club
- ☐ Every Breath You Take Police
- ☐ The Girl Is Mine Jackson & McCartney
- ☐ How Do You Keep The Music Playing
- Ingram & Austin
- ☐ Islands In The Stream Rogers & Parton

Best Pop Vocal, Female

- ☐ Flashdance Irene Cara □ She Works Hard For The Money
- Donna Summer
- ☐ Telefone -- Sheena Easton
- ☐ Total Eclipse Of The Heart Bonnie Tyler
- ☐ What's New Linda Ronstadt

UB40's name comes from the British unemployment insurance application form of the same designation.

Sheena Easton's real name is Sheena

Record News

Back In The USO: Members of Cheap Trick, Kansas, Le Roux, Pablo Cruise, and Survivor, plus Patrick Simmons, will be do-

ing a dozen concerts for the armed forces in the Pacific under the name of the First Airborne Rock & Roll Division . . . Manhattan Transfer has donated \$4200 for a scholarship to the Phil Mattson School, specializing in vocal harmony studies . . . Michael Jackson's "Thriller" is up to 24 million sold worldwide, according to the latest CBS figures ... Metals Of Honor: the Rolling Stones' "Undercover" and Barbra Streisand's "Yentl" went platinum; Bob Dylan's "Infidels," the Fixx's "Reach The Beach," Dolly Parton's "Greatest Hits," the Romantics' "In Heat," and 38 Special's "Tour De Force" LPs all hit the gold mark.

Album Of The Year

☐ Flashdance — Soundtrack

☐ An Innocent Man — Billy Joel

☐ Let's Dance — David Bowie

☐ Thriller — Michael Jackson

☐ Synchronicity — Police

New Song Of The Year

☐ Every Breath You Take

☐ All Night Long

Best New Artist

☐ Big Country

☐ Culture Club

☐ Musical Youth

☐ 1999 — Prince

☐ Men Without Hats

Best Pop Vocal, Male

☐ All Night Long — Lionel Richie

☐ Maniac — Michael Sembello

☐ Thriller — Michael Jackson

☐ Uptown Girl — Billy Joel

□ Eurythmics

☐ Beat It

☐ Maniac

☐ Billie Jean



"Solid Gold" for the week of Feb. 10 features a "Ladies Of The '80s" motif, starring Laura Branigan, Irene Cara, Heart, Bette Midler, Olivia Newton-John, and Dolly Parton . . . Sparks and Yes are on USA's "Night Flight" Feb. 10 . . Hall is on "Stars Of The Grand Ole Opry" on TNN Feb. 11 . . . Two big cable concert debuts: the Police on Showtime Feb. 11 (repeating the 15th) and David Bowle on HBO Feb. 12 . . . Bobby Bare is on TNN's "Tommy Hunter Show" Feb. 12 . . . Jeffrey Osborne appears on the "Today Show" Feb. 13 . . . New MCA artist (and UK recording artist/comedienne) Tracey Ullman will be a fill-in MTV VJ Feb. 13-18 ... Ray Price guests on TNN's "Yesteryear in Nashville" Feb. 16 ... CHUM

Radio and CITY-TV/Toronto are seeking a

license for a 24-hour video music cable

channel serving Canada . . .

● NUMBER ONE LP: "Blondes Have More Fun" — Rod Stewart (WB) (5th week) **TEN YEARS AGO TODAY**

• NUMBER ONE BLACK: "Bustin' Loose" — Chuck Brown & Soul Searchers (Source/MCA)

● NUMBER ONE CHR: "Da Ya Think I'm Sexy" — Rod Stewart (WB)(3rd week)

● NUMBER ONE COUNTRY: "Back On My Mind Again" — Ronnie Milsap (RCA)

● NUMBER ONE A/C: "Lotta Love" — Nicolette Larson (WB) (2nd week)

ONE YEAR AGO TODAY

● NUMBER ONE COUNTRY: "Faking Love" — T.G. Sheppard & Karen Brooks (WB/Curb)

• GERRY PETERSON NAMED PD AT KHJ/LOS ANGELES

● VINCE FARACI NAMED VP/PROMOTION AT ATLANTIC

• LARRY KING APPOINTED VP/PROMOTION FOR MCA

• TUNC ERIM BECOMES VP/AOR PROMOTION AT ATLANTIC

Three Stars: Holly, Bopper, Valens

Of course the Beatles' actual incursion in-

to America set off a wild era in rock, the

original British Invasion. Next week I'll

take a look at some of the other shock troops

of that musical maneuver, artists slightly

less well-remembered than the Beatles

PETE SALANT FORMS CONSULTANCY

• STEVE EDWARDS UPPED TO MALRITE VP

• MCA SET TO TAKE OVER ABC RECORDS

CAPITOL/EMI ACQUIRES UNITED ARTISTS

• RICH ROBERTSON BECOMES GM AT KOMO/SEATTLE

NUMBER ONE CHR: "Shame On The Moon" — Bob Seger (Capitol)

● NUMBER ONE A/C: "You Are" — Lionel Richie (Motown) (2nd week)

• NUMBER ONE AOR TRACK: "Separate Ways" - Journey (Columbia)

• NUMBER ONE LP: "The Distance" — Bob Seger (Capitol) (5th week)

• NUMBER ONE BLACK: "Billie Jean" - Michael Jackson (Epic) (3rd week)

FIVE YEARS AGO TODAY

• BILL STATON, ROBERT WRIGHT SET AS RCA VPS

◆ CAREY PALL NEW PD AT WHTX/PITTSBURGH

themselves.

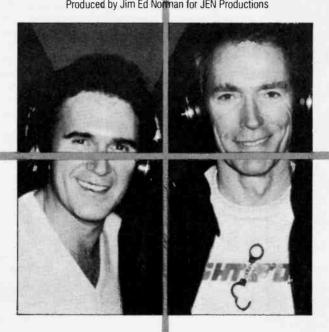
a British singer who was popular in Ger-

• NUMBER ONE CHR: "Seasons In The Sun" — Terry Jacks (Bell)

● NUMBER ONE COUNTRY: "Daddy What If" — Bobby Bare (RCA)

GoAhead 44MAKEMYDAY77 NAKENIONAL

The New Single By T.G. Sheppard with Clint Eastwood



One Of The "Most Added" A/C

WNYS add KMJK add **WVSR** add 98PXY add WHFM add WRQK on 94TYX on **WOKI add** KTFM add **KROK** on Z104 add WHOT-FM add KYNO-FM add KQMQ add KSKD deb 37 **KHYT** add WFBG on WGUY add WZON add WIGY add

T.G. Sheppard SLOW BURN 1/4-23911 Now Includes The Single "Make My Day"



SUDDEN IMPACT
And The Best Of Dirty Harry!
1/4-23990
Featuring The Best Music From
The Dirty Harry Films
An Eastwood-Garrett Music Production
On Viva Records and Cassettes



One Of The 'Most Added'' Country

> **WERZ** add **WQCM** add 13FEA on WJBQ add **KQIZ-FM** on WISE deb 34 WCGQ on KILE on WAEV deb 35 KKQV on KXSS add 99KG add KKRC add KWTO-FM on KCDQ add KGHO add **KCBN** add KSLY add KZOZ on **KIST on**

When They Say HIT They're Not Kidding.



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"ONE IN A MILLION"

The New Single from the Gold Album IN HEAT



It'll have your listeners talking in their sleep!

Ships This

Distributed by CBS Records



Datebook

MONDAY, FEBRUARY 13

Sinatra's Industry Reprise

One of the industry's first custom labels got its start on this day in 1961 when Frank Sinatra left Capitol to form Reprise Records. The label's first signings were fellow crooners Bing Crosby, Dean Martin, and Sammy Davis, Jr. But after Sinatra sold the label to WB in 1963, the label's roster became super-eclectic, with artists ranging from Joni Mitchell to Jimi Hendrix and Captain Beefheart. Around 1977, Warners began phasing Reprise out, moving Gordon Lightfoot and Fleetwood Mac to the main label. Only Neil Young stayed on Reprise until his cross-WEA move to Geffen. The label now functions only as a vehicle for its founder's recordings.

Birthdays: Ex-Monkee Peter Tork 1944, Foreigner-turned-Spys member Edward Gagliardi 1952, Halrcut 100's

TUESDAY, FEBRUARY 14

Rock The Casbah, Pt. I

When Iran's Khomeini regime decided in 1980 that the arts - and especially rock & roll - were frivolous and sacrilegious, its move was not without precedent. On this day in 1958, the Shah of Iran's government declared rock & roll 'against the concepts of Islam" and, because of the "extreme gyrations of the hips" in rock dances, also a health hazard. (As they say, one man's beat is another man's Persian.) It should probably be remembered that the Iranian decree wasn't much different from the ones being made by the more hysterical American city councils and radio stations during the

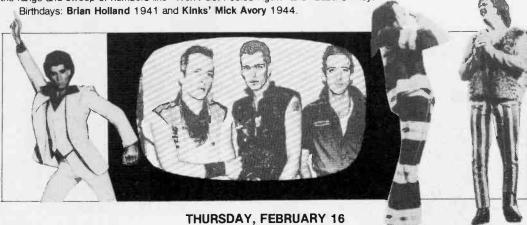
Birthdays: Eric Andersen 1943. Tim Buckley would have been 37.

WEDNESDAY, FEBRUARY 15

New Life & New Lifehouses

Melissa Manchester was born in the Bronx on this day in 1951. The daughter of a Met-opera bassoonist, Melissa attended the performing-arts high school immortalized in "Fame." She was doing jingle work by age 15 and at 20 had been given a job as a Harlette, one of Bette Midler's backups. In 1979, right between the sober "Ice Castles" and "Fire In The Morning," Manchester surprised people with a fiery cover of Lisa DalBello's "Pretty Girls." So her decision to segue into rock & roll in 1982 with "You Should Hear How She Talks About You" was actually not out of character.

On this day in 1971, the Who premiered "Lifehouse," their multi-media follow-up to "Tommy." It never came to pass as a stage show or movie, but some of the songs on "Who's Next" were originally written for the program, thus explaining the range and sweep of numbers like "Won't Get Fooled Again" and "Baba O'Riley.



Sonny Day Today

Salvatore (Sonny) Bono was born today 49 years ago, according to most authorities. Bono was an artist (as Don Christy, among other pseudonyms) and A&R exec for Specialty Records in the late '50s, and until 1965 his main claim to fame was co-writing the Jackie DeShannon/Searchers hit "Needles And Pins." But after forming a performing and romantic duo with Cherilyn Lapler in 1964, Bono's career took off with "I Got You Babe" the following year. Aside from his Sonny & Cher hits, Bono made solo records, the biggest of which, "Laugh At Me," was written, according to legend, after he was refused entrance to longtime record industry dining hangout Martoni's for wearing his then-habitual furs-and-

Also born today, Duran Duran's Andy Taylor 1961.

FRIDAY, FEBRUARY 17

Rock The Casbah, Pt. 2

On this day in 1979, before any of Britain's new-wave artists had managed to score an American hit, the Clash began their first "Pearl Harbor" tour of the states at New York's Palladium. At the time, punk still had an American stereotype of all-suicidal rebellion and no musical credibility. Although the band's name, and their decision to open with "I'm So Bored With The U.S.A," probably didn't help much, the first America Clash tour probably paved the way for new wave's subsequent progress

Birthdays: Bobby "Tossing & Turning" Lewis 1935, Gene Pitney 1941

SATURDAY, FEBRUARY 18

Born With A Fever

An artist with three top-ten records celebrates his birthday today, but he's probably more famous for the cover of an album he didn't sing on. John Travolta was born this day in 1951. He left school at 16 to start acting. In 1976, Midland International, playing on his exposure in "Welcome Back Kotter," made him a recording artist. His first single, "Let Her In," went to #6 but follow-ups, including a remake of Nino Tempo's "All Strung Out On You," didn't fare as well. After "Fever," Midland (by then Midsong) took Travolta to court, claiming that he owed them another album, but after two top-ten hits from the "Grease" soundtrack, Travolta didn't sing again until his reunion with Olivia Newton-John on "Take A

Birthdays: Yoko Ono 1933

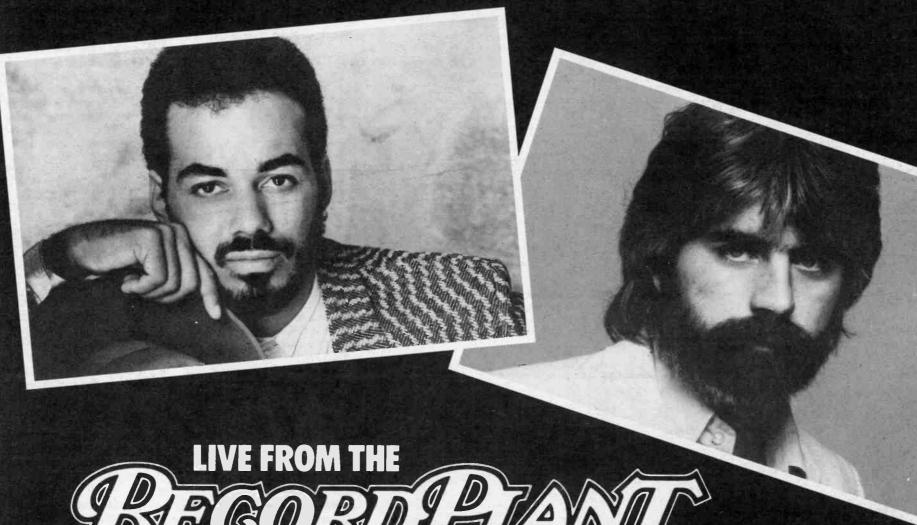
SUNDAY, FEBRUARY 19

Bon Scott Dies

In 1984, the standard-bearers for heavy-metal bands are groups like Def Leppard and Iron Maiden, who spend a lot of time assuring the press that they're not constantly on the edge in real-life. One rocker who did go over the edge was AC/DC lead vocalist Ronald Belford (Bon) Scott, who asphyxiated on his own vomit after a heavy night of drinking on this day in 1980. Brian Johnson from British band Geordie replaced Scott, and AC/DC's breakthrough album "Back In Black" was an offhand tribute to their late singer. Ironically, Scott "rejoined" the band in 1981 when "Dirty Deeds Done Dirt Cheap" was finally issued in America and became "Back" 's unofficial follow-up.

Birthdays: Smokey Robinson 1940, Black Sabbath's Tony lommi 1948.

RKO RADIOSHOWS



RECORDING STUDIOS, L. A.

Your listeners are the stars every Sunday night at 11:00PM (EST) for an hour of music and toll-free call-in conversation.

February 12th...James Ingram and Michael McDonald tell-all about their rare collaboration on the chart-topping single "Yah Mo B There."

Hosted LIVE, in stereo, by Jo Interrante and Father Guido Sarducci.

Produced by Patrick Griffith Productions, Inc. for RKO.

For radio's hottest, most promotable program call 212-764-6702.

TRANSACTIONS

Big Thicket Buys WAAX & WQEN

WAAX & WQEN/Gadsden, AL have been sold to Big Thicket Broadcasting Co. for \$3.47 million, subject to FCC approval. The seller is Etowah Broadcasters, owned by Charles Smithgall. Jr.

WAAX operates with 5 kw days, 500 watts nights, on 570 kHz. WQEN broadcasts on 103.7 mHz with 100 kw and antenna height of 1080 feet.

Etowah has no other broadcast interests. Big Thicket also owns KTYC/Tyler, TX; KRKK & KQSW/Rock Springs, WY; and WELO & WZLQ/Tupelo, MS. Principals of Big Thicket are President Adam Polacek and VP Henry Kane.

Blackburn & Co. brokered.

Wheeler Buys KLTE From Quantum

Mel Wheeler, Inc. has agreed to purchase KLTE/Oklahoma City from Quantum Communications for an undisclosed price, pending FCC approval. KLTE operates with 100 kw at 101.9 mHz with an antenna height of 457 feet.

KLTE marks the fifth radio acquisition for MWI, which also owns WSLC & WSLQ/Roanoke; KDNT/Denton, TX; KDNG/Galnesville, TX; and two TV stations. Quantum, a company jointly owned by longtime broadcaster Ken Dowe and Dallas Cowboys owner Clint Murchison, has no other radio properties.

Larry Wood of **R.C. Crisier** in Cincinnati served as broker. Takeover is expected in late April.

Tin Angel At Red Parrot



Atlantic's Tin Angel premiered their debut LP at New York's Red Parrot club. Backstage following the performance were: (I-r): Atlantic's Bruce Tennenbaum and David Fleischman, group's Julie Last, Atlantic artist Gary Private, group's Cindy Dell, Lori Zee, Karen Atta, and Sherri Waggoner, and Atlantic's Donna Kreiss, Danny Buch, and Patti Conte.

Trio At Be-Bop



PolyGram recently threw a party for German rockers Trio at New York's Be-Bop cafe. Pictured (I-r) back: PolyGram's George Meier, WLIR/Long Island MD Rosie Pisani & personality Bob Waugh, PolyGram's John Weston and WHTZ/New York Assistant PD Michael Ellis. In front: Trio producer Klaus Voorman and group members Peter Behrens and Kralle Krawinkel.

HODGES NEW GM

KKLR Sheds Country For "Beautiful Contemporary"

Citing oversaturation of Country signals, KKLR/Oklahoma City shifted to a "Beautiful Contemporary" format February 2, using music supplied by syndicator Century 21. At the same time, 28-year local broadcaster Don Hodges was named to the vacant GM's position, taking over for interim GM Alan Conway. Hodges, who remains owner of nearby KOKC/Guthrie, OK, begins his new assignment February 20.

Commenting on Hodges's appointment, Oaks Broadcasting President Ken Fairchild said, "Even before we got FCC approval to buy KKLR last year, we asked a lot of ad agency and business people in town who they'd like to see as our GM. Don was far and away the number one choice.

MILLER RETURNS AS PD

KOFM Drops A/C For CHR

After three years as an A/C station, KOFM/Oklahoma City has returned to a CHR format under PD Mike Miller, who replaces exiting PD John Jenkins. Ironically, Jenkins replaced Miller three years ago when KOFM dropped CHR for A/C.

VP/GM Mike Colello commented on the reasons for the format switch: "In the last book, it's obvious we had a sharp decrease. The A/C format in this market grew in listenership to a minimal degree over the last two books, and there was clearly more room for growth in the CHR format. I'm glad to have Mike returning as our PD. John did a fine job, but Mike's past success and experience in the market with CHR makes him perfect for the new KOFM."

Miller, who ran his own advertising agency for the past three years, told R&R, "The costs of running an A/C format became prohibitive, relative to the local economy. CHR offers us the greatest opportunity to turn this station around. We hope to go right back up in the ratings. KOFM's not Mickey Mousing around; we're going to be straight-ahead rock & roll CHR. There is room for two CHRs to exist, and KOFM intends to be the leader."

We know he can do the job, and his excellent reputation gives us instant credibility. We're thrilled to have him."

Prior to joining KKLR, Hodges served eight years at KEBC/Oklahoma City - four as GSM and four more as VP/GM. His extensive broadcast background also includes a variety of on-air and sales positions at crosstown KOMA, KTOK, and KOCY-AM & FM, as well as KRMG/Tulsa. Hodges told R&R, "There's an opportunity to do some really exciting things here with the new format. We think we've found a niche in the market, particularly in serving the affluent segment of the North Oklahoma City-Edmond community. I'm very happy about

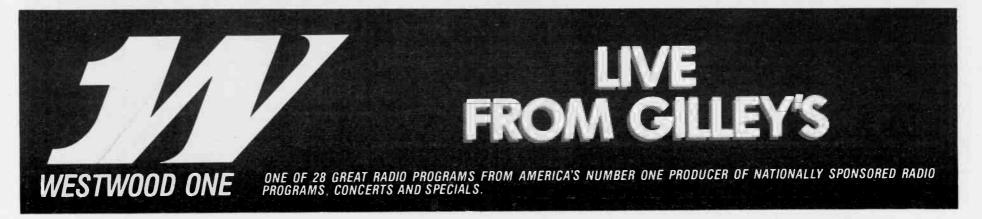
Describing the new format as a cross between A/C and Beautiful Music, Fairchild said, "We'll have a current playlist, which includes some Contemporary, some Beautiful, and even some crossover Country. It's a special mix that Century 21 put together for us, targeting 25-54."

Savage Named GSM At WCBM

The new General Sales Manager at WCBM/Baltimore is Scott Savage, who joins the station from WTOP/Washington, where he was an Account Executive and Director/Sports Marketing. He fills the vacancy created by the departure of GSM Robert Fullmer last October.

"It's exciting to be working with another News/Talk station," Savage commented. "I like selling N/T. It's foreground radio at its best because listeners pay more attention and recall is higher. We're selling a quality audience. People who are interested in News or Talk care about what's happening, they're well-educated and have higher incomes. Research backs that up all around the country."

As Baltimore's only N/T station, and with its heavy emphasis on sports, WCBM is in a "unique marketing position," according to Savage, who added that last fall's ratings jump (2.3-3.8) "is just the start of where this station is going to go."



MEET THE BEATLES. AGAIN.

A four-hour Holiday Spectacular celebrating the Beatles' historic invasion of America 20 years ago. Host Scott Muni of Source New York affiliate WNEW-FM chronicles the Beatle years with rare interviews and classic music. From their candid thoughts to their timeless legacy. Plus listeners will be eligible to win the Beatles album of their choice in a special AtariSoft promotion. Meet the Beatles. Again. A re-acquaintance with four lads from Liverpool who changed a little more than just our music. Produced by Denny Somach Productions.

President's Day Weekend. February 17, 18, 19, 20.

Sponsored in part by AtariSoft, The Air Force Reserve, The U.S. Navy and Blue Nun Wine.





THE PICTURE PAGES

Genesis, Atlantic Celebrate Ten Together



Atlantic Chairman Ahmet Ertegun recently hosted a bash at L.A.'s Spago restaurant celebrating Genesis's ten-year association with the label. Seen here with the two halves of the group's birthday cake are (I-r standing) Atlantic Exec. VP/GM Dave Glew, Genesis tour guitarist Daryl Stuermer, Genesis's Mike Rutherford, manager Tony Smith, Ertegun, Genesis's Tony Banks, and tour drummer Chester Thompson; (I-r kneeling) Genesis's Phil Collins and Atlantic President Doug Morris.

Big Country For ASCAP



ASCAP representatives visited their clients, Big Country, at a recent show at New York's Roseland Ballroom. Shown backstage (I-r): BC's Stuart Adamson, ASCAP's Rick Morrison, band's Bruce Watson, ASCAP's Lisa Schmidt, and group members Tony Butler and Mark Brzeizicki.

Fastway Backstage



Shown backstage at Madison Square Garden, where Fastway was opening for AC/DC, are (I-r): Columbia's Mason Munoz, Fastway's Dave King, Columbia VP Ray Anderson, Sr. VP/GM Al Teller, label's Phil Sandhaus, group's 'Fast Eddie'' Clarke, Columbia VP Arma Andon, band's Charlie McCracken, Columbia VP Bob Sherwood, and Fastway's Jerry Shirley.

Shrapnel Flies At E/A



New Jersey-based rockers Shrapnel recently finished their first mini-album for Elektra/Asylum. Shown here carrying E/A's Michael Alago are Shrapnel members (I-r): Dan Clayton, Phil Caivano, Dave Wyndorf, Daniel Rey, and Dave Vogt.

RCA, Total Experience Celebrate Pact



RCA threw a party in New York to celebrate its recent distribution pact with Total Experience Records. RCA Records President Bob Summer (I) is shown here with Total Experience President Lonnie Simmons.

Osborne Gets Gold Through Magic



Following a recent performance at the Universal Amphitheatre, Jeffrey Osborne was visited by the official heads of A&M, Jerry Moss & Herb Alpert, and the unofficial head of the L.A. Lakers, Magic Johnson. Shown during the presentation of a gold LP for "Stay With Me Tonight" are (I-r): Alpert, Johnson, Osborne, and Moss.

Wilder's Solid Gold Stride

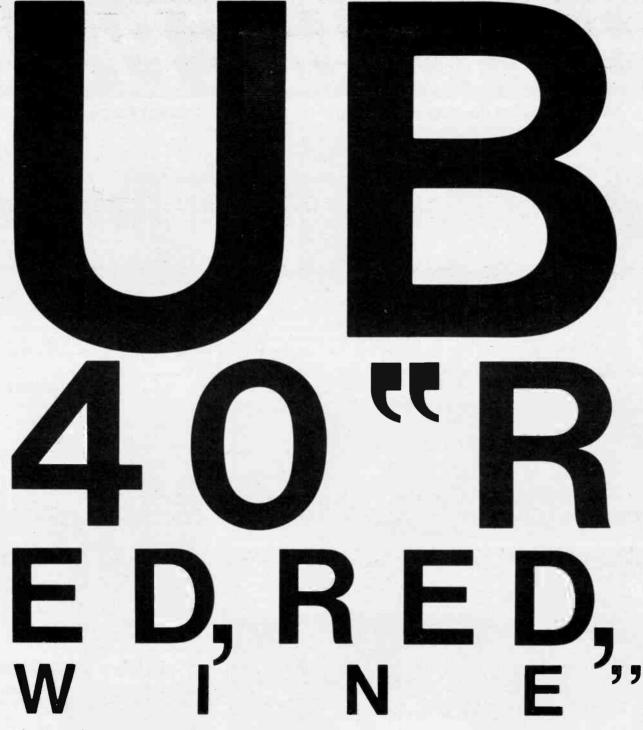


Private I VP/A&R Stuart Love dropped by the studios of "Solid Gold" to visit his artist, Matthew Wilder, taping an appearance for a recent episode. Shown (I-r): Love, Wilder, and managers Al Bunetta and Dan Einstein.

Martell's Kickoff Luncheon



The T.J. Martell Foundation for leukemia and cancer research recently held its kickoff luncheon for the April 14 dinner to honor CBS Records Group President Walter Yetnikoff. Shown (I-r standing) CBS Senior VP & Martell Dinner Chairman Seymour Gartenberg, CBS Associated Labels VP/GM & Foundation President Tony Martell, and Foundation Chairman & Shorewood Packaging Exec. VP Floyd Glinert; (I-r seated) WNEW-FM/New York Operations Director Scott Muni, Yetnikoff, and Foundation Scientific Director Dr. James Holland.



UB40..."RED, RED, WINE"...(AM-2600)

These radio stations have shown extraordinary vision. It's not always easy to see something that is very, very big.

WHTT WHFM WXKS-FM **WKFM WKBW WPST WBLI** WRCK CKGM WKRZ-FM WCAU-FM **WBBQ** CFTR KHFI CHUM **KZZB** WNOK-FM 93FM KEARTH WZLD KITE KIQQ **XTRA** WNFI **KFRC** KAMZ WFLY **WRQK WVSR** WANS-FM K104 **WZYP WYCR** WOKI WTIC-FM **WFMI WKEE** G100 WLAN-FM WSPK KX104

UB40 is on tour. See for yourself.

WSFL **KROK** KIIK WKDQ WGRD WZPL **WJXQ** WVIC WRQN K107 WHOT-FM **KMGX** KYNO-FM KQMQ **KLUC KSKD**

KRSP **KILE** KHYT **KTDY** Q101 KRQ **WFBG** WAEV WGUY WIXV 103CIR Z102 WIKZ WGLF WERZ **KKQV WZYQ WBWB OK100 KCMQ** WKHI Y94 95XIL **KYTN** WAZY-FM **WJBQ** WOMP-FM WSPT KQIZ-FM KCDQ **WISE KGHO WJAD KOZE** WCGQ **KDZA KISR KBIM** Q104 **WYKS KZOZ**



ODAO IS ON LOUI. OCC 101 YOURSEN.

From the album "Labour of Love" on A&M Records and Cassettes

Produced by UB40 and Ray "Pablo" Falconer, Issued under license from Virgin Records, Ltd.
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THE PICTURE PAGES

Queen Comes To Capitol



New Capitol artists Queen apparently couldn't wait to get to work. The group and label executives celebrated the signing at L.A.'s Record Plant studios, where Queen was laying down tracks for their label debut LP. Shown (I-r) in back: tour manager Gerry Stickells, Capitol VP Walter Lee, business manager Jim Beach, Capitol VP Bruce Wendell, and personal manager Paul Prenter. Middle row: Queen's Freddie Mercury, Capitol President Jim Mazza, and co-producer Mack. Front: Capitol VP Bob Young, Queen's Brian May, Roger Taylor, and John Deacon, and Capitol VP Don Grierson.

Bryson Moves To E/A



Peabo Bryson has signed with Elektra/Asylum, with a debut LP scheduled for spring 1984. Celebrating at E/A head-quarters are (I-r) manager David Franklin, E/A Senior VP Lou Maglia, Bryson, E/A's Chairman Bob Krasnow, VP Gary Cason, and President Bruce Lundvall.

Repast Of The Romantics



Shown here toasting after the Romantics' recent show at New York's Ritz are (I-r) standing: Nemperor's Patrick Clifford, group member Coz Canler, CBS Records President Walter Yetnikoff, Romantics Jimmy Marinos, Mike Skill, and Wally Palmer, and manager Joel Zuckerman. Seated are Nemperor's Nat Weiss and manager Arnie Tencer.

Down By "Law" In Suburbs



Seen backstage at New York's Ritz where the Suburbs were touring in support of their "Love Is The Law" LP are (I-r) in back: Suburbanites Bruce Allen, Hugo Klaers, Michael Halliday, Beej Chaney, and Chan Poley; front (I-r) PolyGram's John Weston and Linda Walker, manager Diana Thomas, PolyGram's Harry Palmer, Rhonda Markowitz, George Meier, Peter Lubin, and Senior VP Jerry Jaffe.

Clay Cements Pact With Morocco



Tiggi Clay has signed with Morocco/Motown, with an album scheduled in January. Pictured (I-r): Tiggi Clay's Romero "Breath" McCall, Fizzy Quick, Motown President Jay Lasker, TC's Billy Peaches, and Motown Sr. VP Skip Miller.

Burton Joins Atlantic



Vocalist Jenny Burton, best known for her work with C-Bank, has been signed by Atlantic with a single and album now out. Shown with Burton at the signing (I-r): Atlantic's Larry Yasgar, label President Doug Morris, Plateau Production's Lou DiBiase & Eddie O'Laughlin, Cotillion President Henry Allen, and manager Bob Whitmore.

Nelson's Triple Platinum Stardust



Released in 1978, Willie Nelson's "Stardust" LP has remained active for five years, culminating with the recent presentation of a triple-platinum record to Nelson. Shown with the award are (I-r): Columbia Senior VP/GM Al Teller, Nelson, and CBS/Nashville Senior VP/GM Rick Blackburn.

RCA Visits Fleetwood Backstage



RCA's Mick Fleetwood (c) stopped by the Westwood One audio truck after taping a special at L.A.'s Country Club. With the drummer are RCA VP Paul Atkinson and manager Mickey Shapiro.

ASCAP MEMBERS CAPTURE 63.3% OF THE GRAMMY NOMINATIONS FOR SONGWRITING

AIN'T NOBODY Hawk Wolinski

ALL NIGHT LONG (ALL NIGHT) Lionel Richie

BABY I LIED Rory Bourke

DREAM HUNTER Michael Sembello, Dan Sembello

ELECTRIC AVENUE Eddy Grant (PRS)

FLASHDANCE
Giorgio Moroder (SUISA),
Keith Forsey (GEMA),
Irene Cara, Phil Ramone,
Michael Sembello, Duane
Hitchings, Dennis Matkosky

GANDHI George Fenton (PRS), Ravi Shankar I.O.U.

Austin Roberts

LA CAGE AUX FOLLES Jerry Herman

A LITTLE GOOD MUSIC Tommy Rocco, Charlie Black, Rory Bourke

LITTLE SHOP OF HORRORS Howard Ashman

LOVE THEME FROM FLASHDANCE Giorgio Moroder (SUISA)



MANIAC Michael Sembello, Dennis Matkosky

ON YOUR TOES
Richard Rodgers,
Lorenz Hart

P.Y.T. (PRETTY YOUNG THING)
Quincy Jones

STAYIN' ALIVE Frank Stallone, Vince DiCola, Tom Marolda

STRANGER IN MY HOUSE Mike Reid

THE THORNBIRDS THEME Henry Mancini

TOOTSIE Marilyn Bergman, Alan Bergman

WE'VE GOT THE SONGS

Contemporary Hit Radio



JOEL DENVER

NON-PROFIT PUBLICATION FLOURISHES

RadioPhiles Offers Food For Radio Junkies

Do you recall what first got you into radio? For me it was DXing. I was constantly amazed by hearing distant signals from points unknown drifting in the ether. The thought of talking into a mike and being heard, not only in town, but thousands of miles away, captivated my imagination

Though I've been in the business since 1968, I'm still a willing victim of the wonderment of learning and exploring radio. Being CHR Editor gives me a great opportunity for a well-balanced overview of radio, but I'm always eager for more input. So I was delighted when I recently received a copy of "RadioPhiles," a not-for-profit, twice-monthly publication for real radio junkies. With an annual subscription price of just \$15, and a circulation of just over 100, there's no room for profit!



Serving Radio Enthusiasts Worldwide

RadioPhiles isn't fancy-looking and it doesn't have a national record chart or reporting stations. But, it does contain a lot of interesting information for the radio junkie. While scanning a couple of back issues I saw copious lists of frequency applications, requests for transmitting equipment modifications, and in one issue there was a map showing the location, calls, and power of every station on 92.7 mHz. Without a doubt, this is radio junkie info.

I also noticed lots of memorabilia, my favorite stuff: many reprints of old radio station surveys, bumper stickers, and logos. There are names and addresses of people with current airchecks of Z100/New York, or just about any other hot station in America. And most important, there were letters, articles, and suggestions written by other radio enthusiasts. Many of these written contributions come from small market broadcasters, ranging in scope from how to put together a promotional collection of radio memorabilia to tips on splicing tape to solving a programming dilemma.

To learn more about this unusual publication, I contacted one of its primary contributors and founding members, "Doc" Elliot. Doc heads a small market consultancy in Wilmette, IL in addition to his law studies.

Network Of Enthusiasts

Doc explained the publication's target audience. "The main thrust of RadioPhiles is to provide a service to professional broadcasters and broadcast enthusiasts with interest in programming, DXing, and collecting promotional ideas and memorabilia. We have a network of people dedicated to sharing this specific information via the RadioPhiles newsletter. We actively solicit the thoughts and viewpoints of broadcasters. RadioPhiles has served as a launching point for those interested in swapping old airchecks and vintage radio goodies.

"RadioPhiles also serves as an inexpensive way for broadcasters in the smallest of markets to have some written link with the



Doc Elliot

outside world. We try and keep the readers abreast of the changes in radio from our perspective."

Paraphernalia Bank

"The publication began with an idea called the North American Radio Promo Bank. Today, I think it's the largest collection of radio station paraphernalia in the country. As a result we can demonstrate how a contest was done, what the artwork looked like, who was the supplier, how much it cost, etc.

"We're now into writing things which fellow broadcasters can use to learn and improve their skills. Currently, I've been working with Mark Windsor, who's in the B96(WBBM-FM)/Chicago production department, on improving production skills. RadioPhiles has also explored the role of ad agencies in radio, the impact of deregulation, the trend toward CHR, British radio, and the return of British pirate Radio Caroline."

Staying In The Black

There is no advertising in RadioPhiles. As a result, times have been tight in the past for the publication, which is now a bit over five years old. "We've been in the red before, but currently we're in the black. We've had a minimum of at least 50 members, but if the membership continues at the present rate of 100 or so, we can foresee keeping the rate under \$20 in the near future.

"RadioPhiles can get down to nitty gritty items of specific interest. Our topics are so specific that they aren't for every broadcaster . . . we're designed for those who're really into living, breathing, and eating radio."

Editor's Note

After spending time reading through these back issues and talking to Doc, I whipped out my own checkbook and subscribed for a year myself. If you're a real radio junkie and would like a free sample, just write NARPB, PO Box 540381, Houston, TX 77954

Real PDs . . .

The following list of "Real PDs' Dos and Don'ts" was published in a recent issue (11-1-83) of **RadioPhiles**. I've taken the liberty of editing out anything overly scandalous from these anonymous contributions. Clip and save them as guidelines for your programming career . . . should all else fail!

Real PDs do:

- lock their office door every night
- · have a complete collection of Slim Whitman 8-tracks
- · still think there is such a thing as a free lunch
- wish their whole airstaff was as "together" as Johnny Fever
- · have a gold record for "Afternoon Delight" by Starland Vocal Band
- · use a yellow marker to highlight typos in the trades
- play classical oboe, but have never told anyone
- register at Holiday Inns using the name Chuck E. Cheese
- have a secret desire to nuke the EBS cart
- insist on all mail being addressed to "current occupant"
- miss watching Tom Snyder on the "Tomorrow Show"
 have a larger personal music library than the station
- read Playboy only for the interviews
- wish someone would "pie" Merv Griffin
- have an Egg McMuffin fetish
- · update their resume one week before the ratings come out
- · remember when Barbi Benton visited the station
- · have a reserved table at Taco Bell
- play trivia games with visiting national promo reps
- · choose a radio profession because they can't sell
- · have children who listen to the competition
- plan on writing a book about their career, but no one would believe it
- try to tell visual jokes over the phone
- anonymously request stiff records on the competition's request line
- have handwriting that compares favorably to a Mt. St. Helens seismograph
- · make their rent money by bellhopping at the Ramada Inn
- · think the Lite Beer sports celebs should start their own sperm bank
- wish they'd fallen asleep before John Denver sang on the Grammys
- walk in on the all-night jock at 3am and request "The Curly Shuffle"

And now the flip side. Real PDs don't:

- · wear T-shirts at conventions
- · return phone calls
- date the owner's children
- have a decent credit rating
- drink Tab on the rocks
- want to be **Don Imus**'s boss
- do the all-night show, even in an emergency
- cash their checks at K mart
- get free haircuts trading 45rpm promo copies

Continued on Page 39

92X Drive-Through Requests

In the never-ending quest for uniqueness, 92X/Columbus PD Adam Cook has come up with an innovative idea, "drive-through requests."

Adam picks up the story. "My morning man, Tom Kelly, started with his own fictitious drive-through request line for the past six months or so, and it gave me the idea. In searching for something different to do, we found a Burger King on the north side of Columbus which was willing to cooperate with this experiment.

"When you drive through the line, they take your food order, then ask if you have a request to be heard on 92X. You can imagine the response from first-time customers or non-listeners. To get the requests back to the station, we've installed a remote control system set up at Burger King which uses the telephone to activate a tape recorder in the studio. Pressing the 'star' on the touch pad starts the recorder, and when they hit the number sign (#), it stops. Curt Monday is on the air during this feature, and can monitor the cue system, using the ones on-air which make the most sense."

Endless Possibilities

Once you find something that works, a variation or two on the theme makes perfect sense. "On New Year's Eve we did resolutions using our remote request system. Since this feature has been expanded an hour to run from 11pm to 2am, we pick up a lot of late-night adult partiers. We've been at our present location for about six weeks, and are going to move it around to another Burger King to serve some of our other listeners. There are endless



92X personality Curt Monday standing outside his "satellite" request facility at Burger King.

things which can be done with this concept, and we've received a lot of TV coverage from this idea. We're now logging a couple hundred requests a night this way, and I understand that Burger King is looking to do this in other markets as well."

"They don't know" yet...



But they will when you watch

Ullman

Johnny on the
TONIGHT SHOW
February 17

performing her debut single
"They Don't Know"
and
"Move Over Darling"

"They Don't Know"

The debut single from
Tracey Ullman's soon-to-be
released album
"You Broke My Heart In 17 Places"

records

ON MICA RECORDS

AS

"S FIRST

WEEK-LONG

GUEST V.J.

February 13-19
1-6:00 pm





PATTI LABELLE NEW & ACTIVE

"If Only You Knew"

B104 24-20 WXKS-FM 31-27 **WNYS 14** WPLJ 12 Z100 8-6 WCAU-FM 39-35 B94 deb 29 Z93 10-8 195 20-15 Y100 19-15

KIIS-FM deb 35 WTIC-FM 31-28 **WBBQ 15-10** KXX106 28-23 KAMZ 23-21 WANS-FM 35-31 94TYX 29-24 WOKI add KX104 23-19 WSFL 37-27 WNVZ 31-18 WKDD add WRQN add WHOT-FM 32-28 KBBK add KQMQ 33 KHYT 29-26

13FEA add **KEARTH 28-26** WISE add Q101 29-23 Z102 17-9 WGLF add KCDQ add KDZA add KSLY add WRQK **KBFM KTFM KSKD** WGUY

103CIR

WERZ

WJBQ

WJAD

WFOX add 30



KNOE-FM

KTRS

WKEE

WSPK

WNFI

SIGNIFICANT ACTION

WNYS add 37 **WPHD 35** Z100 on WCAU-FM on B94 23-16



WXLK add 94Q add 26 Q105 on KKQV 27-20 K104 add KCBN 19-12 98PXY add KSLY add KHFI 36-21 **WOKI 32-19** KZZB deb 36 WSFL add WNFI 40-38 KBFM on WNVZ add 27 WZPL on WKDQ 40-29 WJXQ on WGRD 39-31 WRQN on KJ103 11-7 K107 on **WRKR 5-5** WHOT-FM on KHYT add KQMQ deb 40 103CIR add KSKD on **WQCM** add **WIKZ 34-30** WISE add

ADAM ANT

WERZ on WOMP-FM on KQIZ-FM on Q104 on WKEE deb 34 WYKS on **KYTN 34-31** KCDQ on KGHO deb 39 KZOZ deb 39 KIST on



JOHN CAFFERTY AND THE BEAVER **BROWN BAND**

"Tender Years"

WPHD WCAU-FM **PRO-FM** Q105 WGCL KHTR WLAN-FM WRCK

WKRZ-FM WZLD WOKI KX104 WSFL **WZPL** WJXQ **WRKR**

WHOT-FM KHOP **KIDD KSKD** WGUY WIGY WERZ 13FEA

WJBQ Q101 KKQV KCDQ **KBIM KITY**



MATTHEW WILDER

"The Kid's American"

OUT OF THE BOX ADDS AT:

WBEN-FM **WPHD Z93** WGCL Q103 KIQQ **XTRA WVSR** WLAN-FM

WSPK **WPST WBBQ KXX106 WBCY** WNFI **KBFM** KX104 **KTFM**

WZPL KQKQ WHOT-FM **KBBK KMGX** KYNO-FM KQMQ **KSKD**

WJAD WFOX **WPFM** Z102 **KYTN KGOT KCDQ KGHO**



SIGNIFICANT ACTION

CHR SIGNIFICANT ACTION



Y "So Tired"

Distributed by CBS Records

On Your Desk Next Week!

WKHI

KQKQ's Supermouth

Do you remember your first break into radio? I'll bet it's nothing like KQKQ/Omaha's yearly contest called "Supermouth." PD Jerry Dean and staff openly solicit audition tapes from anyone without previous professional on-air experience to become Supermouth for a year!

Super Salary For Supermouth

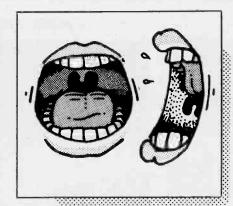
"Our GM, Bill Cunningham, originated the idea three years ago," began Jerry. "The winner receives a \$20,000 salary to work 10pm to 2am for a year, \$1000 in clothes, plus the use of his or her own 'Supermouth' car for the year, gas included." This year's car was a 1983 Firebird, complete with Supermouth and station logos!

"The quality of the people who've applied is really unbelievable. This past year's winner, Mimi Merriman, was a student at the University of Nebraska and had a bit of theater experience. She's turned out to be one of the best female jocks in the Midwest, and Supermouth was the first job she's ever had in radio.

"Our first winner was Alan Bone. He and Mimi are still with us, but are working on-air at our AM sister station, 16K(KLNG). They also do a few weekend shifts for me on the FM. Our current Supermouth, Scott O'Hanlan, has done a great job for us, but his time's about up, so we'll be looking for another Supermouth in late March."

On-Air Final Auditions

Jerry told me Supermouth becomes a major on-air effort complete with promos to solicit audition tapes from those seeking fame, fortune, and free 45s in the wacky world of radio.



The applicants' tapes are screened and weeded down to a final ten. Then comes the final exam. "We give them a live on-air audition. Then the judges in the station, myself, Bill, and the jocks, decide who's the winner. Every Supermouth understands this is only a one-year shot, but they're willing to change their lifestyles and give it a try."

I told Jerry Supermouth was accomplishing a two-fold task: giving an unknown talent a shot at showbiz, and paying him or her \$20,000 plus goodies to *learn* a new trade. That's a better deal than the Army! And to think my first on-air job paid me \$1.60 an hour. "There have been so many articles written with programmers asking 'where is all the talent?' All these winners are young, eager, and well-disciplined. The salary is pretty good, but in the end they get bitten by the radio bug and money becomes secondary to being on the air, just as it was for many of us."

Motion

Dave Duquesne leaves the MD slot at KOFM/
Oklahoma City to become PD at WHOO/Waco
Blaine Kelly, former WABB-FM/Mobile PD, is now doing middays at WQID/Biloxi Gary
Burns & Associates has been named consultant for Q106/York, replacing Drake-Chenault
Dennis Evans, not Denise Evans, as we mistakenly printed, is new to mornings at KJ103/Oklahoma City Tomm Rivers segues from B96/Chicago to afternoons at WZOK/Rockford, and PM driver Charlie Bronsen is now Production Director.

WERZ/Exeter loses Neil Jackson to after-

noons at WTIC-FM/Hartford, but the station picks up John Willis to do mornings from WJBQ/Portland and Mike McGowen from WMR/Rumford, ME... KBIM/Roswell morning man Howard Grant goes on leave for five weeks to run for City Council... Scott Mitchell joins KITS/San Francisco for all-nights from FM102/Sacramento, replacing Rick Neal.... KHTT/San Jose afternooner Joe Eick has been promoted to MD/Research Director.

Johnny Rowlands segues from the PD slot at ZZ99/Kansas City to late-nights at crosstown competitor KBEQ.

Real PDs . . .

Continued from Page 36

- read LP liner notes
- · fire jocks by Mailgram
- read Rolling Stone
- use the rest room of the opposite sex in an emergency
- work on postal holidays
- · fly first class
- fish with a Popeil Pocket Fisherman
- · drive cars that are paid for
- have a Farrah Fawcett-Majors poster in their office
- plav donkev basketball
- watch "American Bandstand"
- bootleg old American Top-40 shows
- · park in the morning man's reserved spot
- renew their subscription to Record World
- · eat lunch
- · live in Beltsville or Laurel, MD
- stay under budget
- know how to type or refile a record in the library
- make coffee
- · jog in the dark or swim in the nude
- find anything uproariously funny about any of the above items

Station Profile

KWTO-FM Springfield, MO
"Rock 99"
PO Box 4568 G.S.
Springfield, MO 65804
(417) 883-9000

Station Manager: Kurt Boney
Operations Manager: Mike Schmidt
MD: Bob Hammond

Owner: Stuart Broadcasting Rep: KATZ Radio

98.7mHz

"Springfield is located in Southwest Missouri in the beautiful Ozark Mountain area. In this 11-station market, Rock 99 KWTO-FM is the dominant force. We're a high-profile CHR featuring personality jocks, not a bunch of card-reading clones. Rock 99 has a strong commitment to doing a lot of on-air promotions and public service campaigns that insure our maintaining a strong presence with our audience.

"We're not just a 'music box.' Rock 99 is part of the lifestyle of the community, woven into the very fabric of life in the





Bob Hammond and Mike Schmidt

Ozarks. We continue to succeed because we listen to what people want and need from us as a radio station. We've developed a unique bond with our listeners, and have every intention of maintaining it."

- Mike Schmidt



RAH RAH WHAT? — KPEN/San Jose and Budweiser recently completed the 1983-1984 "Cheerleader Competition," and the winners are shown here all smiles. Understandably, so are KPEN alr personalities (I-r) morning man Dan McKay, midday man Brian Rhea, and afternoon drive/PD Jim Bridges, who made personal pom-pom inspections.



THE KPLZ SHUFFLE? — KPLZ/Seattle PD/morning personality Jeff King found that what goes up must come down, as he raced pogo-style to help raise money for children's charities. Money was pledged for every foot of the big race between Jeff and afternoon man Sky Walker. Jeff is shown here doing his Kermit imitation and winning the race.

THE PICTURE PAGES

Capitol Loves Enemy



Capitol's recently-signed Dear Enemy are shown readying their new "Ransom Note" LP. In back (I-r) are Capitol VP Don Grierson, DE's Martin Fisher, Capitol VP Ray Tusken, and band's Ron Martini, Chris Langford, Ian Morrison, and Les Barker; (I-r seated) band's Peter Lesley, producer Peter McIan, and associate engineer Paul Ray.

Fonda Steps Out



The members of Elektra/Musician's Steps Ahead are shown conferring with Jane Fonda, who'll use the band's music on her new '.'Prime Time'' workout album for the middle-aged. Shown here: SA's Warren Bernhart, Eddie Gomez, and Michael Brecker, Fonda, band's Mike Mainieri, and E/A President Bruce Lundvall.

Gladys Gilded On TV



One way to make sure that your act looks good on television is to walk in and present them with a gold record. CBS Senior VP/GM Al Teller (I) did just that when Gladys Knight & the Pips were on WABC-TV/New York's "The Morning Show." Shown with Teller are Pips William Guest, Edward Patton, and Bubba Knight, Gladys Knight, and host Regis Philbin.

Riot Goes Gold In Canada



Following a gig at Toronto's Maple Leaf Gardens, members of Quiet Riot were presented with gold plaques for their "Metal Health" debut. Pictured (I-r): QR's Rudy Sarzo, CBS Canada VP Don Oates, Rioters Carlos Cavazo and Frank Banali, CBS Canada President Bernie Di Matteo, group's Kevin Dubrow, and manager Warren Entner.

Anderson Gets Sheepish



Shortly before a recent gig in Nashville, John Anderson was presented with a stuffed black sheep to commemorate his similarly-titled hit record. Shown here are Warners' Bruce Adelman (I) and Anderson.

JoBoxers' L.A. Bout



RCA's Don Wardell visited the JoBoxers backstage at L.A.'s Beverly Theatre on their first North American tour. Shown (I-r rear) are JoBoxers Dave Collard, Rob Marche, Wardell, and JoBoxer Dig Wayne; (I-r seated) JoBoxers Chris Bostock and Sean McLusky.

Wexler Commemorated By Major Market



WPEN & WMGK/Philadelphia VP/GM Larry Wexler, who served as Chairman of Major Market Radio's Advisory Board in 1983, was presented with a commemorative plaque at the fifth annual MMR Fly-In at Tampa. Pictured (I-r): MMR Executive VP Rich White, Wexler, KMPC/Los Angeles NSM Don McGovern, and MMR President Warner Rush.

Clayton Joins Compleat



Chicago vocalist Willie Clayton has been inked to Compleat Records with a new single, "Tell Me," just released. Clayton (r) is shown with Compleat President Charles Fach.





STEVE FEINSTEIN

FORMAT CHECKUP, PART 2

AOR Success Sketches

If I had my druthers, I'd devote a full column to every AOR that brought home the bacon in the fall sweep. Time and space considerations prevail, though, and instead, here are thumbnail sketches, mostly in the programmers' own words, of a sample who did the format proud.

Note the common concern with personality and presentation. It looks as though the "how bland can you be" approach is waning, if not extinct, in AOR. Gone are the days when fewer commercials and less talk were enough to disguise a lifeless product with all the excitement of a cardboard sandwich.

WDVE/Pittsburgh

You may not know much about Howie Castle. He's a modest, unassuming programmer who lets his ratings speak for themselves. They speak well of him — he had double-digit shares at WSYR/Syracuse while it was AOR, and in 18 months took WDVE from a 5.9 to 8.1 in 12+. Ironically, Castle and the station have parted ways since the book's release.

Stats: The 8.1 is the highest in the station's history, with 'DVE second to perennial giant KDKA and solidly ahead of both CHRs in the market. It's #1 in teens, men 18-24, 25-34, 18-34, and 18-49, women 18-24, and adults 18-34 and 18-49. WDVE's cume went from 322,000 to 332,000, while both CHRs' dropped.

Music: "Pittsburgh is a conservative, traditional city, so we haven't gone very far towards modern music. We spoon-fed the audience a little bit, and got tremendous negative reaction. We watched (crosstown AOR) WYDD put themselves in the dumper trying that"

CHR crossovers on AOR radio are a no-go for Castle. Having programmed CHR for eight years, he "knew what it was like to be intimidated by AOR. Now that the shoe's on the other foot, CHR doesn't intimidate me. We stayed away from Michael Jackson, Eurythmics, and Men Without Hats. You don't get hurt by what you don't play."

Castle feels AOR-based music, including new albums by Yes and Genesis, was stronger this fall than in the spring, when the CHR crop was plentiful.

He also feels AOR has been getting a bum rap for letting CHR force it on new records. "That didn't happen in Pittsburgh over the past year. We were early on Quiet Riot and novelty records such as 'The Russians Are Liars' by No Survivors and 'The Curly Shuffle,' which was big in Pittsburgh because Moe Howard's family is from here. We took the leadership role and made CHR play records, not the other way around."

Presentation: "The air staff was putting us all to sleep with a breathy, 70s-style delivery. We worked with the jocks to get them brighter and more up, though not forced like CHR. I wanted them to sound more enthusiastic on the air about music and promotions."

Promotions: 'DVE bought two strategic ad boards at Pittsburgh Penguins hockey games to assure that the station's logo would be included in TV camera shots. One was behind the goal where the Penguins shoot for two of the three periods, another covered the door the home team comes through to enter the arena.

Also, listeners who spotted upside-down billboards were given T-shirts with the logo printed upside down.

Imaging: "WDVE Rocks" logo and bumperstickers, and custom produced IDs with slogans such as "Still rockin' after 14 years" and "Rock and roll the way it's meant to be." The latter statement, Castle relates, "implied that other stations are wimpy without naming them directly. Instead, we stroked ourselves all the time."

Comments: "CHRs are attempting to reposition AOR from a sales point by saying AOR listeners ride motorcycles, don't take baths, and wear black T-shirts. These incorrect images in the minds of time buyers have got to be changed."

KISW/Seattle

Like Howie Castle, Gary Bryan is a former CHR programmer. He moved to KISW from crosstown KNBR at the start of the fall book, with former KISW PD Beau Phillips moving to a consultant role, replacing B/A/M/D.

Stats: KISW triumphed over both CHRs and fellow AOR KZOK in 12+, rising 5.0-5.9 and tying for 2nd place overall. It notched #1s in men 18-24, 25-34, 18-34, and 18-49, and tied for adults 18-34. Cume climbed 226,000 to 255,000, topping both CHRs'.

Music: "The station's erosion problem was due to altering the product when it moved towards the Abrams new music thing. Playing Thomas Dolby and Eddy Grant just wasn't the real KISW, which is positioned as Seattle's first hard rock radio station. If you're going to throw that image away, you better have something equally as powerful to replace it with.

"Copping out and saying 'Well, this is what's hot now and so we're going to do this' is crass and cynical. If you don't stick to your guns, then what are you? My theory was that the music will come back our way,

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BUZZARD FLIES HIGH

WMMS: They're Back (On Top) And They're Proud

WMMS/Cleveland resembles a force of nature more than a mere radio station. It swept through Cleveland's fall book with the devastating power of a hurricane. After slipping to 3rd place in the summer, 'MMS captured the #1 spot 12+ with a 10.2, and nabbed #1 honors in these demos:

Men 18+, 18-24, 25-34, 18-34, 18-49, 25-49, 25-54

Women 18-24, 18-34, 18-49 Adults 18+, 18-34, 18-49

The talented crew that contributes to the station's success starts with owners Malrite Broadcasting and continues right down the line through VP/GM Walt Tiburski, legendary MD Kid Leo, Director Of Advertising and Promotion Jim Marchyshyn and staff, and the crack air talent.

Operations Manager John Gorman is the architect behind some significant changes at WMMS over the last year which bore fruit this fall. He relates that it started early last year when "we looked at the huge audience of 18-34s, especially the 25-34s, that we felt were not being adequately served by any format. The A/Cs and CHRs were the recipient of that audience not so much because it liked them better than AOR, but because those formats were coming closer to servicing its tastes with a wider variety of music than the AOR stations it grew up with"

Gorman felt it was time to address that audience by overhauling WMMS's music. He decided the key was to add a quantity of the Top 40 oldies that A/C was using to lure 25-34s, broaden the station's appeal by playing CHR hits, and modify the use of the harsher sounds that were alienating the upper end of the audience.

"It was a gamble when I walked in and proposed my plans to our corporate office. I had no facts to go on. I gave them the analogy that we were going to be the wagon train surrounded by Indians, with A/C's attacking us from one side and the more adventurous CHRs on the other. Are we going to take the chance and broaden, or slowly become extinct?

"We had to draw the line and decide whether we were going to be a 12-24 station or an 18-34 station. Since teens are a diminishing demo and don't have the economic clout they once did, we decided to go where the money is — the baby-boom generation."

Phases & Stages

"First, we dayparted heavily, during the

WMMS
IS
CLEVELAND'S
#1
RADIO
STATION

day adding James Brown, Four Seasons, Beach Boys, Shadows Of Knight, Jerry Lee Lewis, Box Tops, and Motown and Stax/Volt tunes. We also mixed in some of the old AOR standards radio had forgotten about, like Bob Dylan, the Band, and Neil Young. We went over 1600 tunes individually; it was a lot of work."

Additionally, virtually all the metal was dayparted into the evenings, when "we target 18-24 because we figure the 25+ audience has other diversions, like cable TV."

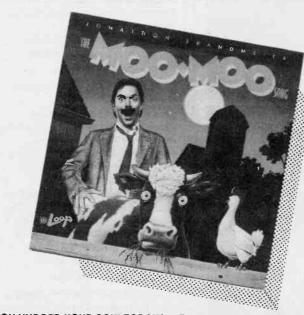
The next step was to begin adding more CHR crossover music, but in gradual doses. Early additions were records by Prince and Michael Jackson, and as any initial negative reaction subsided, the station moved further to the right in its adds. These days, a look down the 'MMS playlist finds artists like KC & the Sunshine Band, Matthew Wilder, Lionel Richie, and James Ingram.

Gorman can point to the dream demos in the fall book as proof that his hunch has paid off. To skeptics who would claim that 'MMS would not be able to be so broad if there were a more modal AOR in the market, he counters, "If a hard rock AOR came into the market, they'd probably become the top teen station and that would be it. As far as their impact on 18-24 men, they're not serviced as well as they could be by AOR. CHRs are slowly gaining in 18-24 men and women and the reason for that is the variety.

"We want to be around for a long time, and I don't think we'd be around by downgrading to serve a younger audience. Instead, we want to continue to serve the people who grew up with this station. We were very successful being something else five years ago, but we wouldn't be successful being that today."

Before You Change . . .

WMMS's flexibility and adaptability shows that there's more than one way to skin a cat. They've taken a diametrically opposite road to success than the other stations profiled this week. But keep in mind that as with any truly great radio station, the Buzzard's success only begins with its music mix, which doesn't exist in a vacuum. That array of music is complemented by, and all the more potent in the context of, the creativity that extends to the entire air-sound and beyond.



HAVE YOU HUGGED YOUR COW TCDAY? —That might very well be the subtitle for "The Moo Moo Song," an ode to cow love by WLUP/Chicago morning man Jonathon Brandmeier. Giving new meaning to the term animal husbandry, ole cowpoke Brandmeier milks the subject for all it's worth. The whole affair is udderly delightful, as is the flip side, "Party Animals," continuing Brandmeier's fascination with matters bestial.

Continued on Page 42

AOR Success Sketches

Continued from Page 41

and if we stay true to what we are we'll be ready for it. If we start changing around, we lose all our credibility.

"Listeners would call up and say, 'Hey, when are you guys gonna start rockin' again?' It was like they weren't going to give up on the radio station, and were waiting for us to come back."

Bryan also shies away from the generic rock he hears on John Sebastian-consulted KZOK, preferring artists with stronger images, such as Pretenders and U2.

He does some retail research, but relies primarily on "gut feel. We've all been doing this in Seattle long enough so that we know what the market likes, and can feel when something's burnt. MD Steve Slaton and I freshen up the library every couple of weeks to keep it interesting to us and the audience."

Staff: Bryan credits the quality of the station's personalities for holding the audience during the period when he feels the music was off. Their average tenure is five years apiece, and he feels their credibility kept listeners with the station.

Calling KISW's success a team effort is more than just a cliche, as there are teams in both the morning and afternoon. When AM drive team Langan & West split in August for a brief stint at KMET/Los Angeles, Bryan teamed overnighter Jim Arnold with stand-up comic Gary Larson. (Mike West returned in the middle of the book, this time as the morning newsman.) Gary Crow and Bob Hovanes hold court in the PM, employing produced bits, character voices, and phoners.

Promotions: The station's boat, the "Miss Rock," was entered in a hydroplane race as part of the Seafare Celebration that drew over 300,000 people. Members of Def Leppard performed the christening ceremony.

Comments: "The battle between KISW and KZOK is like the one between Coke and Pepsi. Even though KZOK has a good product, we have the #1 position in the market, and as long as we don't give it up by changing our product, they're not going to be able to take it away from us."

WNOR/Norfolk

Ron Reger is another low-profile success story. He's been plugging away at WNOR

for seven years, and with WMYK's defection to Urban, now finds himself the lone AOR in the market.

Stats: Moving 8.6-9.5 in 12+ brought him to a tie for #2 in the market, placing him squarely ahead of CHR WNVZ's 6.8 showing. The 9.5 is the station's highest 12+ in five years. He takes #1 honors in men 18-24, 18-34, 18-49, women 18-24, and adults 18-34. Though losing a few thousand cume due to a drop in teens and women, WNOR nonetheless became the highest cuming station in the market.

Music: His game plan for the fall included a larger dose of melodic metal, and avoiding CHR crossovers more than ever. "We set the standard on currents. Even if something was really hot on CHR, if we felt if wasn't right for our audience, we wouldn't play it, whether it was Kenny Rogers or Duran Duran. We also move through new music faster these days, getting rid of tunes we feel are burnt."

Presentation: With most of the jocks in key dayparts having been at the station upwards of six years, it's not surprising to hear Reger say, "Overall, developing a strong personality orientation has taken more effort than the music. We emphasize interplay between jocks and on-the-street involvement. A local marketing survey in October had our personalities mentioned far and above those of any other station in the market.

"Most of the critique sessions I do are not a matter of me saying, 'OK, here's what you did wrong.' Instead, I play the tape, stop it and stare at them until they tell me what they did wrong or what they were uncomfortable with. It's a much better learning tool than me simply telling them what I want, and it's why I'm the only one here who sounds like me. Everyone else is different."

Involvement: "One of the changes we made a couple of years ago was just making a point to get out more often — hanging out in clubs, getting involved in local organizations. We don't have anyone here who just hangs around with radio people. It's important to listen to people."

Jocks also do frequent call-ins from various locales. Besides concert and club reports, it's not uncommon to get word on 'NOR of a traffic jam around the beach or a bunch of listeners who are partying on the

beach and listening to the station.

Comments: Reger sees AOR stations switching out of the format as "partly a matter of product life cycle. There was a time when AOR was really trendy, and stations came into the format to make a killing. The strong ones survive."

KYYS/Kansas City

You'd have a tough time convincing Taft Broadcasting officials that AOR isn't viable. Four of their five AOR properties had healthy books: the aforementioned WDVE had a stunner, WLVQ/Columbus remained #1 12+, WYNF/Tampa moved 5.6-6.1, and KYYS had a solid success story behind PD Joe McCabe.

Stats: Up went the 12+ from 6.0-8.7, and up went the station's market rank from 6th to 2nd, ahead of CHR KBEQ, which fell 8.6-7.7. #1 areas include men 18-24 (more than doubling its previous share), 25-34, 18-34, 18-49, and 18+, and adults 18-34 and 18-49. Cume increased 168,000 to 184,000 while KBEQ's dropped. Interestingly, none of KYYS's gains were at the expense of fellow AOR KKCI, which was up across the board.

Music: "We're already perceived as the heavy metal station in the market, so we felt no need to be any harder and we softened it up a bit to reach a lot more people. I preprogrammed the music to ensure the right balance, so that we wouldn't follow Motley Crue with Def Leppard or Scorpions.

"The jocks always liked the idea that their show would sound different from the next guy's show. I want them each to have different personalities, but musically I want the audience to know what to expect from us 24 hours a day."

McCabe took a pass on crossovers such as

"All Night Long" and "Say Say Say," feeling that "there's enough crossover material that defines our format that we don't have to use those (the above) tunes for crosscuming with CHR.

"I change the flow sheets constantly. Instead of making the music fit the sequence sheets, I make the sequence sheets fit the available music. If we had four records in power rotation, I put in a sheet that worked that way. If there were eight powers, I'd use an appropriate sheet. That avoids grasping for that cut just to fill out a rotation. I've always hated the idea of putting in new music for the sake of filling out your list."

Presentation: Some members of the air staff have been at the station since it signed on ten years ago, and the newest member has two years at KYYS under his belt. "It's so easy to be equalled musically by your competitor. The big difference was that our personalities were as plugged in to the city as they could be. They knew what was going on around town so they could drop it in, and had great spirit on the air, too."

Promotion: "We were visible, too. Not on TV, because our budget was next to zilch, but our personalities did appearances all over the city. A World Tour promotion sent people to see the Police in Miami, Asia in Asia, and ZZ Top in London. We did a lot of offbeat stuff, like when the CHR was doing a \$25,000 'Hey Jude' promotion, we did a \$25 'Hey Joe' promotion.

"We also realized that we will never outcommercial-free any competitor, so we blew off all those kind of positioning statements."

Comments: "The main goal was to not worry about KKCI or KBEQ, but just worry about how we sound. We kind of put our blinders on, and it worked."

WMMS

Continued from Page 41

Dynasties are not built overnight; a history of brilliant marketing and a commitment to excellence have helped make WMMS an institution that commands a special place in Cleveland's hearts and minds. It takes time and dedication to develop the

credibility with your audience that allows you to evolve with a degree of confidence that the audience will grow with you. Just as the modal, "all rock all the time" approach isn't necessarily right for every setting, WMMS's relatively eclectic music mix may not be either. If you're going to take a tip from WMMS in the music department, you'd do well to follow its lead in the other areas in which it excels as well.

WMMS Music Telescope

Here's an idea of how the Buzzard music mix sounds. Random hours from different days of the week were chosen.

8-9am

Eddle Money Shakin'
Elton John Call It The Blues
Van Halen Jump
Dramatics What You See Is What You Get
Fleetwood Mac Dreams
Rockwell Somebody's Watching Me
Kinks Victoria

Bob Seger Shame On The Moon 38 Special If I'd Been The One

11-12n

Journey Lovin', Touchin', Squeezin'
Nena 99 Luftballons
Three Dog Night Eli's Coming
Steve Winwood While You See A Chance
Pretenders Time The Avenger
Robert Palmer Bad Case Of Loving You
INXS The One Thing
UB40 Red Red Wine
Supremes You Keep Me Hangin' On
Michael Sembello Maniac
Eurythmics Here Comes The Rain
Spencer Davis Group I'm A Man

4-5pm

Bryan Adams Lonely Nights

Zombies Time Of The Season

38 Special Back Where You Belong
Billy Joel Uptown Girl
K.C. And The Sunshine Band Give It Up
Van Halen Jump
Rolling Stones Honky Tonk Women
Cyndl Lauper Girls Just Want To Have Fun
Them Here Comes The Night

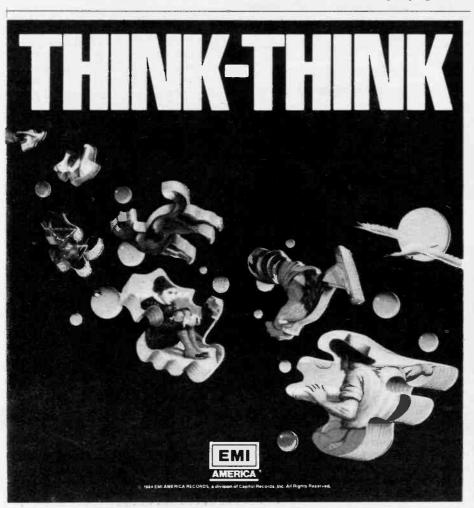
Tubes She's A Beauty
UB40 Red Red Wine
Dexy's Midnight Runners C'mon Eileen
Huey Lewis I Want A New Drug
Foreigner Urgent
Dwight Twilley Girls

7-8pm

Ozzy Osbourne Rock n Roll Rebel
David Bowle Rebel Rebel
Lionel Richie Running With The Night
Eric Clapton/Jeff Beck Crossroads
Pretenders Middle Of The Road
Motley Crue Shout At The Devil
Eurythmics Here Comes The Rain
Culture Club Miss Me Blind
Yes Owner Of A Lonely Heart
(splice of LP version with disco mix)
John Cougar Warmer Place To Sleep
Crazy Joe And The Varlable Speed Band
Eugene
Kingsmen Louie, Louie
Industry State Of The Nation

10-11pm

Van Halen Jump
Paul Young Come Back And Stay
Golden Earring Radar Love
Rolling Stones She Was Hot
Night Ranger Sing Me Away
Nena 99 Luftballons
Heaven Rock School
Huey Lewis I Want A New Drug
Ray Parker, Jr. Can't Get Over Lovin' You
Kiss I Love It Loud
Genesis Just A Job To Do
David Bowie China Girl
Headpins Just One More Time
Fastway Easy Livin'





Picture Page



KISS CONTINGENT DOES DOUBLE DUTY - No longer content to stay behind the scenes, staffers at KISS/San Antonio have taken to moonlighting as a band called the "KISS Air Force." The band plays local clubs in conjunction with KISS parties and special events. Pictured waiting for Ted Mack to rescue them from oblivion are (I-r) Bobby Reyes (bass/overnights), Janet Guerra (vocals/traffic manager), John Dodge (guitar/9a-noon), Debbie Alcocer (drums/10p-2a), Tom Scheppke (keyboards/Assistant PD/noon-3p).



WLVQ ON THE MONEY - Eddie Money stopped by to spend an afternoon at WLVQ/Columbus. Eddie is pictured on the left, as PD Pat Still stays cool behind his wrap-around shades



ARTFUL DODGERS - Three of the L.A. Dodgers scored a big hit when they stopped by KTMS/Santa Barbara recently. From left, Dodgers Steve Sax, Tom Niedenfuer, personalities Debbie Budge and Dan Casmaer, and catcher Mike Scioscia.



LOOK OUT FOR FLYING METAL - WHIY/Providence's "Two Hour Metal Hour" asked listeners to build facsimiles of a Flying V guitar, with a winner receiving the real thing courtesy of Elektra's Dokken. Pictured with some of the entries are (I-r) PD Ted Utz, show producer Jack Flanagan, and host



BCWLING NEWS — Chrysalis' Huey Lewis & The News hosted a bowling night for WNEW-FM/New York, with proceeds going to the Special Olympics. From left: Sr. Director/National Promotion Eric Heckman, WNEW's Dave Herman, Director/New Music Marketing Daniel Glass, WNEW's Meg Grlffin, Huey Lewis, WNEW's Mark McEwen, MD Jim Monaghan, and staffer Ken Dashow



FLESH FOR FANTASY — This is one of the few photos from a recent WKLS/Atlanta fantasy costume contest we were able to print and still maintain our Image as a family publication. Jock Steve Mitchell (at left, with mike), delivering a sermon entitled "We Are The People Our Parents Warned Us About," is pictured with contestants at a local club.

TED NUGENT

Penetrates Album Radio With A DOUBLE BREAKER!

ALBUMS BREAKERS 2/3/84

TED NUGENT Penetrator (Atlantic)

66% of our reporters on it. 117/64

2/10 Albums: 21



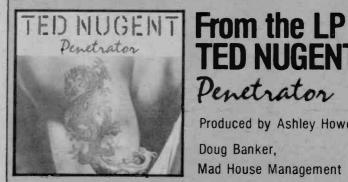
TRACKS BREAKERS 2/3/84

TED NUGENT Tied Up In Love (Atlantic)

64% of our reporters on it. 113/36

2/10 Hot Tracks: 22





TED NUGENT Penetrator

Produced by Ashley Howe Doug Banker, Mad House Management



ON ATLANTIC RECORDS AND CASSETTES

#2 UK SINGLES CHART

"...listen carefully and you'll realize it's as positive an endorsement as we could ask for." — BILL HARD

"If there was ever a song to boost the ego of rock radio, it's Queen's 'Radio Ga Ga'." — ALBUM NETWORK



RAIDIO

Capitol Records Welcomes Queen and Congratu

Capitol

THE V





KRQ KISR KITY B104 WHFM KILE **KTFM** WHTT **WPST WFBG** WXKS-FM WGRD Q101 WRCK WGUY **WPFM** WPHD WZPL **WBCY** WZON WGLF WCAU-FM **WZLD WJXQ** WIGY **WBNQ** CHUM WKFR KITE WIKZ ZZ99 WAZY-FM **B**96 WDOQ WERZ KJ103 **KXSS** KEARTH WNFI WZYQ WRKR **KDVV** KIIS-FM WRQK OK100 WRQN KYYA **XTRA** WZYP WKHI KGHO WFLY WHOT-FM **WJBQ** 94TYX K104 **KKXX** WOKI WSQV KDZA WKEE KLUC KQIZ-FM **KCBN WFMI** WLAN-FM KHOP WISE **KZOZ** WHHY-FM WSPK **KSKD** WCGQ **KIST** WSFL

FIRST WEEK — ONE OF THE "MOST ADDED"

lates them on their Soon-To-Be Released Album, **ORKS**





CALENDAR



Thirty-Day Plan For **Peak Morale**

ere's a 30-Day Plan that will make the difference between an also-ran news operation and one that consistently grabs attention and contributes substantially to the station's momentum. The News Director who follows it will get every news staffer going full speed.

The single most important quality a news department can have is an upbeat team spirit. The proven way to create it is to develop an everyday feeling of energetic competition. Any News Director can accomplish that, and quickly, by doing just one thing.

The news staff must be lifted from complacency and be made aware that it is competing every day. The ND must "keep score" and report that score every day, comparing the station's coverage of specific news stories to another station's handling of the same stories.

It's so simple. Privately outline your 30-day plan on paper, similar to a shift schedule, so your effort is rotated through the entire staff and covers each person regularly. On Day One you tape one newscast from your strongest competitor, and record a counterpart aircheck from your own station, and play back the two newscasts for the appropriate staff

The listening sessions are often quite un- cret weapon of winners.

structured and do not include too much comment. Just as you may be your own strongest critic, staff members are usually quite capable of making their own quality judgments.

After several days of comparing airchecks the feeling of competition will begin developing. The staff will perceive that the News Director is conscious of what's happening on his own station during every shift, knows what the competition is doing and deeply cares.

A ho-hum attitude is guaranteed to rapidly kill staff enthusiasm, while consistently showing concern and interest quickly begins to build a competitive spirit. People begin thinking about what they are doing and that leads to thinking about how they can do it better.

Thirty days of comparing airchecks, praising your staff's victories, will make an astounding difference in morale. The news department will accomplish more, do it with enthusiasm, and be willing to contribute that extra measure of personal effort which will help make the station's newscasts truly outstanding.

What's good for the station is equally good for the individuals involved, because performing at one's peak naturally makes a person feel more pride and self-esteem.

An aircheck a day for 30 days. It's the se-

MONDAY, FEBRUARY 13 — America's first magazine was published in 1741. It covered politics and was appropriately named the American Magazine.

ASCAP is 70. Composer Victor Herbert formed the American Society of Composers and Publishers in 1914, after winning a lawsuit against a restaurant that had been using his music without compensation.

Writer Alexander Solzhenitsyn was expelled from the USSR in 1974.

Ex-Monkee Peter Tork 38. Ex-baseball star Sal Bando 40. Carol Lynley 41. George Segal 50. Tennessee Ernie Ford 65

TUESDAY, FEBRUARY 14 - And old American custom was for a young woman to put a bay leaf in her pillow on Valentine's eve, to insure that the man she dreamed about would marry her within a year. Another custom was to write the names of eligible boyfriends on bits of paper, drop 'em into water, and the first name to float to the top would become their Valentine. Americans now spend \$500 million on Valentine cards. That's 20% of the annual income of the greeting card business.

First Tarzan movie 1918. Oregon 33rd state 1859. Arizona 48th state 1912. Dresdon bombing killed 200,000 Germans

WEDNESDAY, FEBRUARY 15 - A man in India got into the Guinness Book of World Records in 1979 by displaying a fingernail 25.5 inches long. He said it took 13 years to grow. Harry Bassett, whose firm makes Trim nail clippers, says nearly all American men use fingernail clippers, while women overwhelmingly prefer emery boards and

U.S. Supreme Court admitted female attorneys 1879. NASA accepted first female astronaut candidate 1960, but no erican women went into space until Sally Ride's Shuttle ride last year.

Claire Bloom 53. Harvey Korman 57. Cesar Romero 77.

THURSDAY, FEBRUARY 16 - Henry Leland was born in 1843. He introduced interchangeable parts to the auto industry, helped develop the first electric starter, and is credited with developing both the Cadillac and the Lincoln. Although Cadillac advertises itself as "an American standard for the world," not all car dealers agree. In a recent Ward's Auto World quality survey, dealers rated foreign cars 1 thru 10 (Porsche-Audi products as #1) and the highest-rated American car. Cadillac, was listed at #11.

Elks Club founded 1868. King Tut's tomb opened 1923. DuPont patented nylon 1937. Fidel Castro named self Premier of Cuba 1959.

Full Snow Moon. John McEnroe 25. Sonny Bono 49.

FRIDAY, FEBRUARY 17 - When a European conflict interrupted American sardine imports in the 1870s, U.S. entrepreneurs began selling local fish with counterfeit French labels. That's how the U.S. sardine industry began 108 years ago today (1876) in Eastport, Maine. Sardine is a generic term for any of several kinds of fish packed tightly

Johnny Hart's comic strip "BC" is 26.

Gene Pitney 43. Former football pro Jim Brown 48. Hal Holbrook 59.

George Washington holiday weekend: tomorrow (2-18) John Travolta 30. Yoko Ono 51. Helen Gurley Brown 62. Sunday (2-19) Lee Marvin 60.

FOR THE RECORD: In the process of setting NBC-TV straight on matters of astronomy, Brad Messer had a scientifically crucial line accidentally omitted from his column last week. With the missing line included, the passage affected should have read: "(The Earth)" spins about 1000mph, and that is added to the orbital speed on the dark side of the planet, subtracted from the forward speed on the sunlit side." The fault lay not with Mr. Messer, but with his geophysically ignorant editors.

A/C Picture Page

Top Of The Morning To You!

Here's a set of shots from A/C morning talents from around the country, doing their best to get noticed. Well, it worked!



FIGHT IT OUT AMONG YOURSELVES — What's the star attraction on the WKBC/Wilkesboro, NC morning show? If (I-r) Bill Fisher and Dwayne Ward have anything to say about it, they are! The boys can be seen here trying to steal the show from "Jeniphe Nichole," a Cabbage Patch lookalike who showed up to demand equal time.



TWO-BIT BUS BASH — CFAX/Victoria, BC morning man Barry Bowman hosted his show live on a bus in a copromotion with the bus company as part of an annual event for downtown merchants. For just 25 cents, commuters could ride with Barry, numerous civic leaders, and the Dixleland Express band which played along the way.





IN HEAT AT HARLOW'S — In KKJO/St. Joseph, MO's "Keep The Heat On" fundraiser to keep folks warm during the winter, local celebrities served as waiters and waitresses at Harlow's Restaurant/Lounge. All profits and tips went to the cause. From left, morning news anchor Steve Jacobson, Ken Harlow, and PD/morning man Bruce Allen.



GROWN-UPS FOR THE KIDS — Here's the team at WFIW-AM & FM/Fairfield, IL posing after successfully raising funds for Muscular Dystrophy. From left, Station Manager David Land, morning man Gil Wallace (in back), News Director Rick Hayes, and four sorority sisters who handled the phones.





PARADING PERSONALITIES — To celebrate 15 years of unwedded bliss at KFI/Los Angeles, morning personalities Lohman & Barkley were honored by Mayor Tom Bradley, who recently proclaimed a day just for them. Shown (I-r) are Roger Barkley, Mayor Bradley, Al Lohman, and his dog Max. Following the ceremony, L & B appeared in their own Appreciation Day Parade, which came complete with the KFI Electronic Marching Band and many loyal listeners.

BARBRA STREISAND



"Papa, Can You Hear Me?"

WBEN WEIM 97AIA **WTKO** WISN WKNE WCCO WSKI **KFMB** WSKY WCKQ WAEB **WJBC** WRIE WAHR KEEZ WJON WMAZ **KFQD** WNAM **WHBC KTWO** KUGN K99 KRSB KSL WWNR

Taken from the platinum original motion picture soundtrack album: "YENTL"



Adult/ Contemporary



JEFF GREEN

FM FINALLY FINISHES FIRST

WBUF Takes The Chips In Buffalo

Buffalo has long been the scene of great AM radio battles. Two years ago, A/C WBUF wedged its way in among the warriors, steadily increasing its strength book-by-book. After finally winning the fall '83 A/C sweep, PD Paul Warren explained to R&R's Ron Rodrigues how an improved morning show, full-service elements, and a consistent music image provided the main ingredients for his station's success.

WBUF's rise is indeed impressive. In 18 months, it's moved from the low 2s among 25-49 adults to nearly a 12 share. Paul admitted, "It was tough, because our AM competitors WBEN, WGR, and WKBW continue to be well-programmed. But our research shows that they're targeting too broadly, and that there's room for a musicoriented FM that offers the information services such as news, weather, and traffic that adults depend upon."

Improved Morning Show

Paul cited several reasons for his station's growth, but he credits morning personality Stan Roberts as the most important element. "Stan opened the floodgates of listeners. He's a 20-year market veteran, first at WKBW and then WGR. Stan has a huge following, and we were lucky to pick him up 18 months ago. The best way to describe him and our other personalities is simply to use the word 'Buffalo,' because they reflect this market so well." Paul said he gives his talent the leeway to discuss community events, or to recount their weekend activities. "By no

WTRX DJ "Stumps" Listeners



WTRX/Flint PD/morning personality Johnny Burke received a bizarre dose of get-well wishes during his recent hospital stay to undergo shoulder surgery. The operation didn't stop Johnny from doing his show, and when the Flint Journal printed this photo of his bedside broadcast, many listeners who didn't know why he was hospitalized flooded his room with sympathy cards, thinking Johnny's leg had been amputated! Burke's other leg was simply tucked under the table.



means," he emphasized, "are they restricted to liner cards."

Information Please

"It was also vital," said Paul, "to let our listeners know that we had Buffalo's only complete FM news presentation. Our four-person staff is on the air twice an hour in the mornings, and once an hour in short form thereafter. We are the only FM here making a large-scale attempt at traffic reporting, and are the first FM to employ a private meteorological service. We broadcast school closing reports, too. These efforts stand out among our listeners, and they've responded by saying, 'Yes, you are taking information seriously.'"

Music Still Rules

However, WBUF continues to market itself as a music outlet, and Paul explained

Fantasy Football Pleases Players



Merchants and business leaders in Mt. Vernon, WA fulfilled their sporting dreams after "buying" their way into a fantasy football game sponsored and produced by KBRC. For \$75, the players earned a position on a team, a college and pro history, and several sponsor mentions. KBRC even staged halftime spectaculars and postgame shows. The 76 sponsor avails sold out in four days, making it the most successful sales/programming promotion in the station's history. Pictured (I-r) is KBRC Sports Director Dan Bartolovic presenting the game ball to the most valuable "player," while GM Don Wick looks on.

LISTENER'S CHOICE

how his station's fall TV campaign reinforced that position. "We employed a split campaign: the first flight was locally-produced and its soundtrack contained sample song selections. We then ran spots featuring people in common situations singing along with popular songs. For example, there's a policewoman who's holding the palm of her hand up to the camera while lip-synching 'Stop In the Name Of Love.' Another shows three construction workers with jackhammers singing to 'Good Vibrations.' These are soft-sell commercials which not only outline our music image in a humorous light, but are also important because they highlight everyday people, who are our listeners. That second series of spots was produced by Lance Simpson of Nashville, and drew tremendous reaction.'

WBUF plays a 4:1 ratio of gold to currents. Reasons Paul, "We're trying to keep our music presentation as consistent as possible. Because changes in contemporary music trends affect the sound of a station, we dampen that effect by limiting the number of currents we play."

Looking Ahead

When asked how he intends to further his station's success, Paul said, "I'm confident that even if we stand still, our numbers will continue to rise. We're still reaping the benefits of a spring '83 cume-building campaign, in which we used outside advertising to encourage sampling by asking listeners to send in any three songs they heard on our station.

"Another reason we'll do well," Paul continued, "is because of the seasonal effect. That is, listeners are in the mood for more music on the radio when the weather warms up; they're less dependent on the full information services that the AMs provide. To boost this attitudinal shift, we plan to be more visible this spring with outdoor advertising. Also, the Research Group, whom we've used since '81, will be conducting another round of comprehensive music testing for us."

Station Profile



WSKI/Montpeller, VT
Box 487, Montpeller, VT 050602
(802) 223-5275
Owner: Green Mountain Broadcasting
President/GM: Daniel Ruggles III
PD: Tom Cheney
MD: Bruce Stebbins

Rep: Market 4 Radio 1240 kHz 1kw days/250 watts nights

"Hitting the airwaves in 1947, WSKI is one of the pioneers among Vermont radio stations. We're in a two-city market; one community is mainly blue-collar, the other white-collar. There are three colleges nearby. Because of the varied population, our market has an audience composition similar to that of larger markets.

"There's a strong demand for today's music among our listeners, so our weekly playlist contains 60-65 titles. The rest of our music consists of top-ten-hits from the past 20 years.

"WSKI features a heavy emphasis on local news. Expanded coverage is aired during drivetimes with hourly updates elsewhere. Sports mean a lot to us, and we carry the New York Yankees, the Boston Bruins, and high school teams.

"WSKI's personalities are truly household names among our audience. Our on-air staff has a combined 58 years experience here, a figure few other stations can rival, regardless of market size. We encourage our jocks to establish one-to-one relationships with our listeners, one thing our automated FM competition can't do.

"We at WSKI believe that AM radio is far from over.' Our listeners tell us that AM is alive and well and living in Central Vermont."

—Tom Cheney

Datas Maa

names Chad Jeffries to middays ... Chuck Burns joins Y107/Nashville for evenings ... KRLB/Lubbock appoints Steve Sever to mornings ... WEZR/Washington brings in Bob Masters to handle evenings and Tony DeRosa for overnights ... Mickey Stone joins W101/Tampa for overnights ... Johnny Marks is new night personality at WMGN/Madison.

Progress

Twenty-five year radio veteran King Arthur Knight takes on afternoon duties at WPRO/ Providence . . . KRBE/Houston appoints Barry Kilgore to middays . . . William Naughton joins WCAP/Lowell, MA as morning personality GR55/Buffalo appoints Chuck Lakefield to evenings, and Jim Nowicki to overnights Steve Kelly takes on weekend duties at WMJI/ Longtime Boston personaltiv Sean Casey segues to WROR from WHDH . Also in Beantown, Peter Meade joins WBZ as a talk show host. Meade was an Assistant VP at Warner-Amex Cable . . . KLGT/Breckenridge, CO afternoon personality Neal Jones is now anchoring the news for his town's local cable TV system . . . Lauren Clark is a new parttimer at WPOE/Greenfield, MA . . . WSB/Atlanta news staffer Kaleka Rogers is the recipient of the seventh annual Pioneer Black Journalist award

seventh annual Pioneer Black Journalist award
... Nancy Hellman-Davis named talk show host
at WLVA/Lynchburg, VA ... KEZR/San Jose

www.amoricanradiohistory.co



WMC, WGKX WAGE COUNTRY BATTLE

Long Distance Information . . . Give Me Memphis, TN

For years WMC/Memphis has been one of the most formidable radio stations in the country. Since it went Country in 1973, at least five stations have tried to take it on, the latest casualties being WMPS and WLVS. This past spring another station decided to take a run at Les Acree's WMC as GM Craig Scott and OM Dana Harmon debuted WGKX (KIX106). Interestingly enough, the story that's evolved is not one of direct competition between the two, but one of serving two distinctly different Country audiences in Memphis.

PD Les Acree, WMC/Memphis

"We are two very different kinds of radio stations and, up to this point, we share very little audience with them. We're personality, information and music, and they're music. We will continue to play from our strengths. Our music has remained pretty much the same - actually the music is similar because we both play the hits - we just present them in a different manner. They present the music as three in a row background and we present it as foreground. We play a lot of music, but always have; there are many hours we play the same number of records they do but we intersperse personality. We provide a lot of information and have traffic reports in the drives. We still have the number one-rated morning show - with both 12+ and adults. In terms of overall numbers, we went 7.6 to 7.2 12+ and they went from an 8.5 book, which was mostly Beautiful Music, to an 8.4, and evidently there's some beautiful music in this book, too. So it might be next book before we can tell anything here."

What Les is referring to here is data WMC requested of Arbitron regarding WEZI flip information. It was found that 12 diaries had entries marked "WEZI" that were "flipped," or credited, to WGKX. It is Arbitron's policy to credit old call letter mentions to the new call letters for a period of one year after a call letter switch.

Les pointed out that the Country share has not risen as dramatically as it might seem; it's just divided two ways instead of three. "The last book before WGKX, the 12+ Country share in this market was 14.6: an 8 for WMC, WLVS (now BM) at 3.5, and WMPS (now with new calls and format) with 3.1. Add WMC and WGKX together this book and you have a 15.6."

While the totals may not have changed, you certainly want to protect what you have when the new guy signs on, and Les told me, "There were no major changes or reactions on our part when they went Country. We did bump up our TV and billboard exposure last book, but that is more a matter of reintroducing the radio station to people. You can always stand to take another look around, reexamine all facets of the radio station, whether it be stripping away a little clutter here, there, or whatever. One should always be fine-tuning the product and that is what we have continued to do. It's not like we've never had any Country competition before. As a matter of fact, in the past we've had a couple other Country competitors, and sometimes it's harder to fight two stations than one. But we really try not to pay much attention to what others are doing and just do what we do best. Playing off our strengths of personality, information, music selection, research, traffic, news, etc. has to be our priority. Anybody, any day, should look at themselves to see how they can improve. Competition just makes you think about it more often."

And there's no lack of competition in Memphis, as Les remarked, "This market is closer than it ever has been. There are only 2.7 shares separating the number one station and the number seven station. Several stations — A/C, CHR, and AOR — were down a point or more. We are down .4, and I think we were hurt the least by WGKX. They took listeners from the FM dial."

Protecting Your Own Turf

This is an important point to the credit of WMC and Les. There are any number of markets where an established AM Country station has all but gone away once an FM signed on Country. Part of the problem has been that the AMs tried to fight the FM station on their own turf.

"You don't get into a music battle. If both bands play three-in-a-row, people will obviously listen to the FM for sheer quality of sound. If you have brightness, excitement, and a real live sound in between the records, and if you give them music, traffic information, personalities, and something they can hold on to and feel warm to — that's what makes the difference. But don't play into their hands by trying to out-music an FM. AM is perceived differently than FM. It's a completely different animal, but people still try to group AM and FM listeners together.

"They are different kinds of listeners: different lifestyles, different people. The kind of people who are into our station won't be totally into this other stuff. Those AM listeners tune you in because they love your station, not because they're into vanilla radio. Without doubt there will be some sharing, but we don't share much of our audience with anybody. As a matter of fact, according to the latest programmers package, we only share 29% of our audience with WGKX. We have the highest exclusive cume in the market and have had for over nine years. The thing I have to remember is I'm not an FM - and I can't be that kind ofstation. I've got to be the kind of station people expect when they tune to AM."

OM Dana Harmon, WGKX

Elsewhere in these pages WGKX GM Craig Scott gives us a thumbnail history of the station, so from Dana I wanted to get a feeling for the sound of the station: what makes it tick and how he sees it evolving.

"We utilize the three-in-a-row concept. The sound of the station is modern Country, which is a very big concern of ours. Our feeling was that, in addition to WMC which is, in my view, programming a little more traditional than we are, we had some stiff competition on the FM band. Because the

A Historical Look At WGKX

"Prior to May of 1983, Memphis was one of the few Southeastern cities that didn't have a 100,000-watt Class C FM Country radio station," **WGKX** GM **Craig Scott** recalls. "As a matter of fact, when you look at the top 50 markets in the Southeastern US, in most cases the number one adult station is usually an FM Country.

"The people at FirstCom — having successful Country FMs in Little Rock; Jackson, MS; and the Carolinas — decided that Memphis should have an FM Country station. This was coincidental with Harte-Hanks putting WEZI up for sale. WEZI had been successful as a Beautiful Music station, garnering an eight to nine share 12+. But like BM nationally, the audience tended to be older and thus hard to sell. At any rate, on May 27 of last year we put the station on the air as WGKX, although it's known only as — and promoted only as — KIX106.





Craig Scott

"Our advertising plan was to have only a dribble come out at the outset. We wanted to be sure we had ourselves together as far as our product was concerned. The timing was perfect in that sense because we could blow off the last couple weeks of the spring book and have the entire summer to point to the fall book. Over that period of time there were some product changes. Early on, we were a **Burns/Somerset** Continuous Country-formatted station. As time went on we felt we needed to compete in a different mode than that format. The *concept* of the station hasn't changed, in that we still play a minimum of three records in a row, we still stop the station only four times an hour, and we still use many of the format's principles. It's just that we no longer subscribe to, adhere to, nor rotate our music according to their dictates.

"As the **Birch** reports became available, we saw the station take off from day one. By the end of December and six Birches, we saw the station go from ninth to number one. We expected and received good **Arbitron** news for the fall book — we had an 8.4 12+ and are number one in the market 25-54. Arbitron followed Birch in terms of rank, but Birch is showing us to be a hotter station than ARB. We believe we are because the ARB started in September and we feel our momentum really picked up around October."

Promotion and Advertising

"When the people at FirstCom hired me (Craig had been the GM at WMPS/Memphls), they asked me what I thought it would take to properly promote and advertise our venture. I gave them a figure, and for the first time in my career it was low compared to their goals and objectives, which was one of the nicest things you can ever imagine hearing. We had a very aggressive marketing campaign which included TV, billboard, and print advertising.

Continued on Page 58

FM competition was playing so many of the songs we do, we adopted a philosophy that we wanted to play the best country product we could so when people heard one of those songs on our station, and then heard a real solid country song that didn't turn them off 'soundwise' after it, they would stay with us. Hopefully it has worked.

Dana agreed with Les about where their audience came from, saying, "I don't think we took that much audience from WMC. I think we took most of it from Rock 103, FM100 (WMC-FM), and WRVR. This is 1984, and there's a tremendous amount of FM penetration in this market. WMC is a damn good radio station. I'm not going to take anything away from them. They do a damn good job. And they've got good people over there. A lot of people would say that they're our foremost competition which, in theory, it is, but we've got such good competition on the FM band that we have to be a very competitive, tight radio station on the FM band by itself to get numbers. WMC has been here a long time, they've got a real big information base and a very good personality morning team."

Whither WGKX?

"I think we're going to evolve as much as our three-in-a-row philosophy will let us evolve. It's very viable right now; it's a good format. The only thing I don't like about the whole concept of Continuous Country is that it is so laid-back. Many stations doing Continuous Country are just Country Easy Listening stations. I don't think that would work here. At first it was very basic when we went on the air. We wanted to establish the fact that we played

three-in-a-row, what we were, and how we did things. Now I've loosened that up where I'm trying to be more forefront. We're trying to inject personality into this type of format, which is going to be interesting. But our top priority is playing the music, and our music mix is the most important thing. I want the airstaff to evolve as personalities; I want them to be an integral part of the whole scheme. It's not going to be a real major personality deal because there's no way we can compete with that, nor do we want to try that approach either.

"Another area that will be changing soon is our informational stance. The news on the air now is done by the jocks, as in the case of most Continuous Country stations. However, as of February 27, we're getting a news department and we're going to get more information-oriented.

"I'm personally not satisfied with being number four 12+; I'm not going to be satisfied until I'm number one. To do that we're going to have to take audience away from the other FMs as well as get those who listen to WMC. I don't know the secret of how to do that. WMC is a real strong station, and they're going to continue to be. I would be really surprised if they started knee-jerking and changing a lot of stuff because they have a good-sounding radio station. I listen to them and I like them. But what can they do? It's just that they're on AM and we're on FM, and that in itself presents them problems."

Editor's Comments

What do you think? Is it really a battle of the bands or will it come down to Country vs. Country? Only time will tell and we'll keep you posted!

GEORGE STRAIT

R·I·G·H·T

W.R.O.N.G



CountryBREAKER

HIS SECOND BREAKER FROM HIS #1 ALBUM "RIGHT OR WRONG"



MCA RECORDS

Nashville This Week



SHARON ALLEN

Exhibits Join CRS

For the first time, the Country Radio Seminar (March 1-3) will include a number of special exhibits - audio consoles, AM stereo equipment, radio syndicators, T-shirts, and other "high-tech" and promotional items. Each exhibit booth (9'x10") costs \$425 and includes one registration to the entire seminar. Coordinating the project for Country Radio Broadcasters, Inc. is Dave Donahue.

Hank Jr. Stars On Constellation

Hank Williams, Jr. plans to take his well-known tradition of being "different" onto the set of his first television special. Actually, this time he's including

the set in his tradition. The entire special will take place on the "USS Constellation" aircraft carrier. Coordinated out of Nashville to be filmed February 14 in San Diego, the show will revolve around an all-American theme. Special guests will include Alabama, Gus Hardin, Waylon Jennings, Mel McDaniel, and Sylvia. The Hank Williams Jr.:



Constellation crew plus one Country on a carrier guest each (10,000 people) will make up the live audience. And how did Hank and his behind the scenes coworkers think of using the Constellation? Jeff Walker, Hank's publicist, responded humorously, "They didn't want a bomb, so they settled on an aircraft carrier."

Most Valuable Fish?

Fishing anyone?

Q: What's the largest fish caught in the past three annual Merle Haggard Bass Tournaments?

A: A 7lb. largemouth bass.

Q: What surprise did the first prize winner receive in the 1983 tournament?

A: A \$10,000 purse - Merle added it at the last

March 30 begins the fourth two-day annual Merle Haggard Bass Tournament. It will be at the Silver-thorn Resort on Lake Shasta, sponsored in part by Ranger Bass Boats and Mercury Motors. Merle and Jim Gervasi (Gervasi Records) own the resort.

Skaggs Poses For Charity

Baltimore residents who tuned in to station WCAO recently heard a "same day" offer that many couldn't resist. The event was WCAO's radiothon lead in to the Cerebral Palsy "Weekend with the Stars." The location was Center Court at Golden Ring Mall. The offer came from Ricky Skaggs.

Skaggs was in the mall doing an in-store promotion. The telethon people asked him to stop by. He did. Someone offered to donate \$10 if he would dance with a young girl. The offer was politely declined, but the entertainer said he would pose for a picture with anyone who would donate \$10 or more. Sharing the "stage" with Johnny Dark, WCAO's PD, he posed with several people before reluctantly leaving for his Washington, DC concert.

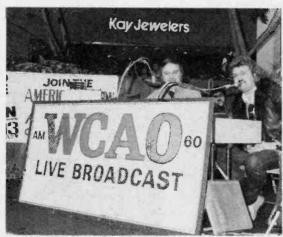
The Oak Ridge Boys put the focus on radio in their new video "I Guess It Never Hurts To Hurt Sometime." To set it up, Dominic Orlando, the tape's director, primarily used two Nashville locations, a room in the Hermitage Hotel and the radio facilities of WSM-TV. When the song starts Joe Bonsall (doing the lead) is "at home" looking at a photo of his lost love. She has become a famous disc jockey. As it progresses, Joe finds himself visiting her at the station but, then it's only a dream. She has her career, and he has his . . . and they have their memories. The other Oaks are woven in around the central theme. They're targeting for a mid-February release date.

BITS & PIECES: Redbook magazine will spotlight Tammy Wynette. The magazine's editors plan to focus on "country living" in the June issue. That includes country music. And according to them, "Tammy is the epitome of the country entertainer"
... Stay tuned — Monument may be back in business

On the heels of William Lee Golden's engagement, Richard Sterban of the Oak Ridge Boys announced that he will marry Donna Summers. The bride is a native of Mobile, AL. The couple will live in Hendersonville, TN . .

You may remember that a three-judge panel of the Eighth Circuit Court of Appeals upheld the decision of a U.S. District Court in Kansas City, MO that the term "Opry" is generic. WSM, Inc. (a part of Opryland U.S.A. Inc.) believes the decision is "contrary to both the law and the facts." So as the next step, it's asked for a rehearing which, if granted, will be a panel of all judges in the Eighth Circuit court.

Just thought you'd like to know!



Johnny Dark and Ricky Skaggs: Posing till closing



Country News

Next Week's Guests: B.J. THOMAS @ RAY PRICE

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Black/Urban Radio



WYLD-FM: #1 Again

If you've ever been to lovely New Orleans, you know what a funky yet interesting city it is. My first trip to the "Crescent City" was in '69, and believe me, Black/Urban radio then was something to behold. In fact, it seemed what I heard could only work in New Orleans!

Fifteen years later, Black/Urban radio has not only improved, it has become a solid factor in the city, as demonstrated by WYLD-FM, the number-one radio station for the past three books (Arbitron 12+ average quarter-hour share, MSA.)
Here's WLYD-FM's impressive ratings

growth pattern:

F81	S82	F82	S83	F83
6.8	6.4	12.9	13.2	14.1*
(* #1 12	+, Men/W	omen 18+		

Solid Community Awareness

Regardless of format, this level of professional programming success should not go unnoticed or unheralded, so I asked PD/MD Brute Bailey how his station continues to elicit such positive ratings results. "It's just an extension of all the things we've set in motion over the past three books. We have continued to maintain our very community-conscious attitude. Lots of stations say they're into the community, but we really are and I mean for the entire city. We have very 'for real' news and public affairs departments.

"As an example, for the past two and a half years we've aired 90-second informative spots during the week in middays and evenings. There's a doctor and dentist who discuss medical health tips and science breakthroughs, as well as an attorney who informs us twice daily about legal matters of interest.'

"As a result, we have a very serioussounding radio station. We can feel our involvement in the community; the listeners let us know if we're on track. Although we do have fun, we never 'play' on the air, and never sound like we're taking the world for granted.'



Computer Helps Programming Technique

Brute's daily programming duties are aided by a computer. "We purchased a computer approximately six or seven mon-ths ago, and I took some classes to learn how to handle it. We don't have the luxury of a fulltime computer person, so my involvement is significant. Some of the things I use it for are printing programming logs, music placement, and jock talk positions."



Brute Bailey

Dell Spencer

Taking Care Of The Talent

Said Brute, "For the most part, our jocks are controlled by the programming so they don't get too talkative. Because our disc jockeys are among the best in the world, they don't have a very difficult time doing their job. In fact, all they really have to do is prepare themselves: read the newspapers and magazines to stay current and well-informed. We supply them with everything else they need to do a good show. We set them up with community-oriented pro-



INGRAM'S "NIGHT" AT KDAY - WB/Qwest's James Ingram recently visited KDAY/Los Angeles on behalf of his new "It's Your Night" LP. Shown (I-r): Ingram, KDAY's Saverne Smith, WB's Steve Campfield, KDAY MD Greg Mack and WEA's Kimu Kelly.



WBMX PLANTS PLATINUM ON PIPS — When Gladys Knight & The Pips performed recently at the Holiday Star Theatre outside Chicago, WBMX presented each group member with a gold and platinum award. Shown here at the presentation (I-r): Pips William Guest and Edward Patten, WBMX PD Lee Michaels, Knight, WBMX's Eddie Thomas, Pip Merald (Bubba) Knight, WBMX's Frank Doughton and Marco Spoon.

jects, and provide all the PSAs, as well as the generic-type promotions. This way, all they need to do is to be intelligent and know what's happening locally and nationally.

"Combining all of these ingredients," concluded Brute, "we end up with a goodsounding station. Our jocks are highly-



Tony Brown



Quita Allen

reliable, warm, and kind. We have exactly what I've always wanted in the form of tal-

CHR & Black Music

WYLD-FM's CHR competitor WEZB (B97) climbed 9.2-12.5 during the fall book, and I wondered if B97 was following the lead of other CHR stations in the country by programming more black music. Brute paid the station a nice compliment. "B97 does a good job at all times, but they haven't loaded up on black music product.

They're playing about the same amount as enough, of course, to do very well."

Brute explained that WYLD-FM itself doesn't really play that much music. "Our Urban competitor has 90-minute music sweeps," he said. "We don't have those, but we do air the best music available. We're very selective about the music we play because we don't want to upset the chemistry."

Promotionally-speaking, did WYLD-FM do anything during the fall book? "We came up with \$15,000 worth of things to give away, but there was no big money or car giveaway. The few things we did give away were shared with our AM station."

WYLD-FM's Universal Sound

What makes WYLD-FM's popularity so universal? Brute explained, "Above all else, we are the type of station that anybody can and would enjoy listening to. We just happen to be black, and our core audience happens to be black; however, we also do things others living in New Orleans like. We try to please all our listeners within reason. We know we can't be all things to all people, but we do rather well. We're a clear, clean, classy, no-frills, no-bullshit radio station that people apparently appreciate, and we thank them for their acceptance."

Pay attention, people - Brute's a win-



TAVARES & KENNEDY AT WBLS - When members of Tavares hit WBLS/New York in support of their "Words & Music" LP and 45, they were joined by actress Jayne Kennedy. Shown (I-r): WBLS's Pat Prescott, Ralph Tavares, Kennedy, WBLS's Vaughn Harper and Tiny Tavares.



WGCI ROLLS THROUGH SOUTHSIDE - As reported in Action (2-3), WGCI/Chicago & American Beauty Products recently awarded a 1976 Rolls Royce Silver Shadow to southside resident Verna Bello. Shown turning over the keys (I-r): ABM's Bernice Chapman, WGCI's Kim Dittmer, ABM VP Mrs. Donnie Chapman, Bello, ABM President Chapman Cannon and WGCI GM Mary Dyson

Black Radio Picture Page



WLOU'S MONSTER MASH — Witches, vampires, Brides of Frankenstein, Darth Vaders and more. About 2100 of these ghoulish creatures turned out for WLOU/Louisville's Monster Mash Halloween party. Cash prizes totalling \$600 were given to the six most frightening costumes. According to PD Bill Price, it was tough to pick the winners. Shown (bottom, I-r) receptionist Terri Beckham (2nd from left), (far right) MD Neal O'Rea; (middle, beginning third from left) PD Bill Price, Business Manager Mildred Staton, AM personality Tony "T" Fields; (rear, I-r) air personality Charlie "T," The WLOU Air Force.



AUTUMN LEAVES A GOOD IMPRESSION — WMAK (92 FM) opened its doors to local Nashville Compleat recording artists Autumn. Shown (I-r) are MD Doug Ellis, Autumn's Randy Smith, Van Bradshaw and Darryl Jones, and PD Dan Jaynes.



WJAX SPORTS NEW EDITION — On a recent promotional tour, Streetwise recording artists New Edition dropped by WJAX/Jacksonville. Pictured are evening personality Lady Lynda, flanked (I-r) by New Edition members Ricardo Bell, Michael Bivins, and Bobby Brown.



NUNN HANGIN' OUT AT KDAY — Bobby Nunn visited KDAY/Los Angeles to promote his latest Motown single, "Hangin' Out At The Mall," and thank the station and its listeners for their past support. From (I-r) are Nunn, Motown's Jesus Garber, and KDAY morning personality Steve Woods.



KJLH CLICKS WITH KLIQUE — While touring the KJLH/Los Angeles facilities, MCA's Klique took time out for a photo session. Pictured (I-r) are Klique's Howard Huntsberry and Debbie Hunter, VP/GM J.B. Stone, and Klique's Isaac Suthers.



POLYGRAM DISPLAYS CD TO RADIO — Representatives from PolyGram Records demonstrated Compact Discs to various media people at a conference at Shaw University in Raleigh. Pictured (I-r) are PolyGram's Ernie Singleton, Shaw's Donald Baker, Jimmy Bee of Bee/Alexander Productions, WSHA/Raleigh GM David Linton, WQDR/Raleigh's Marvell Woods, and PolyGram's Brenda Smith.





WLUM AND THE LIVE VOICE BOX —Roger Troutman (in the photo at left) plays his "voice box" live on Milwaukee's "Hot FM" WLUM. Roger spent an hour playing along with music. In the photo on the right station MD Suzie Austin poses with Roger.

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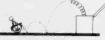
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Opportunities

Openings

EAST

WRCK/Utica-Rome needs an all-night rocker. T&R: Jim Reitz, Box 781, Utica, NY 13503. EOE M/F (2-10)

WHCN needs weekend announcers & partitime newsperson. T&R: Daniel Francis Hayden, WHCN, 1039 Asylum Av., Hertford, CT 06105. EOE M/F (2-10)

ND needed. 24-hour A/C station. Need to handle staff responsibilities. T&R: Joe Trimarchi, Box 888, State College, PA 16801. (2-10)

WRTK/Rochester's Country Magic seeks warm, enthusiastic personality. Pipes, wit & relatability a must. T&R: Scott McLeod, 580 French Rd., Rochester, NY 14618. EOE M/F (2-10)

Market-leader MOR WGAN has a rare opening for overnight board operator/production/on-air. T&R: Peter Falconi, OM, Box 10139, Portland, ME 04104. EOE M/F (2-10)

WECK/Buffalo seeks T&R from newspeople for future expansion. Contact Bruce Allen, ND, 2900 Genesee St., Buffalo, NY 14225. EOE (2-10)

FM97 has openings for AM & PM drive. T&R: Mel Edwards, 252 N. Queen St., Lancaster, PA 17603. No beginners please. (2-10)

Suburban NYC A/C needs amooth midday personality with good production. T&R: WJDM, 9 Caldwell Pl., Elizabeth, NJ 07201. EOE M/F (2-10)

Talk show host. Medium market experience preferred. Females encouraged. T&R: Talk Show, Box 17422, W. Hartford, CT 06117. EOE M/F (2-10)

Fulltime air talent for CHR-A/C in NY college town. T&R: Joe Moss, WZOZ-FM, Box 1030, Oneonta, NY 13820. EOE M/F (2.10)

Delmarva's hottest radio station OC-104 has night opening. T&R: Dave Allan, PD, Box 1850, Montego Bay Stn., Ocean City, MD 21842. EOE M/F (2-10)

Creative Retail Marketing Coordinator

Radio station seeks print expert to serve clients for complete media services. Responsibilities include radio and print copy writing, commercial production utilizing jingle libraries, and researching co-op plans. Candidates must be self-starters, organized and able to meet deadlines. Call (301) 468-1800.

V-100 has an immediate opening for e 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 backround a plus. T&R: Dan Dubonnet, Box 232, Mystic, CT 06355. EOE M/F (2-3)

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)

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

Openings

PD TOP 10 MARKET

Leading group owner, benefits, competitive salary, possible airshift. EOE M/F

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Full & partitime 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 takecharge newsperson. T&R, writing samples: WRTA, Box 272, Altoona, PA 16603. EOE (2-3)

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

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

SOUTH

KTAM needs newsperson. Females encouraged. T&R: Greg Moses, ND, Box 3069, Bryan, TX 77805. (409) 779-1240. (2-10)

Need Sports Director for small market AM/FM. Reporting, PBP, air work, production. T&R: Billy Shelton, Box 1478, Borger, TX 79007. EOE M/F (2-10)

New Texas CHR FM/AM seeks news anchor with natural delivery, ability to relate. Send T&R: Barry Michaels, KNIN/KGTM, Box 787, Wichita Falls, TX 76307. EOE M/F (2-10)

Night killer needed immediately. Plus, female newsperson for morning team. All personalities Nashville CHR FM. Jim Zippo, WKOS, Box 1175, Murfreesboro, TN 37133. EOE M/F (2-10)

Class C Modern Country in college market needs late night announcer/communicator. T&R: Manager, KXKZ, Box 430, Ruston, LA-71270. EOE M/F (2-10)

Market leederl FM A/C needs evening personality. Minorities encouraged. T&R: Jim Robertson, WRVR, 5904 Ridgeway Pkwy., Memphis, TN 38119. No cells. (2-10)

Q104 now accepting T&R for immediate fulltime opening. Roger Gaither, Box 108, Gadsden, AL 35902. EOE M/F (2-10)

50kw AM Country needs parttime talent. T&R: Carl Morgan, 4740 Radio Rd., Montgomery, AL 36116. (2-10)

Immediate opening for bright, personable announcer. Production a must. T&R: KLSR, Mike Roden, Box 400, Memphis, TX 79245. EOE (2-10)

Central Texas AM/FM has immediate openings. T&R, photo: Scott K. Smith, Box 280, Brownwood, TX 76804. No calls. EOE M/F (2-10) Openings

WAFB-FM has immediate overnight A/C opening. T&R: Michael Adams, Box 2671, Baton Rouge, LA 70821. EOE M/F (2:10)

Now accepting T&R for future production & sirstaff openings. Russ Morley, WRMF, Box 189, W. Palm Beach, FL 33402. EOE (2-10)

CHR FM needs midday or evening personality. Creative, good voice. T&R: Neel McNeel, 4740 Radio Rd., Montgomery, AL 36116. EOE M/F (2-10)

Wanted: AM personality for Florida capital city rocker. Topical, creative, conversational & enthusiastic. Rush T&R: Jeff Michaels, D103, Box 12337, Tallahassee, FL 32317. (2-10)

Needed yesterday! Clever morning man for good bucks for WIXV/Savannah. T&R: Bill Shannon, group PD, K104, Box 1184, Erie, PA 16512. Cell (814) 452-2041. EOE M/F (2-10)

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Top-rated AM Personality-oriented Country station in Louisville market is searching for talented drive-time personality or team. Must have Top 50 experience and Arbitron numbers to back it up. Will pay top dollar for the best talent. Send air check and resume to: WCCI, ED HARDY, Station Manager, 307 W. Muhammad Ali Blvd., Louisville, KY 40202. Phone (502) 589-5644. An EOE Employer

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 Eliot, WJAD, Box 706, Bainbridge, GA 31717. EOE M/F (2-3)

KTXQ 'AOR' has PM drive opening. Previous AOR experience required. Rush T&R: Tom Owens, KTXQ, 3626 North Hell, Dellas, 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)

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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: Raiph 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)

quired. 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 Lekeland 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 relatable 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)

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MIDWEST

KZ93/Peorla seeks upbeat AM drive CHR personality with good production, Good \$\$/benefits. T&R: Keith Edwards, 3131 N. University.Av., Peorla, IL 60604. No calls. EOE M/F (2-10)

Country WIL AM has immediate opening for creative AM drive personality. C&W experience not necessary. T&R: Mike Carta, 300 N. Tucker Rd., St. Louis, MO 63101. EOE (2-10)

KODY is looking for a fulltime combo ennouncer/engineer. T&R: Steve King, 308 W. 4th St., N. Plette, NE 69101. Call (308) 532-3344. EOE M/F (2-10)

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Wanted: Traffic Director for major market FM. Columbine 34136 experience a must. Resume: Lee Zapis, 1729 Superior, Cleveland, OH 44114. (2-10)

Wanted, experienced radio reporter. Strong on-air & on-street with good writing skills. Competitive market. Fox River Valley, WI. WHBY, Appleton, WI 54913. EOE (2-10)

Immediate opening for ND. T&R: J.P. DeSantis, WHNN, Box 96, Saginaw, MI 48606. EOE M/F (2-10)



Looking for host for personalityoriented oldies request weekend shows. Prefer former jock, living in NE Indiana/NW Ohio, who wants to "have some fun." Call MARK ELLIOTT, WFWQ Radio, Fort Wayne (219) 423-3676.

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)

Progressive FM seeks AM Drive, 7-Mid, Copy/production-swing people. T&R,(writing samples): 2483, Bismarck, ND 58502. EOE M/F (2-3)

PLEASE NOTE:

You may place your ad in the Opportunities section by mall 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.

The RKO Radio Networks . . .

... is expanding "NIGHT TIME AMERICA" and is looking for a major market caliber AC/CHR personality who believes in overnight radio. Good phones a must. Send T&R to:

THE RKO RADIO NETWORK
Programming Dept.
1440 Broadway
New York, NY 10018

No calls please.

EOE M/F/H/Vets

Opportunities

Openings

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.

WOMP is looking for an experienced and agressive newsperson to co-anchor AM and work streets. T&R: Howard Monroe, Box 448, Bellaire, OH 43906. (2-3)

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

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)

CINCINNATI'S W-LITE

FM is searching for on-air communicator. Must be friendly and relatable. Send tape & resume: C.C. MATTHEWS, WLLT, 1132 W. Kemper Rd., Cincinnati, OH 45240. EOE M/F

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)

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.

PD & morning man for adult-oriented WCOL-AM. T&R: Shane Media Services, 7703 Windswept Ln., Houston, TX 77063. EOE M/F (1-27)

WLUM & WAWA/Milwaukes 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)

Openings

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



. Alvin Davis & Associates, Inc., Radlo Programming & Marketing, 9851 Forest Glen Drive, Cincinnatl, OH 45242

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)

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

Immediate opening for Country jock at WMCL. T&R: Jim Glassman, 811 Broadway, Mt. Vernon, IL 62864. EOE M/F

And searching for America's best Adult/Contemporary air personalities for its Satellite delivered formats. Applicants should rush tapes and resumes to:

Michael Harvey, Transtar Radio Network 615 East Brookside, Colorado Springs, CO 80907 No calls please. EOE

Openings

WEST

NSBA Productions has immediate opening for Nat'l. Sales Director. Sales exp. required. Resume: 2210 Wilshire Bl., #602, Santa Monica, CA. 90403 or (213) 306-8009. EOE (2-10)

KBLQ would love to hear from CHR-A/C personalities for key daytime shift. T&R: Wayne Richards, Box 3369, Logan, UT 84321. EOE M/F (2-10)

good life in Southern Colorado. KSLV/Monte Vista needs DJ/Engineer for brief board shift & assist in FM station construction. Todd Roberts, (303) 852-3581. EOE (2-10)

KCPX seeks AM drive air talent. Active off-air promotion a must. T&R: Gary Waldron, 1760 Fremont Dr., Salt Lake City, UT 84104. EOE M/F (2-10)

Northwest AOR seeks parttime air talent. T&R: Jon Robbins, ROCK 106, Box 8007, Spokane, WA 99203. No calls. EOE M/F

BURNS MEDIA

Burns Media's MANAGEMENT ACCESS NETWORK is looking for Hot FM CHR night time personality ...

Must be Hip to today's music. Top 50 market. Send T&R to: Burns Media, 3054 Dona Marta Dr., Studio City, CA 91604. EOE M/F

Country AM seeks conversational personality. New equipment, good base salary. Females encouraged. T&R: Scott Bird, KOJO, Box 818, Laramie, WY 82070. (2-10)

KZOZ is accepting T&R for possible future fulltime positions. 2 experience, Don Potter, Box 220, Arrovo Grande, CA 93420. No calls. EOE M/F (2-10)

Play CHR & have fun in the mountains. 80kw FM in Laramie seeking jocks, all shifts for future. T&R: Rocky Roberts, KIOZ, Box 818, Laramie, WY 82070. EOE M/F (2-10)

A/C air talent, evenings, KFEI. T&R: Tom Johnson, Box 40, Pocatello, ID 83204. EOE M/F (2-10)

COUNTRY PROGRAM DIRECTOR

For Top 25 market/Southern California. Solid experience in their format and ability to deal with on-air personalities required. Send resume and references to: Radio & Records, 1930 Century Park West, #626, Los Angeles, CA 90067.

KZOK seeks major market nighttime wacko who lives Rock & Roll. T&R: Rick Shannon, KZOK, 1426 5th Av., Seettle, WA

NSBA Productions seeks an experienced Executive Secretary. Organizational & communication skills necessary. Resume: Jeff Levy, 2210 Wilshire Bl., #602, Santa Monica, Ca 90403. EOE M/F (2-10)

Newsperson for KOLL, Gllette, WY. Get a chance to work with a killer staff. Dave Kallaway (307) 682-5101. EOE M/F (2-10)

KBAD-KATK seeks a bilingual announcer. Experience desired Box 70, Carlabad, NM 88220. (2-10)

MAKING TOO MUCH MONEY?

Rock N' Roll instead! Top 30 market AOR needs energetic, professional rock addicts. Especially drive times. Send T&R and referladio & Records, 19 Park West, #622, Los Angeles, CA 90067.

LAS VEGAS. Good bucks for good newsperson needed yesterday. T&R: Doug Shane, KVEG, 1555 E. Flamingo, Suite 435. Las Vegas, NV 89109, No calls, EQE M/F (2-10)

KSTN seeks high energy weekend air talent. Exceptional begin-ner welcome. T&R: Bob O'Neil, 2171 Ralph Av., Stockton, CA 95206. No calls. EOE M/F (2-10)

KOLT, a brand new FM Easy Listening station now acco Tark for future. T&R: Dave Beneke, OM, 341 E. E St., #180, Casper, WY 82601. EOE (2-10)

Openings

KGB-FM

Promotion Director

High promotion profile, market-dominant rocker needs experienced, creative, highlymotivated promotion director. Extremely rare opening. EOE. Resumes — no phone calls. Larry Bruce, KGB-FM, 7150 Engineer Rd., San Diego, CA 92111.

KGGI (991)/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 newsperson 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

ND needed by fast-growing company for 100kw Country giant. T&R: PD, KPCQ, Powell, WY 82435. EOE M/F-(2-10)

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)

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)

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: combination DJ & salesperson. Weekend DJ work sales during week. For details, call Pat or Vern at (505) 864-8400. (2-3)

duction a must. T&R: CQB, Box 2959, Merced, CA 95340

IMMEDIATE OPENING KUAD 54 KSGR

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

Opportunities

Positions Sought

S.F. personality looking. Station sold, all gone. Good ratings record including talk & news. Major CA cities only. JERRY (415) 479-1207. (2-10)

Entire AOR staff available! Automation replacing us March 1st. SCOTT PAULSEN, JO ROBINSON, GEORGE ALLEN, THOM ROBINSON, DR. DAN. (304) 522-9400. (2-10)

Genuinely warm & relatable, 6 yrs. Want top-10 market or at least close, in the East or . . . Family man. Call TONY DEE (801) 466-9654. (2-10)

A/C FM with will to win in AM drive. This act is for you. Mediun or major markets only. Call (609) 737-1421 after 5. (2-10)

Personality looking, Love production and know four track, CHR, medium SW markets preferred. SEAN McCULLUGH (409) 696-6678. (2-10)

Enthusiastic woman looking for fulltime work, Will relocate. Have ground level experience at WYSP, WMMR. Currently DJ WKDU. MARGO (215) 893-0938. (2-10)

JOB ONE

Is ratings and revenue!!! This act delivers dynamite AM drive, programming knowhow, innovative promotions. Available now to aggressive A/C FM. Medium to major market. (609) 737-1421

FRANK FOSTER, currently et 896 in Chicago looking now to program a hot CHR. Strong research, music backround. (312) 337-2487. (2-10)

Marketing degree, good pipes & production. 3 yrs. experience seeks small or medium market. Will relocate. STU (313), 653-2935. (2-10)

Programmer with great track record. Excellent references, available immediately. Former PRO-FM, WVBF, WDOQ, WFBQ. Let's talk. ALAN (317) 251-1119. (2-10)

Now is the time to make your move. Seeking PD or MD position. I'm serious about my work. Black, 6 yrs. experience, excellent production. RON FOLKS (803) 754-1187. (2-10)

Organized, knowledgeable. Experienced in news, PBP, production. Seeking West Coast position. WARREN JACOBS (415) 538-2749. (2-10)

Voices, jingles, airshift too. They can be abailable. 10-yr. pro. CHR, A/C, Country. SCOTT (605) 886-5747, 9:30-6. (2-10)

5 yr. dedicated pro anxious to be a part of a winning CHR team. Call KIT, days (419) 586-5133, nights 586-6702. (2-10)

Chicago DJ seeks position in Midwest area. Smooth delivery, versatile. Call for T&R. MARK NAPOLEON (312) 824-5778. (2-10)

Black male newsperson with some DJ experience looking for work. Contact STEVE (713) 493-0256. (2-10)

Successful-proven ratings winners (2) seeking medium FM Country or A/C. The right bucks get us both. (919) 595-2069 after 6p. (2-10)

10 yr. pro with major market drive experience. Extensive Country music knowledge. Creative voices, strong production/copy. Seeking CA opening. JOHN (503) 626-2559. (2-10)

ALL TALK - MORE ACTION

If you're looking for a Talk Show Host who can position, target and deliver an audience, you should hear me talk — not just words, but action. You probably know my name, and I am presently employed but am seeking a new opportunity. Currently in major market. Please reply in mutual confidence to below listed box: Radio & Records, 1930 Century Park West, #625, Los Angeles, CA 90067.

13 years CHR, A/C seeking AM or PM drive. WMAK, WSGN, B104, Q105. John Leeder. (301) 922-1985. (2-10)

Two funny LA pros. Bob Morgan & Boyd R. Britton team up to inform and tease your morning audience. (619) 243-7608. (2-10)

AOR middays/MD with 10 yrs. on-air experience seeks medium or major market. For T&R: SIGH MORRISON (409) 892-1078. (2-10)

I'm looking for a morning show. Wide backround in production, news & sports. 10 yrs. experience. Call JOE (308) 224-6786. (2-10)

T.J. BYERS, 20 yr. veteran. KCEE, WIBC, WNDE, WIFE seeks drive position. Prefer West or SW. (602) 299-8388. (2-10)

Positions Sought

THE "VOICE" OF KFRC

"Marvelous" Mark McKay... KFRC PM Drive/Asst. PD... WRKO PD... seeks new major market CHR or A/C challenge. (415) 332-8639.

You can call me creative, dedicated, A/C-CHR, major market, but just call me. BYRON (414) 633-5501. (2-10)

ND/Anchor. Great voice, strong writing skills, features, interviews, lifestyle reporting, 10 yrs. experience, DON (615) 842-1188. (2-10)

Promotions pro. 5 yrs. experience in CHR, AOR. Insightful & telented, great references. Willing to relocate. PEGGY WEINS-TEIN, Box 10386, San Jose, CA 95157. (408) 923-4901. (2-10)

San Diegol KW/E goes satellite & Lgo south. GIL HERNANDEZ. (714) 770-4338. AOR, CHR, daytime, nighttime, anytime. (2-10)

Available now. 7½ yr. announcer/MD wants a station with a future. CHR or A/C FM in NY, NJ or CT. STEVE (914) 331-0354 or 336-8920. (2-10)

Dependable team player seeks change. A/C, Country. (607) 729-1068 after 3. (2-10)

After a year's leave of senses, I want back in radio. Strong onair or news. No small markets. (417) 831-7655 mornings & evenings. (2-10)

Major market announcer with 3 yrs. experience would like A/C or CHR announcer. 1st class license, Assoc. Degree Electronics. JESS BROOKS (901) 398-1656. (2-10)

Station changed ownership, but I wasn't part of the deal. Strong air, production & sales backround. CHR, AOR, A/C, will relocate. Call TIM BROUGH at (717) 374-5115 or 1155. (2-10)

15+ years experience, CHR, A/C, Urban, Country, DJ, MD, PD, OM, AM/FM formats, production, dependable. Greater Cincinnati. (513) 528-5793. (2-10)

Talented midwest duo looking to relocate at once in a medium market. CHR, A/C, Country. DAVE or JERRY (414) 654-1342 or 694-3181, (2-10)

PROGRAMMING PRO

CHR or A/C. Programmed WNVZ, Norfolk to best book in station's history! Also worked at Q105, Q94, WIBG and KSD. 12 year pro. Worked for and trained by the best!

STEVE KELLY (804) 425-7355

Have truck, will travel. Reporter, anchor, talk host seeks stable position. ED (206) 523-4495. (2-10)

Laid-back personality jock seeks lete nights/weekends. AOR, Jazz, Oldies backround. Classical or talk OK. Strong production & continuity, JERRY (312) 960-1815. (2-10)

Great pipes, extensive knowledge of music, willing to go anywhere in Midwest, East or West. Currently in Chicago market. Call GREG MERRITY (312) 761-8674. (2-10)

Major market midday personality & MD seeks medium or major CHR or A/C. Call for T&R, ARB. STEVE (619) 475-4743. (2-10)

Saturday mkiday man at KNBA/Vallejo still looking for mejor market gig. For the best airwave man, call FRANK BUTERA at (415) 223-1534 while he's still hot to gol (2-10)

Recent female broadcast grad. Good voice, read & attitude. Seeks news or jock opening in S.W. Michigan market. Hardworking & talented. CAROLYN (616) 968-8125, anytime. (2 10)

Country-A/C personality in Lexington, KY; Knoxville, TN; & Louisville markets. Seeks midday or evenings in Southeast. TERRY (502) 845-4392. (2-10)

11 yrs. experience in AOR, CHR, Country as MD, PD, ND. Some research. Seeking MD or PD with solid company. Prefer Southeast. JOHN (615) 929-0772. (2-10)

Personality radio dead? Not while I livel CHR, AOR. 5 yrs. experience, any shift. Anywhere but LA. JOHN (213) 342-1248. 9a PST. (2-10)

A warm witty mature morning pro looking for residence in top-50 or medium/small PD. FRED (817) 939-0390. (2-10)

Black announcer with DJ & news experience looking for work. Call JOHN (305) 299-0476, (2-10)

Need to grow fulltime with top-50 winning rocker to support radio habit. Experience includes WTUE, WSKS & hard working attitude. Try me. JOHN (513) 439-5924. (2-10)

Cen't afford to work parttime anymore. 5 yrs. experience PB any format but talk. (406) 453-5817. LEE VERNOY (2-10)

Positions Sought

Lively female personality (WNAP, WMET, WLS-FM) seeks uptempo CHR with innovative approach. SLIM (312) 777-6054. (2-10)

15 yr. broadcast pro seeking position with stable but progressive operation. Contemporary Country or A/C. Willing to work for rewards. (504) 927-9259. (2-10)

Southern CA/south coast sportscaster seeks minor league baseball PBP position for 84 season. TOM (818) 241-3814 or (805) 964-3483. (2-10)

JIM KINNEY, top jock #'s WEVE/Dayton & WMAD/Madison. MD reputation among the best. Raised all categories first book as WMAD PD. (215) 482-5448. (2-10)

Billboard Award Winner

Billboard AOR personality Of The Year for Small Markets seeks career opportunity. Presently Asst. PD at "Superstars" outlet. Over 7 years experience on-air; programming; production; promotions. BSC. Stable one-on-one communicator. MARK LAPIDUS (919) 347-1836.

BA, Top16 announcer, WBUC, Rock104, 92BPD, KBLW, KVNU, KUSU, NPR, Satellite uplinker, Talkback Advisor, sharp, integrity, exprienced, 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)

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-share 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. (31:2) 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. Philadeiphia on-air, 7 yrs. all told, 2 yrs. programming experience. Seeking to move to medium market programming. Call (215) 673-8584, (2-3)

Announcer wih 4 yrs. experience, good voice, production skills & personality looking for a larger market. Prefer New England. PETE (603) 752-4738. (2-3)

2½ 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)

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

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)

Changes

RADIO

Sam Trivilino nemed Account Executive at WPNT/Pitt-

Alian Wilson becomes Co-Op Advertising Director at

Robert McClure joins KTYD/Santa Barbara, CA as Account Executive.

www.americanradiohistory.com

Changes

Jeffrey K. Hirsch named Sales Manager at KTYD/Santa Barbara, CA.

Robert Ealee Lieberknecht Jr. appointed Account Executive at KTYD/Santa Barbara, CA.

Gwendolyn Morris joins WABC/New York as Account Executive.

Gretchen Englert named Account Executive at

Ray McKinney appointed Account Executive at

Mary Menna joins WBZ/Boston as Account Executive.

Tim Corbin named Sales Representative for WSPD/Toledo.

Bonnie Glasgow joins KOKE/Austin in Local Sales.

Judy Shelton joins KOKE/Austin in Local Sales.

Susan R. Ottenheimer appointed Account Executive at WCRM/Raltimore

Chris Leiss named Account Executive at KZEW/Dallas.

RECORDS

Mitchell Krasnow named A&R representative Flaktra/Asylum Records/New York.

Cordelia Perkins promoted to Director of Operational Accounting for Atlantic & Elektra Records/New York.

Cory Connery appointed Los Angeles Branch Video Sales Manager, WEA/Burbank.

Ed Richardson appointed Los Angelès Branch Field Sales Manager, WEA/Burbank.

Rick Rieger named Los Angeles Branch Marketing Coor-

INDUSTRY

Bridget Jennings named Director of Sales & Marketing, Parasound Communications, Inc./San Francisco.

Miscellaneous

WISC AM/FM has undergone format change. Needs CHR service from all labels. Randall Flagg, MD, WHSM, Box 8277, Hayward, WI 54853. (2-10)

Would like to trade window/bumper stickers, etc. for same. Send yours and I'll reciprocate. Tom McCerthy, WDBO, Orlando, FL 32804. (2-10)

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 recieve 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 A Historical Look At WGKX

National Music Formats Added This Week

Century 21

Greg Stephens (214) 934-2121

The Z Format

ROLLING STONES "She Was Hot" 38 SPECIAL "Back Where You Belong" BIG COUNTRY "Fields Of Fire" WANG CHUNG "Don't Let Go" THOMPSON TWINS "Hold Me Now" APRIL WINE "This Could Be The Right One" HALL & OATES "Adult Education" LIONEL RICHIE "Hello" OLIVIA NEWTON-JOHN "(Livin' In) Desperate Times"

The A/C Format

JIMMY BUFFETT "Brown Eyed Girl" EURYTHMICS "Here Comes The Rain Again" MICHAEL JACKSON "Thriller" CLIFF RICHARD "Donna"

Super-Country

RAZZY BAILEY "In The Midnight Hour" GAIL DAVIES "Boys Like You"
McCLAIN & GILLEY "Candy Man" **BARBARA MANDRELL** 'Happy Birthday Dear Heartache' **OSMOND BROTHERS** "Where Does An Angel Go When She Cries" HANK WILLIAMS JR. "Man Of Steel"

Media General **Broadcast Services**

Bob Dumais (901) 320-4433

ACtion

JIMMY BUFFETT "Brown Eyed Girl" EURYTHMICS "Here Comes The Rain Again" MICHAEL JACKSON "Thriller" PETER ALLEN "You & Me (We Wanted It All)"

Your Country

JOHNNY LEE w/LANE BRODY "Yellow Rose" LEON EVERETTE "I Could'a Had You" MARK GRAY "Left Side Of The Bed" FRIZZELL & WEST "Silent Partners"

Hit Rock

KC "Give It Up" SHEENA EASTON "Almost Over You" ROCKWELL "Somebody's Watching Me" MANFRED MANN'S EARTH BAND "Runner" 38 SPECIAL "Back Where You Belong" **POINTER SISTERS** "Automatic" RE-FLEX "The Politics Of Dancing"

Radio Arts

John Benedict (818) 841-0225

Country's Best

ATLANTA "Sweet Country Music" JOE STAMPLEY "Brown Eyed Girl" JOHNNY LEE WILANE BRODY "Yellow Rose" **BARBARA MANDRELL** "Happy Birthday Dear Heartache"

BILLIE JO SPEARS "Midnight Blue" GEORGE STRAIT "Right Or Wrong"

Soft Contemporary

THOMPSON TWINS "Hold Me Now" CLIFF RICHARD "Donna" CRYSTAL GAYLE "I Don't Want To Lose Your Love" JIMMY BUFFETT "Brown Eyed Girl" STEPHEN BISHOP "Unfaithfully Yours"

Sound 10

JIMMY BUFFETT "Brown Eyed Girl" MICHAEL JACKSON "Thriller" THOMPSON TWINS "Hold Me Now" CLIFF RICHARD "Donna"

Satellite Music Network

George Williams (214) 343-9205

The Starstation

LANI HALL "Send in The Clowns" DAN FOGELBERG "The Language Of Love" MICHAEL SEMBELLO "Taik"

Country Coast-To-Coast

BILL MEDLEY "Till Your Memory's Gone" FRIZZELL & WEST "Silent Partners" MARK GRAY "Left Side Of The Bed" BARBARA MANDRELL "Happy Birthday Dear Heartache" ATLANTA "Sweet Country Music" McCLAIN & GILLEY "Candy Man"

Rock America

HALL & OATES "Adult Education" POINTER SISTERS "Automatic" 38 SPECIAL "Back Where You Belong" ROCKWELL "Somebody's Watching Me" PAUL YOUNG "Come Back & Stay

TM Programming Cel Cesey (214) 634-8511

Stereo Rock

SHEENA EASTON "Almost Over You" **POINTER SISTERS "Automatic"** PAUL YOUNG "Come Back & Stay" OLIVIA NEWTON-JOHN "(Livin' In) Desperate Times" THOMPSON TWINS "Hold Me Now"

TM A/C

BRYSON & FLACK "You're Looking Like Love To Me" EURYTHMICS "Here Comes The Rain Again" JOHN LENNON "Nobody Told Me"
MICHAEL SEMBELLO "Talk"

TM Country

JOHNNY LEE w/LANE BRODY "Yellow Rose" McCLAIN & GILLEY "Candy Man" FRIZZELL & WEST "Silent Partners" ATLANTA "Sweet Country Music" MOE BANDY "It Took A Whole Lot Of Drinkin' (To Get That Woman Over Me)'

Concept Productions

Dick Wagner (916) 782-7754

PAUL YOUNG "Come Back & Stay" OLIVIA NEWTON-JOHN "(Livin' In) Desperate Times" WANG CHUNG "Don't Let Go" APRIL WINE "This Could Be The One" BIG COUNTRY "Fields Of Fire" ROLLING STONES "She Was Hot"

Peters Productions, Inc.

Debbie Weish (619) 565-8511

Country Lovin'

TOM JONES "I've Been Rained On Too GEORGE STRAIT "Right Or Wrong" CHARLEY PRIDE "Love On A Blue Rainy Day"

The Great Ones

CARPENTERS

'Your Baby Doesn't Love You Anymore" MODERN ROMANCE "Just My Imagination (Running Away With Me)" **EURYTHMICS** "Here Comes The Rain Again" PETER ALLEN "You & Me (We Wanted It All)" DAN FOGELBERG "The Language Of Love"

"However, I think the biggest, best, and most effective thing we did was a 250,000 direct mail program stratified to the metro non-ethnic households. The mailing included a personal letter from me introducing the radio station and an opinion card. We asked the people to test the radio station for ten days and let us know what they thought. The return was fantastic. We paid the return postage and, from those returned, gave away a \$1000 Christmas shopping spree. The timing of this mailing is another reason we feel we're actually hotter than we showed in ARB. The mailing went out on October 1 and the drawing was on December 1. We feel it was responsible for the bulge in the Birch numbers in the last two months of the year.

"On the air, we employed the music guarantee promotion, primarily for the benefit of maintenance. We gave away anywhere from \$1000 to \$5000 to the 106th listener who called whenever we failed to play at least three-in-a-row. One thing we did a bit differently while running that promotion was tip off the audience as to when we were going to 'blow it.' Dana felt we could maximize the money given away and the audience it would bring by 'tipping' our hand. We would let people know early in the week that we would play fewer than three-in-a-row on Thursday. On Wednesday, we would tip them off as to the daypart. We felt this allowed us to manage people's listening over the week and to recycle them into morning drive."

An FM World

Scott, besides serving as GM at WMPS, was at one time the PD and National PD for Plough Broadcasting. I asked him why he felt KIX106 could do what WMPS could not; how much of the win was due to just flat out being on FM? "I feel there's been a latent Country audience that has been listening to other formats. Our duplication studies show many of these people are A/C, BM, even CHR listeners who were more concerned with the quality of what they were listening to, thus staying on the FM band regardless of the music. The fact that we came in and filled a music format void attracted listeners from everyone else in town

"Another factor in our success was holding on to many of the people who used to listen to WEZI. Because we present the music in a relaxed, somewhat passive style, we retained 30% of the audience that was here before, something not at all uncommon among BM stations switching over to this style of Country.

"I think the success we have enjoyed is not an indication of the talent inside this building nor lack of same in any other building in town. This is 1984, it's an FM world. The only thing 'genius' about the success we've had was that the owners were smart enough to see a hole and to fill it. We're all pretty good broadcasters operating with a good plan.

Bonneville Broadcasting System Dave Verdery (800) 631-1600

Easy Listening

LINDA RONSTADT W/NELSON RIDDLE ORCH. "I've Got A Crush On You"

Transtar

Chick Watkins (303) 578-0700 **OLIVIA NEWTON-JOHN & JOHN TRAVOLTA**

Drake-Chenault

Bob Laurence (213) 883-7400 XT-40

POINTER SISTERS "Automatic" JACKSON BROWNE "For A Rocker" 38 SPECIAL "Back Where You Belong"

Contempo 300

MICHAEL JACKSON "Thriller" DAN FOGELBERG "The Language Of Love"

Great American Country

DEBORAH ALLEN "I've Been Wrong Before" LEON EVERETTE "I Could'a Had You" GEORGE STRAIT "Right Or Wrong" JIM GLASER "If I Could Only Dance With You"

BPI

John Iles (800) 426-9082

Adult Contemporary

CARPENTERS

'Your Baby Doesn't Love You Anymore" DAN FOGELBERG "The Language Of Love"

Country Living

GEORGE STRAIT "Right Or Wrong" HANK WILLIAMS JR. "Man Of Steel" JOHNNY LEE w/LANE BRODY "Yellow Rose" FRIZZELL & WEST "Silent Partners"

Black/Urban

Regionalized Adds & Hots

Stations are listed by region. Hots are listed in order of their airplay activity.

KDKD/Englewood

CAMEO
DIONNE WARWICK
MELBA MOORE
DELLS
HOTTEST:
JAMES INGRAM
PATTI LABELLE
PHILIP BAILEY
PIECES OF A DRI
ROCKWELL

KDAY/Los Angeles

CHERYL LYNN

KJLH/Los Angeles (4) J.B. Stone/Rico

CHERYL LYNN CAMEO

EAST

KOOL & THE GANG
PEARD BRYSON
LATTISAN & GILL
STARPOINT
CURTIS RAIRSTON
BILLY GRIPPIN
TYRONE DAVIS
MAZE
EVELYN KING
SHANNON
DENNIS EDWARDS
DELLS
DELLS
CON FUNG SHUN
JENNY BURTON

WILD/Bosto Elroy R.C. Smitt

LARRY WU
DAMARIS
GRANDMASTER FLASH
BOBBY NUNN
FREESTYLE
STARPOINT
EVAN ROGERS
PEABO BRYSON
BOTTERS

WKND/Hartford (Jordan/McLean

WOMACK & LABELLE LATTISAW & GILL ROZ RYAN Hottest: ROZ RYAN BOTTEST: CHERYL LYNN JAMES INGRAM LIONEL RICHIE DREAMBOY POINTER SISTERS

& THE GANG ROOL & THE GANG POLICE LATTISAW & GILL KENA XENA
GLADYS KNIGHT
MIDNIGHT STAR
HOTTEST
HOTTEST
CHERYL LYNN
PATTI LABELLE
JENNIFER HOLLI
EVELYN KING
BARBARA MASON

WRKS/New York Meyo/Quarterone

RUN D.M.C. MELBA MOORE

MIDWEST

WBMX/Chicag Lee Michaels

Lee Michaels
NEW MODILD
DANABIS
MUSICAL YOUTH
MORILD PREMIERE
STEEL PULSE
TYEONE BRUNSON
TYEONE DAVIS
FREESTYLE
HOTERST
JENNY BURTON
JAMES INGRAM
PIECES OF A DREAM

PATTI AUSTIN TYRONE BRUNSO DAMARIS WORLD PREMIERE ROMANTICS STARPOINT STARFOINT
KENNY G
KENNY G
KONEY FRANKLIN
HODNEY PRANKLIN
HERB ALPERT
HOTTEST
HOTTEST
LABELLE
CHERYL LYNN
YES JENNIFER HOLLIDAY ATLANTIC STARR

WBLZ/Cincinnati

CHRIS CROSS Hottest: LIONEL RICHIE

WDAS/Philadelphia Joe Tamburro

LATTISAW & GILL STARPOINT SHALAMAR SOUL SONIC FORCE SOUL SONIC FORCE HOTTES PATTI LABELLE

J.C. Floyd

CON FUNK SHUN

MANHAITAN TRANSFE

ANITA BAKER

MICHAEL JACKSON

J. BACKEROST

J. BACKEROST

J. BACKEROST

GEORGE KRANZ

MARILYN SCOTT

SYLVESTER

MALCOLM MCLAREN

HOCLEST:

JAMES INGRAM

POINTER SISTERS

PATTI LABELLE

LUTHER VANDROSS

LIONEL RICHIE

JOHN TURK
CULTURE CLUB
ATLANTIC STARR
TERRA MARIE
JENNY BURTON
SHALAMAR
TROUBLE FUNK
LATTISAW & GILL
STARPOINT
KENA
WOMACK & LABELLE
ART OF NOISE
HOTTES LIONEL RICHIE D TRAIN JAMES INGRAM

PIECES OF A DREAM WHUR/Washington, D Oscar Fields

BOBBY NUNN
GRANDMASTER F.
ALPIE SILAS
KENNY G
HOTTEST:
SHANNON
LIONEL RICHIE
PATTI LABELLE
CHERYL LYNN
DEBARGE

WCIN/Cincinnati

TEENA MARIE LATTISAW & GILL CAMEO KOOL & THE GANG COON FUNK SHUN NEW WORLD SOS BAND SOS BAND MAZE ASHFORD & SIMPSOI STARPOINT FRICTION BAND RAY PARKER JR. MALCOLM MCLAREN MUSICAL YOUTH MUSICAL YOUTH
HOTLEST;
HOTLEST,
JAMES INGRAM
PATTI LABELLE
BRYSON & PLACE
LIONEL RICHIE
D TRAIN

WDMT/Cleveland of Kelly/Deen Kally/Deen
GLADYS KNIGHT
HOMI & JARVIS
TYRONE BRUNSON
CAMEO
WOMACK & LABELLE
LATTISAW & GILL

WZAK/Cleveland Lynn Tolliver

CAMEO
DELLS
KOOL & THE GANG
TYRONE BRUNSON
LAID BACK
HOttest:
PATTI LABELLE
LIONEL RICHIE
DAZZ BAND
MICHAEL JACKSON
D TRAIN

SOUTH

WVEE/Atlanta Scotty Andrews DREAMBOY

DREAMBOY SHALAMAR MELBA MOORE TOM BROWNE CAMEO TYRONE DAVIS HOTTEST SHANNON

SOS BAND
Hottest:
PATTI LABELLE
LIONEL RICHIE
JENNIFER HOLLIDAY
SHANNON
LUTHER VANDROSS

D TRAIN J. BLACKFOOT MICHAEL JACKSON TINA TURNER WAOK/Atlenta Larry Tinsley

SHALAMAR LATTISAW & GILL WOMACK & LABELLE SOS BAND JIMMY CLIFF STARPOINT Hottest: TINA TURNER J. BLACKPOOT LIONEL RICHIE JAMES INGRAM

SHALAMAR
WOMACK & LABELLE
SOS BAND
CODIII
SHALAMAR
HOTLEST:
SHANNON
PATTI LABELLE
DAZZ BAND
CHERYL LYNN
ROCKWELL

TYRONE BRUNSON SYSTEM WOMACK & LABELLE BILLY BILLY BILLY Hottest: LUTHER VANDROSS LIONEL RICHIE DAZZ BAND PIECES OF A DREAM ANITA BAKER

GEORGE CLINTON
DENISE EDWARDS
ELBOW BONES & RAC
WORLD PREHIERE
POINTER SISTERS
ENCHANTMENT
HOMI & JARVIS
PATTI AUSTIN
PEABO BRYSON
WOMACK & LABELLE
LILLO THOMAS
KOOL & THE GANG
G.T.

G.T.
SHALAMAR
HOTTELST:
PATTI LABELLE
SHANNON
D TRAIN
CHERYL LYNN
J. BLACKPOOT

WVKO/Colus Lyles/Jones

MELBA MOORE
PIECES OF A DREAM
ANITA BAKER
BOBBY NUNN
STEVE ARRINGTON'S
TYRONE BRUNSON
DELLS
ROOL & THE GANG
MIDNIGHT STAR
HOTEES!

MIDNIGHT STAR Hottest: D TRAIN LIONEL RICHIE JAMES INGRAM DEELE MICHAEL JACKSON

RUFUS & CHAKA
SOS BAND
POINTER SISTERS
DIONNE WARWICK
RAY PARKER JR.
WOMACK & LABELLE
ASHFORD & SIMPSO
ATLANTIC STARR
DENNIS EDWARDS
MARY JANE GIRLS
G.T.

G.T.
JEFFREY OSBORNE
ROCKWELL
WES PHILLIPS
CLARKE & DUKE
PATTI AUSTIN
HOTTEST
J. BLACK FOOT
PATTI LABELLE
CHERYL LYNN
SRANNON

WATV/Birmingham Ron January

ROCKWELL WOMACK & LABELLE

TEDDY PENDERGRASS
EVELYN KING
TYRONE BRUNSON
JEFFREY OSBORNE
HOTTEST
H

TEENA MARIE BRONNER BROTHERS LATTISAM & GILL FELIX & JARVIS GEORGE KRANZ ROCKWELL WOMACK & LABELLE SYLVESTER SOS BAND GLADYS KNIGHT ELBOW BONES & RAC HOTESE

TORCH SONG
G.T.
WORLD PREMIERE
SOUL SONIC PORCE
WORACK & LABELLE
CAMEO
BILLY GRIPPIN
MICHAEL WYCOPF
GEORGE KRANZ
STARPOINT
ALFIE SILAS
HOTLES ILAS
HOTLES INGRAM
PHILIPPE WYNNE
ROCKWELL
MELBA MOORE

XENA
CAMEO
Hottest:
ROCKWELL
PLANET PATRO
TWILIGHT 22
JENNY BURTON
DEELE

Tony Gray

THOMAS DOLBY ATLANTIC STA BROOKLIN DELLS

YES Hottest: DAZZ BAND DEBARGE JENNY BURTON LAID BACK

TORCH SONG

WNOO/Chattano Frank St. James

WOMACK & LABELLE MALEMEN VISUAL VISUAL Hottest: J. BLACKFOOT PATTI LABELLE LUTHER VANDRO: JAMES INGRAM RUN D.M.C.

Mickey Arnold
ATLANTIC STARR
BILLY GRIFFIN
LATTE AN & GILL
LATTE LATTE CONTROL
LATTE C

KKDA-FM/Dailes Terri Avery

DREAMBOY

STARPOINT Hottest: MICHAEL JACKSON DREAMBOY CHERYL LYNN DAZZ BAND PATTI LABELLE

KRLY/Houston

KMJQ/Houston

STARPOINT WOMACK & LABELLE CAMED
ATLANTIC STARR
SOS BAND
HOTLEST:
ROCKWELL
POINTER SISTERS
DOUBLE D & STEINS
ANNE LESEAR
YES

WKXI/Jackso

ART OF NOISE WILLIE CLAYTON

TARA
DENNIS EDWARDS
PEABO BRYSON
HASHIM
RON BANKS
LATTISAW & GILL
STARPOINT

Steve Harris

Tommy Marshall

CAMEO
IMAGINATION
PEABO BRYSON
SKYY
WOMACK & LABELLE
SYLVESTER
SOS BAND SOS BAND Hottest: LIGNEL RICHIE RON BANKS JAMES INGRAM GRANDMIXER D.ST. GRANDMASTER PLASH

WPDQ/Jacksonville (a) Marc Little

Steve Harris
BILLY GRIFFIN
PEABO BRYSON
POINTER SISTERS
ATLANTIC STARRDELLS
HOTTEST:
ROCKWELL
RUN D.M.C.
DEBARGE
EVELYN KING
YES

LATTISAW & GILL WOMACK & LABELLE STEEL PULSE SOS BAND MARY JANE GIRLS ROCKWELL SHALAMAR ASHFORD & SIMPSON HOTLEST: SHANNON MICRAEL JACESON SHANNON MICHAEL JACKSON CHERYL LYNN DREAMBOY PATTI LABELLE

Marc Little

MONACK & LABELLE
LATTISAN & GILL
DANARIS

RAMED

SOS BAND
STERPOINT
ART OF NOISE
HUNAN BODY
PREESTYLE
BOTHER

HUNAN BODY
PREESTYLE
J. BLACKFOOT

TRAIN
CHERYL LYNN
CHERYL LYNN
RUE D.M.C.
MICHAEL JACKSON

WJAX/Jacksonville Stere Fox

Neal O'Rea ROCKWELL TOM BROWNE RUFUS & CHAKA HERBIE HANCOCK DENISE EDWARDS TINA TURNER CAMEO POINTER SISTERS WOMACK & LABELLE ROCKERS REVENGE SYLVESTER MARILYN SCOTT COCONUTS

NONE
Hottest:
KOOL & THE GANG
ZAPP
EW&F
JAMES INGRAM
RUN D.M.C.

WHRK/Memphis (a) Jimmy Smith

GEORGE KRANZ DAVY DMX EPM Hottest: RUN D.M.C. D TRAIN JAMES INGRAM CHIC CHIC PATTI LABELLE WJJS/Lynchburg Lad Goins CARL ANDERSON POINTER SISTERS JEFFREY OSBORNE ATLANTIC STARR BABBARA HASON LATTISAW & GILL TOM BROWNE 22 HILL CATCH HOCKERS & BROWNE 22 HILL CATCH

POINTER SISTERS SOUL SONIC PORCE KOOL & THE GANG SOS BAND SOS BAND
HOTBOX
GLADYS KNIGHT
STARPOINT
MUSICAL YOUTH
BARBARA MASON
LATTISAW & GILL
WOMACK & LABELLE
DELLS
SEQUENCE
HOMI & JARVIS
AL DIMEDLA
HOTESET: Hottest: TWO SISTERS JENNY BURTON ROCKWELL

DREAMBOY PATTI LABELLE

none Hottest: HALL & OATES MICHAEL JACKSON RUN D.M.C. MELBA MOORE JAMES INGRAM

ATLANTIC STARR
PATTI AUSTIN
CAMEO
BILLY GRIFFIN
STARPOINT
WOMACK & LABELLE
HOTBOX
ROMANTICS
HOCLEST:
DEELE
SHANNON
DAZZ BAND SHANNON DAZZ BAND RUN D.M.C. TYRONE BRUNSON

SOUL & THE GANG
SOS BAND
CAMEO
LATTISAN & GILL
WORLD PREMIERE
BARBARA MITCHELL
HOTLEST
J. BLACKFOOT
CHERYL LYNN
EVELYN KING
INDEEP

WLUM/Milwaukee Mark Driscoll

WLTH/Gary
Dans Huskisson
SKYY
GRANDMASTER FLASH
KOOL & THE GANG
RAY PARKER JR.
BILLY GRIFFIN
MAJOR HARRIS
LANCE WEBB
NEW WORLD
STARPOINT
HOTESE: WWWS/Saginaw Kermit Crockett PATTI LABELLE WKWM/Grand Rapids Frank Grant

KMJM/St. Louis Ron Atkins

SOS BAND CHERYL LYNN TOM BROWNE DEELE DEELE
DAYTON
EVELYN RING
HOTTEST:
PATTI LABELLE
SHANNON JEFFREY OSBORNE DEBARGE ROCKWELL

WZEN-FM/St. Louis

SHANNON
KOOL & THE GANG
D TRAIN
RUN D.M.C.
ROCKWELL

WVOI/Toledo (a) Maxx Myrick

SOS BAND TOM BROWNE HOMI & JARVIS SKYY STEVE ARRINGTON'S D TRAIN CHERYL LYNN RUN D.M.C.

KJCB/Lafayette (4) Beatrice Evans

WLOU/Louisville

WBLX/Mobile Michael J. Alexande none Hottest: DONNA SUMMER PATTI LABELLE J. BLACKFOOT DAZZ BAND MICHAEL JACKSON

WLVW/Moncks Corr Ron Pinckney

COMMODORES
DENNIS EDWARDS
JIMMY CLIPF
SKYY
WOMACK & LABELLE
MUSICAL YOUTH
MARY JANE GIRLS
HOTEOST Hottest SHANNON

WMAK/Nashville

Doug Ellis CATCH
Hottest:
KOOL & THE GANG
PATTI LABELLE
SEANNON
DEELE
DEBARGE TYRONE BRUNSO JENNY BURTON HOWARD JONES VE BASSETT STEVE BASSETT
LATTISAW & GILL
CON PUNK SHUN
DIONNE WARWICK
HOTTERS:
SHANNON
PATTI LABELLE
DEELE
JAMES INGRAM
MICHAEL JACKSON

ASHFORD & SIMPSON STARPOINT ART OF NOISE WOMACK & LABELLE WOMACK FREESTYLE MELBA MOORE CAMED
Hottest;
PATTI LABELLE
ROCKWELL
EVELYN KING
DA2Z BAND
MICHAEL JACKSON

KRNB-FM/Memphis Sherryl Bacon

Brute Balley

CLARKE & DUKE
ANITA BAKER
ELBOW BONES & RAC
GRANDMANTER FLASH
SOS BAND
DENISE EDWARDS
MELBA MOORE
ASHPORD & SIMPSON
SHALAMAR
BOBBY NUNN
HOTCEST:
PATTI LABELLE
JAMES INGRAM
TEENA MARIE
LIONEL RICHTE
SHANNON DREAMBOY LUTHER VANDE EVELYN KING YES CHERYL LYNN WEDR/Miami

Jackson/Jones KOOL & THE GANG VISUAL EW&F WOMMACK & LABELLE HOTTEST D TRAIN DEBLE LUTHER VANDROSS PATTI LABELLE J. BLACKFOOT

IMAGINATION CHIC TINA TURNED OUTPUT WOMACK & LABELLE RUFUS & CHARA HOTE®SI: D TRAIN CHERYL LYNN DAZZ BAND J. BLACKFOOT JENNY BURTON

POINTER SISTERS
PATTI AUSTIN
WOMACK & WOMACK
RAY PARKER JR.
Hottest:
LUTHER VANDROSS
KOOL & THE GANG
DEBARGE

WANT/Richmond Kirby Carmichael

BRYSON & PLACK CAMEO MIDNIGHT STAR WOMACK & LABELLE KOOL & THE GANG CON PUNK SHUN LATTISAW & GILL THAGTMATION LATTISAW & GILL
IMAGINATION
JEFFREY OSBORNE
HOTTEST:
CHERYL LYNN
PATTI LABELLE
JAMES INGRAM
DAZZ BAND
LIONEL RICHIE

WTOY/Roanoke lley Wynn

EW&F POINTER SISTERS POINTER SISTERS
SMALAMAR
TYRONE BRUNSON
DELLS
IMAGINATION
BOTTEST
JAMES INGRAM
PATTI LABELLE
LIONEL RICHIE
MICHAEL JACKSON
DAZZ BAND

WYLD-FM/New Orleans (a) Brute Balley KOKA/Shreveport B.B. Davis

DIONNE WARWICK Hottest: KOOL & THE GANG CULTURE CLUB PATTI LABELLE JAMES INGRAM J. BLACKFOOT

WWDM/Sumpter Kevin Flemming LAID BACK

KACE/Los Angeles (A Miller/Wiggins CAMED BACK
TERMA MARIE
WILLIE CLAYTON
BRONNER BROTHERS
WORLD PREMIERE
JIMMY CLIFF
CURTIS HAIRSTON
STARPOINT
ELBOW BONES & RAC
KOOL & THE GANG
DENNIS EDWARDS
MARY JANE GIRLS
HOTESEL'
DREAMBOY
XENA CON FUNK SHUN STARPOINT IMAGINATION PATTI AUSTIN SHALAMAR DIONNE WARWICK MELBA MOORE ART OF NOISE GLADYS KNIGHT WORLD PREMIERE G.T. G.T.
Hottest:
PATTI LABELLE
TWILIGHT 22
D TRAIN
CHERYL LYNN
SHANNON XENA DA22 BAND MELBA MOORE RUN D.M.C.

WANM/Tailehasse Joe Bullard

GLADYS KNIGHT SOS BAND STARR JIMMY CLIFF CLADYS KNIGHT BILLY GRIFFIN ART OF NOISE HOTCHST. ACKSON JAMES INCRAM DIRAM CHERYL LYNN BARBARA MASON YES
PATTI AUSTIN
LAID BACK
Hottest:
TWILIGHT 22
MICHAEL JACKSON
KRAFTWERK
DREAMBOY

WAAA/Winston-Sale Jae Jackson

WOMACK & LABELLE BRONNER BROTHERS ALFIE SILAS LATTISAW & GILL ENCHANTMENT STARPOINT WOMACK & LABELLE DENISE EDWARDS PEABO BRYSON KOOL & THE GANG SOS BAND G.T. ART OF NOISE Hottest: SOS BAND
STARPOINT
ATLANTIC STARR
CAMEO
SYLVESTER
HOTTESTER
HICHAEL JACKSON
CHERYL LYNN
BILLY GRIFFIN
DAZZ BAND
ROCKWELL PATTI LABELLE CHERYL LYNN TEENA MARIE J. BLACKPOOT JAMES INGRAM

KDiA/Qakland Jeff Harrison

GLADYS KNIGHT KOOL & THE GANG JENNY BURTON CON FUNK SHUN RUFUS & CHAKA POINTER SISTERS

WOMACK & LABELLE KOOL & THE GANG RAY PARKER JR. RENNY G ATLANTIC STARR BRYSON & FLACK HOTTES PATTI LABELLE STEVE ARRINGTON'S J. BLACKFOOT

PATTI AUSTIN WOMACK & LABELLE CAMEO PEABO BRYSON GRANDMASTER FLASH GRANDMASTER FL KENNY G SKOOL BOYZ Hottest: CHERYL LYNN D TRAIN LIONEL RICHIE SHANNON DAZZ BAND

KSOL/San Mateo

DENNIS EDWARDS CAMEO
WOMACK & LABELLE
TYRONE BRUNSON
MARILYN SCOTT
BILLY GRIFFIN
HOTLEST:
SHANNON
MICHAEL JACKSON
PIECES OF A DREAM
LIONEL RICHIE
ROCKWELL

JAZZRADIO

NATIONAL AIRPLAY/30®

February 10, 1984

3

7

20

- **DAVID SANBORN/Backstreet (WB)**
- DAVE VALENTIN/Flute Juice (GRP) SADAO WATANABE/Fill Up The Night (Musician/Elektra)
- PIECES OF A DREAM/Imagine This (Elektra) GENERATION BAND/Soft Shoulder (Palo Alto)
 - RAMSEY LEWIS TRIO/Reunion (Columbia)
- 0 LEE RITENOUR/On The Line (Musician/Elektra) 12 AZYMUTH/Rapid Transit (Milestone) 8 8
- ġ. WAYNE JOHNSON TRIO/Grasshopper (ITI)
- JIMMY SMITH/Keep On Comin' (Musician/Elektra) 10 11 11
- TOM SCOTT/Target (Atlantic) 5
 - MICHAEL FRANKS/Passionfruit (WB) ANDY NARELL/Light In Your Eyes (Hip Pocket)
- 13 14 FREDDIE HUBBARD/Sweet Return (Atlantic)
- 27 KENNY G/G Force (Arista) 22 13 WILBUR NILES/Thrust (Montage)
- DAVID MATTHEWS ORCHESTRA/Grand Connection (GNP Crescendo) 15 **HUBERT LAWS/Make It Last (Columbia)** 18
- 19 HANK CRAWFORD/Indigo Blue (Milestone) 16 DAVE PIKE/Moon Bird (Muse)
- **3** BERT LIGON & CONDOR/Dancing Bare (Sea Breeze) 21 MARCIO MONTARROYOS/Carioca (Columbia)
- BOB JAMES/Foxie (Columbia) 17 C. COREA - G. BURTON/Lyric Suite... (ECM/WB)
 - KY FORD/Future's Gold (Muse)
- DEBUT VICTOR FELDMAN TRIO/To Chopin With Love (Palo Alto) DEBUT RICHIE COLE/Alto Annie's Theme (Palo Alto)
 - JOHN ANELLO JR./For A Dancer (Cexton) 30 L. SUBRAMANIAM/Indian Express (Milestone)

JAZZ REPORTING STATIONS: WYBC/New Haven, Art Russell; KSAX/Dallas-Ft, Worth, Willie Culton; WMGI/Gaine ville, FL, Bill Harman; WLOQ/Orlando, Paul Gerardi; WBBY/Columbus, OH, Zoot Strider; WNOP/Cincinnati, Geoffrey Nimm WJZZ/Detroit, John Hill; KKGO/Los Angeles, Cal Milner; KJAZ/San Francisco, Bob Parlocha; KJZZ/Seattle, Carol Handley.

RODNEY FRANKLIN'S

RODNEY FRANKLIN MARATHON



Smash New Album

Is Off

And Running!!

Watch for the new single

on Columbia Records and Tapes



'MARATHON'

Stay On In The Groove"







MICHAEL JACKSON "Thriller"









TYRONE BRUNSON "Fresh"









THE DELLS "You Just Can't Walk Away"









TEENA MARIE "Midnight Magnet"



Black/Urban NEW & ACTIVE 34





S.O.S. BAND "For Your Love"

Tabu

Black/Urban SIGNIFICANT ACTION

First Week MOST ADDED!

Congratulations to PATTI LABELLE for 4 weeks at #1 and still the #1 HOTTEST Black/Urban record!

Black/Urban

BREAKERS

'Breakers" are those newer records that have the greatest level of station activity on any given week.

BOBBY WOMACK & PATTI LABELLE

Love Has Finally Come At Last (Beverly Glen)

75% of our reporting stations on it. Rotations: Heavy 5/1, Medium 16/7, Light 29/19, Extra Adds 5, Total Adds 32 including WAMO, WOOK, WAOK, KMJQ, WEDR, WAIL-FM, WDMT, WJMO, WGPR, KJLH, XHRM, KSOL, WKND, WRDW, KNOW, WENN, WDAO, KUKQ. A Most Added Record. Debuts at number 31 on the Black/Urban chart

PATTI AUSTIN It's Gonna Be Special (Qwest/WB)

66% of our reporting stations on it. Rotations: Heavy 4/0, Medium 23/2, Light 18/3, Extra Adds 3, Total Adds 8, WGCI, WJMO, KACE, KDAY, XHRM, KHYS, WDAO, WKWM. Debuts at number 32 on the Black/Urban chart.

DIONNE WARWICK Got A Date (Arista)

63% of our reporting stations on it. Rotations: Heavy 2/0, Medium 26/0, Light 16/3, Extra Adds 2, Total Adds 5, KACE, WMAK, KOKQ, WDAO, KDKO. Heavy: WVEE, WHRK. Medium: WILD, KRNB, WCIN, KJLH, WPLZ, WAAA, WTLC, WVOI. Debuts at number 35 on the Black/Urban

RUFUS & CHAKA KHAN One Million Kisses (WB)

62% of our reporting stations on it. Rotations: Heavy 8/0, Medium 21/1, Light 15/2, Extra Adds 1, Total Adds 4, WLOU, WPLZ, WDAO, KDIA. Heavy: WAOK, WVEE, KJLH, WNHC, WPDQ, WLVW. Medium: WXYV, WDIA, WBMX, WCIN, WATV, WKXI, WTLC. Debuts at number 33 on the Black/Urban chart.

MICHAEL JACKSON

Thriller (Epic) 60% of our reporting stations on it. Rotations: Heavy 33/0, Medium 8/1, Light 3/0, Extra Adds 0, Total Adds 1, WAMO. Heavy: WDAS, WOOK, WVEE, WHRK, WBLZ, WZAK, XHRM, KSOL, WNHC, WJAX, WTOY. Medium: WKND, WENN, WOIC, WPLZ, KHYS, WKWM. Moves 26-20 on the Black/Urban chart.

NEW & ACTIVE

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 Ion 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.

BILLY GRIFFIN "Serious" (Columbia) 39/10
Rotations: Heavy 2/0, Medium 15/1, Light 20/7, Extra Adds 2, Total Adds 10, WXYV, KRLY, WHRK, WGPR, KSOL, KNOW, WANM, WLTH, WKWM, WOIC. Heavy: WYLD-FM, KJLH. Medium: WGCI, WJMD, WZEN-FM, WKXI, KDIA.

ATLANTIC STARR "More, More, More" (A&M) 37/11

Rotations: Heavy 8/1, Medium 9/0, Light 18/8, Extra Adds 2, Total Adds 11, WOOK, KMJQ, KRLY, WDRQ, KJLH, WOIC, WJJS, WANM, WDAO, WKWM, KUKQ. Heavy: WHUR, WYLD-FM, WGCI, KACE, WLTH. Medium: WAOK, KKDA-FM, WGPR, XHRM. Debuts at number 38 on the Black/Urban chart.

INDEEP "The Record Keeps Spinning (Sound Of N.Y.) 36/0

Rotations: Heavy 8/0, Medium 22/0, Light 6/0, Extra Adds 0, Total Adds 0, Heavy: WDAS, WOOK, WYLD-RM, WJMO, KJLH, KSOL, KHYS, WTLC. Medium: WXYV, WILD, KKDA-CM, KRNB, WDIA, WZAK, KACE, XHRM, WJAX. Moves 40-36 on the

TOM BROWNE "Cruisin" (Arista) 34/5

Rotations: Heavy 6/0, Medium 15/1, Light 13/4, Extra Adds 0, Total Adds 5, WVEE, KMJM, WLOU, WJJS, WVOI. Heavy: WCIN, WNOO, WKXI, WPLZ, KHYS, WDAO. Medium: WHUR, KRNB, WDRQ, WGPR, KJLH, XHRM, WNHC.

CAMEO "She's Strange" (Atlanta Artists/PolyGram) 32/22
Rotations: Heavy 3/2, Medium 9/4, Light 17/14, Extra Adds 3, Total Adds 22 including WVEE, KMJQ, WCIN, WDMT, WZAK, WGPR, WJLB, KJLH, XHRM, KSOL, Heavy: WAOK, WANM, Medium: WHUR, KRNB, WWWS, KUKQ.

KOOL & THE GANG "Tonight" (De-Lite/PolyGram) 32/19
Rotations: Heavy 3/0, Medium 3/1, Light 22/14, Extra Adds 4, Total Adds 19 including WXYV, WAOK, WCIN, WJMO, KJLH, WNHC, WOIC, WJAX, WVKO, WLTH, KDIA, KUKQ. Heavy; KRNB, WDIA, KSOL. Medium: WZAK, KACE, WWWS.

BOBBY NUNN "Hangin' Out At The Mall" (Motown) 32/5

Rotations: Heavy 11/0, Medium 7/1, Light 14/4, Extra Adds 0, Total Adds 5, WILD, WHUR, WYLD-FM, KOKA, WVKO. Heavy: WEDR, WBMX, WGCI, WGPR, XHRM, WATV, WAAA. Medium: KRN8, WJMO, KJLH, WJAX. Debuts at number 39 on the Black

Rotations: Heavy 6/0, Medium 12/1, Light 10/0, Extra Adds 2, Total Adds 3, WXYV, WVEE, WBMX. Heavy: KRNB, WJMO, WATV, WOIC, KJCB, KOKA. Medium: WAOK, WZAK, WGPR, WENN, WBLX, WDAO, WTLC.

PEABO BRYSON "D.C. Cab" (MCA) 28/11

Rotations: Heavy 0/0, Medium 7/1, Light 16/5, Extra Adds 5, Total Adds 11, WXYV, WILD, KKDA-FM, KRLY, WJMO, KJLH, XHRM, WATV. WOIC, WKXI, WLOU, Medium: WJLB, KACE, KNOW, WBLX, WLTH, WWWS.

MALCOLM McLAREN "World Famous" (Island/Atco) 25/2

Rotations: Heavy 3/0, Medium 11/0, Light 11/2, Extra Adds 0, Total Adds 2, WAMO, WCIN. Heavy: WYLD-FM, WKXI, KACE. Medium: WDAS, WVEE, WEDR, WAIL-FM, WJAX, WPDQ, WAAA, WKWM.

SIGNIFICANT ACTION

STARPOINT "It's All Yours" (Elektra) 24/21

Rotations: Heavy 0/0, Medium 1/1, Light 17/14, Extra Adds 6, Total Adds 21 including WXYV, WILD, WRKS, WDAS, WOOK, WAOK, KKDA-FM, KMJQ, WAIL-FM, WGCI, WCIN, WGPR, KACE, KJLH, WOIC, WJAX, WLTH, WKWM.

S.O.S. BAND "For Your Love" (Tabu/CBS) 24/19
Rotations: Heavy 2/1, Medium 3/0, Light 16/15, Extra Adds 3, Total Adds 19 including WDAS, WAOK, WCIN, KJLH, WRDW, WATV, WPEG, WKXI, WJAX, WPDQ, WDAO, WTLC, WVOI. Heavy: KMJM, WWDM. Medium: WVEE, WDRQ, WOIC.

GEORGE KRANZ "Trommeltanz (Din Daa Daa)" (Personal) 24/4
Rotations: Heavy 2/0, Medium 10/0, Light 11/3, Extra Adds 1, Total Adds 4, WAMO, WGPR, WPEG, WLOU. Heavy: WDAS, WYLD-FM. Medium: WAOK, WGCI, WZEN-FM, KJLH, WENN, WKXI, WWDM, WANM, WAAA.

CON FUNK SHUN "Don't Let Your Love Grow Cold" (Mercury/PolyGram) 23/6

Rotations: Heavy 1/1, Medium 9/1, Light 12/3, Extra Adds 1, Total Adds 6, WAMO, WCIN, KACE, WMAK, WANT, KDIA. Medium: WXYV, WHUR, KRLY, WZEN-FM, XHRM, WENN, WBLX, WLTH.

DENNIS EDWARDS featuring SIEDAH GARRET "Don't Look Rotations: Heavy 0/0, Medium 10/0, Light 12/4, Extra Adds 1, Total Adds 5, KKDA-FM, KSOL, WLVW, WWDM, WDAO. Medium: WDAS, WHRK, WZAK, WGPR, WZEN-FM, WPLZ, WLTH, WKWM, KUKQ.

STACY LATTISAW & JOHNNY GILL "Perfect Combination" (Cotillion/Atco) 22/21
Rotations: Heavy 0/0, Medium 5/4, Light 10/10, Extra Adds 7, Total Adds 21 including WXYV, WDAS, WOOK, WAOK, KKDA-FM, WHRK, WCIN, WDMT, KDAY, WKND, WNHC, WPEG, WOIC, WJAX, WTLC. Medium: WHUR, WPDQ, WANM.

BARBARA MASON "Another Man" (West End) 22/3 otations: Heavy 5/0, Medium 10/0, Light 6/2, Extra Adds 1, Total Adds 3, KDAY, WJAX, WJJX. Heavy: WRKS, WEDR, WZEN-M, WNHC, WANM. Medium: WILD, WDAS, WOOK, WDMT, WZAK, WDRQ, KOKA.

YES "Owner Of A Lonely Heart" (Atco) 21/3

Rotations: Heavy 9/0, Medium 4/0, Light 7/2, Extra Adds 1, Total Adds 3, WDRQ, KDAY, WVOI. Heavy: WDAS, WHUR, WVEE, KRLY, KRNB, WGCI, WKWM, WLUM, WWWS. Medium: WBLZ, WGPR, KDIA, KUKQ.

ENCHANTMENT "Don't Fight The Feeling" (Columbia) 21/2

Rotations: Heavy 1/0, Medium 13/0, Light 6/1, Extra Adds 1, Total Adds 2, WJMO, WAAA. Heavy: WYLD FM. Medium: WILD, WAOK, WZAK, WGPR, KJLH, WGIV, WLVW, KOKA, WDAO, WLTH, WKWM, WWWS, KDKO.

MTUME "Green Light" (Epic) 21/0

MIUME Green Light (Epic) 21/0
Rotations: Heavy 6/0, Medium 11/0, Light 4/0, Extre Adds 0, Total Adds 0. Heavy: WAOK, WATV, WPEG, WKXI, KOKA, WDAO. Medium: WDAS, WDIA, WCIN, KSOL, WNHC, KNOW, WENN, WNOO, WPDQ. WAAA, WTLC.

MOST ADDED ®

BOBBY WOMACK & PATTI LABELLE (32) Love Has Finally Come... (Beverly Glen) **CAMEO (22)**

She's Strange (Atlanta Artists/PolyGram)
STACY LATTISAW & JOHNNY GILL (21) Perfect Combination (Cotillion/Atco) STARPOINT (21)

It's All Yours (Elektra) KOOL & THE GANG (19) Tonight (De-Lite/PolyGram) S.O.S. BAND (19) For Your Love (Tabu/CBS)

HOTTEST

PATTI LABELLE (38) If Only You Knew (Phil. Int./CBS). CHERYL LYNN (25) Encore (Columbia) SHANNON (24) Let The Music Play (Mirage/Atco) J. INGRAM with M. McDONALD (23) Yah Mo B There (Qwest/WB) LIONEL RICHIE (21) Running With The Night (Motown)
"D" TRAIN (19) Something's On Your Mind (Prelude)

LENNY WILLIAMS "Love Soldier" (Rocshire) 21/0

Rotations: Heavy 2/0, Medium 11/0, Light 8/0, Extra Adds 0, Total KACE, XHRM, KNOW, WPEG, WNOO, KJCB, WLOU, KOKA, WTLC. dds O. Heavy: WKXI, KUKQ. Medium: WCIN, WZEN-FM.

ZAPP "Spend My Whole Life" (WB) 21/0
Rotations: Heavy 7/0, Medium 10/0, Light 4/0, Extra Adds 0, Total Adds 0, Heavy: KRNB, WDIA, WHRK, WENN, WOIC, WKXI, WLVW. Medium: WZAK, XHRM, WGIV, WNOO, KJCB, WBLX, WWDM, WLTH, WTLC, KUKQ.

RAY PARKER JR. "Woman Out Of Control" (Arista) 19/5
Rotations: Heavy 2/0, Medium 3/0, Light 14/5, Extra Adds 0, Total Adds 5, WCIN, KHYS, WDAO, WLTH, KUKQ. Heavy: WAMO, KSOL. Medium: WRDW, WNOO, WWWS.

HOTBOX "Do You Wanna Lover" (Polydor/PolyGram) 19/3
Rotations: Heavy 0/0, Medium 3/0, Light 16/3, Extra Adds 0, Total Adds 3, WJAX, WLVW, WKWM. Medium: WNHC, WRDW,

TEDDY PENDERGRASS "I Want My Baby Back" (Philadelphia International/CBS) 19/1
Rotations: Heavy 4/1, Medium 11/0, Light 4/0, Extra Adds 0, Total Adds 1, WGIV. Heavy: WGPR, WKXI, KOKA. Medium: WXYV, WHUR, KRNB, KMJM, WKND, WNHC, WNOO, WPDQ, WBLX, WAAA, WLTH.

SHALAMAR "You Can Count On Me" (Solar/Elektra) 19/0
Rotations: Heavy 2/0, Medium 12/0, Light 5/0, Extra Adds 0, Total Adds 0, Heavy: WZEN-FM, WLVW. Medium: WVEE, WJMO, WZAK, KMJM, WRDW, WGIV, WPDQ. WBLX, KHYS, WANM, WDAO, KDIA.

ROCKERS REVENGE "There Goes My Heart" (Streetwise) 18/1

leavy 0/0, Medium 4/0, Light 14/1, Extra Adds 0, Total Adds 1, WLOU. Medium: KJLH, WATV, WKXI, KOKA.

IRENE CARA "The Dream (Hold On To Your Dream)" (Network/Geffen) 17/0 Rotations: Heavy 3/0, Medium 4/0, Light 10/0, Extra Adds 0, Total Adds 0. Heavy: WOOK, WGIV, WTLC. Mr

WPLZ, WLIH.

ART OF NOISE "Beat Box" (Island/Atco) 16/8
Rotations: Heavy 3/0, Medium 3/1, Light 8/5, Extra Adds 2, Total Adds 8, WOOK, WAIL-FM, KACE, KDAY, WKXI, WPDQ, WANM, WAAA. Heavy: WRKS, WHRK, WZAK. Medium: WXYV, WDMT.

SYLVESTER "Too Late" (Megatone) 16/6
Rotations: Heavy 0/0, Medium 4/0, Light 10/4, Extra Adds 2, Total Adds 6, WAMO, KDAY, KJLH, WPEG, WKXI, WLOU. Medium: WJMO, KSOL, WTLC, WWWS.

ASHFORD & SIMPSON "I'm Not That Tough" (Capitol) 16/5
Rotations: Heavy 0/0, Medium 6/0, Light 10/5, Extra Adds 0, Total Adds 5, WAIL-FM, WYLD-FM, WCIN, KJCB, WDAO. Medium: WZAK, WGIV, WLVW, WPLZ, WANM. WZAK, WGIV, WLW, WPLZ, WANM.

CHIC "Give Me The Lovin' " (Atlantic) 16/1

Rotations: Heavy 3/0, Medium 7/0, Light 6/1, Extra Adds 0, Total Adds 1, WPLZ. Heavy: KRNB, WLOU, WTLC. Medium: WDIA, WGPR, KJLH, XHRM, WBLX, WMAK, WAAA.

WORLD PREMIERE "Share The Night" (Easy Street) 15/8

Rotations: Heavy 1/0, Medium 3/1, Light 8/4, Extra Adds 3, Total Adds 8, WHRK, WBMX; WGCI, WJMO, WGPR, KACE, WWDM, WTLC. Heavy: WNHC. Medium: WDAS, WVEE.

KENNY (S. "Hi Howy VS Pois") (Medium) 15/4

KENNY G "Hi, How Ya Doin'?" (Arista) 15/4
Rotations: Heavy 0/0, Medium 6/1, Light 9/3, Extra Adds 0, Total Adds 4, WHUR, WGCI, XHRM, KUKQ. Medium: WDMT, WZAK, WJLB, WBLX, WWDM.

LILLO THOMAS "Just My Imagination (Running Away With Me)" (Capitol) 15/2
Rotations: Heavy 0/0, Medium 10/0, Light 4/1, Extra Adds 1, Total Adds 2, WJMO, KOKA. Medium: WRKS, WAMO, WZAK, KNOW, WPDQ, KJCB, WLVW, WPLZ, KHYS, WDOA.

ELBOW BONES & THE RACKETEERS "A Night In New York" (EMI America) 14/5
Rotations: Heavy 0/0, Medium 6/0, Light 7/4, Extra Adds 1, Total Adds 5, WYLD-FM, WJMO, WATV, WPEG, WWDM. Medium: WAOK, WENN, WPLZ, KHYS, KOKA, WTLC.

LAID BACK "White Horse" (Sire) 14/3
Rotations: Heavy 7/1, Medium 2/0, Light 4/1, Extra Adds 1, Total Adds 3, WZAK, KDAY, WWDM. Heavy: WILD, WDAS, WHRK, WGCI, WDRQ, WJLB. Medium: WRKS, WKND. MAZE featuring FRANKIE BEVERLY "I Wanna Thank You" (Capitol) 14/2
Rotations: Heavy 2/0, Medium 9/0, Light 2/1, Extra Adds 1, Total Adds 2, WXYV, WCIN. Heavy: WANM. Medium: WHUR, WVEE, KRLY, KJLH, WENN, WPEG, WKXI, WWDM.

CULTURE CLUB "Karma Chameleon" (Virgin/Epic) 14/1

Rotations: Heavy 8/1, Medium 4/0, Light 2/0, Extra Adds 0, Total Adds 1, WOOK. Heavy: WHUR, WVEE, WHRK, WGCI, KSDL, KOKA, WLUM. Medium: WRKS, WBLZ, WANM, KUKQ.

KLIQUE "Flashback" (MCA) 14/0
Rotations: Heavy 4/0, Medium 7/0, Light 3/0, Extra Adds 0, Total Adds 0. Heavy: WOOK, WBMX, WGIV, KUKQ. Medium: KNOW, WATV, WPEG, WOIC, WPDQ, WLOU, KOKA.

MALCOLM X with KEITH LeBLAC "No Sell Out" (Tommy Boy) 14/0
Rotations: Heavy 0/0, Medium 8/0, Light 6/0, Extra Adds 0, Total Adds 0, Medium: WDAS, WEDR, WCIN, WZAK, KDAY, WKXI, WTLC, WWWS.

G.T. "Just What I Have In Mind" (A&M) 13/6

Rotations: Heavy 1/0, Medium 2/0, Light 7/3, Extra Adds 3, Total Adds 6, WJMO, WGPR, KACE, KDAY, WAAA, WDAO. Heavy WRDW. Medium: WZAK, KNOW.

DAMARIS "What About My Love?" (Columbia) 13/5
Rotations: Heavy 1/0, Medium 2/1, Light 8/2, Extra Adds 2, Total Adds 5, WILD, WRKS, WBMX, WGCI, WPDQ. Heavy: WLVW. Medium: WRDW.

LANCE WEBB "Life's Charade" (Beantown) 13/1
Rotations: Heavy 0/0, Medium 5/0, Light 8/1, Extra Adds 0, Total Adds 1, WLTH. Medium: WILD, WEDR, WJMO, WKXI, WLOU.
WOMACK & WOMACK "T.K.O." (Elektra) 13/1
Rotations: Heavy 0/0, Medium 6/0, Light 7/1, Extra Adds 0, Total Adds 1, KHYS. Medium: WCIN, WJMO, WZAK, WGIV, WNOO,

JIMMY CLIFF "We All Are One" (Columbia) 12/5
Rotations: Heavy 0/0, Medium 2/0, Light 9/4, Extra Adds 1, Total Adds 5, WAOK, WATV, WLVW, WWDM, WANM. Medium: KJLH, KOKA.

CURTIS HAIRSTON "We All Are One" (Spring) 12/3
Rotations: Heavy 1/0, Medium 4/0, Light 6/2, Extra Adds 1, Total Adds 3, WXYV, WATV, WWDM, Medium: WVEE, WZAK, WOIC,

KC "Give It Up" (Meca) 12/0
Rotations: Heavy 3/0, Medium 4/0, Light 5/0, Extra Adds 0, Total Adds 0, Heavy: WVEE, WDMT, WZAK, Medium: KRNB, WMAK, WWDM, WLUM.

BRYAN LOREN "Lollipop Luv" (Philly World) 12/0
Rotations: Heavy 0/0, Medium 2/0, Light 10/0, Extra Adds 0, Total Adds 0, Medium: WZAK, WWWS.

MAVIS STAPLES "Love Gone Bad" (Phonorecords) 12/0
Rotations: Heavy 4/0, Medium 5/0, Light 3/0, Extra Adds 0, Total Adds 0, Heavy: WJMO, WATV, WTLC, WWWS. Medium: WILD, WZAK, WENN, WGIV, WKWM.

SHALAMAR "Dancing In The Sheets" (Columbia) 11/7 Rotations: Heavy 0/0, Medium 1/0, Light 7/4, Extra Adds 3, Total Adds 7, WDAS, WAOK, WYLD-FM, WJMO, KACE, WRDW,

XENA "On The Upside" (Emergency) 11/3
Rotations: Heavy 2/0, Medium 6/1, Light 2/1, Extra Adds 1, Total Adds 3, WOOK, WJLB, WNHC. Heavy: WDAS, WWDM. Medium: WRKS, WHUR, WDRQ, KMJM, WRDW.

STANLEY CLARKE/GEORGE DUKE "The Good Times" (Epic) 11/2
Rotations: Heavy 1/1, Medium 7/0, Light 3/1, Extra Adds 0, Total Adds 2, WYLD-FM, WDAO. Medium: KJLH, WKND, WNOO, WWDM, WLTH, WTLC, KDKO.

E.P.M. "Trudy" (Cotillion/Atco) 11/2
Rotations: Heavy 0/0 Medium 3/0 Light 7/1 Ext

ROMANTICS "Talking In Your Sleep" (Nemperor/CBS) 11/2

Rotations: Heavy 1/0, Medium 6/0, Light 4/2, Extra Adds 0, Total Adds 2, WGCI, WKWM, Heavy: WVEE. Medium: WBLZ, WDRQ, KMJM, WLUM, KUKQ.

KRAFTWERK "Tour De France" (WB) 11/0

Rotations: Heavy 3/0, Medium 4/0, Light 4/0, Extra Adds 0, Total Adds 0. Heavy: KACE, KDAY, WPDQ. Medium: WAIL-FM

GRANDMASTER FLASH & MELLE MEL "Jesse" (Sugar Hill) 10/5
Rotations: Heavy 3/0, Medium 3/3, Light 4/2, Extra Adds 0, Total Adds 5, WILD, WHUR, WYLD-FM, XHRM, WLTH. Heavy: WBMX, WZEN-FM, WKXI.

HOMI & JARVIS "I'm In Love Again" (GRP) 10/4
Rotations: Heavy 0/0, Medium 2/0, Light 7/3, Extra Adds 1, Total Adds 4, WDMT; WJMO, WJAX, WVOI. Medium: WHUR,

ALFIE SILAS "Be Yourself" (RCA) 10/3

m 1 /1, Light 9/2, Extra Adds 0, Total Adds 3, WHUR, WGPR, WAAA

FELIX & JARVIS "Jam The House" (Quality) 10/2
Rotations: Heavy 2/0, Medium 3/0, Light 3/0, Extra Adds 2, Total Adds 2, WPEG, WOIC. Heavy: WJLB, WWWS. Medium: WDRQ, WGPR, WWDM.



NATIONAL AIRPLAY/50

February 10, 1984

13 7 4	Three Two Last		Total Reports/Adds	Heavy	Medium	Light
13 7 4		ALABAMA/Roll On (Fighteen Wheeler) (RCA)		119		
3 1 1 3 DON WILLIAMS/Stay Young (MCA) 15 9 8						
12 9 6	_		-			
20 15 11						
14 1 3						
10 8 7						
8 8 B.J. THOMAS/Two Car Garage (Clev.Int/Col) 145/0 111 24 10 5 3 2 9 RICKY SKAGGS/Don't Cheat In Our Hometown (Epic) 141/0 97 37 13 16 15 15 DDLIY PARTON/Save The Last Dance For Me (RCA) 149/1 82 57 10 18 16 15 DDLIY PARTON/Save The Last Dance For Me (RCA) 149/1 82 57 10 18 16 15 DDLIY PARTON/Save The Last Dance For Me (RCA) 149/1 82 57 10 18 16 15 DDLIY PARTON/Save The Last Dance For Me (RCA) 149/1 82 57 10 18 16 15 DDLIY PARTON/Save The Last Dance For Me (RCA) 149/1 82 57 10 18 16 16 DDLIY PARTON/Save The Last Dance For Me (RCA) 155/2 59 88 8 18 28 24 16 DJANIE FRICKELet's Stop Talkin' About It (Columbia) 155/2 58 87 10 28 28 19 17 CONWAY TWITTY/Three Times A Lady (WB) 145/3 54 79 12 28 10 DJANIE FRICKELet's Stop Talkin' About It (Columbia) 145/2 81 37 18 29 20 22 WWITES/Grive Me Back That Olf Familiar Feeling (WB/Curb) 147/2 43 78 22 24 12 00 RAY CHARLES & GEORGE JONES/We Didn't See A Thing (Columbia) 143/4 43 78 22 25 21 10 BRBA MCENTRE/There A Lind (Familiar Feeling (WB/Curb) 147/2 46 77 24 24 21 20 RAY CHARLES & GEORGE JONES/We Didn't See A Thing (Columbia) 139/1 56 58 23 25 22 10 BRBA MCENTRE/There A Lind (Mercury/PC) 140/1 56 63 21 27 28 24 DL ANDERSON & G. MORRIS/You're Welcome To Tonight (Permian) 139/1 36 78 25 25 21 10 BRBA MCENTRE/There A Lind (Mercury/PC) 139/1 36 78 25 27 28 29 JUDDS/Had A Dream (For The Heart) (RCA/Curb) 129/4 28 8 3 10 MCHARLE MARTIN MURPHEY/Will It Be Love By Morning (Liberty) 146/3 17 89 40 27 31 29 DJOHN ANDERSON/Let Somebody Eise Drive (WB) 129/4 28 75 26 28 30 30 DK KENDALLS/Thank God For The Radio (Mercury/PC) 139/4 18 81 39 29 DBDORAH ALLENI/'ve Been Rained On, Too (Mercury/PC) 139/4 18 81 39 40 38 30 DK KENDALLS/Thank God For The Radio (Mercury/PC) 139/4 18 81 39 40 38 30 DK KENDALLS/Thank God For The Radio (Mercury/PC) 139/4 18 81 39 40 38 30 DK KENDALLS/Thank God For The Radio (Mercury/PC) 139/4 19 62 58 40 38 30 DM KENDALLS/Thank God For The Radio (Mercury/PC) 19 BARBARA MANDRELITHAPPY Well the Bodio (MCA) 100/23 2 9 60 40 30 DMARC (RADA/Lat Side Of The Bed (Columbi	_					
5 3 2 9 RICKY SKAGGS/Don't Cheat in Our Hometown (Epic) 141/0 109 15 17 18 13 12						
16 1 1 12					15	17
18 15 15 15 16 16 16 16 16					37	13
22 17 14				82	57	10
28 24 16				59	88	8
23 19 17			155/2	58	87	10
7 6 10 15 GARY MORRIS/Mry Lady Why (WB) 28 23 19 10 WILLIE NELSON/Without A Song (Columbia) 28 23 19 10 WILLIE NELSON/Without A Song (Columbia) 29 26 22 10 WHITES/Give Me Back That Old Familiar Feeling (WB/Curb) 147/2 46 77 24 24 21 20 10 RAY CHARLES & GEORGE JONES/We Didn't See A Thing (Columbia) 25 22 21 10 RAB CHARLES & GEORGE JONES/We Didn't See A Thing (Columbia) 26 22 11 20 10 RAB A CHARLES & GEORGE JONES/We Didn't See A Thing (Columbia) 27 23 10 REBA McENTIRE/There Ain't No Future (Mercury/PG) 38 22 21 10 RAB MCENTIRE/There Ain't No Future (Mercury/PG) 39 22 21 10 RAB MCENTIRE/There Ain't No Future (Mercury/PG) 30 27 23 10 EARL THOMAS CONLEY/Don't Make It Easy For Me (RCA) 31 28 25 10 JUDDS/Had A Dream (For The Heart) (RCA/Curb) 31 28 25 10 JUDDS/Had A Dream (For The Heart) (RCA/Curb) 31 28 25 10 JUDDS/Had A Dream (For The Heart) (RCA/Curb) 31 29 24 MERLE HAGGABD/That's The Way Love Goes (Epic) 32 28 24 MERLE HAGGABD/That's The Way Love Goes (Epic) 33 20 MICHAEL MARTIN MURPHEY/Will It Be Love By Morning (Liberty) 34 31 29 10 JOHN ANDERSON/Let Somebody Else Drive (WB) 37 31 29 10 JOHN ANDERSON/Let Somebody Else Drive (WB) 38 30 10 MENDALLS/Thank God For The Radio (Mercury/PG) 38 30 10 KENDALLS/Thank God For The Radio (Mercury/PG) 39 10 JOHNNY LEE with LANE BRODY/Yellow Rose (Full Moon/WB) 40 37 31 29 ED BRUCE/After All (MCA) 40 37 31 29 BILL MEDLEY/Till Your Memory's Gone (RCA) 41 20 37 34 10 BILL MEDLEY/Till Your Memory's Gone (RCA) 42 37 34 10 BILL MEDLEY/Till Your Memory's Gone (RCA) 43 30 10 MJ JONES/I've Been Rained On, Too (Mercury/PG) 44 37 34 10 BILL MEDLEY/Till Your Memory's Gone (RCA) 45 40 10 JOHNNY RODRIS (MCA) 46 35 21 20 28 38 GENE WATSON/Drinkin' My Way Back Home (Epic) 47 40 40 BILL MEDLEY/Till Your Memory's Gone (RCA) 48 63 30 JOHNNY RODRIS (WEAT) For Word (MCA) 49 47 10 JOHNNY RODRIS (WEAT) 40 11 22 35 47 MEL MARTIN MURPHEY/Will The Bed (Columbia) 50 JOHNNY RODRIS (WEAT) 50 JOHNNY RODRIS (WEAT) 51 A JOHNNY ROD			145/3	54	79	12
29 26 22			136/2	81	37	18
24 21 20	26 23 19 18	WILLIE NELSON/Without A Song (Columbia)	143/4	43	78	22
25 22 21 1	29 26 22	WHITES/Give Me Back That Old Familiar Feeling (WB/Curb)	147/2	46	77	24
30 27 23	24 21 20 📵	RAY CHARLES & GEORGE JONES/We Didn't See A Thing (Columbia)	139/1	58	58	23
35 29 24	25 22 21 19	REBA McENTIRE/There Ain't No Future (Mercury/PG)	140/1	56	63	21
31 28 25			147/4	36	89	22
19 18 18 23 EDDIE RABBITT/Nothing Like Falling In Love (WB) 128/4 51 61 16 2 2 8 24 MERLE HAGGARD/That's The Way Love Goes (Epic) 107/0 61 35 11 49 34 31	35 29 24 2	L. ANDERSON & G. MORRIS/You're Welcome To Tonight (Permian)	139/1	36	78	25
2 2 8 24 MERLE HAGGARD/That's The Way Love Goes (Epic) 107/0 61 35 11 49 34 31			141/4	26	81	34
49 34 31	19 18 18 23	EDDIE RABBITT/Nothing Like Falling In Love (WB)	128/4	51	61	16
37 31 29			107/0			
50 35 32						
40 33 30						
6 6 13 29 ED BRUCE/After All (MCA) - 50 39						
- 50 39						
46 36 33 TOM JONES/I've Been Rained On, Too (Mercury/PG)					200	
42 37 34 BILL MEDLEY/Till Your Memory's Gone (RCA)						
- 42 38						
Company						
LEON EVERETTE/I Could'a Had You (RCA) 124/12 8 62 54						
DEBUT DEBU						
DEBUT S BARBARA MANDRELL/Happy Birthday Dear Heartache (MCA) 106/65 2 28 76						
21 20 26 38 GENE WATSON/Drinkin' My Way Back Home (MCA) 83/1 26 32 25 DEBUT						
DEBUT SATLANTA/Sweet Country Music (MCA) 101/61 4 29 68 45 DAVID FRIZZELL & SHELLY WEST/Silent Partners (Viva) 100/23 2 39 59 44 MARK GRAY/Left Side Of The Bed (Columbia) 97/8 4 33 60 f 12 27 42 RONNIE MILSAP/Show Her (RCA) 75/0 20 36 19 46 OSMOND BROTHERS/Where Does An Angel Go When (WB/Curb) 80/7 3 39 38 DEBUT HANK WILLIAMS JR./Man Of Steel (WB/Curb) 96/44 2 27 67 4 14 28 45 CHARLY McCLAIN/Sentimental Ol' You (Epic) 65/0 19 26 20 - 49 47 STEPHANIE WINSLOW/Dancin' With The Devil (Curb/MCA) 76/2 1 35 40 11 25 35 47 MEL McDANIEL/I Call It Love (Capitol) 57/1 16 21 20 DEBUT BURRITO BROTHERS/Almost Saturday Night (Curb/MCA) 80/7 1 27 52 DEBUT T.G. SHEPPARD w/CLINT EASTWOOD/Make My Day (WB/Curb) 73/54 3 15 55						
45						
44						
T 12 27 42 RONNIE MILSAP/Show Her (RCA) 75/0 20 36 19 46 48 OSMOND BROTHERS/Where Does An Angel Go When (WB/Curb) 80/7 3 39 38 DEBUT 40 HANK WILLIAMS JR./Man Of Steel (WB/Curb) 96/44 2 27 67 4 14 28 45 CHARLY McCLAIN/Sentimental Ol' You (Epic) 65/0 19 26 20 - 49 47 50 STEPHANIE WINSLOW/Dancin' With The Devil (Curb/MCA) 76/2 1 35 40 11 25 35 47 MEL McDANIEL/I Call It Love (Capitol) 57/1 16 21 20 50 BURRITO BROTHERS/Almost Saturday Night (Curb/MCA) 80/7 1 27 52 DEBUT T.G. SHEPPARD w/CLINT EASTWOOD/Make My Day (WB/Curb) 73/54 3 15 55						
46						
DEBUT CHANK WILLIAMS JR./Man Of Steel (WB/Curb) 96/44 2 27 67 4 14 28 45 CHARLY McCLAIN/Sentimental Ol' You (Epic) 65/0 19 26 20 - 49 47 43 STEPHANIE WINSLOW/Dancin' With The Devil (Curb/MCA) 76/2 1 35 40 11 25 35 47 MEL McDANIEL/I Call It Love (Capitol) 57/1 16 21 20 - 50 49 BURRITO BROTHERS/Almost Saturday Night (Curb/MCA) 80/7 1 27 52 DEBUT T.G. SHEPPARD w/CLINT EASTWOOD/Make My Day (WB/Curb) 73/54 3 15 55						
4 14 28 45 CHARLY McCLAIN/Sentimental Ol' You (Epic) 65/0 19 26 20 - 49 47 43 STEPHANIE WINSLOW/Dancin' With The Devil (Curb/MCA) 76/2 1 35 40 11 25 35 47 MEL McDANIEL/I Call It Love (Capitol) 57/1 16 21 20 - 50 BURRITO BROTHERS/Almost Saturday Night (Curb/MCA) 80/7 1 27 52 DEBUT 45 T.G. SHEPPARD w/CLINT EASTWOOD/Make My Day (WB/Curb) 73/54 3 15 55						
- 49 47						
11 25 35 47 MEL McDANIEL/I Call It Love (Capitol) 57/1 16 21 20 50 BURRITO BROTHERS/Almost Saturday Night (Curb/MCA) 80/7 1 27 52 DEBUT T.G. SHEPPARD w/CLINT EASTWOOD/Make My Day (WB/Curb) 73/54 3 15 55	- 49 47 🐠	STEPHANIE WINSLOW/Dancin' With The Devil (Curb/MCA)			35	40
DEBUT T.G. SHEPPARD w/CLINT EASTWOOD/Make My Day (WB/Curb) 73/54 3 15 55				16	21	20
	50 🐠	BURRITO BROTHERS/Almost Saturday Night (Curb/MCA)	80/7	1	27	52
45 40 37 50 GUS HARDIN/Fallen Angel (Flyin' High Tonight) (RCA) 76/2 5 44 27			73/54		15	
	45 40 37 50	GUS HARDIN/Fallen Angel (Flyin' High Tonight) (RCA)	76/2	5	44	27

MOST ADDED _®

BARBARA MANDRELL (65) Happy Birthday Dear Heartache (MCA) ATLANTA (61) Sweet Country Music (MCA) T.G. SHEPPARD w/ CLINT EASTWOOD (54) Make My Day (WB/Curb) MICKEY GILLEY & CHARLY McCLAIN (46) Candy Man (Epic) HANK WILLIAMS JR. (44) Man Of Steel (WB/Curb) **GEORGE STRAIT (32)** Right Or Wrong (MCA)
OAK RIDGE BOYS (31) I Guess It Never Hurts To Hurt...(MCA) **RAZZY BAILEY (28)** In The Midnight Hour (RCA)
MOE BANDY (28) It Took A Lot Of Drinking (Columbia)

HOTTEST

ALABAMA (90) Roll On (Eighteen Wheeler) (RCA) KENNY ROGERS (49) Buried Treasure (RCA) RICKY SKAGGS (39) Don't Cheat In Our Hometown (Epic) STATLER BROTHERS (37) Elizabeth (Mercury/PolyGram) **EXILE (36)** Woke Up In Love (Epic) **DON WILLIAMS (36)** Stay Young (MCA) **B.J. THOMAS (35)** Two Car Garage (Cleve. Int./Columbia) STEVE WARINER (35) Lonely Women Make Good Lovers (RCA) **LEE GREENWOOD (32)** Going Going Gone (MCA)

MOST ADDED & HOTTEST list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parer theses 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.

GEORGE STRAIT Right Or Wrong (MCA)

On 80% of reporting stations. Rotations: Heavy 8, Medium 58, Light 60, Total Adds 32 including WPOC, WSEN, KASE, WKLO, WFNC, WAMZ, WSIX, WSM, WHOO, WUBE, KRRK, WOW, WXCL, KUZZ, KMPS. A Most Added Record. Moves 43-34 on the Country chart:

BARBARA MANDRELL

Happy Birthday Dear Heartache (MCA)

On 67% of reporting stations. Rotations: Heavy 2, Medium 28, Light 76, Total Adds 65 including WXKW, WHN, WMZQ, KXYL, WSOC, WMC, KKYX, WFMS, WDAF, WHBF, KFDI, KKCS, KSON, KSAN, KCUB. A Most Added Record. Debuts at number 37 on the Country chart.

JOHNNY RODRIGUEZ

Too Late To Go Home (Epic) On 66% of reporting stations. Rotations: Heavy 1, Medium 55, Light 49, Total Adds 10, WKLO, WAMZ, WHOO, KJJY, WTSO, WDGY, WWJO, KKAL, KVEG. Moves 42-36 on the Country chart.

ATLANTA

Sweet Country Music (MCA)

On 64% of reporting stations. Rotations: Heavy 4, Medium 29, Light 68, Total Adds 61 including WNYR, WSEN, WYNK, WFNC, WMC, WLWI, WPAP, WMNI, KJJY, WXCL, WTOD, KYGO, KFRY, KSOP, KCUB. A Most Added Record. Debuts at number 39 on the Country chart.

DAVID FRIZZELL & SHELLY WEST Silent Partners (Viva)

On 63% of reporting stations. Rotations: Heavy 2, Medium 39, Light 59, Total Adds 23 including KLVI, WKLO, KSSN, WSIX, WKIX, WSLR, WDGY, KXXY, KFDI, KUZZ, KYGO, KVEG, KFTN, KCUB. Moves 45-40 on the Country chart.

MARK GRAY

Left Side Of The Bed (Columbia)

On 61% of reporting stations. Rotations: Heavy 4, Medium 33, Light 60, Total Adds 8, KSSN, WKIX, WUBE, WMNI, WDGY, WTHI, KQIL, KSAN. Moves 44-41 on the Country chart.

HANK WILLIAMS JR. Man Of Steel (WB/Curb)

On 61% of reporting stations. Rotations: Heavy 2, Medium 27, Light 67, Total Adds 44 including WGNA, WPOC, WPOR, KIX106, KASE, WYNK, WZZK, KHEY, WCUZ, WOW, WTHI, KUUY, KUGN, KFTN, KSAN. A Most Added Record. Debuts at number 44 on the Country chart.



DAVID FRIZZELL & SHELLY WEST

Their Biggest Duet Hit Ever!

Silent Partners







From the Viva Album 'IN SESSION' Produced by Snuff Garrett and Steve Dorff



NEW & ACTIVE

OSMOND BROTHERS "Where Does An Angel Go When She Cries" (WB/Curb) 80/7
Rotations: Heavy 3, Medium 39, Light 38, Total Adds 7, KSSN, WAMZ, WQYK, WCXI, WKMF, KKAL, KCKC. Heavy: WGNA, KHEY, KRMD. Medium: WYNK, WKSJ, WFMS, WHBF, KMPS, KGA. Moves 46-43 on the Country chart.

BURRITO BROTHERS "Almost Saturday Night" (Curb/MCA) 80/7
Rotations: Heavy 1, Medium 27, Light 52, Total Adds 7, KSSN, WAMZ, WSIX, WKFM, KVOC, KMAK, KFTN. Heavy: WHOO. Medium: WAJR, WSEN, KRMD, WCXI, WITL, WHBF, WWJO, KFDI, KSOP. Moves 50-48 on the Country chart.

T.G. SHEPPARD with CLINT EASTWOOD "Make My Day" (WB/Curb) 73/54
Rotations: Heavy 3, Medium 15, Light 55, Total Adds 54 including WPTR, WHN, WMZQ, KIX106, WSOC, WCOS, WAMZ, WMC, WDGY, WTHI, KTPK, KMAK, KSOP, KCBQ, KSAN, KGA, KCUB. Heavy: WILQ, WCXI. Debuts at 49 on the Country chart.

JOE STAMPLEY "Brown Eyed Girl" (Epic) 68/22
Rotations: Heavy 0, Medium 20, Light 48, Total Adds 22 including WGNA, WKYG, WSEN, KRRV, KXYL, WKQS, WSLR, KJJY, WFMS, WHBF, KFDI, KJOT, KYGO. Medium: WESC, KTPK, KCUB.

ANNE MURRAY "That's Not The Way (It's S'posed To Be)" (Capitol) 65/13
Rotations: Heavy 1, Medium 25, Light 39, Total Adds 13, WAJR, KEAN, KASE, WOKK, WKIX, WTQR, WMNI, WLLR, KRRK, KJOT, KUGN, KVEG, KIGO. Heavy: WHOO. Medium: WBGW, WXKW, KIKK, WCUZ, KTTS, KRKT, KLAC.

BIG AL DOWNING "The Best Of Families" (Team Entertainment) 64/2
Rotations: Heavy 0, Medium 21, Light 43, Total Adds 2, WBGW, WOKQ. Medium: WPTR, WPOR, CHOW, KLRA, KKYX, KBMR, WCXI, WOW, WTOD, KUUY, KUGN, KEIN, Q92. MICKEY GILLEY & CHARLY McCLAIN "Candy Man" (Epic) 60/46

Rotations: Heavy 1, Medium 12, Light 47, Total Adds 46 including WPTR, KIX106, WYII, WESC, WMC, WLWI, KRMD, WIRK, WCXI, WDAF, WOW, K102, KUGN, KFRY, KGA.

BILLIE JO SPEARS "Midnight Blue" (Parliament) 59/0
Rotations: Heavy 5, Medium 23, Light 31, Total Adds 0, Heavy: WGNA, WPTR, KKYX, KRMD, KSOP, Medium: WSEN, WTVY, KSO, WCXI, WHBF, KMAK, KTOM.

SISSY SPACEK "If I Can Just Get Through The Night" (Atlantic America) 57/5
Rotations: Heavy 3, Medium 23, Light 31, Total Adds 5, KSSN, WIRK, KWMT, KCCY. Heavy: WSNO, KIKK, KSO. Medium: WGNA, WNYR, KXYL, WJQS, KTTS, KRKT, KUGN, KFRY.

VINCE GILL "Victim Of Life's Circumstances" (RCA) 56/18

Rotations: Heavy 0, Medium 13, Light 43, Total Adds 18 including WIXY, WAJR, KXYL, WKZZ, WPAP, WTQR, KXXY, WXCL, KUZZ, KUGN, KFTN. Medium: WSNO, WNOX, WLWI, WCXI, KFDI, KMPS.

JAN GRAY "Bad Night For Good Girls" (Jamex) 54/7

Rotations: Heavy 1, Medium 16, Light 37, Total Adds 7, WFNC, KSSN, KWMT, WOW, KTPK, KQIL. Heavy: KSOP: Medium: WPTR, WSEN, KKYX, KBMR, WHBF, WTOD, KRKT, Q92.

LARRY WILLOUGHBY "Building Bridges" (Atlantic America) 53/5
Rotations: Heavy O, Medium 16, Light 37, Total Adds 5, KMML, KLVI, KSSN, KUUY, KQIL. Medium: WBGW, WAJR, KRMD, WKKQ, KIOV, WWJO, KRST, KMAK, KRSY, KIGO.

MARGO SMITH "Please Tell Him I Said Hello" (Moon Shine) 52/4
Rotations: Heavy 0, Medium 15, Light 37, Total Adds 4, KSSN, KLLL, WPAP, KMAK. Medium: WBGW, KMML, KLRA, KKYX,

JIM STAFFORD "Little Bits And Pieces" (Columbia) 50/4

Rotations: Heavy 2, Medium 14, Light 34, Total Adds 4, WFNC, WPAP, KFDI, KUGN. Heavy: WWVA, KIKK. Medium: WSNO, KRRV, WJQS, WKSJ, KEBC, WOW, KEIN, KCCY, KIGO.

BOXCAR WILLIE "The Man I Used To Be" (Main Street) 49/1
Rotations: Heavy 3, Medium 26, Light 20, Total Adds 1, KFTN. Heavy: WGNA, WVAM, WKYG. Medium: WBGW, WAJR, KRRV, WJQS, KKYX, WIRK, WCXI, WHBF, KFRY, KTOM, KGA, KCUB.

MAC DAVIS "Most Of All" (Casablanca/PolyGram) 47/7
Rotations: Heavy 0, Medium 17, Light 30, Total Adds 7, KMML, KLVI, WOKK, WPAP, WIRK, WAXX, KUGN. Medium: WPTR, WPOC, WAJR, WGTO, WMC, WONE, WWWW, KTTS, KVOO, KUZZ.

SIGNIFICANT ACTION

ROBIN LEE "Angel In Your Arms" (Evergreen) 43/5
Rotations: Heavy 2, Medium 9, Light 32, Total Adds 5, WBGW, KRRV, KWMT, KRWQ, KIGQ. Heavy: WPAP, WXCL. Medium: WSEN, KLRA, WOW, KSOP.

DAVID WILLS "Lady In Waiting" (RCA) 41/25
Rotations: Heavy 0, Medium 6, Light 35, Total Adds 25 including WSEN, WSOC, WTVY, WIRK, KSO, WOW, KTPK, KUZZ, KSOP, KGA. Medium: WVAM, WWJO.

MOE BANDY "It Took A Lot Of Drinkin" (To Get That Woman Over Me)" (Columbia) 39/28
Rotations: Heevy 0, Medium 7, Light 32, Total Adds 28 including WPTR, WPOR, WLWI, KKYX, WUSQ, WTSO, KFDI, KNIX, KCKC, KMPS, KCUB. Medium: WCXI, WOW, KTOM.

OAK RIDGE BOYS "I Guess It Never Hurts To Hurt Sometimes" (MCA) 33/31 Rotations: Heavy 1, Medium 10, Light 22, Total Adds 31 including WCAO, KIX106, KPLX, WAMZ, WRNL, WTQR, WDGY, K102, KYGO, KNIX, KTOM. Heavy: WCXI. Medium: WXBQ, WHOO, WCUZ, KRSY.

RAZZY BAILEY "In The Midnight Hour" (RCA) 33/28
Rotations: Heavy 1, Medium 4, Light 28, Total Adds 28 including WPTR, WKYG, WNYR, KMML, KASE, WYNK, KBMR, WOW, KUGN, KRSY. Heavy: WHOO. Medium: WTVY, KKYX.

MICKI FUHRMAN "I Bet You Never Thought I'd Go This Far" (MCA) 28/8

Rotations: Heavy 1, Medium 3, Light 24, Total Adds 8, WGNA, WBGW, WKYG, WJQS, WRNL, WUSQ, WTOD, KSOP. Heavy: WXCL. Medium: KKYX, WWJO, KRKT.

JIM REEVES "The Image Of Me" (RCA) 28/3
Rotations: Heavy 1, Medium 11, Light 16, Total Adds 3, WPAP, WDAF, KIGO. Heavy: WVAM. Medium: WJQS, WCXI, KUZZ,

DAN SEALS "God Must Be A Cowboy" (Liberty) 25/21
Rotations: Heavy 0, Medium 6, Light 19, Total Adds 21 including WBGW, WJQS, KKYX, WAXX, KTPK, KUZZ, KKCS, KRSY, KMPS, KGA. Medium: WHOO, KFDI.

JIMMY BUFFETT "Brown Eyed Girl" (MCA) 25/3

Rotations: Heavy 1, Medium 7, Light 17, Total Adds 3, WIXY, KLLL, WTSO. Heavy: WHOO. Medium: WAJR, WKSJ, KKYX, KRKT,

GAIL DAVIES "Boys Like You" (WB) 24/21

Rotations: Heavy O, Medium 4, Light 20, Total Adds 21 including WBGW, WYII, KXYL, WJQS, KRMD, KSO, KTPK, KKCS, KNIX, KTOM. Medium: WSNO, WKKQ, KIOV.

RAY STEVENS "My Dad" (Mercury/PolyGram) 24/5
Rotations: Heavy 1, Medium 7, Light 16, Total Adds 5, KKYX, WIRK, KFGO, WTSO, KGA. Heavy: KSOP. Medium: WKQS, WKSJ,

KATHY MATTEA "Someone Is Falling In Love" (Mercury/PolyGram) 22/19
Rotations: Heavy 0, Medium 4, Light 18, Total Adds 19 including WVAM, KRRV, WSOC, WTVY, WRNL, KKYX, WFMS, WXCL, KUUY, KRSY. Medium: WSEN.

CRYSTAL GAYLE "I Don't Want To Lose Your Love" (WB) 22/19

Rotations: Heavy 0, Medium 8, Light 14, Total Adds 1 including WBGW; WGTO, WKIX, KRMD, KJJY, KSO, WCXI, KRWQ, KRSY, KTOM. Medium: WMZQ, WILQ, KIGO.

WICKLINE "Ski Bumpus" (Cascade Mountain) 22/5

Rotations: Heavy O, Medium 6, Light 16, Total Adds 5, KRRV, WQYK, WUSQ, WTOD, KMPS. Medium: WONE, KIK-FM, KUGN,

RONNIE McDOWELL "I Dream Of Women Like You" (Epic) 19/18

Rotations: Heavy O, Medium 4, Light 15, Total Adds 18 including WBGW, WXKW, WAMZ, WSIX, WTQR, KJJY, WCXI, K102,

STEVE CLARK "That It's All Over Feeling" (Mercury/PolyGram) 19/8

Rotations: Heavy 0, Medium 5, Light 14, Total Adds 8, WIXY, WKYG, WPAP, WUSQ, KFDI, Q92, KRSY, KIGO. Medium: KLVI,

VICTORIA SHAW "Break My Heart" (MPB) 19/8

ns: Heavy 0, Medium 1, Light 18, Total Adds 8, WSNO, WHN, WUSQ, K102, KRWQ, KSOP, KGA, KIGO. Medium: WAJR. JOHNNY LEE "Say When" (Full Moon/WB) 19/1

ns: Heavy 1, Medium 8, Light 10, Total Adds 1, KASE. Heavy: WOW: Medium: WMZQ, WCMS, WXCL, KIK-FM, KCCY. RUSSELL SMITH "Where Did We Go Right" (Capitol) 18/1
Rotations: Heavy 0, Medium 6, Light 12, Total Adds 1, WTOD. Medium: KMML, WMC, KYXX, KFDI, KWJJ.

Rotations: Heavy 0, Medium 0, Light 12, Total Adds 1, WTOD, Medium, Light: WSEN, KYXX, KTTS, KUGN.

KATY MOFFATT "Reynosa" (Permian) 17/4

Rotations: Heavy 0, Medium 0, Light 17, Total Adds 4, KHEY, WUSQ, KFDI, KKAL. Light: WSEN, KYXX, KTTS, KUGN.

CHANTILLY "Baby's Walkin" " (F&L) 14/4

Rotations: Heavy 0, Medium 2, Light 12, Total Adds 4, WUSQ, KWMT, WTOD, KFDI. Medium: WIRK, KSOP, Light: WOW, WHBF. VINCE HATFIELD "Can't Get To You From Here" (F&L) 12/4
Rotations: Heavy 0, Medium 1, Light 11, Total Adds 4, WIXY, WKYG, WJQS, Q92. Medium: WXCL. Light: WUSQ, KRWQ

DAVID ROGERS "I Am A Country Song" (Mr. Music) 9/1 Rotations: Heavy O, Medium 2, Light 7, Total Adds 1, KRMD. Medium: WGNA, KBMR. Light: WSEN, WCMS, KKYX, WTOD.

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)

RICKY SKAGGS/Honey (Open That Door) (Epic)

ALABAMA/The End Of The Lyin' (RCA) RICKY SKAGGS/Uncle Pen (Epic)

EXILE/Take Me To The River (Epic)

ALABAMA/If You're Gonna Play in Texas (RCA)

HANK WILLIAMS JR./Lovesick Blues (WB/Curb)

ALABAMA/Carolina Mountain Dewe (RCA)

JIM GLASER/Woman, Woman (Noble Vision)

ALABAMA/I'm Not That Way Anymore (RCA) JUDDS/Blue Nun Cafe (RCA)

DOLLY PARTON/Downtown (RCA)

Jones Country Don't Cheat In Our Hometown Roll On Don't Cheat In Our Hometown Exile Roll On Man Of Steel Roll On The Man In The Mirror Roll On

Wynonna And Naomi: The Judds The Great Pretender

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, 2-6-84.

NEW & ACTIVE includes songs reported by at least 30% of our country reporting stations. The two ni ing 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



Regional Adds & Hots

MOST ADDED

Barbara Mandrell (MCA)

EAST

HOTTEST Alabama (RCA) Exile (Epic)

KBMR Bismarck, ND

ATLANTA
RAZZY BAILEY
BARBARA MANDRZI
JOE STAND-LEY
FRIZZELL & WEST
SOMP-RADO & EAST
CON HUNLEY
SUCA REFORD
HON TENEL
TON WILLIAMS
B. J. THOMAS
EZENNY ROCERS
EARL THOMAS CON

WUSN Chicago, IL

WUBE-FM Cincinnati, OH

MIDWEST MOST ADDED

HOTTEST Kenny Rogers (RCA)

SOUTH

HOTTEST me (RCA)

KHEY El Paso, TX

SHEPPAND & EASTWO HANK WILLIAMS JR. HCLLAIM & GILLEY KATY HOPPATT HOREUSEL BLACGS DON WILLIAMS EXILE LEE GREENWOOD OBMONO BROTHERS

JAN GRAY
JAN STAPPORD
JOE STAPPORD
JOE STAPPORD
JOE STAPPORD
JOE STAPPORD
GEORGE STAIT
BARBAR MANDRELL
HANK WILLIAMS JE
ATLANFA
JOHN ANDERSON
RICKET SKAGGES

WEST MOST ADDED Atlanta (MCA)

Barbara Mandrell (MCA)

HOTTEST

B.J. Thomas (Cleve, Int/Col.) arb) Steve Wariner (RCA) Sheppard w/Eastwood (WB/Curb)

EAST

WGNA-FM Albeny, NY

Sheppard w/Eastwood (WB/Curb)

SKEPPARD & EAST EDDIE MABITT JUDOS BARBARA MANOREL VICTORIA SHAW HOTCEST CEORGE STRAIT DON WILLIAMS MERLE NAGGARD RICHE SKAGOS EXILE

WIXL-FM Newton, NJ none Hottest: none

ATBOOMS, PA

ATLANTA

EXTRY MATTEA

RAZEY BALLEY

DAN SEALS

SHEPPAND & EASTM

RECE BANDY

BARDARA MANDRELL

GELL INVIES

MAIRES BROTHERS

BOOLDST

EDILLIAMS

EJILLIAMS

EJILLI

BRITHMONE, MED
SHEPPARD & EASTHE
SHEPPARD & EASTHE
JORNAY LEE
HANK WILLIAMS
HOCKEST
LEE GREENHOOD
STLVIA
STEPPARD & EASTHE
ALABBAS
SHEPPARD & EASTHE

WBGW-FM Bangor, ME

WSNO Barre, VT

WEST

KRKT Albany, OR

DOWN/POTSMOUTH.

BIG AL COMNING
RAZZY BAILEY
SHEPPAND & EASTMO
HOCILAIN & GILLEY
ATLANTA
HANK WILLIAMS JR.
BANGBARN HANDRELL
LEON EVERETTE
KENNY BOGERS
HOCCEBE: KRST-FM Albuquerque, NM

WIXY Springlield, MA

GEORGE STRAIT
HAMK WILLIAMS JR
BARBARA MANDRELL
ATLANTA
V DICE GILL
JIMMY BUFFETT
STEVE CLARK
VINCE DATFIELD
HOTLER
KOTHER
STATLER BROTHERS
JUDDS
JUDDS
JUDDS
JUDDS
JUDDS

WRKZ-FM Hershey, PA

SHEPPARD & EASTWO JOHNNY LEE BARBARA MANDRELL HANK WILLIAMS JR. Nottewer: B.J. THOMAS

WMZQ Washington, D.C.

KIX106 Washington, DC

WEEP Pittsburgh, PA TOM JONES
SHEPPARD & EASTWO
HOTEORY:
TOM MILLIAMS
ROWNIE MILSAP
GARY MORRIS
KENNY ROGERS
DOLLY PARTON

WPOR-FM Portland, ME

BARRARA MANDRELL JOHNNY LEE ATLANYA RAZZY BAILEY JIN GLASER MOTERIE MO

KGHL Billings, MT REBA MCENTIRE
CRAIG DILLINGH
MICHAEL MURPHEY
GEORGE STRAIT
HOTERS SKAGGS
S.J. THOMAS
CHARLY MCCLAIN
SYLVIA
ALABAMA

K GEM/K JOT Bolse, ID JOE STANDLEY
ANNE MITRULY
ANTANTA
HANTE MILLIAMS JR.
BANGARA MANURELL
SKEPPARD E EASTWO
HOCKEST;
DOLLY PARTON
EXILE WILLSON
CHARLES & JONES
ALABAMA

KYAK Anchorege, AK

rroyo Grande, CA JOHNY BODRIGUEZ
COMMAY TWITTY
OSMOND BROTHERS.
BARBARA MANDRELL
ATLANTA
MCCLAIN & GILLEY
KATY MOPPATT
GAIL DAVIES
OAM SEALS
ALABAMA

KUZZ Bakerstield, CA

CEORGE STRAIT
DAN SEALS
DAVID WILLS
PRIEZELL & WES
JUMONY LEE
BILL MIDLEY
VINCE GISL
HOCKERT:
B.J. THOMAS
STEVE WARLINER
DOLLY PARTON
RUNNIE RILSAP
DON WILLIAMS KLZ Denver, CO

WSEN-AM/FM Syracuse, NY

ATLANTA
SHEPPARD & BASTNO
HCCLAIN & GILLEY
HASTE MILLIANS JR.
OAK RIDGE BOYS
HOCKESEL
RICKY SKAGOS
STATLER BROTHERS
STEVE WARINER
EXILE
KENNY ROGERS

WWVA Wheeling, WV

WYII-Williamsport, MD

WILQ MCCLAIN & GILLEY JOHNNY LEE OAK REDGE BOYS HOCLEST: HORE BANDY ALABAMA STATLER BROTHERS EXILE

WLLR

WONE Dayton, OH

MIDWEST KJJY
Des Molnes, IA

Barbara Mandrell (MCA)

Atlanta (MCA)

GEORGE STRAÎT
BARBARA HANDREL
JOHNNY RODRIGUE
JOE STAMPLEY
OAK RIDGE HOYS
CRYSTAL GATLE
ATLANTA
RONNIE MCDOWELL
HOTEGE'
DON WILLIAMS
STEVE WARINER
BESTLE
REINLY ROGERS
NICKEY GILLEY

WCXFAM/FM Detroit, MI OAK RIDGE BOYS
MCCLAIN & GILLEY
BONNIE MCDOMELL
CRYSTAL GAYLE
OSHONO BROTHERS
MOCCHEN
LEE GREENMOOD
CHARLES & JOHES
KEDBY ROCERS
ALBANA
KEMDALLS

WWWW-FM Detroit, Mi

WKKQ-AM/FR Duluth, MN GAIL DAVIES ATLANTA RAZZY BAILEY DAVID WILLS HOTTOST RICKY SKAGGS SYLVIA B.J. THOMAS KENNY ROCERS RIABAMA

JIM CLASER
JOHNNY LEE
STEPHANIE MINSL
GUS HARDIN
BARBARA MANDREL
HOTERET
B.J. THOMAS
DOLLY PARTON
EDDIE RABBITT
KENNY ROGERS KRRK E. Grand Forks, MN KS100 Cleveland, Oh

WMNI Columbus, OH COMPRIOS, OF ANNE FURRAY TITRY WELLHAN BARBARA HANDER SIEPPARO & EMS LEON EVERETTE ATLANTA MARK GRAY GEORGE STRAIT HOTEBEL DON WILLIAMS STLVIA B. J. THOMAS RICKY SRAGGS CHARLES & JONE

EARL THOMAS CONLE

JOE STAMPLEY
ATLANTA
BARBARA MAMDRI
HANK WILLIAMS
RAZZY BAILEY
MOTERAT
B.J. THOMAS
STATLER BROTHE
LEE GREENMOOD
DOLLY PARTON
WHITES

ANNE MURRAY
VINCE GILL
JOE STANDLEY
GEORGE STRAIT
HANT WILLEAMS JR.
FRIZZELL & WEST
HOEL-selt
RICKY SKAGGS
ED BRUCK
ALABAMA
ZENNY ROGERS
EARL THOMAS CONLE

WAXX Eau Claire, W

KFGO Fargo, ND PARRADA MANDRELL
ATLANTA
RAY STEVENS
VINCE GILL
DAN SERIS
HOE BANDY
DAVID WILLS
HOME WILLIAMS OF
HOCLANT & GILLEY
SUGARFOOT
HOTELENS
B.J. THOMAS
GARF HORRIS
EXILE

WKMF Flint, MI

WDGY MINIMARDONE, MINIMARDE DE CONTIGUEZ DE CONTIGUEZ DE CONTIGUEZ FRIZZELL & MEST MARK GRAY OAK BLOOG BOX SICEPPARD & EASTM HOTLENE BOW MILLIAMS LEE GREENMOOD STATLER BRUTHZES ALLBRAY WGEE Green Bay, W!

KCJB Minot, ND COMMAY TWITTY
COMMAY TWITTY
FRIZZELL & WEST
ATLANTA
HOCEGET;
DOM MILLIAMS
RICKY SKAGGS
STLVIA
B. J. THOMAS
STEVE WARINER

WITL-FM Lansing, MI

ATLANTA

ATLANTA

JOE STAMPLEY
MANK WILLIAMS JE
HOTEBST
LEE GREENMOOD
STATLER BROTHERS
ALABAMA
BILLIE JO SPEARS

KECK Lincoln, NB

KOMA Oklahoma City, OK BARBARA MANDRE OAK RIDGE BOYS JOHNNY LEE Mottest: CONMAY TWITTY STEVE MARINER SYLVIA GARY MORRIS ALABAMA

HECLAIN & GILLEY BARBARA MANDRELL JIW REEVES PINKARD & BONDEN KXXY Oklahoma City, OK VINCE GILL
BARBARA HANDRELL
HANT WELLEAMS JR.
FRITZELL & WEST
Rottest: A WEST
ROTTEST SKAGGS
DON MILLIAMS
MILLIE MELSON
STUVIA
ALABAMA Notemat: LEE GREENHOOD CHARLES & JONES JOHN ANDERSON ALABAMA KEWHY ROGERS

WOW-AM/FM Omaha, NB

ATLANTA HANE WILLIAMS JR. BARBARA HANDENELL JOE STAMPLEY BORTEST E HORRIS EXILE RIGHA HOENTIRE DOLLY PARTON ALABAMA KIOV-FM Sloux Falls, SD

bara Mandrell (MCA)

Sheppard w/Eastwood (WB/Curb)

BARBARA MANDR GEORGE STARIT KATHY MATTEA VINCE GELL ATLANTA MOTESET: ANDERSON & MOI EXILE XINNY ROGERS ALABARA CONNAY TWITTY

ADMINISTRAY
CRAIG DILLINGHAM
CRAIG DILLINGHAM
CRAIG DILLINGHAM
CRAIG DILLINGHAM
GARGERE FRANT
GAIL DAVIES
BANDARAM ARMORELL
OAK BECOR BOYS
CHARLEY PRICE
ATLANTA
ATLANTA
GAILEY
SHEPPARD & EASTWO
HOCKESE
GARY HORRIS
ECOIE RABBITT
EKILE
EKINY HORRIS
STEVE MARINER KTTS-AM/FM Springfield, MO none Hottest: none WWJO St. Cloud, MN

CAK RIDGE BOYS
HOCLAIN & GILLEY
RONNIE HCDONWELL
VICTORIA SHAW
HOCEASHI
DON WILLIAMS
B.J. THORRIS
ALABAMA
KENNY ROGERS
DOLLY PARTON

RAZZY BAILEY ATLANTA BARBARA MANDRELL MAC DAVIS MCCLAIM & GILLEY LARRY WILLOUGHBY Mottest: home SHEPPARD E BASEN SHEPPARD E BASEN BAREAR MANDRELL HAMK STILLIAMS JR. MARK GRAY HOCEBEL ERNNY ROGERS ALABAMA EARL THOMAS CONLE HICHAEL NITRPHEY JIM CHASEN KASE Austin, TX

GEORGE STRAIT
RAZZY BAILEY
RANK WILLIANS
JIM GLASER
LEON EVERETTE
JOHNNY LEE
ANNE RURKAY
HOTEOST
HICKY GILLEY
JAMIE FRICKE
STEVE NORINER
MHITES
RICKY SKAGGS

HANK WILLIAMS JI
BANBARA MANDRELI
SHEPFAND & EAST
MCCLAHE & GILLE
ATLANTA
RAREY BALLEY
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JOHNY ROGERS
HARE GRAY
JOHNY LEE
DOLLY PARTON

DEBORAH ALLEN
FRIZERLA WEST
HOCLAIN & GILLEY
HAC DAN'S
LARRY WILLOUGHBY
HANK WILLIAMS JR.
NOTEMET
DOLLY PARTON
FRINY MOGRES
WILLIE MELSON
BILL MEDLEY
ALABAMA WZZK-FM Birminghem

WICHIA, KS
GOOGE STRAIT
BARRAN MANDRELL
BARRAN MANDRELL
JUE STRAID LEY
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KEAN-AM/FM Abliene, TX

WXBQ-FM Bristol, VA SOUTH

KXYL Brown Brownwood, TX
VINCE GILL
ATLANTA
JOE STAMPLEY
BARNARA RANDRELL
GAIL DAVIES
SHEPPRADE & EASTHO
HOT CAST.
STEVE NA RINER
EENNY ROCERS
RENNY ROCERS
MICKEY GILLEY
WILLIE NELSON

WESC-AM/FM Greenville, SC MCCLAIN & GILLEY ATLANTA BARBARR MANDRELL HANK WILLIAMS JR. HOELESE ALABAMA TOM JOHES XENNY ROGERS STATLER BECTHERS JOHNNY LEE WSOC-FM Charlotte, NC KILT-FM Houston, TX

HOTTOGETS
GARY MORRIS
RICRY SKAGGS
GENE WATSON
DON WILLIAMS
STEVE MARINER WCOS-AM/FM Columbia, SC KIKK-FM Houston, TX

none Hottest: WGTO Cypress Gar

JECKSON, MS

VINCE MOTTERED
SIEPPAMO E DESTRO
RECLAID & GILLET
DANS STALS.
RELITY BALLET
RELITY BALL KPLX-FM Dallas/Ft. Worth, TX

ATLANTA HANK WILLIAMS J KENNY ROGERS DAVID ALLAW COE

KIGO St. Anthony, ID

WKSJFM Mobile, AL

WKQS Miami, FL

WLWIFM ANDERSON & MORRIS
ORMOND SECTIONS
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NAME SECTION
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HAME WILLIAMS JE
SHEPPARD 6 EASTW
HOCLAR E GILLEY
BARBARA HANDRELL
HOE BANDY
HOCEASE;
STATLER BROTHERS
CORNIAY TWITTY
ALBASAN,
KENNY ROGERS
GEORGE STRAIT

WSIX-FM Nashville, TN

KLRA Little Rock, AR

WWOD/WK22 Lynchburg, VA

Lynchburg, VA
MCCLAIN & GILLEY
ATLANTA
JOE STAMPLEY
HOE BANDY
VINCE GILL
OAR RIOGE BOYS
T.G. SHEPPARD
HOTERAND
HOTERAT
ENNY ROGERS
EANJ THEMAS COMIC
COMMAN THETTY
JAMIE PRICKE

WMC-AM Memphis, TN

ATLANTA
SHEPPARD & EASTM
BARBARA MANDRELL
ROCLARIA GILLEY
HANK WILLIAMS JR
HOTERS WILLIAMS
STATLER BROTHERS
COM WILLIAMS
EXHNY ROGERS
RICKY SEAGGS

Nashville, TN

ALABAMA
JAMTE PRICEE
GARY MORRIS
GARY MORRIS
GENE, ROCKAS CON
EDIT, PARTO
ROCKIE RECOGNILL
EQUIP RANGE CON
ECONIC RECOGNILL
ECON STRAIT
ALABAM
JAMIE PRICEE
GARY MORRIS
GAY MORRIS
B.J. THOMAS
WKSM WAMZ-FM Louisyille, KY LOUISHIE, KY
SHEPPARO & BASTNO
OAR RIGOE BOYS
RONNIE MCDOWELL
GEORGE STRAIT
GEORGE STRAIT
JOHNNY RODOREGUE
JOHNNY RODOREGUE
JOHNNY ROGERS
ALABAMA
STATLER BROTHERS
EARL THOMAS CONLE
VINCE GILL

WSM Nashyille, TN GEORGE STRAIT
WILLIE MELSON
MOTEORY:
BECHT SKAGGS
LEE GREENWOOD
ALABAMA
EXILE
STATLER BROTHE BARBARA MANDRELL SHEPPARD & EASTH JIMHY BUPPETT ATLANTA HANK MILLIAMS JR. HARGO SWITH HOTCESS: ALABAMA

Hoctest :

WHOO Orlando, FL CHARRIDGE BOYS
CRYSTAL GAYLE
LEON EVERETTE
DAN SEALS
ATLANTA
JOHNNY MODRICL
GEORGE STRAIT
HOCKEST:
ALABANA
BEILE
EDDIE MABBITT
KENNY ROGERS
JOHN ANDERSON

WPAP-FM ... Panama City, FL

PANAMA CITY, FL
JIM STAFFORD VINCE GILL
STOVE CLARK
JIM RETVES
TO CLARK
JIM RETVES
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HANDO SH

HaleightOurham, I JOHNEY LEE JIM GLASER EMEPPAND & EASTHM HARK GRAY FRIZZELL & MEST CHUSTAL GATLE HOCKERS, J. THOMES EXILE ECOLE RUBBITT DOLLY PARTON ED BRICE

SHI ATHONO, IA

REE BANDY MHORELL
REE BANDY
DAN SEALS
HASK WILLIAMS JR.
ATLANYA
RAY STEVENS
NASSY BALLEY
RAYNY MATTER
VINCE GILL
TON WILLIAMS
REAR REENVINE
EXILE
EXILE
EXILE
EXILE
EXILE
EXILE
STATLER BROTTERS
ANDERSON & MORRES

KRMD-AM/FM Shreveport, LA

WQYK-FM Tampe/St. Pate, FI

WORLT FAITH BOOCH,
STEPPAND & EASTNO
MAC DAVIS
MODE BANDY
MCHOREL MODORELL
DAVID MILLS
SISSY SPACEK
RAY STRYENS
HOT BANDY
REMIT MODRIS
REMA MCERTINE
CARY MORRIS
REMA MCERTINE
DOLLT PARTON
TON JONES

WUSQ-FM Winchester, VA

Winchester, VA
BARBARA MANDRELL
ATLANTA
BICKI TURNDAN
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SHEPPAND & EASTNO ATLANTA AND HUPRAY VINCE GILL CAR RIGGE BOYS BONNIE HOTOMELL JALABARA HOTLEST BLICKY SEAGGS ALABARA EXTLE

a frozen playlist:

KECK/Lincoln

The following stations failed to report and therefore their playlists were frozen:

> WIXL/Newton WYRK/Buffalo CHOW/Welland, ONT WIRE/Indianapolls WONE/Dayton KEBC/Oklahoma City KTTS/Springfield KVOO/Tulsa WNOX/Knoxville KIKK/Houston KLRA/Little Rock KLZ/Denver

The following stations did not report new playlists for two consecutive weeks and were not used in this week's data

KUGN-FM Eugene, OR

KMAK Fresno, CA

KKCS Colorado Springa, CO COORGO SPINGS.

SREPPARD & BASTHO
ATLANTA
DAN SEALS
GAIL DBN PES
NOCEREL
B.J. THOMAS
LEE GREENHOOD
REMNY BOCERS
ANDERSON & MORRIS
GEORGE STRAIT

CRYSTAL GAYLE
OAK RIDGE BOYS
HCCLAIN & GILLEY
ATLANTA
FRIZZELL & WEST
JOE STAMPLEY
HORLEST;
ALABAMA

KFRY Fresno, CA DAM SEALS SHEPPAND & EASTWA GAIL DAVIES RAZZY BAILEY MARK GRAY LARRY WILLDUGHBY JAN GRAY MOCESSI JOHN MILLIAMS ALBRAM JIN GLASEN JOHNNY LEE HAMK WILLIAMS JR.

FRIZZELL 6 MEST ATLANTA HANK MILLIAME JR BARBARA MANNRELL GEORGE STRAFF HOTERST HOTERST JANIE FRICKE MILLIE NELSON ANNE RESON 6 HORRIS CRAIG DILLIMCKAM LEON EVERETTE

KVEG Las Vegas, NV

JIM GLASER
JCHNY LEE
HOTTENT
B.J. THOMAS
LEE GREENWOOD
SYLVIA
STEVE MARINER
RICKY SKAGGS KNIX-FM Phoenix, AZ

Q92 Powell, WY

KCCY-FM Pueblo, CO

WTOD Toledo, OH

GEORGE STRAIT
DEBORAN ALLEN
BARBARA MANDREL
ATLANTA
CHARTILLY
HICKL FUNGHAN
WICKLINE
RUSSELL SNITH
HOCKENEL
COMMAY TRITTY
MEDILE
LEE GREENBOOL

JANGE PRICKE EARL THOMAS CO

KTPK-FM Topela, KS

KRSY Roswell, NM POGMEN, NW
DAN SEALS
OAK RIGGE BOYS
CRYSTAL GAYLE
SHEPPARO 6 EAS
RAZZY BAILZY
STEVE CLARK
KATHY HATTEA
HONNIE REDONEL
HOTELS
HOTELS
HOTELS
LEE GREENWOOD
B.J. THOMS
ALABAMA

PERCHANN CHARLEY PRIDE MOT BANDY OAK RIDGE BOYS MCCLAIN & GILLEY DAVID WILLEY MATTEA DAN SEALS SIGEPFAND & EASTME CRYSTAL GATLE GAIL DAVIES PINKARD & BONDEN

HOLLORI STEVE WARINER ALAMANA CHARLES & JONES ANDERSON & MORRIS KENNY ROGERS

KSON-FM San Diego, CA

DAVID WILLS
ATLANTA
BARBAR MANDRELL
STEPPARE & ESTNO
NOR BRADY
RICKI FUNDON
RETER
RETER SHEPPARO & EASTWO HANR WILLIAMS JR. BARSARA MANDRELL MARK GRAY HOCEBRY B.J. THOMAS ALABAMA STEVE WARINER KENNY MOGERS ED BRUCE

WKLO Danyille, KY

GEORGE STRAIT
JOHN ANDERSON
CRAIG DILLINGHAM
JOHNNY LEE
FRIZZELL 4 MEST
HAME WILLIAMS OR
JOHNNY BOODIGUEZ
HOTERE BROTHERS
RICKY SEAGGS

KMPS-AM/FM Seattle, WA

KGA Spokene, WA ATLANTA
RAT STREMS
VICTORIA SHAM
HOE BANDY
RECTAIN & GILLEY
DAN SEALS
HORSE STALL
HORSE STALL
HOSTES
HORSEY GILLEY
ALABMA
KENNY ROGERS

SI. Anthony, ID

VILLIE NELSON
GEORGE STRAIT

PRESENT & WEST
CATETAL GAYLE
ANDER MILLIAM
SILLIAM
SILLI

160 Reporters

This station reported

KWJJ/Portland

WEZL/Charleston

www.americanradiohistory.com

dult/Contemporary

Continued from Back Page

BREAKERS.

JIMMY BUFFETT **Brown Eyed Girl (MCA)**

58% of our reporters on it. Rotations: Heavy 1/1, Medium 34/8, Light 39/18, Extra Adds 0, Total Adds 27 including WFBR, Y97, WSB, WHB, WISN, KGW, KFMB, WICC, V100, WBT, WGOW, WHHY, WNAM, KUGN, KMJJ, and 12 more. Debuts at number 29 on the A/C chart.

CARPENTERS

Your Baby Doesn't Love You Anymore (A&M)

57% of our reporters on it. Rotations: Heavy 3/0, Medium 42/7, Light 28/7, Extra Adds 0, Total Adds 14, 97AIA, W101, WHB, KGW, B100, KBEST, KFMB, WTIC, WRVR, 2WD, WSRZ, KRNT, WVBS, KRNO. Debuts at number 25 on the A/C chart. **ANNE MURRAY**

That's Not The Way (It's S'posed To Be) (Capitol)

55% of our reporters on it. Rotations: Heavy 3/0, Medium 40/5, Light 27/7, Extra Adds 0, Total Adds 12, WRMM, WOMC, WHB, KFMB, V100, WTIC, WGY, WRKA, WFMK, KOIL, KPPL, KUGN. Debuts at number 30 on the A/C chart.

NEW & ACTIVE

CLIFF RICHARD "Donna" (EMI America) 61/29
Rotations: Heavy 0/0, Medium 28/10, Light 33/19, Extra Adds 0, Total Adds 29, KHOW, KGW, KBEST, KFMB, WICC, WSFM, WGY, WKGW, WBT, WVLK, WHHY, WRVA, WNAM, KRNT, WTRX, WFMK, KOIL, KBOI, KWAV, WWNR, WTKO, KVIC, WJBC, KCRG, WHNN, WBOW, K99, KRNO, KRSB. Medium: KUDL, WCCO, WMAZ, WHBY, WHBC, KSL, WKNE, WSKI, KORQ, WSKY, WCKQ, WGSV, WAGE, KFSB, KWEB, WJON, KQSW, KALE.

MICHAEL JACKSON "Thriller" (Epic) 58/11

Rotations: Heavy 17/1, Medium 30/6, Light 11/4, Extra Adds 0, Total Adds 11. 55KRC, KGW, KBEST, KEZR, WEZC, WVLK, WNAM, K108, KKJO, KFQD, KISN. Heavy: WFBR, 3WS, WAXY, 97AIA, WMJI, WAEB, WGY, WSRZ, WMGN, KRAV, KMJJ, WSKI, WTNY, WWPA, WCKQ, KRLB-FM. Medium: WTAE, WQUE-FM, WFYR, WKGW, KMGC, WRKA, WENS, KOIL, KFI, KWAV, WWNR, WSKY, WCHV, KVIC, WVBS, WCIL, KFSB, KEEZ, WHNN, WJON, K99, KRNO, KQSW, KRSB. Due to significant heavy rotation airplay, debuts at number 27 on the A/C chart.

EURYTHMICS "Here Comes The Rain Again" (RCA) 56/17
Rotations: Heavy 2/0, Medium 26/5, Light 27/11, Extra Adds 1, Total Adds 17, WCLR, WFYR, WHB, KKLT, WKGW, WVLK, WRVR, WRVA, WENS, WFMK, KRAV, KBOI, WWNR, WGSV, KRLB-FM, WVBS, WJON. Heavy: WFBR, WGY. Medium: WPIX, WAXY, 97AIA, WAEB, WMAZ, WHBC, WMGN, KWAV, WEIM, WSKI, WTNY, WWPA, WSKY, WCKQ, WAGE, KVIC, WCIL, KEEZ, K99, KQSW, KALE.

THOMPSON TWINS "Hold Me Now" (Arista) 54/24

Rotations: Heavy 0/0, Medium 19/9, Light 34/14, Extra Adds 1, Total Adds 24, WFBR, V100, WGY, WMAZ, WRVR, 2WD, WSRZ, WNAM, WFMK, WMGN, KOIL, 3WM, KRAV, KBOI, KPPL, WTNY, WNGS, WVBS, WJBC, WJON, KKJO, WBOW, KFQD, KRNO. Medium: KGW, KWAV, WWPA, WSKY, WCKQ, WAGE, KVIC, K99, KALE.

EARTH, WIND & FIRE "Touch" (Columbia) 52/5

Rotations: Heavy 0/0, Medium 22/3, Light 30/2, Extra Adds 0, Total Adds 5, KUDL, KGW, WVLK, KOIL, WTNY. Medium: KHOW, WRIE, WMAZ, KKUA, WWNR, WEIM, WKNE, WSKI, KORQ, WSKY, WCKQ, WAGE, WCIL, KFSB, WJON, WBOW, K99, KQSW,

L. RONSTADT & N. RIDDLE ORCHESTRA "I've Got A Crush On You" (Asylum) 48/42
Rotations: Heavy 0/0, Medium 11/10, Light 35/30, Extra Adds 2, Total Adds 42, WBEN, W101, WCCO, KHOW, WAEB, WICC, WKGW, WBT, WAHR, WMAZ, WLAC-FM, WRVA, WING, WTRX, KUGN, KKUA, KWAV, KSL, WWNR, WTKO, WSKI, KORQ, WSKY, WCKQ, WGSV, WAGE, WVBS, WCIL, KCRG, KFSB, KEEZ, KWEB, WHNN, WJON, KKJO, WBOW, KFQD, KTWO, K99, KQSW, KRSB, KALE. Medium: WHBC.

MELISSA MANCHESTER "I Don't Care What The People Say" (Arista) 42/2
Rotations: Heavy 2/0, Medium 18/0, Light 21/1, Extra Adds 1, Total Adds 2, KOIL, KTWO. Heavy: WKNE, KALE. Medium: KHOW, KOST, KGW, WAEB, WGY, WWNR, WEIM, WSKI, WWPA, KORQ, WSKY, WCKQ, WCHV, WAGE, WCIL, KFSB, KWEB, KRSB.

JIM GLASER "If I Could Only Dance With You" (Noble Vision) 36/2

Rotations: Heavy 0/0, Medium 15/1, Light 21/1, Extra Adds 0, Total Adds 2, WICC, KCRG. Medium: WGY, WRVA, WHBY, KSL, WTKO, WKNE, WSKI, WCKQ, WCHV, WAGE, WCIL, K99, KRSB, KALE.

STEVIE NICKS with SANDY STEWART "Nightbird" (Modern/Atco) 35/1
Rotations: Heavy 3/0, Medium 25/1, Light 7/0, Extra Adds 0, Total Adds 1, KALE. Heavy: KEZR, KEY103, WAHR. Medium: WFBR.
3WS, WMAZ, WHHY, WSRZ, 610TVN, WMGN, KUDO, KWAV, K108, KKPL, WEIM, WKNE, WSKI, WWPA, WCKQ, WCHV, KRLB-FM, WVBS, WCIL, KEEZ, KFQD, KRNO, KRSB.

RICK JAMES & SMOKEY ROBINSON "Ebony Eyes" (Gordy/Motown) 32/0
Rotations: Heavy 4/0, Medium 14/0, Light 14/0, Extra Adds 0, Total Adds 0. Heavy: KWAV, WWNR, WEIM, KALE. Medium: WPIX, KUDL, KGW, WMAZ, WHHY, WTRX, 3WM, KSL, KORQ, WSKY, WCHV, WCIL, KFQD, KRSB.

SIGNIFICANT ACTION

AMERICAN COMEDY NETWORK "Breaking Up Is Hard On You" (Critique/Quality) 29/14
Rotations: Heavy 0/0, Medium 8/4, Light 18/7, Extra Adds 3, Total Adds 14, V100, WKGW, KEY103, WEZC, WRVA, WING,
KRNT, WTRX, WENS, KKUA, KFI, WSKI, WHNN, KTWO. Medium: 55KRC, KS94, WAEB, WKNE. Light: WBEN, WFYR, WISN,
2WD, WHBY, KOIL, WJBC, KEEZ, KWEB, WJON, KRNO.

BARBRA STREISAND "Papa Can You Hear Me" (Columbia) 27/17
Rotations: Heavy 0/0, Medium 8/4, Light 19/13, Extra Adds 0, Total Adds 17, WBEN, 97AIA, WISN, WCCO, KFMB, WAEB, WAHR, WNAM, KUGN, WWNR, WKNE, WSKY, WCKQ, WJBC, KE WEIM, WTKO, WSKI, WJON, KTWO, KRSB.

HOMI & JARVIS "I'm In Love Again" (GRP) 26/3

Rotations: Heavy 1/0, Medium 5/2, Light 20/1, Extra Adds 0, Total Adds 3, KOST, WRVA, KOIL. Heavy: WCCO. Medium: WSKI, WCIL, KEEZ. Light: WFBR, WAHR, WHBY, WHBC. WENS, WTKO, WWPA, WSKY, WCKQ, WCHV, WAGE, KVIC, WNGS, WJBC,

T.G. SHEPPARD with CLINT EASTWOOD "Make My Day" (WB/Curb) 25/17

Rotations: Heavy 0/0, Medium 3/3, Light 20/12, Extra Adds 2, Total Adds 17, WFBR, KHOW, KGW, WVLK, WHBC, WENS, WSKI, KORO, WAGE, WJBC, WCIL, KFSB, KEEZ, KTWO, K99, KQSW. Light: WCCO, WAHR, WEIM, WGSV, KKJO, WBOW, KFQD. KRSB.

MODERN ROMANCE "Just My Imagination" (Atlantic) 25/6
Rotations: Heavy 0/0, Medium 7/1, Light 17/4, Extra Adds 1, Total Adds 8, WAHR, KUGN, KKPL, WJON, KFQD, KQSW. Medium: WCCO, WHBC, KSL, WEIM, WCHV. Light: WFBR, WHBY, WTRX, WKNE, WSKI, WWPA, WGSV, WAGE, KVIC, WNGS, KEEZ,

ROMANTICS "Talking in Your Sleep" (Nemperor/CBS) 22/1
Rotations: Heavy 6/0, Medium 13/1, Light 3/0, Extra Adds 0, Total Adds 1, KVIC. Heavy: WAXY, WGY, WEZC 610TVN, WSKI, WTNY, Medium: 3WS, 97AIA, WQUE-FM, WICC, WIVY, WSRZ, WNAM, KRAV, K108, WWNR, WCHV, WAGE, Light:

MOST ADDED ®

L. RONSTADT & N. RIDDLE ORCH. (42) I've Got A Crush On You (Asylum) CLIFF RICHARD (29) Donna (EMI America) JIMMY BUFFETT (27) Brown Eyed Girl (MCA) **THOMPSON TWINS (24)** Hold Me Now (Arista) **EURYTHMICS (17)**

Here Comes The Rain Again (RCA) T.G. SHEPPARD with C. EASTWOOD (17) Make My Day (WB/Curb) **BARBRA STREISAND (17)**

Papa Can Your Hear Me (Columbia)

HOTTEST

BILLY JOEL (79) An Innocent Man (Columbia) **CHRISTOPHER CROSS (59)** Think Of Laura (WB) **KENNY ROGERS (55)** This Woman (RCA) GENESIS (52) That's All (Atlantic) **KOOL & THE GANG (44)** Joanna (De-Lite/PolyGram) PAUL McCARTNEY (44) So Bad (Columbia)

PETER ALLEN "You And Me (We Wanted it Ail)" (Arista) 21/1
Rotations: Heavy 0/0, Medium 7/0, Light 13/0, Extra Adds 1, Total Adds 1, KTWO. Medium: WCCO, KHOW, WRVA, KRNT, KSL, WKNE, WAGE. Light: WAHR, WHBY, KKUA, WWNR, WWPA, WSKY, WCKQ, WJBC, WCIL, KFSB, WBOW, KFQD, KALE.

PAUL YOUNG "Come Back And Stay" (Columbia) 20/9
Rotations: Heavy 0/0, Medium 4/1, Light 16/8, Extra Adds 0, Total Adds 9, WCCO, WGY, WTRX, WKNE, WWPA, KORQ, WCKQ,

WHNN, WBOW. Medium: WSKY, WSKI, KKJO. Light: WAHR, KWAV, WEIM, WCHV, KFSB, KEEZ, KQSW, KRSB.

COMMODORES "Turn Off The Lights" (Motown) 19/0
Rotations: Heavy 0/0, Medium 12/0, Light 7/0, Extre Adds 0, Total Adds 0, Medium: WSB-FM, WCCO, KBEST, REZR, WSFM, WRKA, WMAZ, WWNR, WCKQ, WCHV, WAGE, KRSB. Light: WAHR, WHHY, KORQ, KVIC, KKJO, KTWO, KQSW.

POINTER SISTERS "Automatic" (Planet/RCA) 18/5
Rotations: Heavy 0/0, Medium 10/1, Light 7/3, Extra Adds 1, Total Adds 5, WQUE-FM, WCCO, WMGN, WCKQ, KALE. Medium: WFBR, KVIL-FM, KUDO, WSKI, WWPA, KORQ, WCHV, KEEZ, KQSW. Light: V100, KKUA, WEIM, KRSB.

LIONEL RICHIE "Hello" (Motown) 16/10
Rotations: Heavy 6/2, Medium 3/2, Light 7/6, Extra Adds 0, Total Adds 10, WKGW, WVLK, WMAZ, WWNR, WCKQ, WGSV, WAGE, KRLB-FM, WNGS, WBOW. Heavy: WAXY, 97AIA, KOST, KFI. Medium: B100. Light: WQUE-FM.

MINOR DETAIL "Take It Again" (Polydor/PolyGram) 15/8

Rotations: Heavy 0/0, Medium 2/2, Light 13/6, Extra Adds 0, Total Adds 8, WAHR, WCKQ, WCIL, KFSB, KEEZ, WBOW, K99, KRSB. Light: WCCO, WEIM, WSKI, WSKY, WCHV, WAGE, KQSW.

NENA "99 Luftballons (99 Red Balloons)" (Epic) 13/4

Rotations: Heavy 2/0, Medium 7/1, Light 3/2, Extra Adds 1, Total Adds 4, WROR, WFYR, KPPL, KRLB-FM. Heavy: WAXY, 97AIA. Medium: WQUE-FM, WMJI, WAEB, WTNY, WCHV, KEEZ. Light: KMJJ.

IRENE CARA "The Dream (Hold On To Your Dream)" (Network/Geffen) 13/0

: Heavy 2/0, Medium 9/0, Light 2/0, Extra Adds 0, Total Adds 0. Heavy: WWPA, WCKQ. Medium: WFBR, KGW, KMJJ, KUDO, WSKI, WTNY, WAGE, KEEZ, WJON. Light: WHBC, KTWO.

JIMMY CLIFF "We All Are One" (Columbia) 12/6
Rotations: Heavy 0/0, Medium 1/0, Light 10/5, Extra Adds 1, Total Adds 6, KHOW, 2WD, WEIM, WCHV, KWEB, KTWO. Medium: WAGE. Light: WSRZ, KKUA, WCKQ, KQSW, KRSB.

PATTI LABELLE "If Only You Knew" (Philadelphia International/CBS) 10/4

Rotations: Heavy 1/0, Medium 4/3, Light 5/1, Extra Adds 0, Total Adds 4, WSB-FM, WCLR, KOST, KFI. Heavy: 97AIA. Medium: WHHY. Light: Y97, B100, WHBC, WSKY.

HOWARD JONES "New Song" (Elektra) 10/3
Rotations: Heavy 0/0, Medium 4/0, Light 6/3, Extra Adds 0, Total Adds 3, KEEZ, WBOW, KRSB. Medium: WHHY, WMGN, WSKI, WCKQ. Light: 97AIA, WEIM, WWPA.

GEORGE FISCHOFF "Boogie Piano Man" (Reward/CBS) 10/1

Rotations: Heavy 0/0, Medium 1/0, Light 9/1, Extra Adds 0, Total Adds 1, WKNE. Medium: WCCO. Light: WAHR, WVLK, WHBC, WTRX, WEIM, WJBC, WCIL, KTWO.

KC "Give It Up" (Meca) 10/1
Rotations: Heavy 1/0, Medium 6/0, Light 3/1, Extra Adds 0, Total Adds 1, V100. Heavy: KFI. Medium: WQUE-FM, WZZP, WHHY, WSKI, WWPA, KEEZ. Light: WNAM, WTRX.

RYAN PARIS "Doice Vita Part I" (Carrere/CBS) 10/1
Rotations: Heavy 0/0, Medium 4/0, Light 6/1, Extra Adds 0, Total Adds 1, KWEB. Medium: WCCO, WSRZ, KFQD, KRSB. Light: KBOI, WAGE, KVIC, WHNN, KQSW.

MICHAEL MARTIN MURPHEY "Will It Be Love By Morning" (Liberty) 10/0
Rotations: Heavy 0/0, Medium 3/0, Light 7/0, Extra Adds 0, Total Adds 0. Medium: WGSV, KKJO, K99. Light: WAHR, WSKI, KORQ, WSKY, WAGE, WVBS, KTWO.

TINA TURNER "Let's Stay Together" (Capitol) 9/2

Rotations: Heavy 1/0, Medium 3/0, Light 5/2, Extra Adds 0, Total Adds 2, KEY103, WEIM. Heavy: WGY. Medium: WFBR, 97AIA, KVIC. Light: WQUE-FM, WHHY, KWAV.

STEPHEN BISHOP "Unfaithfully Yours (One Love)" (WB) 8/8
Rotations: Heavy 0/0, Medium 3/3, Light 5/5, Extra Adds 0, Total Adds 8, WPIX, WRVR, WSRZ, WHBY, KUGN, WSKY, KEEZ, K99.

DARYL HALL & JOHN OATES "Adult Education" (RCA) 8/8
Rotations: Heavy 0/0, Medium 2/2, Light 6/6, Extra Adds 0, Total Adds 8, KVIL-FM, KWAV, WWPA, WCHV, KFSB, KEEZ, KRNO,

ROCKWELL "Somebody's Watching Me" (Motown) 8/5
Rotations: Heavy 0/0, Medium 1/1, Light 7/4, Extra Adds 0, Total Adds 5, WFBR, V100, WGY, WWPA, KEEZ. Light: 97AIA,

SHALAMAR "You Can Count On Me" (Solar/Elektra) 8/1
Rotations: Heavy 0/0, Medium 3/0, Light 5/1, Extre Adds 0, Total Adds 1, WVBS. Medium: WPIX, WAXY, WEIM. Light: WOMC, KWAV, WCIL, WHNN.

ELBOW BONES & RACKETEERS "A Night In New York" (EMI America) 7/3
Rotations: Heavy 0/0, Medium 3/1, Light 4/2, Extra Adds 0, Total Adds 3, KRNT, KORQ, WAGE. Medium: WCCO, WRVA. Light: WICC, WHBY.

STARBUCK "Another Beat Of My Heart" (AVI/MCA) 7/3

Rotations: Heavy 0/0, Medium 2/1, Light 5/2, Extra Adds 0, Total Adds 3, WAHR, WTRX, WCHV. Medium: WHHY. Light: WCKQ, WGSV, KFSB.

(J.) BIRD "(You're) That Song" (Bermuda Dunes) 7/1
Rotations: Heavy: 1/0, Medium 1/0, Light 5/1, Extra Adds 0, Total Adds 1, WEIM. Heavy: WCCO. Medium: KSL. Light: WAHR, WSKI, WCIL, KFQD.

YES "Owner Of A Lonely Heart" (Atco) 7/1

Rotations: Heavy 1/0, Medium 3/1, Light 3/0, Extra Adds 0, Total Adds 1, K108. Heavy: WSRZ. Medium: 3WS, WNAM. Light: WQUE-FM, WAEB, WCHV.

OLIVIA NEWTON-JOHN "(Livin' In) Desperate Times" (MCA) 6/5 s: Heavy 0/0, Medium 0/0, Light 5/4, Extra Adds 1, Total Adds 5, 97AIA, WQUE-FM, V100, KORQ, KQSW. Light: WKNE.

VICTORIA SHAW "Break My Heart" (MPB) 6/5

Rotations: Heavy 0/0, Medium 0/0, Light 6/5, Extra Adds 0, Total Adds 5, WCCO, WWPA, WAGE, KFSB, KFQD. Light: WTKO.

Rotations: Heavy 0/0, Medium 2/0, Light 3/2, Extra Adds 1, Total Adds 3, KEZR, WSFM, WJON. Medium: WROR, WCCO. Light:

MAC DAVIS "Most Of All" (Casabianca/PolyGram) 6/2

Rotations: Heavy 1/0, Medium 1/0, Light 3/1, Extra Adds 1, Total Adds 2, WSKY, KRLB-FM. Heavy: WRVA. Medium: WCCO. Light: KVIL-FM, WEIM.

KENNY LOGGINS "Footloose" (Columbia) 6/0

Rotations: Heavy 1/0, Medium 5/0, Light 0/0, Extra Adds 0, Total Adds 0. Heavy: WQUE-FM. Medijm: WFBR, WSRZ, KMJJ, WSKI,

B.J. THOMAS "Two Car Garage" (Cleveland International/Epic) 6/0 Rotations: Heavy 2/0, Medium 2/0, Eight 2/0, Extra Adds 0, Total Adds 0, Heavy: WAHR, KSL. Medium: WSB, KRNT. Light: WHBC,

MATTHEW WILDER "The Kid's American" (Private I/CBS) 5/5 Rotations: Heavy 0/0, Medium 2/2, Light 3/3, Extra Adds 0, Total Adds 5, WCCO, WCHV, KFSB, KEEZ, KQSW.

Regional Adds & Hots

Parallel One

THOMPSON TWINS T.G. SHEPPARD JIMMY BUFFETT ROCKWELL LATTISAW & GILL HOTTESAW & GILL ROOL & THE GANG MICHAEL JACKSON LIONEL RICHIE BILLY JOEL KENNY ROGERS

LINDA RONSTADT MICHAEL SEMBELLO BARBRA STREISAND

CHRISTINE MCVIE BRYSON & FLACK

LATTISAW & GILL STEPHEN BISHOP Hottest: CULTURE CLUB LIONEL RICHIE PAUL MCCARTNET BILLT JOEL GENESIS

Y97/Pittsburgh Jay Cresswell

DONNA SUMMER CHRISTINE MCVIE JIMMY BUFFETT DAN FOGELBERG ROTES BILLY JOEL JAMES INGRAM ROOL 6 THE GANG PAUL MCCARTMEY DOLLY PARTON

BRYSON & FLACK DAN POGELBERG Hottest: KOOL & THE GANG

WWSW (3WS)/Pittaburgh

CHRISTINE MCVIE

WLTT/Washington, D.C. Bob Cummings

Parallel Two

BARBRA STREISANL Hottest: VAN HALEN JOHN LENNON GENESIB MICHAEL JACKSON POLICE

LINDA RONSTADT CLIPF RICHARD JIM GLASER JIMMY BUPPETT Hottest: KOOL & THE GANG BILLY JOEL CHRIS CROSS PAUL MCCARTNEY KENNY ROGERS

V100/Charleston, WV

ANNE MURRAY
JIMMY BUFFETT
ROCKWELL
THOMPSON TWINS
SHANNON
ONJ RICAN COMEDY N Hottest: PAUL MCCARTNEY KENNY ROGERS BILLY JOEL JAMES INGRAM GENESIS

CLIFF RICHARD
LANI HALL
JOHNNY MATEIS
GARY PORTNOY
Hottest:
RENNY ROGERS
KOOL & THE GANG
GENESIS
ELTON JOHN ELTON JOHN CHRISTINE MCVIE

WTIC/Hartford Ginny Jesionka DONNA SUMMER CARPENTERS ANNE MURRAY Hottest: CHRIS CROSS BILLY JOEL SHEENA EASTO!

WVOR/Rocheste Gary Smith

SHEENA EASTON Hottest: ELTON JOHN GENESIS CULTURE CLUB LIONEL RICHIE ROOL & THE GANG

WAITE FILE

CLIFF RICHARD

PAUL YOUNG
THOMPSON TWINS
JIMMY BUFFETT

ANNE MURRAY
ROCKWELL

BOTLEBER

CHINY ROCERS

DAN POGELBERG

MICHAEL JACKSON
BRISON & FLACK
EURYTHMICS

WKGW/Utica-Rome Carpenter/Keller Cerpenter(Keller
CLIFF RICHARD
EURYTHMICS
AMERICAN COMEDY N
LINDA BONSTADT
LIONEL RICHIE
HOTTES
HOTTES
BULLY JOEL
SHEENA EASTON
CULTURE CLUB
KENNY ROGERS

Parallel Three

EURYTHMICS CLIFF RICHARD LINDA RONSTADT BARBRA STREISAND LIONEL RICHIE BOTTESE: BILLY JOEL SHEENA EASTON CHRIS CROSS RENNY ROGERS PAUL MCCARTNEY

WEIM/Fitchburg Jack Raymond TINA TURNER
JIMMY CLIFF
ROCER DALTRY
Hottest:
BILLY JOEL
CULTURE CLUB
RENNY ROGERS
GENESIS
STALLONE & RHODES

CLIFF RICHARD LINDA RONSTADT LANI HALL Hottest: GENESIS KENNY ROGERS SHEENA EASTON CHRIS CROSS BRYSON & FLACK

WKNE/Keene, NH Howard Corday

GEORGE FISCHOFF BARBRA STREISAND ROGER DALTRY HERB ALPERT PAUL YOUNG BOTTEST: ANNE MURRAY DONNA SUMMER DOLLY PARTON PAUL MCCARTNEY KENNY ROGERS

AMERICAN COMEDY E LINDA RONSTADT T.G. SHEPPARD HOTCEST: BILLY JOEL PAUL MCCARTNEY KENNY BOGERS POLICE JAMES INGRAM

WTNY/Watertown, NY Jay Donovan JIMMY BUFFETT
EW&F
VAN HALEN
THOMPSON TWINS
HOTLEST:
BALL MCCARTNEY
DOLLY PARTON
GENESIS
KENNY ROGERS
CHRISTINE MCVIE

Scott Masteller
DAN POGELBERG
BALL'& OATES
ROCKWELL
PAUL YOUNG
VICTORIA SHAW
HOTCHAEL JACKSON
JAMES INGRAM
BILLY JOEL
KENNY ROCERS
CHRISTINE MCVIE

MIDWEST Parallel One

EURYTHMICS
PATTI LABELLE
HOTTEST:
MATTHEW MILDER
ELTON JOHN
KOOL 6 THE GAMS
CULTURE CLUB
CHRIS CROSS

POLICE
MICHAEL JACKSON
SHEENA EASTON
Hottest:
CULTURE CLUB
ROOL & THE GANG
CHRIS CROSS
BILLY JOEL

WARM98/Cincinnati Mark Tipton

CHRISTINE MCVIE DONNA SUMMER JOHN LENNON HOTLEST: ELTON JOHN LIONEL RICHIE BILLY JOEL SHEENA FASTON PAUL MCCARTNEY

WMJI/Cleveland TBA/Ivers

JOHN LENNON CHRISTINE MCVIE BRYSON & FLACE HOTTEST: GENESIS BILLY JOEL LIONEL RICHIE CHRIS CROSS MICEAEL JACKSON

WZZP/Cleveland Dunphy/Georgeso

JAMES INGRAM
POLICE
DONNA SUMMER
HOTTER CLUB
BILLY JOEL
KOOL & THE GANG
CHRIS CROSS
PAUL MCCARTNEY

ANNE MURRAY Hottest: GENESIS GEORGE BENSO

PAUL MCCARTNEY RAY PARKER JR. KUDL/Kansas City Elaine Taylor

MICHAEL SEMBELLO EWAF
Hottest:
ELTON JOHN
KOOL & THE GANG
JAMES INGRAM
PAUL MCCARTNEY
LIONEL RICHIE

Jeff Hoberts

CARPENTERS

ANNE MURRAY

JIMMY BUFFETT

BOB DYLAN

MICRAEL SEMBELLO

EURYTHHICS

HOTERS

JIMMY BUFFETT
BARBRA STREISAND
BOTTON

WMY X/Milwaukee Beth Fast DONNA SUMMER
MICHAEL SEMBELLO
HOTTEST:
BILLY JOEL
CHRIS CROSS
SHEENA EASTON
KENNY ROGERS
PAUL MCCARTNEY

PAUL YOUNG BARBRA STREISANI INDA RONSTADT OAR RIDGE BOYS MATTHEW WILDER POINTER SISTERS VICTORIA SHAW Hottest:

DAN FOGELBERG POLICE HOTTEST: HOOL & THE GANG BILLY JOEL CHRIS CROSS KENNY ROGERS PAUL MCCARTNEY

Parallel Two

WHBY/Appleton Rob Shannon

STEPHEN BISHOP Hottest: BILLY JOEL CHRIS CROSS PAUL MCCARTNEY KENNY ROGERS GENESIS

JIMMY BUFFETT
MICHAEL JACKSON
CLIFF RICHARD
THOMPSON TWINS
BARBRA STREISAND
BOTTES
CULTURE CLUB
CHRIS CROSS
JAMES INGRAM
MATTHEW WILDER
ROMANTICS

PAUL MCCARTNEY
JOHN LENNON
JOHNNY MATHIS
T.G. SHEPPARD
HOTTEST
BILLY JOEL
KOOL & THE GANG
SHEENA EASTON
CHRISTINE MCVIE
GENESIS

610TVN/Columbus FitzGerald/Jones

SHEENA EASTON
BOTLEST:
CULTURE CLUB
KOOL & TRE GANG
LIONEL RICHIE
ROMANTICS
GENESIS WING/Dayton Joe Demma

JIMMY BUFFETT LINDA RONSTADT AMERICAN COMEDY N BOTECHS: CHRIS CROSS BILLY JOEL SHEENA BASTON KENNY ROGERS PAUL MCCANTNEY

KRNT/Des Moines Steve Gibbons Steve Gibbons

ELBOW BONES & RAC
CLIFF RICHARD
MICHAEL SEMBELLO
CARPENTERS
AMERICAN COMEDY N
HOTTEST
BILLY JOEL
KOOL & THE GANG
CHRISTINE MCVIE

WTRX/Flint Burke/Wright

JIMMY BUFFETT LINDA RONSTADT PADL YOUNG STARBUCK CLIFF RICHARD AMERICAN COMEDY N HOLLEST: HOTTEST:
KOOL & THE GANG
CULTURE CLDB
BILLY JOEL
CHRIS CROSS
SHEENA EASTON

Hottest: CULTURE CLUB KOOL & THE GANG LIONEL RICHIE BILLY JOEL GENESIS

WFMK/Lansing Jeff Cavis

Hottest: BILLY JOEL KOOL & THE GANG CHRIS CROSS CULTURE CLUB LIONEL RICHIE WMGN/Madison Bill Vancil

THOMPSON TWINS
POINTER SISTERS
Hottest:
GENESIS
ENENY ROGERS
MICHAEL JACKSON
BRYSON & FLACK
CHRISTINE MCVIE

KOIL/Omaha Mason/Lundy

CHRISTINE MCVIE LANI HALL EMEF MELISSA MANCHESTE ANNE MURRAY JIMMY BUFFETT HOMI & JARVIS CLIFF RIGHARD THOMPSON TWINS HOLDEST: THOMPSON TWINS Bottest: JAMES INGRAM KENNY ROGERS NEIL & DARA SEDAK DOLLY PARTON CHRISTINE MCVIE

3WM/Toledo King/Scollin

EURYTHMICS THOMPSON TWINS Hottest: CHRIS CROSS KOOL & THE GANG GENESIS

Parallel Three

JIMMY BUFFETT
CLIFF RICHARD
T.G. SHEPPARD
THOMPSON TWINS
BARBRA STREISANI
BOTTEST:
CRIIS CROSS
PAUL MCCARTMEY
SHEENA PASTON
JOHN LENNON
CHRISTINE MCVIE

WCIL/Carbondale, IL Matt McCann Math McCann
LINDA RONSTADT
MINOR DETAIL
T.G. SHEPPARD
Hottests
CULTURE CLUB
CHRIS CROSS
RENNY ROGERS
PAUL MCCARTNEY
PCLICE

KCRG/Cedar Repids, IA Carl Menn

CLIFF RICHARD LINDA RONSTADT DONNA SUMMER JIM GLASER HOTTEST: LIONEL RICHIE CULTURE CLUB CHRIS CROSS CHRIS CROSS BILLY JOEL KENNY ROGERS

KFSB/Joplin, MO Don Carpenter MATTHEW MILDER
MINOR DETAIL
BALL & OATES
LINDA RONSTADT
T.G. SHEPPAK
KOOL & THE GAN
VICTORIA SHAM
HOTEST
CULTURE CLUB
RAY PARKER JR.
GENESIS
SHEENA EASTON
KENNY ROGERS

KEEZ/Mankato, MN Sue LaFond

Suelford
BABBRA STREISAND
MINOR DETAIL
BOWARD JONES
LIBDA RONSTADT
HALL & OATES
ROCKMELL
STEPHEN BISHOP
T.G. SHEPPARD
HATTHEN HILDER
BOLLES JOEL
PAUL HOCKERTEY
LIONEL RICHIE
JONN LENNON
CHRISTINE MCVIE

KWEB/Rochester, MN Al Axalson JOHN LENNON RYAN PARIS LINDA RONSTADT JIMMY CLIFF HOTLEST: CHRIS CROSS BILLY JOEL SHEENA EASTON PAUL MCCARTNEY KENNY ROGERS

WEST

Parallel One

Moore/Starnes

MOOTe/Starnes

DAN FOGELBERG
CLIFF RICHARD
JIMMY CLIFF
T.G. SREPPARD
LINDA RONSTADT
BOTTES
BO

PATTI LABELLE HOMI & JARVIS

Hottest: SHEENA EASTON BILLY JOEL LIONEL RICHIE POLICE PAUL MCCARTNEY

LANI HALL
EURYTHMICS
HOTTEST:
BLTON JOHN
BILLY JOEL
CULTURE CLUB
PAUL MCCARTNEY

KOY/Phoenix Marni Pingree

MICHAEL JACKSON
JIMMY BUFFETT
CARPENTERS
EWA F
CLIFF RICHARD
T. G. SHEPPARD
HOTTEST:
BILLY JOEL
CRRIS CROSS
KENNY ROGERS

JAMES INGRAM JOHN LENNON

KBEST/San Diego

HOTTEST:
KOOL & THE GANG
BILLY JOEL
GENESIS
JAMES INGRAM
SHEENA FASTON

CLIFF RICHARD
CARPENTERS
ANNE MURRAY
JIMMY BUFFETSAND
HOTESS:
CHRIS CROSS
NEIL 6 DARA SEDAK
SHEENA FASTON
KOOL 6 THE GANG
JAMES INGRAM

B100/San Diego McCartney/Knight

KEZR/San Jose Wagner/Lemos

Wagner/Lemos
MICHAEL JACKSON
DAN FOCELBERG
MICHAEL SEMBELLO
LANI HALL
RONNIE MILSAP
GARY FORTNOY
HOTCEST
CHRISTINE MCVIE
CHRIS TINE MCVIE
CHRIS CROSS
LIONEL RICHIE
GENESIS
JAMES INGRAM

CARPENTERS MICHAEL SEMBELLÓ

CLIFF RICHARD LINDA RONSTADT PAUL YOUNG AMERICAN COMEDY N Hottest: CHRIS CROSS CULTURE CLUB BILLY JOEL GENESIS MICHAEL JACKSON

Dlam/Scott
GARY PORTNOY
LINDA RONSTADT
EURYTHHICS
THOMPSON TWINS
MODERN ROMANCE
HOTELST SHEENA EASTON
JUMP 'N THE SADDL
GENESIS
KENNY ROCERS
JORN LENNON

KKJO/St, Joseph, MO Blil O'Brian

BHI O'BHAN
BRYSON & PLACK
LINDA RONSTADT
THOMPSON TWIRS
JOHNNY MATHIS
HICEARL JACKSON
HOTERSEL
KOOL & THE GANG
LIONEL RICHIE
RITON JOHN
NEIL & DARA SEDAR
BILLY JOEL

WBOW/Terre Haute Kevin Young

Revin Young
LIONEL RICHIE
LIONEL RICHIE
LIONEL RICHIE
LIONEL RICHIE
LINDA BOUNTINS
HOWARD JONES
LINDA BONSTADT
MINOR DETAIL
BOTEAS:
JAMES INGRAM
CHRIS CROSS
PAUL MCCARTHEY
LIONEL RICHIE
REWNY ROGERS

Parallel Two

EURYTHMICS
CLIFF RICHARD
THOMPSON TWINS
DON WILLIAMS
HOTECH:
BILLY JOEL
KOOL & THE GANG
CHRIS CROSS
CULTURE CLUB
RENNY ROGERS

KPPL/Denver John Walker

THOMPSON TWINS ANNE MURRAY LANI HALL NENA JIM STAFFORD HOTELSTINE MCVIE JOHN LENNON POLICE JAMES INGRAM BILLY JOEL

KUGN/Eugene, OR Brian James

LINDA BONSTADT
DAN POGELBERG
STEPHEN BISHOP
BARBRA STREISAN
MODERN ROMARE
ANNE HURRAY
JIMMY BUFFETT
HOTEGS:
CHRIS CROSS
BILLY JOEL
NICK HEYWARD
BRYSON & PLACK
STALLONE & RHOI

T.G. SHEPPARD LINDA RONSTADT AMERICAN COMEDY

KMJJ/Las Vegas Bill Kelly

JIMMY BUFFETT NEIL 6 DARA SEDAK

SHANNON
DAN FOGELBERG
HOTEST:
LIONEL RICHIE
KOOL & THE GANG
MADONNA
MICHAEL JACKSON
JAMES INGRAM

KUDO/Las Vegas Randy Hart

KFI/Los Angeles Kaye/LaBeau

CLIPF RICHARD LINDA RONSTADT BALL & OATES HOTESTINE MCVIE BILLY JOEL POLICE GENESIS JAMES INGRAM

K-108/Sacramento Paul Mitchell

BRYSON & FLACK MICHAEL JACKSON

YES
HOTLEST:
LIONEL RICHIE
KOOL & THE GANG
GENESIS
BILLY JOEL
CHRIS CROSS

Parallel One

CHRISTINE MCVIE
ANNE MURRAY
DONNA SUMMER
HOTTEST:
HOTTEST:
HOTTEST:
LIONEL RICHIE
PAUL MCCARTNEY
CHRIS CROSS

JIMMY BUFFETT
STALLONE & RHODES
BOTLEST:
KOOL & THE GANG
CULTURE CLUB
LIONEL RICHIE
SHEENA EASTON
KENNY ROGERS WSB-FM/Atlanta Donna Brake

PATTI LABELLE HOCEST: BILLY JOEL PAUL MCCARTNEY SHEENA EASTON CULTURE CLUB CHRISTINE MCVIE

KVIL/Dalias-Ft. Worth Chuck Rhodes CHRISTINE MCVIE HALL & OATES JOHN DENVER HOTTEST: CULTURE CLUB KOOL & THE GANG LIONEL RICHIE CHRIS CROSS BILLY JOEL

WAXY/F1. Lauderda Shaw/Lee

DAN FOGELBERG Hottest: ELTON JOHN BILLY JOEL GENESIS LIONEL RICHIE NENA

KSL/Salt Lake City George Lemich DAN POGELBERG
HERB ALPERT
LINDA RONSTADT
ATLANTA
HOTTEST
SHEENA EASTON
DON WILLIAMS
STALLONE 4 RHOD
KENNY ROGERS
CHRIS CROSS

KKPL/Spokane Ric Morgan

MODERN ROMANCE JIMMY BUFFETT MICHAEL SEMBELLO JOHN LENNON HOTLEST: CHRIS CROSS PAUL MCCARTNEY GENESIS NEIL & DARA SEDAK POLICE

Parallel Three

LINDA RONSTADT MICHAEL JACKSON THOMPSON TWINS MODERN ROMANCE BARBERA STREISAND VICTORIA SHAW VICTORIA SHAW Hottest: CULTURE CLUB KOOL & THE GANG CHRIS CROSS BILLY JOEL RAY PARKER JR.

KTWO/Casper John Leader

Hottest: BILLY JOEL PAUL MCCARTNEY KENNY ROGERS GENESIS JAMES INGRAM

K99/Great Falls Steve Keller

JEFFREY OSBORNE BARBRA STREISAND MINOR DETAIL LINDA NONSTADT STEPHEN BISHOP T.G. SEEPPARD CLIFF RICHARD HOŁLESE: KENNY ROGERS JAMES INGRAM POLICE POLICE CHRISTINE MCVIE MICHAEL MURPHEY

KQSW/Rock Springs, WY Bryan Maloney HALL & OATES
T.G. SBEPPARD
ONJ
MATTHEW WILDER
LINDA RONSTADT
MODERN ROMANCE
HOCLEST:
PAUL MCCARTNEY
BILLY JOEL
CHRIS CROSS
GENESIS
SHEENA FASTON

CARPENTERS
LINDA RONSTADT
ROTTES
BILLY JOEL
BITON JOHN
KOOL & THE GANG
LIONEL RICHIE
GENESIS

CARPENTERS DAN POGELBERG

DAN FOOD DNJ BARBRA STREISAND

POINTER SISTERS

ONJ SHEENA EASTON MANFRED MANN Hottest: VAN HALEN REAL LIFE CYNDI LAUPER CULTURE CLUB

W101/Tempa DeCarlo/Miller

KEY103/Austin Adams/Alan JOHN LENNON TINA TURNER JAMES INGRAM AMERICAN COMEDY BOTCOST LIONEL RICHIE CRYSTAL GAYLE ELTON JOHN LIONEL RICHIE KOOL & THE GANG

Parallel Two

WRVR/Memphis Steve Butler WAFB/Baton Rouge Adams/Daniels STEPBEN BISHOP THOMPSON TMINS CARPENTERS EURITHMICS HOTCOMES KENNY ROGERS BILLY JOEL JAMES INGRAM POLICE CHRISTINE MCVIE none Hottest: KOOL 4 THE GANG CULTURE CLUB CRRIS CROSS BILLY JOEL RAY PARKER JR. WMJJ/Birmingham Thomas/Warren

CHRISTINE MCVIE HOttest: CULTURE CLUB KOOL & THE GANG RAY PARRER JR. KENNY ROGERS BARRY MANILOW MICHAEL SEMBELLO
JIMMY BUFFETT
CLIFF RICHARD
HOTEST:
CHRIS CROSS
KOOL & THE GANG
CULTURE CLUB
JOHN LENNON

WLAC-FM/Nashville Dave Nichols POLICE LINDA RONSTADT BOTTEST: LIONEL RICHIE CULTURE CLUB RAY PARKER JR. PAUL MCCARTNEY CHRIS CROSS

2WO/Norlolk Richardson/Allen

MICHAEL JACKSON AMERICAN COMEDY N Hottest: CULTURE CLUB GENESIS LIONEL RICHIE ROMANTICS KOOL 6 THE GANG THOMPSON TWINS CARPENTERS JIMMY CLIFF HOTTES: PAUL MCCARTNEY KENNY ROGERS LIONEL RICHIE CRRIS CROSS BILLY JOEL

CHRISTINE MCVIE LANI HALL DAN FOCELBERG JIMMY BUFFETT Hottest: CHRIS CROSS BILLY JOEL SHEENA EASTON

GENESIS KENNY ROGERS

KMGC/Dallas-Ft. Worth Larry James

JOHN LENNON
CHRISTINE MCVIE
GENESIS
HOTTOST:
HALL & OATES
CULTURE CLUB
KOOL & THE GANG
ELTON JOHN
CHRIS CROSS

BARBRA STREISAND
JOHN LENNON
MINOR DETAIL
LINDA RONSTADT
MODERN ROMANCE
STARBUCK
HOTLES CROSS
PAUL MCCARTNEY
JAMES INGRAM
GENESIC

DAN FOGELBERG Hottest: CULTURE CLUB RAY PARKER JR. JAMES INGRAM KENNY ROGERS GENESIS

WIVY/Jacksonville Fuszner/Ryan WRVA/Rich Lou Dean BRYSON & FLACK DAN FOGELBERG Hottest: CULTURE CLUB GENESIS POLICE ONJ

WVLK/Lexington Kelly/Richards

MICHAEL JACKSON LIONEL RICHIE EH6# CLIFF RICHARD EURYTHMICS

WRKA/Louisville Jeff Crawford

ANNE MURRAY Hottest: ROOL & THE GANG BILLY JOEL JAMES INGRAM PAUL MCCARTNEY GENESIS

WMAZ/Mscor Steve Murphy

MCODY BLUES
MICHAEL SEMBELL
THOMPSON TWINS
CARPENTERS
ROCER DALTRY
STEPHEN BISHOP
BOTCHEST:
GENESIS
LIONEL RICHIE
BILLY JOEL
PAUL MCCARNEY
JAMES INGRAM

KORQ/Abilene

ELBOW BONES & RAC ...
PAUL YOUNG
ONJ ONJ LINDA HONSTADT T.G. SHEPPARD HOLLEST: GENESIS KENNY ROGERS JAMES INGRAM PAUL MCCARTNEY BILLY JOEL

Hottest: BILLY JOEL CHRIS CROSS CHRISTINE MCVIE POLICE JOHN LENNON

MATTHEW WILDER
HALL & OATES
JIMMY CLIFF
STARBUCK
HOTTEST
BILLY JOEL
CHRIS CROSS
JOHN LENNON
CULTURE CLUB
GENESIS

WAGE/Leesburg, VA

LINDA RONSTADT
ELBOW BONES & RAC
LATTISAW & GILL
LIONEL RICHIE
CRYSTAL GAYLE
FIREFALL
VICTORIA SHAW
T.G. SHEPPARD
BOLLEST:

LIONEL RICHIE

Parallel Three

LINDA RONSTADT BARBRA STREISAN STEPHEN BISHOP MAC DAVIS KOOL 6 THE GANG HOTTEST

LIONEL RICHIE
MINOR DETAIL
BARBRA STREISAND
LINDA NONSTADT
POINTER SISTERS
PAUL YOUNG
BOTCLEST
JAMES INGRAM
GENESIS
CHRIS CROSS
RENNY ROGERS
MICHAEL JACKSON

WG\$V/Guntersville Jackson/Bell LINDA RONSTADT LIONEL RICHIE EURYTHMICS HOTTERE: CHRIS CROSS BILLY JOEL PAUL MCCARTNEY RENNY ROGERS GENESIS

KRLB/Lubbock Rob Roberts

NENA EURYTHMICS CHRISTINE MCVIE MAC DAVIS Hottest: MICHAEL JACKSON GENESIS ONI JAMES INGRAM POLICE

CLIFF RICHARD
ROMANTICS
DIONNE WARWICK
CRYSTAL GAYLE
HOTTEST
JAMES INGRAM
GENESIS
DONNA SUMMER
JOHN LENNON
MICHAEL JACKSON

WNGS/West Palm Beach Rosa Block

THOMPSON TWINS
LIONEL RICHIE
LANI HALL
ROGER DALTRY
HOTTEST:
GENESIS
SILLY JOEL
JOHN LENNON
CHRISTINE MCVIE
POLICE

BOD WIGHT
EURYTHMICS
LINDA RONSTADT
SHALAHAR
JIMMY BUFFETT
CARPENTERS
DAN POGELBERG
THOMPSON TWINS
HOTELBERG
BILLY JOEL
SHEENA EASTON
KENNY ROGERS
JAMES INGRAM
ROOL & THE GANG

124 Current Reports

The following station reported a frozen playlist this week: WLTT/Washington

The following stations did not

report this week and therefore

their playlists were frozen: WAFB/Baton Rouge KUDO/Las Vegas KCEE/Tucson

Note: WCZY/Detroit has discontinued reporting.

R&R welcomes WNAM/Appleton-Oshkosh (P2) as a new reporter.

KRSB/Roseburg, OR Steve Hills

JIMMY BUFFETT
CLIFF RICHARD
LINDA RONSTADT
BOWARD JONES
MINOR OETAIL
BOTTES CROSS
SHEENA EASTON
BILLY JOEL
KENNY ROGERS

Dan Jessop

KALE(Tri-Cities, WA. Mike Purdy

STEVIE NICKS LINDA RONSTADT POINTER SISTERS HOTLEST: GENESIS CHRISTINE MCVIE POLICE KENNY ROGERS ANNE MURRAY

MICHAEL JACKSON HOTTEST: CHRIS CROSS BILLY JOEL KENNY ROGERS GENESIS SHEENA EASTON

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MOR/ALBUMS

Three Two Last Weeks Weeks Week	February 10, 1984	177 REPORTERS	Total Heavy Reports Rotation	Medium Rotation	Total Adds All Rotations
2 1 1	1 VAN HALEN/1984 (WB)	"Jump" (162) "Panama" (129) "I'll Wait" (107)	166 = 163 +	3-	0=
	2 PRETENDERS/Learning To Crawl (Sire/WB)	"Middle" (147) "Time" (110) "Thumbelina" (26)			_
	J. LENNON & Y. ONO/Milk And Honey (Polydor/PG)	"Nobody" (164) "Stepping" (70) "Borrowed" (25)	166 - 144 +	22-	1 –
	4 YES/90125 (Atco)	"Happen" (107) "Leave It" (74) "Changes" (72)	167 - 124 -	43+	2-
1 3 4	5 GENESIS/Genesis (Atlantic)	"That's All" (77) "Home" (75) "Job" (44)	155 - 114 -	41+	5+
5 6 6	6 38 SPECIAL/Tour De Force (A&M)	"Back" (143) "If I'd" (36) "Twentieth" (11)	154 - 114+	40-	1 –
	MANFRED MANN'S EARTH/Somewhere In (Arista)	"Runner" (162) "Demolition Man" (17)	161+ 80+	<i>80</i> –	5-
	CHRISTINE McVIE/Christine McVie (WB)	"Got A Hold" (134) "Million" (64) "Love" (18)	153+ 90+	<i>59</i> –	10-
	FOOTLOOSE/Soundtrack (Columbia)	"Footloose" (148) "Girl" (71) "Paradise" (11)	157+ 84+	71-	14-
	10 DURAN DURAN/Seven And The Ragged Tiger (Capitol)	"New Moon" (127) "Union" (22) "Reflex" (12)	135 - 91+	44 –	3-
	A NIGHT IN HEAVEN/Soundtrack (A&M)	"Heaven" (129)	129+ 85+	43-	6-
	12 JOHN COUGAR MELLENCAMP/Uh-Huh (Riva/PG)	"Guitar" (77) "Houses" (67) "Authority" (34)	136 - 73 -	62+	6+
	13 ROLLING STONES/Undercover (RS/Atco)	"Hot" (117) "Tough" (22) "Undercover" (15)	127- 72-	<i>55</i> =	0-
	DWIGHT TWILLEY/Jungle (EMI America)	"Girls" (150) "Little Bit" (11)	152+ 26+	122+	17-
	DAN FOGELBERG/Windows & Walls (Full Moon/Epic)	"Language" (137) "Gone" (35)	144+ 43+	95+	29 –
	16 HUEY LEWIS & THE NEWS/Sports (Chrysalis)	"New Drug" (90) "Walking" (26) "R&R" (19)	116- 70-	44+	7+
	EURYTHMICS/Touch (RCA)	"Here Comes" (118)	120+ 63+	<i>56</i> –	4-
	18 MOTLEY CRUE/Shout At The Devil (Elektra)	"Looks" (114) "Shout" (43)	125+ 50+	73=	4=
	19 JUDAS PRIEST/Defenders Of The Faith (Columbia)	"Heads" (114) "Freewheel" (15) "Duty" (11)	124+ 30+	93-	3-
	20 OZZY OSBOURNE/Bark At The Moon (CBS Assoc.)	"Bark" (78) "Rebel" (42) "Tired" (15)	105 - 36 -	68 -	2=
	TED NUGENT/Penetrator (Atlantic)	"Tied Up In Love" (115)	121+ 11+	108+	4-
	BON JOVI/Bon Jovi (Mercury/PG)	"Runaway" (112)	116+ 12+	99+	10-
	23 BILLY IDOL/Rebel Yell (Chrysalis)	"Rebel" (79) "Highway" (11)	89- 41-	48-	2+
	24 REAL LIFE/Heartland (Curb/MCA)	"Send Me An Angel" (99)	100 - 35 -	63-	3+
	25 NIGHT RANGER/Midnight Madness (Camel/MCA)	"Rumours" (67) "Rock" (33) "Sister" (10)	87- 30-		1-
	② UTOPIA/Oblivion (Passport)	"Crybaby" (92)	95 - 20+		3-
	27 TWO OF A KIND/Soundtrack (MCA)	"Ask The Lonely" (77)	78- 40-		0=
	ACCEPT/Balls To The Wall (Portrait/CBS)	"Balls To The Wall" (92)	94+ 8+		3-
	CYNDI LAUPER/She's So Unusual (Portrait/CBS)	"Girls" (65) "Time" (11)	72+ 31+		4-
	WANG CHUNG/Points On The Curve (Geffen)	"Dance Hall" (61) "Don't Let Go" (33)	86+ 14+		22=
	31 ROMANTICS/In Heat (Nemperor/CBS)	"Talking" (36) "Rock You" (23) "Million" (15)	63- 19-		2=
	PHYTS/Hyts (Gold Mountain/A&M)	"Backstabbers" (70)	71+ 11+		4-
		"The Politics Of Dancing" (59)	61- 19-		0-
	33 RE-FLEX/The Politics Of Dancing (Capitol)	"Wrapped Around Your Finger" (47)	52 - 26 -		3-
	34 POLICE/Synchronicity (A&M)35 BLUE OYSTER CULT/The Revolution By Night (Columbia)	"Shooting Shark" (44) "Take Me" (22)	55 - 19 -		0=
		"Adult Education" (56)	58+ 15+		21+
	DARYL HALL & JOHN OATES/Rock 'N Soul Part 1 (RCA)	"Bang (Metal)" (28) "Don't Wanna" (12)	44= 15=		1+
	QUIET RIOT/Metal Health (Pasha/CBS)	"Just" (28) "Mine" (16) "Feel" (13)		47-	2-
	38 HEADPINS/Line Of Fire (Solid Gold/MCA)	"You Don't Believe" (29)	29- 16-		1+
5.7. (2.5. (2.1)	39 ALAN PARSONS PROJECT/Best Of The Alan (Arista)	"Legs" (14) "TV Dinners" (13)	32+ 15+		3+
DEBUT	② ZZ TOP/Eliminator (WB)	Logo (14) I Villiois (10)	32 1 73 7	,,,	3+

CHART EXTRAS

No albums qualified as Chart Extras this week.

BREAKERS®

No albums qualified as Breakers this week.





I	Three T		Last	_	177 REPORTERS				Total
1	Weeks V	Veek	Week	•			450		Adds
1	1	1	1	_	VAN HALEN/Jump (WB)	162-			0=
1	3	3	2	0	JOHN LENNON/Nobody Told Me (Polydor/PG)	164+			0-
1	2	2	3		PRETENDERS/Middle Of The Road (Sire/WB)	147-			0-
1	10	5	4	4	38 SPECIAL/Back Where You Belong (A&M)	143=			2-
1	19	11	5		MANFRED MANN'S EARTH/Runner (Arista)	162+			5-
1	51	28	11	$\overline{}$	KENNY LOGGINS/Footloose (Columbia)		81+		10-
1	33	22	12	0	CHRISTINE McVIE/Got A Hold On Me (WB)	134+	85+		5-
ı	16	8	6	8	DURAN DURAN/New Moon On Monday (Capitol)	127+	87+	-	3-
1	22	15	8	9	BRYAN ADAMS/Heaven (A&M)	129+	85+		6-
1	14	10	7		VAN HALEN/Panama (WB)	129+	70+		0-
1	8	7	9		ROLLING STONES/She Was Hot (RS/Atco)	117-	68-		0-
1		34	19		DWIGHT TWILLEY/Girls (EMI America)	150 + 107 -		120+ 37-	16 – 0 –
1	11	9	13		YES/It Can Happen (Atco) EURYTHMICS/Here Comes The (RCA)	118+	61+		4-
		24	18	\equiv	DAN FOGELBERG/The Language (FM/Epic)	137+	41+	91+	28-
1		_	27	1 3	PRETENDERS/Time The Avenger (Sire/WB)	110=	55 +	55 -	20-
1		20	15		MOTLEY CRUE/Looks That Kill (Elektra)	114+	45+	67=	3-
1		16	16	17	VAN HALEN/I'll Wait (WB)	107+	47+	60+	6+
1		25	23		11 1 A O D. 11 A		26+	87+	.3-
1	34	29	24	20	APRIL WINE/This Could Be The Right One (Capitol)	125+		104+	29-
1	-	-	34		HUEY LEWIS & THE NEWS/I Want (Chrysalis)	90-	61-	28-	2=
1		13	14		TED NUGENT/Tied Up In Love (Atlantic)	115+		103+	4-
1		43	25	3	BON JOVI/Runaway (Mercury/PG)	112+	11+	96+	10-
1		44	32		GENESIS/That's All (Atlantic)	77-	63-	14+	0=
	4	4	10		REAL LIFE/Send Me An Angel (Curb/MCA)	99-	34 -	63-	3+
1		23 19	21		YES/Changes (Atco)	72 -	48-	24-	1+
		14	22	27	BILLY IDOL/Rebel Yell (Chrysalis)	79-	35 –	44-	0=
	5	6	17		JOURNEY/Ask The Lonely (MCA)	77-	40-	37-	0=
1		37	35		GENESIS/Home By The Sea (Atlantic)	<i>75</i> +	41+	34 -	3-
		33	30	_	UTOPIA/Crybaby (Passport)	92-	19=	72-	3-
		36	33	3		92+	8+	81+	3-
1		12	20		JOHN COUGAR MELLENCAMP/Pink (Riva/PG)	67-	44-	23-	0=
1		57	38		YES/Leave It (Atco)	74+	44+	30 -	6-
		27	28		JOHN COUGAR MELLENCAMP/Play (Riva/PG)	77-	32-	45-	0-
1		50	39		JOHN LENNON/I'm Stepping Out (Polydor/PG)	<i>70</i> +	<i>35</i> +	<i>35</i> +	2-
1		17	29	36	OZZY OSBOURNE/Bark At The (CBS Assoc.)	78 -	25 –	53-	0-
1		BUT		37	QUEEN/Radio Ga - Ga (Capitol)	89+	9+	54+	88+
	DEI		5	38	ROGER DALTREY/Walking In My Sleep (Atlantic)	84+	6+	<i>55</i> +	84+
		32	36	39	NIGHT RANGER/Rumours In The Air (Camel/MCA)	67-	18-	49-	1-
1	60	53	42	40	CYNDI LAUPER/Girls Just Want (Portrait/CBS)	<i>65</i> +	29 +	<i>35</i> –	4-
	DEE		•	3	SAMMY HAGAR/The Girl Gets Around (Columbia)	71+	17+	<i>50</i> +	23 -
-	-		59	42	CHRISTINE McVIE/One In A Million (WB)	64+	22+	37+	12-
1	54	49	43	43	HYTS/Backstabbers (Gold Mountain/A&M)	70 =	11+	56 –	4-
1	-	-	56	44		<i>76</i> +	4+	63+	26 -
1	-	-	54	45		<i>58</i> +	29+	25 –	7-
	6	18	31		YES/Owner Of A Lonely Heart (Atco)	48 –	33-	15+	0=
	38	42	44		VAN HALEN/Hot For Teacher (WB)	53 –	23-	30+	1 –
	27	31	37		RE-FLEX/The Politics Of Dancing (Capitol)	59 –	17-	42 -	0-
ı	-	58	49		HOWARD JONES/New Song (Elektra)	62+	10-	51+	3-
	50	52	47		POLICE/Wrapped Around Your Finger (A&M)	47-	26=	20 –	3-
1	23	30	40	51	GENESIS/Just A Job To Do (Atlantic)	44 –	26-	18-	0=
	-	56	55	52		43+	22=	21+	2=
-	DEB	BUT	•	53		56+	14+	37+	21+
	V-	-	60		WANG CHUNG/Dance Hall Days (Geffen)	61+	11+	47+	14-
		21	41	55	38 SPECIAL/If I'd Been The One (A&M)	36 –	20-	16-	0=
1		46	46	56	OZZY OSBOURNE/Rock 'N Roll (CBS Assoc.)	42-	16-	25 -	1-
		48	48	57	BLUE OYSTER CULT/Shooting Shark (Columbia) NIGHT RANGER/Rock In America (Camel/MCA)	44 –	13- 16-	31+	0=
		47	51	58		33 -		17-	0-
		35 BUT	50	59 ©	ROMANTICS/Talking In Your (Nemperor/CBS) THOMPSON TWINS/Hold Me Now (Arista)	36 - 46 +	13-	23+	0=
1	DE	וטָטוּ			I HOMITSON I WINS/HOW ME NOW (Alista)	40+	11+	26+	20 –

MOST ADDED ®

QUEEN (88) ROGER DALTREY (84) Walking In My Sleep (Atlantic) **JON BUTCHER AXIS (40)** Don't Say Goodnight (Polydor/PolyGram) **BILLY RANKIN (31)** Baby Come Back (A&M) ALARM (30) 68 Guns (IRS/A&M) APRIL WINE (29) This Could Be The Right One (Capitol)

DAN FOGELBERG (28) The Language Of Love (Full Moon/Epic)

MOST HOTS

VAN HALEN (159) **JOHN LENNON (143)** Nobody Told Me (Polydor/PolyGram) PRETENDERS (133) Middle Of The Road (Sire/WB) 38 SPECIAL (103) Back Where You Belong (A&M) **DURAN DURAN (87)** New Moon On Monday (Capitol) **CHRISTINE McVIE (85)** Got A Hold On Me (WB) **BRYAN ADAMS (85)** Heaven (A&M)

CHART EX

GENESIS Illegal Alien (Atlantic)

QUIET RIOT Bang Your Head (Metal Health) (Pasha/CBS)

BREAKERS

Radio Ga-Ga (Capitol)

50% of our reporters on it. 89/88, including adds at WIYY, WMMR, WDVE, KYYS, KDKB, KFOG, WHCN, WAAF, WKQQ, WKDF, WLVQ, WXLP, KWXL, KOMP. Debuts at #37 on the Tracks chart.

NEW & ACTIVE

BAXTER ROBERTSON "Silver Strand" (RCA) 43/4 (37/3)
Adds: WAMX, WTKX, WXKE, KWFM. Hots: 3 KBCO, KAWY, KTYD. Mediums: 37 include WDVE, WMET, WEBN, KSHE, KROQ, KDKB, KUPD, KGB, WAAL, WQMF, WKZL, WWCT, KFMG.

JON BUTCHER AXIS "Don't Say Goodnight" (Polydor/PG) 40/40 (0/0) Adds include WBCN, WYSP, KTXQ, KSHE, KGB, WAMX, WDHA, WAQY, KLAQ, KQDS. Hots: 1 WAAF. Mediums: 17 include WDVE, KZEW, KGON, KOME, KISW, KISS, WLVQ, KEZO, KFMG,

BILLY RANKIN "Baby Come Back" (A&M) 38/31 (14/14)
Adds: WIYY, KLOL, KQRS, KDKB, KUPD, KOME, KSJO, WKTM, WROQ, WTKX. Hots: 0.
Mediums: 30 include CHUM-FM, WYNF, WEBN, WMMS, KYYS, KSHE, WQBK, WPLR, WDHA, WPDH, WKZL, WLVQ, KATT, KFMG, KZAP.

DAN FOGELBERG "Gone Too Far" (Full Moon/Epic) 35/9 (20/15)
Adds include WAPI, WZXR, KEZE. Hots: 6 KTXQ, WPYX, WTPA, WHCN WDIZ, WBYG. Mediums: 26 include WGRQ, WKLS, KLOL, WSHE, WYNF, KYYS, KSHE, KFOG, KLAQ, WLVQ.

JOHN COUGAR MELLENCAMP "Authority Song" (Riva/PG) 34/5 (27/2)

Adds: WHJY, WWTR, WRUF, KQWB-FM, KAWY. Hots: 17 include WNEW-FM, WMMR, KZEW, KSHE, KLOS, WAAF, WKQQ, WQMF. Mediums: 16 include WEBN, KGON, KRCK, WDIZ.

WANG CHUNG "Don't Let Go" (Geffen) 33/10 (25/7)

Adds include WAQX, WIMZ, KFIV-FM. Hots: 5 CHUM-FM, KQAK, WBYG, KSPN, KFMF. Mediums: 23 include WBAB, WSHE, WXRT, WMMS, KDKB, KCAL, KLAQ, WKZL, WLVQ.

ALARM "68 Guns" (IRS/A&M) 31/30 (1/1)
Adds include WBAB, WNEW-FM, WYSP, KZEW, WXRT, KSHE, KBCO, KROQ, WCMF. Hots: 2
WLIR, KTCL. Mediums: 8 include WCKO, WSHE, 91X, KQAK, WPDH, WAQX.

PAUL YOUNG "Come Back & Stay" (Columbia) 29/6 (24/6) Adds: WBCN, KEGL, WHCN, WAPI, WQDR, KSQY, Hots: 4 WXRT, WMMS, WWCT, KFMF, Mediums: 24 include WLUP, KBCO, KQAK.

GENESIS "Taking It All Too Hard" (Atlantic) 29/3 (25/0)
Adds: WCKN, WFYV, KWFM. Hots: 17 include WBAB, WYNF, WRIF, KWK, KINK, WHCN, WDIZ, WRXL. Mediums: 12 include WMET, WXLP, KGGO.

GREAT WHITE "Stick It" (EMI America) 28/17 (19/19)
Adds include WQFM, KGON, KRCK, KZOK, WXLP, KEZE. Hots: 0. Mediums: 20 include WIYY, WDVE, KZEW, KSHE, KLOS, KOME, KISW, KISS.

KIND "I've Got You" (360) 28/7 (20/5)

Adds: WYNF, WOWE, WTKX, KMBQ, WXLP, KEZE, WIQB. Hots: 4 WEBN, WSKS, WQFM, KSJO. Mediums: 20 include KZEW, WLUP, KRCK, KGB, KOME, KZOK, WCCC, KQDS, KILO.

WIRE TRAIN "Chamber Of Hellos" (415/Columbia) 28/2 (29/10)

Adds: WEZX, WQDR. Hots: 7 WLIR, KBCO, KROQ, 91X, KQAK, WPDH, KTYD. Mediums: 19 include WBCN, WBAB, WXRT, KFOG, WCKN, KMJX.

HUEY LEWIS & THE NEWS "Walking On A Thin..." (Chrysalis) 26/7 (18/5)

Adds: WSCY, WYMX, KLBJ, WIMZ, WTKX, KISS, WRUF. Hots: 10 include KZEW, KLOS, KOME, KSJO, WQMF. Mediums: 15 include WEBN, WMMS, WRQR, WAQX, KATT.

PRETENDERS "Thumbelina" (Sire/WB) 26/1 (24/0) Adds: WNEW-FM. Hots: 20 include WXRT, WMMS, KSHE, KROQ, WTKX, WAPL, KPOI, KREM. Mediums: 6 include WAAF, KWXL.

JOHN LENNON "Borrowed Time" (Polydor/PolyGram) 25/3 (24/2) Adds: KFMQ, KWHL, KAWY. Hots: 9 include WMMS, KFOG, WPYX. Mediums: 16 include KINK,

JASON & SCORCHERS "Absolutely..." (EMI America) 23/12 (15/15) Adds: WBCN, WNEW-FM, WYSP, KBCO, WSCY, WOUR, WROQ, KMJX, WTKX, WMGM, WDEK, KSPN. Hots: 0. Mediums: 15 include WXRT, WKDF.

MINK DEVILLE "Each Word's A Beat Of My Heart" (Atlantic) 23/4 (21/6) Adds: WAPP, KKCI, WPLR, KLBJ. Hots: 2 WXRT, KBCO. Mediums: 20 include WNEW-FM, WLUP,

PRETENDERS "Show Me" (Sire/WB) 23/1 (19/0) Adds: WRKO. Hots: 10 include WXRT, KLOS, WPYX, WPDH, KPOI. Mediums: 13 include WRXT, WHJY, WLUP, WQDR, WLVQ, WWCT.

MICHAEL SCHENKER GROUP "I'm Gonna Make..." (Chrysalis) 19/3 (16/5)

Adds: WAMX, KEZE, WIQB. Hots: 0. Mediums: 17 include WBAB, WDVE, WYNF, KSHE, KGON, KRCK, WPYX, WTPA, WPDH, WCMF, KISS, KFMG. HUEY LEWIS & THE NEWS "The Heart Of Rock..." (Chrysalis) 19/2 (15/2)

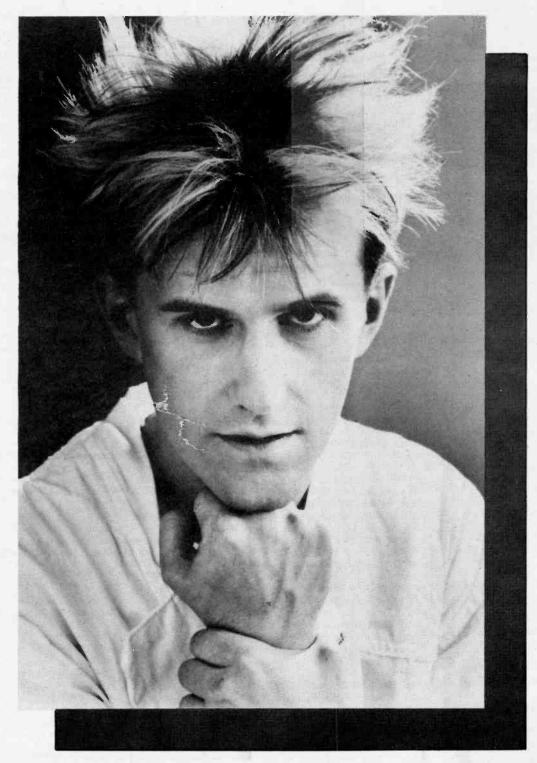
Adds: WQDR, KWFM. Hots: 9 include WRIF, KFOG, WPLR, WCMF, WAAF, WXLP. Mediums: 10

ROCKWELL "Somebody's Watching Me" (Motown) 18/11 (6/2)
Adds: WLUP, WMET, KWK, 91X, WZZO, CHEZ-FM, WKLC, WYMX, WAPI, WZXY, KMGQ.
Mediums: 8 include WXRT.

CHRISTINE McVIE "Love Will Show Us" (WB) 18/2 (19/15) Adds: WDEK, KAWY. Hots: 6 include KCAL, WKTM, WLAV. Mediums: 12 include KTXQ, WCKO,

NEW & ACTIVE — Records building in airplay and coming closest to charting for the first time. Numbers indicate total reports / total adds for this week and last; for example, 40/20 means 40 total station reports and, of those, 20 added it this week. Figures in parentheses are last week's data. Checked records are those that have more than 10 adds this week.

HOWARD JONES—1984's FIRST ROCK SUCCESS STORY



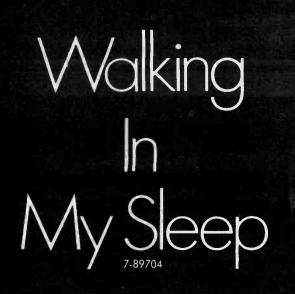
The irresistible rock and roll of Howard Jones has achieved two Top 5 singles on the British Charts as well as a sold-out British tour.

"New Song": A proven hit at AOR's nationwide including:	WBCN	WSKS	WAAL	WOWE	KODS	WYER
	WRXT	WMMS	WTPA	KLAQ	WXKE	WCPZ
	WBAB	WLLZ	WAMX	WZXY	WLAV	KSPN
	WLIR	KWK	WDHA	WIMZ	WYFE	KFMF
	WAPP	KBCO	CHEZ-FM	wkaa	WMGM	KTCL
R&R Hot Tracks: 49	WHJY	KBPI	WPDH	WKDF	WRKI	KTMS
R&R/CHR: 113/11	CHUM-FM	KROQ	WSCY	WTKX	KSMB	KTYD
Billboard Singles Chart: 56*-50*	KEGL	KDKB	WKLC	WODR	KFMX	
Hard/FMQB Song Index: 62*–52*	WLUP	KCAL	WYMX	KMBQ	KUFO	
Album Network Power Cuts: 70*–51*	WMET	KOAK	-WAPI	WKZL	WIQB	
MTV: Medium Rotation	WXRT	WZZ0	WKTM	KGGO	WDEK	

Watch for Howard Jones debut album, *Human's Lib* on March 5th.

single: 7-69766 12":0-66977 Lp: 1-60346





the new 12" PR 572 from Roger Daltrey's forthcoming Lp, "Parting Should Be Painless"





PARTING. SHOULD. BE. PAINLESS

Produced by Mike Thorne Executive Producer: Spike Management: Bill Curbishley



1984 Atlantic Recording Corp. A Warner Cami

MOST ADDED ®

BILLY RANKIN (34) Growin' Up Too Fast (A&M) **DAN FOGELBERG (29)** Windows & Walls (Full Moon/Epic) WANG CHUNG (22) Points On The Curve (Geffen) DARYL HALL & JOHN OATES (21) Rock 'N Soul Part 1 (RCA) **DWIGHT TWILLEY (17)** Jungle (EMI America)

MOST HOTS

VAN HALEN (163) 1984 (WB) PRETENDERS (148) Learning To Crawl (Sire/WB)

JOHN LENNON & YOKO ONO (144) Milk And Honey (Polydor/PolyGram) YES (124) 90125 (Atco) 38 SPECIAL (114) Tour De Force (A&M) GENESIS (114) Genesis (Atlantic)

NEW & ACTIVE

BILLY RANKIN/Growin' Up Too Fast (A&M) 45/34 (21/20)
Adds include KGB, KRQR, KLAQ. Hots: 0. Mediums: 35 include WIYY, KLOL, WYNF, WEBN, WSKS, WMMS, KYYS, KSHE, KDKB, KUPD, WPLR, WCMF, KLBJ, WROQ, WLVQ, KATT, KFMG, KZAP.

BAXTER ROBERTSON/Panorama View (RCA) 44/4 (38/3)
Adds: WAMX, WTKX, WXKE, KWFM. Hots: 3 KBCO, KAWY, KTYD. Mediums: 38 include WDVE, WMET, WEBN, KSHE, KDKB, KUPD, KGB, WAAL, WCCC, WYMX, WQMF, KQDS, KFMG.
WIRE TRAIN/In A Chamber (415/Columbia) 40/3 (41/16)
Adds: WTPA, WEZX, WQDR. Hots: 7 WLIR, KBCO, KROQ, 91X, KQAK, WPDH, KTYD. Mediums: 29 include WBCN, WDVE, WXRT, WMMS, KFOG, WAAF, WCKN.

WBCN, WDVE, WXRT, WMMS, KFOG, WAAF, WCKN.

KIND/Pain And Pleasure (360) 31/7 (24/5)

Adds: WYNF, WOWE, WTKX, KMBQ, WXLP, KEZE, WIQB. Hots: 4 WEBN, WSKS, WQFM, KSJO. Mediums: 23 include KZEW, WLUP, WXRT, KBCO, KRCK, KGB, KOME, KZOK.

PAUL YOUNG/No Parlez (Columbia) 29/6 (24/6)

Adds: WBCN, KEGL, WHCN, WAPI, WQDR, KSQY, Hots: 4 WXRT, WMMS, WWCT, KFMF. Mediums: 24 include WRXT, WBAB, WLUP, KBCO, KQAK.

WRXT, WBAB, WLUP, KBCO, KQAK.

MICHAEL SCHENKER GROUP/Built To Destroy (Chrysalis) 29/6 (22/6)

Adds: KOME, WAMX, WPLR, WLAV, KEZE, WIQB. Hots: 0. Mediums: 27 include WBAB, WDVE, WYNF, WQFM, KSHE, KGON, KRCK, KSJO, KISW, KZOK, KISS.

ROBERT HAZARD/Wing Of Fire (RCA) 28/14 (17/17)

Adds include KBCO, WKTM, WROQ. Hots: 3 WQBK, WMGM, KTYD. Mediums: 16 include WMMR, WYSP, KROQ, KCAL, WZZO, WTPA, WPDH, WKLC.

MINK DEVILLE/Where Angels Fear To Tread (Atlantic) 26/4 (23/6)

Adds: WAPP, KKCI, WPLR, KLBJ. Hots: 2 WXRT, KBCO. Mediums: 23 include WBAB, WNEW-FM, WHJY, WLUP.

JASON & THE SCORCHERS/Fervor (EMI America) 24/13 (15/15)
Adds include WBCN, WNEW-FM, WYSP, KBCO. Hots: 0. Mediums: 15 include WRXT, WCKO, WXRT. SIMPLE MINDS/Sparkle In The Rain (Virgin/A&M) 23/8 (17/10)

Adds include KFOG, WQBK. Hots: 8 include WLIR, KROQ, 91X, KQAK. Mediums: 11 include WXRT, KBCO.

ROCKWELL/Somebody's Watching Me (Motown) 18/11 (6/2)
Adds include WLUP, WMET, KWK, 91X. Hots: 5 include WBCN, WLIR, WMMS. Mediums: 8 include WXRT,

EXPRESSION/The Expression (A&M) 18/6 (14/10)

Adds: CHOM-FM, DC101, KROQ, KSJO, CHEZ-FM, WMGM. Hots: 1 KTCL. Mediums: 11 include WBCN, WRXT, WBAB, CHUM-FM, WXRT, KBCO, KUPD, KFOG, WQBK, WPDH, WCMF.

BROKEN EDGE/Time For A Change (Polydor/PolyGram) 17/2 (18/4)

Adds: WSHE, KTCL. Hots: 2 91X, KTYD. Mediums: 15 include WCKO, KSHE, KBCO, KROQ.

COUP/Coup De Grace (A&M) 15/7 (12/7)

Adds include WAMX, WPLR, WKLC. Hots: 0. Mediums: 8 include WXRT, WQFM, CHEZ-FM, KFIV-FM. DEAR ENEMY/Ransom Note (Capitol) 15/3 (15/1)

Adds: WXRT, KSHE, WBYG. Hots: 2 CHUM-FM, KBCO. Mediums: 10 include WMMS, WDHA, WAQY, KQDS,

UB40/Labour Of Love (Virgin/A&M) 15/3 (11/0)

Adds: WBAB, WNEW-FM, WTKX. Hots: 10 include CHUM-FM, WMMS, WPDH. Mediums: 2 WBCN, WQBK.

SHRAPNEL/Shrapnel (Elektra) 14/12 (2/1) Adds include WGRQ, WCKO, KSHE, KGB, WDHA, KLAQ, WQMF, KWXL. Hots: 0. Mediums: 5 include WPDH,

XTC/Mummer (Geffen) 14/6 (9/9)

Adds include WLIR, KBCO, WQBK. Hots: 5 include WXRT, KROQ. Mediums: 6 include WBAB, 91X, WPDH. BILL NELSON/Vistamix (Portrait/CBS) 13/0 (16/3)

Adds: 0. Hots: 4 WLIR, KSPN, KTCL, KTYD. Mediums: 9 include WCKO, WXRT, KBCO, KROQ, 91X, KFOG, WPDH. TSUNAMI/Tsunami (Enigma) 13/0 (12/3)

Adds: O. Hots: 3 WQFM, KRCK, KZOK. Mediums: 10 include WRXT, WYNF, KSHE, KSJO. GRACE SLICK/Software (RCA) 12/1 (12/4)

Adds: WNEW-FM. Hots: 0. Mediums: 11 include KBCO, KCAL, KFOG, KQAK, KRQR, WLAV.

LET'S ACTIVE/Afoot (IRS/A&M) 12/0 (13/2)

Adds: 0. Hots: 2 WXRT, 91X. Mediums: 10 include WBAB, WLIR, WCKO, KBCO, KROQ, KQAK.

MI-SEX/Where Do They Go? (Epic) 11/7 (4/2)

Adds include CHUM-FM, Q107, WSKS. Hots: O. Mediums: 8 include WCKO, KBCO, 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 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.

G



EAST

Parallel One

WBAB/Long Island

(516) 587-1023

CHUM-FM/Toronto (416) 925-6666

PD: ROSS DAVIES MD: WAYNE MEBSTER PAGE

NOT THE PAGE

YES (H)

YES (H)

YES (H)

YES (H)

JOHN LEWHON (H)

PHETERIOR RS (H)

JOHN COURAGE

RICH JOHN COURAGE

RICH JEWISTON

RICH JOHN COURAGE

RANG CHICA

ROTHER COURAGE

RANG CRICK

ROTHER COURAGE

ROTH ROTH

RICH JOWISTON

RANGEROUM

RICH JOWISTON

RICH JOWIS BOO DOWNERS BLO OWNERS AND STATE OF THE RENOVINE OWNERS BLO OWNERS

* WHJY/Providence (401) 438-6110

PD: TED UTZ ND: JEFF RICCIO

BOY. SEPP. RECCIO

BOX.

ON "ALEN LY)

ON "ALEN LY)

YES (A)

(GHREES (A)

YES (A)

MELIA
TED WIGHERY
TED WIGHERY
JOHN COOGER PELLEN
COZY OSSOURME
CHIESTIME MEVIE
HIMS SOVILLE
DAM POGILLEN
AFFILL WIFE
MOTELS
BAFTLE WIFE
MANG CHING
BAFTLE WIFE
LEGER DALFREY
LIGHT ANG
MONG NO JOHES

WAPP/New York (212) 357-8000

PD: JOE KRAUSE ASST. PD: STEVE ELLIS

PD: OEDIPUS HD: BOB KRANES BOX
PROTENCE RS
VAN HALEN
POLICE
UTGAN EDIBAN
YES
JOHN LINNON
ROLLING STONES
EUN TITHLOS
HUEY LEWIS
RE-FLEX
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WBCN/Boston (617) 266-1111

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Q107/Toronto (416) 967-3445 PD: GARY SLAIGHT HD: BAHANTHA TAYLO

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WNEW-FM/New York (212) 986-7000 PD: CHARLIE KENDALL HD: JIM MCNAGHAN

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WRXT/Buffalo (716) 773-1714

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WGRQ/Buffalo (716) 881-4555 PD: TIM SMITH ASST. PD: PAUL HEINE

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WDVE/Pittsburgh (412) 562-5900 PD: GREG GILLESPIE MD: RON NEWNI

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WOUR/Utica (315) 797-0803 PD: PETER HIRSCH HD: TOM STARR

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PD: MIKE BUSHEY MD: DINO MATELA

WDHA/North Jersey (201) 328-1055

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WAAF/Worcester (617) 752-5611

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WPDH/Poughkeepsie (914) 471-1500

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* WPYX/Albany (518) 785-9800 ND: BOB WELCH

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• WAQX/Syracuse (315) 472-0200 PD: ED LEVINE ASST. PD: AMY DAHLMAN

WZZO/Allentown (215) 694-0511

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WPLR/New Haven (203) 777-6617 PD: BODIE HASKELL MD: BOB LENDON COUP SIMPLE MINDS JON BUTCHER AXIS ROBERT MAZARD BAXTEP ROBERTSON HICHAEL SCHENKER

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* WAQY/Springfield (413) 525-4198 PD: RESS MACDONALD

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CHEZ-FM/Ottawa (613) 563-1919 PD: STEVE COLMILL ND: GREG TORRINGTON

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* WAAL/Blinghamton (607) 772-8850 PD: JOHN CARTER NO: DON HORGAN

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WGIR/Manchester (603) 625-6915

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MD: NIKE BOYLE

WKLC/West Virginia (304) 722-3308 PD: NEIL LASHER

WRKI/Danbury (203) 579-9995

HD: BOB KOCAK HD: BRUCE GOLDSE

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WWTR/Ocean City (301) 289-4545 PD: RICHARD REMSBURG HD: GLENN STEMART

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WOAY/Beckley-Oak Hill (304) 877-2424 PD: CHARLIE JENNINGS HD: TIH PARKER,

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PD: ANDY BEAUBIEN ND: JOHN ROBERTS

WYNF/Tamp (813) 876-0455 PD: CAREY CURELOS MD: NON DIAZ

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KZEW/Dallas (214) 748-9898 PD: ANDY LOCKRIDG MD: JON DILLON

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> WCKO/Miami (305) 731-4800 HD: RUBY CHEEKS

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WKDF/Nashville (615) 244-9532 PD: SMOKEY RIVERS ASST. PD: DAVID HALL

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WAPI/Birmingham (205) 933-9274

KLOL/Houston (713) 526-4591 PD: MICHELLE SAYRE ASST. PD: LINDA SILE

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KTXQ/Dallas (214) 528-5500

PD: TON OWENS HD: DRAKE HALL NOT DRAZE POLLS

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WKLS/Atlanta (404) 325-0960 PD: ALAN SNEED MD: BOB BAILEY

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KMJX/Little Rock (501) 329-3808 PD: TON MODE MD: TOMPT SMITH

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PD: STEVE RUNNER MD: DOC BALLUE

* KXZL/San Antonio (512)226-6444

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*KNCN/Corpus Christl (512) 855-4641 PD: BOB FAZIO HD: HANDO CAMINA

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KRIX/Brownsville (512) 350-9999

PD: GARY STEELE MD: RICHARD BROOKS NOT RICHARD BROOKS

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WZXR/Memphis (901) 728-0060 PD: JOHN RIVERS NOS TON STEIN

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KISS/San Antonio (512) 223-6211

PD: GREG STEVENS MD: TEMPIE LINDSE HOR VAN NALEN 30 SPECIAL NORTH MELIK JOHN COUGAR MELLEN MENTLEY CHU FRITTENE SS FOOTLOGGE CHIEF ALOT OF THE MENTLEY CHEEK STANDER JOHN LENNOR CHEEK STANDER JOHN LENNOR DESCRIPTION OF THE MENTLEY SACA SPECIAL STANDER JOHN LENNOR SHOWN TO THE MENTLEY SACA SPECIAL STANDER JOHN LENNOR SHOWN THE MENTLEY MEATER DES DON JOYS NORTH MENTLEY ACCEPT A SILLY LEWIS AND THE MENTLEY ACCEPT STANDER STAN

WCKN/Greenville Spartensburg (803) 226-1511 PD: STEVE CHRIS

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WIMZ/Knoxville (615) 525-6000 PD: KERRY LAMBERT

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KMBQ/Shreveport (318) 425-8692 PD: DICK BASCOM HD: HICK LANE

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WLRS/Louisville (502) 585-5178 PD: DAN DEELY ND: BRIAN CHRISTOPHER

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RIDD GLOVE
JASON & THE SCORCE
GREAT WHITE

WYER/Mt. Carmel

(618) 262-5111 NO. IRREGIL DEFORD

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PD: TOM BARKER ND: MATT EFFREN NYTS
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COURAN DORAN
BILLY 1001
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WBYG/Kankakee (815) 939-4541 PD: SILL TAYLOR ND: CHRISTIE KAYHILL

KKRQ/lowa City-Cedar Rapids (319) 354-9500 PD: TED BURTON JACOBS ND: SON
VAM HALEN
VES
JOHN COUGAR MELLEN
EUNTYMEIGS
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PRETEROGERS (M)
JOHN LENGON (M)
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TURAN DURAN
REAL LIFE
A NIGHT IN HEAVEN
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WCPZ/Sandusky (419) 625-1010 PD: 808 BEDI

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KQWB/Fargo (218) 236-7900 PD: JON ERDAHL

WIQB/Ann Arbor (313) 662-2881

PD: LES COOK HD: MIKE BELANGER HOLE VAN BILLEN (M)
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KFMQ/Lincoln (402) 476-8565

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K-97/Edmonton (403) 428-8597 PD: NEIL EDWARDS

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KROQ/Pasadena (213) 578-0830

AOR

Parallel One

91X/San Diego (819) 236-9872

PD: JIM GELARO MD: MAD MAX.

BOX MAD MAN.

BOX THOMP SEN THINS
MANG CHING
PRETENDERS
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KBPI/Denver (303) 936-2313

MD: ZAK PHILLIPS

PD: RAYHOND BANESTER MD: LARRY GROVES SOT CULTURE CLUB STO CULTURE CLUB STO DURAN DURAN DURAN DURAN RE-FLEE ADAM ANT REAL LEFE DOLLING STONES PSUEDO ECHO ESTONES PSUEDO ECHO ESTONES SILLY IDOL INTERFER POR FEARS BILLY IDOL INTERFER POR FEARS SILLY IDOL INTERFER POR FEARS SILLY IDOL NOTE PRETENDERS X

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KRCK/Portland (503) 222-1841

PD: BOB BROOKS MD: CAROL RICHARD

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VAN MALEN (N)
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 KBCO/Boulder (303) 444-5600 PD: JOHN BRADLEY MD: DOUG CLIFTON

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*KRQR/San Francisco (415) 765-4036

PD: JON RUSSELL MD: MIN GARRETT BOWN

CHRISTINE NCV EE
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KOLA/San Bernardino (714) 825-9952

PD: AL BARNETT BOC BOCK (A) PRETENDERS (A) PRETENDERS (A) PRETENDERS (B) PRETENDE

KFOG/San Francisco (415) 885-1045

PO: DAVE LOGAN BOX STUNES FOLICIS FOL

KGB-FM/San Diego (619) 292-1360 PD: LARRY BRUCE ASST. PD: TED ED

BOT TOO TOO TOOM

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BOT PETCHAL (H)

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BILLY RANKIN

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KZOO/Missoul

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JOSH LENNOR (#)
PRETENDENS (#)
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KTMS/Santa Barbara (805) 963-1975

PO: BOB SENN MD: MARK GILES

BOT CONTINUES OF STATE CAME TO COME TO

KWHL/Anchorage (907)349-6551 PD: CARTER B. BRADLEY

KTYD/Santa Barbara (805) 963-1601 PD: JANE ASIGER



WEST (continued) EIDIE WHEY CON PELOES STORET CHUR MONTH MO

* KMET/LOS Angeles
(213) 464-5638
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KQAK/San Francisco (415) 474-9100

PD: 908 HEYHANN

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KAZY/Denver
(303) 759-5600
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RD. KELLY O'NEAL
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KOME/San Jose (408) 246-6811 PD: PAT EVANS

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KUPD/Phoenia (602) 838-3062 PD: VAL MCINTOSH MD: CURTISS JOHN

PD: RICK SCOTT

HOL CARL WALDERS

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* KSJO/San Jose (408) 288-5400

PD: LEE ROY HANSEN BOE
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KMEL/San Francisco (415) 391-9400

(475) 391-9400

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 KDKB/Phoenix (602) 897-9300 PD: JEFF SATTLER

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KZOK/Seattle (206) 223-3911 HOL CUAIG MANTIN

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OURY ORSOUNE

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HOLLING NY HD: CRAIG MARTIN

KCAL/San Bernardino (714) 825-5020 PD: JIH JAMES HD: HEKE STEWARD BOX
JOHN LINHON
VAN HOLEN
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KLOS/Los Angeles (213) 557-7250

PD: TOMMY HADGE:

* CFOX/Vancouver (604) 684-7221 PD: DON SHAPER MD: RICK SHANNON BOX
JOHN COUGAR MILLEN
DURAN CURAN
BILLEY IDOL
JOHN LENNON
MUEY LEWIS
PRETENDERS
VAN MALEN
CAZY OSEGURNE
ROLLING STONES

KGON/Portland (503) 655-9181 PD: DAVE VAN DYKE ASST. PD: GLORIA

ASST. PO. CLOREA JOHNSO
BOO.

BOO.
CHARLES (M)
CHARLES (M)
SERVICE (M)
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Parallel Two

KLPX/Tucson (602) 622-6711

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KREM/Spokane (509) 448-2000

PD: BILL STAIRS

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KFMG/Albuquerque

(505) 265-8811 PD: TOH MARSHALL

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(209) 527-6100 PD: C.J. STONE

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KZAP/Sacramento KROY/Sacramento (916) 925-3700 (916) 441-4950 PD: CHUCK BROWNING MD: TON CALE PD: DENNIS NEWHALI

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KILO/Colorado Springs (303) 634-4896 PD: RICH HAWK HD: ALAN WHITE * KIDQ/Boise (208) 336-0939 PD: DAN MCCOLLY

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REAL CHAPTER

KPOI AM-FM/Honolule (808) 524-7100 PD: BILL MIMS MD: ANDY PRESTON

BOOK MATERY PRESENTS

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* KZEL/Eugene (503) 484-4304 PD: KEN HARTIN MOR.
THE OF A KIND
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JOHN COMMAR MELLEN (M)
PRETROCES (M)
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KWXL/Albuquerque (505) 785-5400

BOY

PARTINITIES (A)

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* KWFM/Tucson (602) 748-2400 PD: JIM RAY MD: RICK ALLEN

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* KOMP/Las Vegas (702) 876-1460 PD: CHARLIE HORRIS

NO. SIG MARTY

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A NIGHT IN HEAVEN

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JOHN LENNOR (H)

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PD: JONAE CUMMINGS MD: MAUREEN MATTHEW

FOOTLOOSE (N)
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KKDJ/Fresno (209) 226-5991 PD: DEBORAH CATLIN HD: JEFF RIEDEL

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KRSP/Sait Lake City (801) 262-5541

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Parallel Three

KSPN/Aspen (303) 925-5776 PD: LEE DUNCAN MD: TOM CARRY

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KOZZ/Reno (702) 329-9261

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KAWY/Casper (307) 235-1515 ON: FRED LEEMHUIS NO: JEFF FETTERS

BOX MALE (A) CATTS
VAN NALEN (R)
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LOWER MICHIE
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KFMF/Chico

(916) 343-8461 PDI RON MODOWARD MONE OF THILLEY
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POLICATER B. BRADES
BOOK STATES OF THE STATE

KTCL/Ft. Collins (303) 571-1232 PO: JOHN HAYES MD: SCOTT ARBOUGH

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PRETENDERS
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ABC

OINLISTINE HOVIE
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KAZY/Denver KLPX/Tucson KMEL/San Francisco KMET/Los Angeles KMOD/Tulsa **KXZL/San Antonio** WBLM/Lewiston-Portland

The following station reported

WWCK/Flint

www.americanradiohistory.com

MD: DOUG DAVIS

QUEEN GOLDEN SARRING

BOT VAN BALEN (H) MOTLEY CRUE PRETENDERS (H) ROLLING STONES JORN LENNON 22 TOP (H) CHRISTINE MCVIE TED MUGENT FOOTLOOSE (H)

PD: DANIEL COOK ND: BRUCE VAN DYKE

BOT VAN MALEN CENESIS VES PRETENDERS THEO OF A KIND DURAN BURAN A NIGHT IN MEAVEN EURTHHEICS JOHN LEMBON FOUTLOOSE 38 SPECIAL

The following stations failed to report this week and therefore their lists were frozen:

WTUE/Dayton

its list as frozen this week:

CHR PARALLEL ONE PLAYLISTS

EAST

The lines Philadelphia

PD: Scott Walker

MD: Glenn Kalina

BL SOATHW/Adult Schocation PAEL TOURGE/Come back And Stay THEMPERS TRYES/Rold Are Now OWGOT THILLES/CITS AREL THEMPERS TOUR OF THE TOUR TH

B104 WBSB

Baltimore

Music Coord: Amy Kronthal

Music Coord: Amy Kronthal

1 1 1 CHANGE CLOP/Larue Chemiston

1 1 1 CHANGE CLOP/Larue Chemiston

2 1 1 2 CHANGE CLOP/Larue Chemiston

1 1 2 2 SCHOOL CLOP CLOP CLOP

1 1 4 SUBLA PLANT CLOP CLOP CLOP

2 2 1 2 SCHOOL CLOP CLOP CLOP

2 3 SCHOOL CLOP CLOP CLOP

4 2 MININA PLANT CLOP CLOP

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MMET LEWIS a WENS/I Want A New Drug BALL a CRISS/Adult Education COMMS/Medic Gs Gs

B-94 FM

Pittsburgh PD: Steve Kingston MD: Bruce Kelly

MD: Bruce Kelly

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2 2 to Manager accide/whitler

3 2 to Manager accide/whitler

3 2 to Manager accide/whitler

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25 MALL & OATES/Adult Education THIMPSON THIMS/Mold Me How HAMPRED MANN/Runner SICE SPEENGFIELD/Living In Ox

FM MUSICRADIO

Washington, D.C. PD: Alan Burns MD: Mary Taten

Mary Taten

1 In (OMAL JUCKSON/TWYLLIST
2 JEFFER COMMONDER/Skey with Me Tentyrit
1 IS SAMBOWN FLAT THE MALE PLRY
1 IS SAMBOWN

Boston Kiss WXKS-FM

PD: Sonny Joe White Music Coord: Geni Donaghey

Sic Coord: Geni Donaghey

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2 LIONER BLOCK PRILITY

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5 2 LIONER BLOCK PRILITY

5 3 LIONER BLOCK PRILITY

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WBEN-FM

Buffalo PD: Bob Wood MD: Roger Christian

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ADDS MALL 6 OATMS/Admit Education MATTHEW WILLES/THE ELG's American SECRA MERCEN/Almost Over 1000 TEMPERS TWING/Almost As Nove PAIL VERMC/Cruss Back had Stay Ont/(Livin' Lallossperate

WKBW Buffalo

PD: Sandy Beach

D: Sandy Beach

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KENNY LONGINS/Footlones UB40/Med Red Wise DOMRA SCHOOL/Love Hee & Hind Of TE

Boston
PD: Rick Peters

VAN. MALEY/Jung

VAN. MALEY/Jung

VAN. MALEY/Jung

VAN. MALEY Jung

VAN. MALEY Jung

LIGHT LANGE AND COMMENT

RIGHT LANGE

KIND'S BOLTHER THIS WINDOW,
MOGES CALIFIES WHICH IS MY SIPEP
OURSE MADE OF THE LIST OF THE SIPES
IS SPECIAL Mack there you make the
BOCKS HOOLING THE LIST ADDRESS THE SITE
BOCKS HOOLING PARK

Buffalo PD: Bill Tod

MD: P.J. Fox

MD: P.J. FOX

1 VAN BRANK/Upp

2 BRANK/Upp

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PD: Scott Shannon Asst. PD: Michael Ellis

Asst. PD: Michael Ellis

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H 2 2 Severison VILLERATERS Cheelison

H 3 2 Severison VILLERATERS BY DRIVEN

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92 PROFM

Providence Operations Manager: Tom Cuddy

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Buffalo

PD: Harv Moore MD: John Piccillo

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Music Coord: Ruth Tolson

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Toronto PD: Sandy Sanderson

CILCUMS CARRY CHARGE CONTROL OF THE CONTROL CARRY CARR MD: Bob Saint

NAMES ON THE PROPERTY OF THE P

CKSM PD: Rob Braide

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ADDS 10, 37 ROCKWELL/Somebody's Watching H THOMP SOM TWINS/Bold Me Now 76m

MITTIVA DIO O O WHIX-FM STEREO Pittsburgh PD: Todd Chase

MILT NeITH ADVANCE

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(WPLJ 95.5)

PD: Larry Berger New York MD: Lisa Tonacci

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Toronto PD: Jim Waters MD: Brad Jones

MD: Brad Jones

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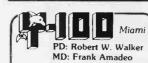
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Ops Mgr: Mason Dixon MD: Diana Thomas

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PD: John Lander MD: Patty Hamilton

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PD: Keith Isley WINZ-FM MD: Mark Shands

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Dallas/ Ft. Worth

Ops Mgr: John Shomby Asst. PD/MD: Pete Thomson

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www.americanradiohistory.com

OF DANCING



Produced by John Punter





PD: John Young

MD: Chris Thomas

Atlanta

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WKT Milwaukee

Ops. Mgr.: Dallas Cole MD: Danny Clayton

MALL a OATMS/Admit Education COLFORS CLOS/Ries No Bland TMD/Segre It



Chicago

Ops. Mgr.: Steve Casey MD: Steve Perun

MD: Steve Perun

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Tacoma-Seattle PD: Sean Lynch

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New Orleans PD: Nick Bazoo MD: Greg Rolling

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MALL & OATES/Admit Education THOUSEN THUM /Noid on Now

Atlanta

(94-Q)

PD: Jim Morrison



Ops. Mgr.: Steve Casey MD: Steve Perun

M CHRISTING NEVIS/Got & Bold On He ROCKWELL/Some body's Vetching H HALL & OATES/Réslt Education

WGCL98 Cleveland

MD: Tom Jeffries

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PD: Bob Travis

MD: Tom Jeffries

St. Louis
PD: Bob Garrett
MD: Kevin McCarthy

PMUL VOLUME/Come such And Stay JACKSON SECURE/POY A MOCKEY THOMPSON TWINS/Noid Me How EIN CARRES/YOU Make My Heart Sea POSWYSH SINTENZAUTOMATIC NAME RED HAVE/DAMPES 38 SWECKLA Sect Where You Selong DAM FOOSELASSO/THE LANGUAGE OF LOVE SOUR DO JOHNSON/JOHN 'S TANK TIME OUT JOSM DO JOHNSON/JOHN YEAR

Q102 Cincinnati

MD: Tony Galluzzo

WEOL ? SEENT PD: Tac Hammer St. Paul

Asst. PD/MD: Gregg Swedberg S.S.I. PD/MD: Gregg Swedberg

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MD: Karen Barber

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Portland

PD: Jon Barry

MD: Steve Naganum

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PD: Trevlyn Holdridge Asst. PD/MD: Bill Jackson

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WAN MALEN/Jump RICHAEL SEMBELLO/Fels

Q103FM KOAQ RADIO Denver

PD: Jack Regan MD: Alan Sledge

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MIDWEST

95 WHYT PD: Steve Goldstein

Detroit MD: Bob Ransom

35 POINTER BIRTERS/Automatic ONJ/(Liein' In)Desparate WANG CHONG/Don't Let Go EDSY HOGE SE/Thie Homeo



PD: Buddy Scott

Chicago

MD: Dave Robbins

MD: Dave Robbins

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OF QUIST SLOT/Sanny Your Head(Mets)

Kansas City

PD: Pat McKay MD: Karen Barber



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 1 DOMATICS/Valling In Your Bleep
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Los Angeles Los Ang

PD: Paula Matthews MD: Robert Moorhead

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- RIGER CALTRY/Weiking In My Sleep KOOL a THE GAMG/Tonight SALL a GENES/Adult Education MINOR DETAIL/Febs It Again MATTHEW WILLER/THE Eid's American SETTH HILLSE/Weser Of Surdan
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KISF PD: Gerry De Francesco

MD: Mike Schaefer

- NI COMEL JACKSON/Thiller

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 FOR MALERY DESTRUCTION TO THE STATE OF THE STATE O

- DAN FOCELAEMG/The Lampuage Of Love EXHET LOGGINS/Footlooms

KWSS 94.5 PM

San Jose PD: Dave Van Stone MD: Robin Kipps



Denver

PD: Doug Erikson MD: Gloria Avila

- NI CORREL INCREMENTALINE

 YOU RALEW/DAMP

 TOWN RALEW/DAMP



Los Angeles

PD: Bob Hamilton MD: David Grossman

- PAIR YOUNG/Come back And Stay THOMPSON THINS/Hold He How ROLLING STOWNS/She Was Hot

Phoenix PD: Reggie Blackwell MD: Art Morales

- 1 THE CONTROL OF THE
- - NOCHWELL/Somebody's Watching H REAL LIFE/Send Re An Angel

Phoenix

PD: Charlie Quinn MD: Steve Goddard

KUBE 93FM

Seattle

PD: Bob Case MD: Tom Hutyler



XTRA San Diego

PD: Jim Richards MD: Anne Haney

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 I HIGHEL SCHSOM/Thiller

 CULTUTE CLUP'S Arma Chanelon

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 MOTLEY CRUE/Looks That Kill

610 # KFRC

San Francisco PD: Gerry Cagle MD: Lynette Abraham

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Coming In March...



By popular request, R&R's 1984 Ratings Reports will include results for the TOP 100 markets.

Volume I, featuring the Fall '83 results, is coming in March.

EAST Most Added • Hottest

Thompson Twins Queen

Van Halen Michael Jackson Nena

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

Hall & Oates **Dwight Twilley** Queen

Van Halen Michael Jackson Nena

EAST PARALLEL TWO

WFLY/Alberry, NY JECK LEWYENCE
TERREPORT YNINS
COMESS
ABCLANCK,
BALL & OATES
BIG COUNTRY
DNIGHT TWILLEY
LOWERISTS 2-1
VAN HALEN 14-10
CYMDI LAUDER 19-12
JOHN LEWNON 20-13

WTRY/Albany, NY

POINTER SISTERS
BOTCOST
VAN HALEN 8-2
CYMDI LAUPER 11-4
PRETENDERS 10-6
RAY PARKER JR. 19-15
BUET LENIS & NEWS 27-20

Q100/Allentown, PA Dillon/Freeman

DAN POGELBERG 38 SPECIAL SHEENA EASTON HOWARD JONES HALL 6 OATES HALL 6 OATES Bottest: MICHAEL JACKSON 4-1 VAM HALEN 1-2 PRETENDERS 16-9 HENA 24-16 CYNDI LAUPER 23-18

WVSR/Charleston, WV

Balley/Larson Delivitarion

BALL & OATES
BONNIE TILER
APRIL WINE
APRIL WINE
THE TILEY
AATTHEM TILDER
T.G. SHEPPARD (dp)
BOTSERI: SEANNON 6-1
HEBA 12-5
VAM HALES 17-11
CYMDI LAUPER 21-15
FOINTER SISTERS 33-21

K104/Erie, PA

TIGGI CLAY GOUSEN MONEY
GOUSEN GOOGE DALTRY
JEFFREY OSBORME
ADAM ANT
BOttast:
HEMA 4-1
YES 6-4
HICHAEL JACKSON 10-5
VAN BALEN 15-9
POLICE 17-11

WYCR/Hanover-York, PA Mark Richards

DWIGHT TWILLEY
RALL & OATES
BOWNIE TYLER
AMERICAN COMEDY N (dp)
MOTLEY CRUE (dp) MOTLEY CRUE (dp)
HOTTELY:
VAM HALEN 6-1
MICHAEL JACKBON 11-6
CYNDI LAUPER 16-10
JOHN LENWON 24-19
ROCKWELL 37-23

WTIC-FM/Hartford, CT Mike West

MAND YVEST
BALL & OATES
RE-FLEX
WARD CRUNG
UB40
UB40
CVB01 LAUPER 1-1
VAN RALEN 5-4
BUTY LEBIS & NEWS 15-12
BOCKWELL 20-14

WKEE/Hundington, WV

Gary Mimer
HALL & OATES
TEOMPSON TWINS
TEOMPSON TWINS
COURSE (dp)
DWIGST TWILLEY (dp)
JEFFREY OBEONEE (dp)
APRIL WINE (dp)
BOTESEL WINE (dp)
HICHARL JACKSON 7-1
CYMDI LAUDERS 9-3
PAGI HCCARTWEY 10-4
VAN HALDEN 20-5
SEMENA EASTON 11-6

WLAN-FM/Lancaster, PA

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BRITTE MIDLER
HOCKARL JACKSON 2-1
HICHARL JACKSON 14-10
NEWA 28-17
JOHN LEMNON 27-19

KC101/New Haven, CT

SRALAMAR SRALAMAR
PAUL YOUNG
38 SPECIAL
JEFFREY OSBORNE
SREENA EASTON
APRIL WINE
HOTCEST:
VAN RALEN 1-1
HICRABEL JACKSON 3
CYNDI LAUPER 5-3
JOHN LENNON 13-8
ROCKWELL 19-12

W8PK/Poughkeepele, NY Chris Leide

CHIELEGE
MATTHEM WILDER
ONES
MANC CHUNG
DWIGHT TWILLEY
ON
SOTES
POLICE 3-1
HICEARL JACKSON 4-2
VAN BALEN 14-5
JOHN LEWNON 20-12

WHFM/Rochester, NY **Bob Scott**

T.G. SHEPPARD (dp) AMERICAN COMEDY N (dp) QUEEN
RENNY LOGGINS
DWIGHT TWILLEY
HALL & OATES Hottest: VAN RALEN 1-1 NENA 12-2 CYNDI LAUPER 5-4 MICHAEL JACKSON 14-5 RUEY LEWIS & NEWS 13-7

98PXY/Rochester, NY Tom Mitchell Tom Mitchall
HALL & OATES
PAUL YOUNG
ONJ
THOMPSON TWINS
ADDM ANT
DMIGHT TWILEFY
TRACY ULHAMM
T.G. SHEPPARD
HOTESEL HICRAEL JACKSON 1-1
VAN BALEN
POLICE 13-6
CYNDI LAUPER 19-8

WGFM/Schenectedy, NY

HALL & OATES RALL & GATES
ONLY
THOMPSON TWINS
SHEEMA EASTON (dp)
APRIL MINE
HOTEST
POLICE 5-2
VAN RALEN 6-3
MICRAEL JACKSON 10-5
CYMDI LAUDER 13-9
RUEY LEMIS & NEMS 24-15

WKFM/Syracuse, NY Chuck Lakefield

KIM CARNES BILLY IDOL BILLY IDOL
WANG CHUNG
THOMPSON TWINS
BOC (dp)
BOC test:
VAN RALEN 1-1
CYMDI LAUPER 12-3
MICHARL JACKSON 13-5
NEWA 11-7
POLICE 22-11

WPST/Trenton, N. **Tom Taylor**

HALL & OATES
QUEEN
THOMPSON TWINS
WANC CRING
MATTHEM MILDER
ROTESE:
MICRAEL JACKSON 4-1
VAN HALEM 6-4
BILLY JOEL 14-7
JOHN LENNON 19-8
CYNDI LAUPER 26-20

HALL & OATES DWIGHT TWILLEY QUEEN BETTE MIDLER TED NUGENT TED NUGENT Hottest; VAN HALEN 3-1 HUEY LEWIS & NEWS 6-4 MICHAEL JACKSON 10-5 DURAN DURAN 13-10 EURYTHMICS 27-15

WKRZ-FM/Wilker-B

DAN FOGELBERG HALL & OATES MINOR DETAIL KIM CARNES ONJ ONJ
Bottest:
van HALEN 11-1
CYNDI LAUPER 25-9
NEMA 22-12
CHRISTINE MCVIE 31-14
EURYTHMICS 36-17

Q106/York, PA

HUEY LEWIS & NEWS DAN POGELBERG ROCKWELL WANG CHUNG BIG COUNTRY (dp) TROMPSON TWINS THOMPSON TWINS
NOTTES:
CULTURE CLUB 1-1
LIONEL RICHIE 3-2
GENESIS 4-3
MICHAEL JACKSON 8-5
CHRIS CROSS 9-8

PARALLEL THREE

ONJ
POINTER SISTERS
ROGER DALTRY (dp)
DWIGHT TWILLEY (dp)
QUEEN (dp)
TED NUGENT (dp)
LINDA RONSTADT (dp) LINDA RONSTADT (dp) Hottest: CULTURE CLUB 1-1 QUIET RIOT 10-2 MICHAEL JACKSON 11-4 POLICE 16-9 VAN HALEN 2I-11

WGUY/Bangor, ME Jim Randali

Jim Rendem
QUEEN
CHERYL LYNN
DWIGHT TWILLEY
ONJ
HALL & COATES
38 SPECIAL
T.G. SHEPPARD (dp)
BOC (dp)
BOC (dp)
BOC (dp)
GOTES
GEWESIS 3-2
VAN HALEN 14-5
JOHN LENNON 19-11
NENA 20-12

WZON/Bangor, ME Michael O'Hara

T.G. SEEPPARD HALL & OATES HALL & OATES
QUEEN
DWIGHT TWILLEY
THOMPSON TWINS
BIG COUNTRY
WANG CRUNG
BILLY IDOL
HOttest:
CULTURE CLUB 3-1
ROMANICS 8-7
HICHAEL JACKSON 14-9
VAN BALER 15-10 WIGY/Both, ME Scott Robi

Scott Robbins
THOMPSON TWINS
QUEEN
OWIGHT TWILLEY
SURVIVOR
T.G. SHEPPARD
HOLLES

103CIR/Beckley, WV **Bob Spencer**

BOD Spencer
ADAM ANT
WANG CHUNG
HALL 4 OATES
LIONEL RICHIE
POINTER SISTERS
ROULING STORES
BOWNIE TYLER
HOTES
LIONEL RICHIE 2-1
ONL 5 TRAVOLTA 7-3
MEMA 11-4
MICHAEL JACKSON 16-8
REAL LIFE 19-10

WIKZ/Chambersburg, PA Metthews/Alexande

QUEEN ONJ
WANG CHUNG
BILLY IDOL
HALL & ONTES
HOCKERI
NEMA 2-1
NEMA 2-1
SHANNON 9-5
SHANNON 9-5
HOUSE 17-11
HUEY LEWIS & NEWS 26-15

WTSN/Dover, NH

RC BALLE OATES
RUEY LEWIS & NEWS
MANFRED MANN
TINA TURNER
ROCLEST
CULTURE CLUB 1-1
GENESIS 4-2
VAN HALEN 16-3
MICHAEL JACKSON 10-5
CYNDI LAUPER 17-15

WERZ/Exeter, NH Scott MacKay

THOMPSON TWINS ONJ
OUSEN
DWIGHT WILLEY
T.G. SHEPPARD (dp)
TIGGI CLAY (dp)
FOSTER
FOSTER
CULTURE CLUB 1-1
VAN HALEN 16-10
AMERICAN COMEDY N 30-15
JOHN LENNON 26-22
KENNY LOGGINS 36-26

WZYQ/Frederick, ND Kemosabi Joe

DWIGHT TWILLEY HALL & OATES THOMPSON TWINS THOMPSON QUEEN DAZZ BAND (dp) BONNIE TYLER (dp) BONNIE TYLER (dp) BOTTEST: MICHAEL JACKSON 4-1 VAN HALEN 7-2 CYNDI LAUPER 15-6 SHANNON 23-11 NENA 25-13

WQCM/Hagerate Will Kauffman

WHR ABUTTHEN
RALL 4 OATES
APRIL WINE
ADAM ANT
ONLJ
ROCER DALTRY
BETTE HIDLER
T.G. SEEPPARD (dp)
HOTESEL JACKSON 7-3
VAN RALEN 9-4
NEMA 10-7
CYMDI LAUPER 28-15

OK100/Ithaca, NY

BHI Weston
JOHN COUGAR
ROGER DALITHY
DEFFREY OSBORNE
DDJLE HONEY
TIGGI CLAY
BONNIE TYLER
HOTEGET
JOHN COUGAR 1-1
NENA 7-3
VAN RALEN 13-7
CYNDI LAUDER 33-19
EURYTHHICS 32-21

13FEA/M

CULTURE CLUB
DAN POGELBERG
BOC
MINK DEVILLE
BETTE HIDLER
PATTI LABELLE
HINGR DETAIL (dp)
APRIL MINE
BOCTES CLUB 2-1
MICHAEL JACKSON 10-3
LIONEL RICHIE 5-4
VAN RALBN 18-10
KENNY ROGERS 20-14

Jack Gleen
ONJ
ONJOHICHT TWILLEY
RALL 6 OATES
QUEEN MATTHEW WILDER
BONNIE TYLER
UB40
FORTESTS 2-1
MICHAEL JACKSON
VAN HALEN 11-5
POLICE 13-8
NEBNA 22-11

Phoenby/O'Nell

POINTER SISTERS HALL & OATES ROGER DALTRY T.G. SHEPPARD T.G. SHEPPARD
BOC
DWIGHT TWILLEY
BIG COUNTRY
QUEEN
HOTEGET:
VAN HALEN 3-1
NEMA 9-3
CYMDI LAUPER 8-5
MICHAEL JACKSON 17-8
EURYTHMICS 21-16

WHEB/Portsmouth

HALL & OATES
QUIET RIOT
HOTES:
VAN HALEN 4-1
POLICE 8-4
JOHN LENNON 12-7
BUEY LENIS & NEWS 14-10
REAL LIFE 13-11

WOMP-FM/Wheeling, WV

DWWYNE BONDS
PAUL YOUNG
ROCKWELL
WIGHT TWILLEY
FALL AOATES
ONJ
APRIL WINE
UB40
TRACY ULLMAN
HOTER I LIONEL RICHIE 2-1
JOHN COMMAN 8-2
VAN HALEN 8-3
JOHN LENNON 7-4
MICHAEL JACKSON 17-10

WSQV/Williamsport, PA Frank Bell

ROGER DALTRY
THOMPSON TWINS
QUIEEN
DWIGHT TWILLEY
HOUSE IN THE THE TWILLEY
LOR HALLEN 2-1
JOHN LENHON 11-8
EUNTTHINES 17-12
KENNY LOGGINS 21-14

SOUTH PARALLEL TWO

WBBQ/Augusta, GA

HALL & OATES
MATTHEN MILDER
WANG CHUNG
WANG CHUNG
POLLING STONES (dp)
TIGGI CLAY
BOTTOM COLLING
CULTURE CLUB 1-2
MICHAEL JACKSON 4-3
VAN HALEN 18-12
SHANNON 20-16

KHFI/Austin, TX

POINTER SISTERS ROCKWELL ROLLING STONES DAN FOGELBERG 38 SPECIAL MUSICAL TOUTH HOWARD JONES MANFRED MANN KC RC UB40 Hottest:

WFMF/Baton Rouge

Rice/Ahysen POINTER SISTERS
SHEERA PASTON
EURYTRHICS
NEWA (dp)
ROCKMELL (dp)
BOTEST
CULTURE CLUB 3-1
BILLY JOEL 6-3
MICHAEL JACKSON 11-5
VAN HALBEN 14-8
KENNY LOGGINS 26-23

KZZB/Besumont, TX

Murphy/Herrieo DWIGHT TWILLBY 38 SPECIAL ROLLING STONES PAUL YOUNG ONJ BILLY IDOL BIG COUNTRY BIG COUNTRY HOTHER! JACKSON 2-1 HICHAEL JACKSON 2-1 HENA 8-4 VAN RALEN 12-5 CYNDI LAUPER 14-7 HUEY LEWIS 6 NEWS 18-11

Kevin McCarthy

DURAN DURAN DWIGHT TWILLEY DAN FOGELBERG MATTHEN WILDER WANG CHUNG HALL & OATES

WSSX/Cha Bill Martin

HALL & OATES TINA TURNER DWIGHT TWILLEY WANG CHUNG PAUL YOUNG

BOC AMERICAN COMEDY N (dp)

NAMERICAN COMBOY N (GP HOCKEST: VAN RALEM 2-1 BUEY LEWIS & NEWS 7-4 RAY PARRER JR. 11-8 CHRISTINE MCVIE 20-9 EURYTHMICS 25-19

HALL & UNITES
HOLLEST:
MICHAEL JACKSON 1-1
CULTURE CLUB 3-2
VAN HALEN 10-4
POLICE 16-9
NENA 20-11

Mickey Coulter NOTE HOTEL JACKSON 1-1 CHRIS CROSS 6-6 BILLY JOEL 7-7 POLICE 9-9 VAN HALEN 13-13 KXX106/Birminghem, AL

96XIL/Parkersburg, WV Paul DeMille

BONNIE TYLER ROGER DALTRY EDDIE MONEY TED NUGENT (dp) JEFFREY OSBORNE HOTEGE: MICHAEL JACKSON 6-1 BILLY JOEL 3-2 ONJ & TRAVOLTA 8-3 VAN RALEN 14-6 NENA 12-7

WBCY/Charlotte, NC

Bob Kaghan KENNY ROGERS QUEEN ONJ HALL & OATES MATTHEW WILDER Hottest: MATTHEW WILDER
HOTCEST:
NENA 2-1
VAN HALEN 6-2
WICHAEL JACKSON 4-3
CYNDI LAUPER 19-6
HUEY LEWIS & NEWS 15-10

WSKZ/Chattanooga Jeff Blake

ROCKWELL MALL & OATES RE-FLEX HOWARD JONES HOWARD JONES ONJ THOMPSON TWINS Hottest: MICHAEL JACKSON 6-1 VAN HALEN 7-2 POLICE 10-5 NENA 14-6 DURAN DURAN 25-17

WNOK-FM/Columbia, SC

ONJ TINA TURNER ROLLING STONES CHERYL LYNN UB40 HALL & OATES HALL 6 OATES
THOMPSON TWINS
HOTCEST:
CHRIS CROSS 2-1
MICRAEL JACKSON 20-16
VAN HALEN 30-20
CHRISTIRE MCVIE 32-28
KENNY LOGGINS 35-31

WZLD/Columbia, SC DWIGHT TWILLEY

ONJ SHEENA EASTON THOMPSON TWINS HALL & OATES PAUL YOUNG

PAUL YOUNG QUEEN RE-FLEX HOTLOSI: CULTURE CLUB 1-1 VAN HALEN 2-2 MICHAEL JACKSON 4-3 NENA 11-5 JOHN LEMMON 28-16

WNFI/Daytone Beach, FL

QUEEN WILDER
VANDEMBERG
DMIGHT TMILLEY
HOTHEREL JACKSON 2-1
VAN HALEN 7-5
NENA 10-6
SHAMHON 11-8
CYNDI LAUPER 17-12

WDCG/Durham-Raleigh, NC

ROCKWELL HALL & OATES THOMPSON TWINS

ONJ RE-FLEX Hottest: GENESIS 2-1 MICHAEL JACKSON 3-2 SEANNON 10-4 VAN HALEN 12-5 CYNDI LAUPER 16-10

KAMZ/El Pago, TX

VAN HALEN LATTISAN & GILL MARY JANE GIRLS

MARY JAME GIRLS
HOTCEST:
MICHAEL JACKSON 4-1
CULTURE CLUB 1-2
SHANNON 2-3
SHALAMAR 13-8
POLICE 18-10

KSET-FM/EI Paso, TX

PATTI AUSTIN HUEY LEWIS & NEWS Hottest: NENA 1-1 CULTURE CLUB 2-2 VAN HALEN 13-7 JOHN LENNON 14-10 EURYTHMICS 27-19

38 SPECIAL DAN FOGELBERG PAUL YOUNG THOMPSON TWINS PATTI AUSTIN

Bob West

Brian Dougles

DAN POGELBERG QUEEN

94TYX/Jackson, MS OWIGHT TWILLEY
QUEEN
THOMPSON TWINS
RE-FLEX
APRIL WINE
HOtees:
CULTURE CLUB 2-1
VAN HALEN 11-2
MICHAEL JACKSON 10-4
CYNDI LAUDER 23-16
ROCKWELL 30-19 Jim Chick Jim Chick
QUEEN (dp)
ROLLING STONES (dp)
RALL & OATES
TRACY ULLMAN
ONJ
HOTECOLOGY
CULTURE CLUB 8-7
VAN RALEN 14-8
JOHN COUGARA 15-9
SRANNON 30-18

KiTE/Corpus Christi, TX Baker/Gonzalez

Baker/Gonzalez
RENNY ROGERS
ONJ
QUEEN
DAN POGELBERG
UB40
BAG CRUNG
MANG CRUNG
MANG CRUNG
MANG CRUNG
MICHAEL JACKSON 8-2
VAN MALEN 25-15
RURY LEWIS A MALEN 25-25
MENA 21-16
RURY LEWIS A MENS 29-25 WQUT/Johnson City; Th **Rod Hampton** JACKSON BROWNE Hottest: CULTURE CLUB 14-9 MICHAEL JACKSON 15-10 POLICE 25-19 VAN HALEN 32-21 DURAN DURAN 35-31 WOKI/Knoxville, TN

KZFM/Corpus Christl, TX

Gery Adkine
QUEEN
T.G. SHEPPARD
DAIL BAND
JACQUI BROOKES
BONNIE TYLER
PATTI LABBLLE
MAC DAVIS
HOTHER CLUB 1-1
CULTURE CLUB 1-1
CYMDI LAUDER 10-3
NEWA 12-7
VAN HALEN 15-9
HURY LEWIS & NEWS 17-10 CYNDI LAUPER
ROCINELL
MUSICAL FOUTH
HOTGEST
HICHAEL JACKSON 2-1
CULTURE CLUB 1-2
GENESIS 3-3
GENESIS 3-3
HUEV LEMIS & NEMS 25-18
HUEV LEMIS & NEMS 25-18 WDOQ/Daytona Beach, FL

WFMI/Lexington, KY

ROCKWELL HOWARD JONES JACKSON BROWNE JACQUI BROOKES OUREN OWEEN
APRIL WINE
DWIGHT TWILLEY
THOMPSON TWINS
ROTESE:
MICHAEL JACKSON 1-1
VAN HALEN 5-2
POLICE 8-3
SHANNON 24-14
CYNDI LAUPER 30-16

KKYK/Little Rock, AR Mark McCain

POLICE BILLY JOEL BILLY JOEL MENA Rottest: MICHAEL JACKSON 1-1 RAY PARKER JR. 7-3 CYNDI LAUPER 9-5 VAN HALEN 17-6 CHRIS CROSS 20-10

FM100/Memphis, TX John/Prestiglecomo

DAN POGELBERG ROCKWELL SHEWAR EASTON LIOWEL RICHIE HOTESET; CULTURE CLUB 1-1 HENA 30-20 SHANNOW 32-22 KENNY LOGGINS 33-25 DURAN DURAN 34-27

WABB-FM/Mobile, AL

FASTIVATION
BALL 4 OATES
ROLLING STORES
TECORPOON TWINS
PAUL YOUNG
HOTELS:
VAN HALEN 8-1
HIGBREL JACKSON 10-5
NENA 13-6
CYNDI LAUPER 19-12
ROCKWELL 20-13 G100/Mobile, AL Scott Griffith

ONJ HALL & OATES WANG CHON UB40 (dp) TIGGY CLAY (dp)

TIGGY CLAY (dp)
Hottest:
MICHAEL JACKSON 3-1
CULTURE CLUB 1-2
ROMANTICS 2-3
POLICE 17-9
VAN HALEN 18-10 WHHY-FM/Montgo Merk St. Johr

Merk St John
HALL 6 OATES
QUEEN
YOUNG
DATES
DATES
HOTELST TMILLEY
HICHAEL JACKSON 1-1
NEMA 5-2
VAN RALEM 12-6
SHANNON 17-9
ROCKWELL 26-15

KENNY LOGGINS 38 SPECIAL. ROLLING STONES HALL 4 OATES MANFRED MANN MAMFRED MANN
ROTCHE:
CULTURE CLUB 1-1
ROMANTICS 2-2
GENESIS 3-3
MICEAEL JACKSON 11-5
VAN HALEN 14-6

KRGV/McAllen-Brownsville, TX Bob Perry

WANS FM/Greenville, SC EC TROMPSON TWINS Bottest: MICHAEL JACKSON 2-1 CULTURE CLUB 1-2 CERIS CROSS 7-4 CYNDI LAUPER 9-5 BILLY JOEL 11-8 HALL & COATES
UB40 (dp)
TBOMPSON TWINS
DHIGHT TWILLEY
JACKSON BROWNE
HICHARL JACKSON 1-1
POLICE 13-8
VAN HALEN 18-9
SHANNON 16-13
NEWA 19-14 KX104/Neshvills, TN ryan Sargent

WRQK/Greensboro, NC

CYNDI LAUPER AMERICAN COMEDY N

AMERICAN COMEDY N
WANG CHUNG
PAUL YOUNG
THOMPSON TWINS
EALL & OATES
QUEEN (dp)
APRIL WINE (dp)
JACKSON BROWNE (dp)

JACKSON BROWNE (dp) Hottest: CULTURE CLUB 1-1 BILLY JOEL 7-2 MICHAEL JACKSON 9-3 VAN HALEN 11-4 POLICE 19-8

Scott Mitchell

Jones/Conrad

BALL & OATES
BOLLING STONES
POINTER SISTERS
MATTERW MILDER
UB40
ROTESEL JACKSON 1-1
NEMA 8-2
VAN RALEN 9-3
JORN LEBRON 17-13
ROCKWELL 27-20 WZYP/Huntsville, AL ROLLING STONES WANG CHUNG THOMPSON TWINS QUEEN HALL & OATES DWIGHT TWILLEY DMIGHT TWILLEY
HOTESEL:
VAN HALEN 6-1
POLICE 8-4
STANNON 11-5
MICHAEL JACKSON 13-7
JOHN LENNON 19-10

WSFL/New Bern, NC John Peace ADAM ANT QUEEN JACKSON BRONNE EALL & OATES DWIGHT TWILLEY SHALAMAR SEALAMAR
BOTTEST:
NICEARL JACKSON 12-2
VAN BALEN 16-7
SHANNON 20-14
NENA 35-25
PATTI LABELLE 37-27

WNVZ/Norfolk Steve Kelly

ADAN ANT
CHENTL LYNN
RENNY LOGGINS
TIRA TURNER
ROCKWELL
HAMPPERD HANN
JACKSON BROWNE
BOWARD JONES
DAN FOGELBERG
MICHAEL JACKSON
SOLDERS MICHAEL JACKSON
HOTCHEL
ELTON JOHN 5-3
KOOL & THE GANG 9-5
HENA 13-6
MADORNA 20-10
CYNDI LAUPER 19-12

BJ105/Orlando, FL Gary Mitchell

NOCKWELL CYNDI LAUPER CYNDI LADPER
BOTTest:
CULTURE CLUB 1-1
GENEBIS 7-4
HICHAEL JACESON 16-8
VAN HALLE 21-12
FEMA 27-18

WRVQ/Richn Bob McNelli

HERA 30 SPECIAL DATE BAND RE-FLEX EC RC
STEVE BASSETT
BOCT-set:
SHAMPOW 2-1
LIONEL RICHIE 6-2
HURY LEWIS & NEWS 12-8
WEBHA D-15 KFTY/Sen An Frank Waleh

Frank Welsh
MIDWIGET STAR
BATSON S FLACK (dp)
DASS BAND (dp)
OURSH (dp)
BALL A OATES

BALLING STONES (dp)
FLOGI CLAY (dp)
FLOGI CLAY (dp)
FLOGI CLAY (dp)
BOTTES

BOTTESEL JACKBON 5-1
DESILE 13-8

DOCKWELL 13-1

EMENTY BOGERS 25-16

KTFM/Sen Antonio, TX

Thormer/Meaty
ELTOW JOHN
EALL & OATES
CUEEN (dp)
RATTEM WILDER
DASE BAND (dp)
DWIGHT TWILLEY
ONJ
MINK DEVILLE (dp)
T.G. SHEFPAND
ECTEST:
CULTURE CLUB 1-1
RADOWNA 10-7
KOOL & THE GANG 13-9
ELTOW JOHN D-10
VAN HALEN 25-20

KTSA/Sen Antonio, TX

NONE
BOTTEST:
MICHAEL JACKSON 1-1
CULTURE CLUB 2-2
ROOL & THE GANG 3-3
YES 4-4
GENESIS 11-11 KROK/Shreveport, LA

DURAN DURAN PAUL YOUNG THOMPSON TWINS WANG CHUNG Hottest: CULTURE CLUB 1-1 GENESIS 2-2 BILLY JOEL 7-3 SHEENA EASTON 14-8 JAMES INGRAM 15-13 WSEZ/Wineton-Selem

Steve Finnegen POLICE KENNY ROGERS RENNY ROCERS
HOttest:
CULTURE CLUB 1-1
MICHAEL JACKSON 4-3
JOHN LENNON 11-5
KOOL & THE GANG 12-9
ONJ 16-12 PARALLEL THREE Tom Kelley

KQIZ-FM/Am Ron Chase

HALL & OATES DWIGHT TWILLEY ROGER DALTRY TED NUGENT QUEEN BETTE MIDLER PATTI AUSTIN BOLLERT; HOLLESTIN OUIET RIOT 1-1 MICHAEL JACKSON 2-2 VAN RALEN 8-4 JOHN LENNON 10-5 JOHN LENNON 10-5 EURYTEMICS 17-9

none Hottest: CULTURE CLUB 1-1 KOOL & THE GANG 4-4 MICHAEL JACKSON 5-5 JOHN COUGAR 6-6 VAN HALEN 9-9 WISE/Ashville, NC John Steven DWIGHT TWILLEY QUEEN DASS BAND

DATE BAND
ONJ
PATTI AUSTIN
ROLLING STONES
HOTLET CRUE (dp)
BALL & OATES
AMERICAN COMEDY N
ADAM ART
PATTI LABELLE
BOTTONES 11-6
HENA 14-7
CYMDI LAUPER 18-13
JOEN LENNON 21-18 Scott Owens

WJAD/Balnbridge, GA MALL 4 OATES
DMIGHT TWILLEY
MIGHT TWILLEY
ROOT THE GANG
MATTERN WILDER
SBALAMAN (dp)
PATTI ADSTIN (dp)
PATTI ADSTIN (dp)
BOLTERL
MICHAEL JACKSON 7-3
VAN RALEN 11-4
NEMA 26-12
CYMDI LAUPER 27-16
QUIET RIOT 37-28

WCGQ/Columbus, GA

CUEEN DMIGHT THILLEY THOMPSON THIES THOMPSON THIS RALL & OATES JACKSON BEOWNE B.E. TAYLOR GROUP ROTES & 1-1 STANMON 8-3 MICHAEL JACKSON 10-6 VAN HALEN 21-7 NEMA 36-21

KISR/Ft. Smith, AR Rick Hayes QUEEN

RC
HALL 4 OATES
BIG COUNTRY
DWIGHT TWILLEY
ROCER DALTRY
UB40
ROCER DALTRY
UB40
ROCEROL 1-1
MICHAEL JACKSON 15-4
PAUL MCCARTMEY 13-5
VAN HALEN 23-12
NEMA 22-14

Q104/Gadaden, AL

none Hotteat: CULTURE CLUB 1-1 NEWA 2-2 VAN HALEN 3-3 HICHAEL JACKSON 9-9 SBANNON 15-15

WFOX/Gainsville, GA Alan Du Priest Alan Du Priest
PATTI LABRELE
WANG CHUNG (dp)
BOCKWELL
HALL 6 OATES
HATTHEM WILDER
PAUL YOUNG
ROCER DALTHY
BOTTEST
HEMA 1-1
HEMA 1-1
SHAM 1-1
SHAM 1-3
SHAMNOM 25-13

WYKS/Geinesville, FL

OMIGHT TWILLEY (dp)
ROGER DALTRY (dp)
BALL 6 OATES
BOTTES:
CULTURE CLUB 2-1
VAN HALEM 5-2
MICHAEL JACKSON 14-6
POLICE 12-7
JAMES INGRAM 13-8 KILE/Galveston, TX **Scott Taylor**

38 SPECIAL BIG COUNTRY THOMPSON TWINS QUEEN DWIGHT TWILLEY BOC Hottest: CERIS CROSS 10-1 VAN HALEM 13-6 NENA 16-11 BILLY JOEL 22-13 MICHAEL JACKSON 25-15 KTDY/Lefayette, LA Greg Stevens

RC HALL & OATES NANG CHUNG JOHN LENNON 14-8 NENA 25-13 Q101/Meridian, MS

HALL & OATES KC
QUEEN
ONJ
SURVIVOR
HOTCORE
CULTURE CLUB 1-1
MICHAEL JACKSON 5-2
VAN HALEN 6-3
CERISTINE MCVIE 14-4
JOHN LEMNON 13-8

KNOE-FM/Morros, LA

WPFM/Paneme City, FL

RALL & OATES
DAZZ BAND
QUEEN
MATTHEM WILDER
SHANNON
HOCKEST
MICHAEL JACKSON 3-1
NEMA 2-2
VAN HALEN 9-3
CYMDI LAUPER 5-4
QUIET BIOT 14-6

WXLK/Rosnoke, VA Don O'Shee DON O'Shee

RALL & CATES

RALL & CATES

RALL & CATES

LEE GREENHOOD

CRYSTAL GAYLE

ADAN ANT (dp)

BOTESIS 2-1

NEMA 8-5

PAUL MCCARTNEY 9-6

MICHAEL JACKSON 12-7

VAR RALEN 14-8

WAEV/Savannah GA

DWIGHT TWILLEY
RALL & OATES
HAND A OATES
HAND CHURC
DUBAN DUBAN
STARBOCK
HOTERST
MICHAEL JACKSON 11-0
VAN HALEN 12-4
JOHN LEMNON 15-7
SHANNON 26-18
ROCKWELL D-34

WIXV/Savannah, GA J.P. Hunter

J.P. Hunter
MANFRED MANN
ROCER DALTRY
JOHN COUGAR
TODIZ HONEY
JEFFREY OSBONNE
JIHNY CLIFF
BONNIE TYLER
HOTESE:
ELTON JOHN 4-1
YES 11-4
CULTURE CLUB 6-8
NEWA 16-11
VAN RALEN 19-13
170//SANDALDRY

Z102/Savanneh, GA

SHEENA EASTON HALL & OATES 38 SPECIAL DAZZ BAND MATTHEM WILDER PAUL YOUNG PAUL YOUNG Hottest: MICHAEL JACKSON 3-1 VAN HALEN 12-4 PATTI LABELLE 17-9 POLICE 19-10 ROCKWELL 28-11 JOHN LENNON 22-12

WGLF/Tallahassea, FL

Brian Philiipe OWERN
THOMPSON TWINS (dp)
PATTI LABELLE
DATEDIT LABELLE
ONIGHT TWILLEY
(dp)
JACQUI BROOKES
TOTAL
NICHAEL JACKSON 1-2
NEMA 9-4
CYMDI LAUPER 12-5
ROCKWELL 22-15

KKQV/Wichita Felle, TX

ROLLING STONES
POINTER SISTERS
APRIL WINE
HALL & OATES
TRACY ULLMAN
JOHN CAPPERTY
DNIGHT TWILLEY
B.E. TAYLOR GROUP B.E. TAYLOR GROUP HOTTOBE: MICHAEL JACKSON 1-1 VAN RALEN 4-2 CYNDI LAUPER 10-4 ROCKWELL 24-8 SHANNON 18-10

Foeter/Patrici Foster/Petrick
APPIL MINE Idp)
ONJ
ROCER DALTHY
DWIGHT TWILLEY (dp)
HALL & OATES
BOWNIE TYLER (dp)
HOTES
VAN HALEN 2-1
REMA 6-1
POLICE 7-4
PRETENDERS 8-6
JOHN LENNON 12-7

WHSL/Wilmington, NC

www.americanradiohistory.com

MIDWEST **Most Added** • Hottest

Van Halen Nena **Dwight Twilley** Olivia Newton-John Michael Jackson

ADDS & HOT

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

WEST Most Added. Hottest

Hall & Oates Queen **Thompson Twins**

Dwight Twilley

Van Halen Cyndi Lauper

MIDWEST PARALLEL TWO

WKDD/Akron, OH **Mett Patrick** HALL & OATES DWIGHT TWILLEY PATTI LABELLE WANG CHUNG

MPSON TWINS Hottest Hottest: CULTURE CLUB 1-1 MICHAEL JACKSON: VAN HALEN 13-4 POLICE 15-12 ROCKWELL D-29

WKAU/Appleton-Oshkosh, WI Ron Ross

ROCKWELL
HANG CRUNG
SHEENA EASTON
PAUL YOUNG
RE-FLEX (dp)
BIG COUNTRY (dp)
ROCKESS:
CULTURE CLUB 3-1
MICRAEL JACKSON 14-3
VAN HALEN 16-5 VAN HALEN 16-5 NENA 20-14 CYNDI LAUPER 25-15

92X/Columbus, OH Joel Cella

DAN FOGELBERG HALL & OATES
ROCKMELL
WANG CHUNG
THOMPSON TWINS
HOTLERS:
VAN HALEN 5-2
HUEY LEWIS & NEWS 12-8
CYNDI LAUPER 15-11
SHANNON 18-14
NEWA 30-21 NENA 30-21

KIIK/Davenport, IA Jim O'Hara

THOMPSON TWINS KC DWIGHT TWILLEY (dp) Hottest: CULTURE CLUB 1-1 HOTTEST: CULTURE CLUB 1-1 MICHAEL JACKSON 8-7 VAN HALEN 18-15 CYNDI LAUPER 22-18 NENA 24-19

KMGK/Des Moines, IA Al Brock

38 SPECIAL (dp) ONJ
THOMPSON TWINS
WANG CHUNG
HALL & OATES
BIG COUNTRY
PAUL YOUNG Rottest: CULTURE CLUB 5-1 MICHAEL JACKSON 11-3 VAN HALEN 12-5

WEBC/Duluth

ONJ TINA TURNER HALL & OATES POINTER SISTERS CULTURE CLUB 1-1
MICHAEL JACKSON 4-2
POLICE 11-6
JOHN LENNON 14-8
VAN HALEN 17-10

WKDQ/Evansville, IA be/Payne

SHEENA EASTON ROLLING STONES HALL & OATES UB40 UB40 Hottest: MICHAEL JACKSON 1-1 CULTURE CLUB 2-2 VAN HALEN 10-5 NENA 9-7 POLICE 15-10

WSTO/Evansville, IN Chris Taylor

NENA KENNY ROGERS KENNY ROGERS
HOTTEST:
MICHAEL JACKSON 1-1
CULTURE CLUB 2-2
CYNDI LAUPER 8-7
VAN RALEN 27-10
KOOL 6 THE GANG 17-13

WMEE/Ft. Wayne, IN Tony Richards

ONJ
THOMPSON TWINS
ROLLING STONES
PAUL YOUNG
BOTHESE
HICKREL JACKSON 5-1
VAN HALEN 9-2
JOHN COUGAR 10-6
POLICE 13-7
NEMA 14-10

WGRD/Grand Rapids, MI J.J. Duling

ROGER DALTRY QUEEN
DWIGHT TWILLEY
WANG CHUNG WANG CHUNG HOTE BETT SO NEWS 1-1 VAN HALEN 3-2 JAMES INGRAM 8-5 DURAN DURAN 17-8 KENNY LOGGINS 26-18

WZPL/Indianapolla, IN

MATTHEW WILDER
QUEEN
BOC
THOMPSON TWINS
WANG CHUNG
APRIL WINE
DWIGHT TWILLEY
TINA TURNER
HOTEEST:
VAN HALEN 4-3
CHRISTINE MCVIE 32-12
PRETENDERS 20-14
NENA 27-17
KENNY LOGGINS 29-20

WJXQ/Jackson, MI

LIONEL RICEIE BRYAN ADAMS HALL & OATES (dp) BETTE MIDLER (dp) HEADPINS (dp)
DWIGHT TWILLEY (dp)
QUEEN (dp)
SURVIVOR (dp)
ROGER DALTRY (dp) ROGER DALTRY (dp)
HOTLEST:
VAN HALEN 1-1
KENNY LOGGINS 11-9
38 SPECIAL 18-10
PRETENDERS 21-15
LIONEL RICHIE D-17

WKFR/Kalamazoo, MI Swart/Chapman

Swart/Chapman

ROCKWELL

HALL & OATES

BIG COUNTRY (dp)

QUEEN (dp)

PAUL YOUNG

ROCKEST

CULTURE CLUB 1-1

MICRAEL JACKSON 5-3

NENA 7-4

VAN RALEN 15-6

CYNDI LAUPER 21-16

ZZ99/Kansas City Mike Benson

ONJ CULTURE CLUB HALL & OATES
BRYAN ADAMS (dp)
POINTER SISTERS (dp)
QUEEN (dp)
Hottest:
MICHAEL JACKSON 6-1
VAN HALEN 10-2
POLICE 11-3
BILLY JOEL 9-4
NENA 13-5

WVIC/Lansing, Mi Reed Kittredge

MANFRED MANN
DAN FOCELBERG
UB40
Bottest:
GENESIS 1-1
HUEY LEWIS 6 NEWS 3-3'
VAN RALEN 5-4
POLICE 8-5
LIONEL RICHIE 14-8 Z104/Madison, WI

Little/Hudson

HALL & OATES DWIGHT TWILLEY T.G. SHEPPARD (dp) BILLY IDOL (dp) Hottest: CHRIS CROSS 2-1 VAN HALEN 11-3 MICHAEL JACKSON 9-4 MADONNA 12-10 QUIET RIOT 15-11

KJ103/Oklahome City, OK Dan Wilson

DA22 BAND (dp)
QUEEN
APRIL MINE
WANG CHUNG (dp)
THOMPSON TWINS
MOTLEY CRUE (dp) HOTTEST: VAN HALEN 4-1 BUEY LEWIS 6 NEWS 7-4 SHANNON 22-8 CYNDI LAUPER 23-9 KENNY LOGGINS 26-10

KQKQ/Omaha, NE Taylor/Dean

MANFRED MANN MATTHEW WILDER HALL & OATES HALL & OATES ONJ Hottest: MICHAEL JACKSON 1-1 VAN HALEN 5-2 NENA 12-7 JOHN LENNON 14-9 ROCKWELL 27-15

KZ93/Peorie, IL Edwards/Majoney

BRYAN ADAMS
ROCKWELL
DURAN BURAN
HOTCES:
GENESIS 1-1
MICHAEL JACKSON 2-2
RAY PARRER JR. 4-3
YES 7-5
LIONEL RICHIE 10-8

Pat Martin

QUEEN DWIGHT TWILLEY HALL & OATES ROGER DALTRY
HOTTEST:
HOTTEST:
HOTHEST:
HICHAEL JACKSON 4-2
HUEY LEWIS 6 NEWS 14-6
POLICE 13-8
MOTLEY CRUE 15-10

WZOK/Rockford, IL **Geoff Davis**

ROCKWELL SHANNOW EURTTENICS BOTTENICS BOTTENICS 38 SPECIAL 3-1 ROMANTICS 2-3 GENESIS 5-4 CULTUTE CLUB 7-5 PETER SCHILLING 6-7

U93/South Bend, IN

NENA BILLY JOEL CULTURE CLUB 1-1 VAN HALEN 10-4 KOOL & THE GANG 7-6 CERIS CROSS 13-8 CYNDI LAUPER 21-13 WRQN/Toledo

Buck McWilliams

DWIGHT TWILLEY
QUEEN
HALL 6 OATES
APRIL WINE
TED NUGENT (dp)
TINA TURNER
PATTI LABELLE
HEADPINS (dp)
UB40 UB40 Hottest: MICHAEL JACKSON 7-1 VAN HALEN 12-4
BILLY JOBL 13-9
HUEY LEWIS & NEWS 14-10
NEWA 24-17

KAYI/Tules, OK Phil Williams

ROCKWELL DAM POGELBERG HOWARD JONES 38 SPECIAL ROLLING STONES HALL 6 OATES HALL 6 OATES
ONJ
PAUL YOUNG
REF-FLEX
WANG CHUNG
THOMPSON TWINS
APRIL WINE
UB 40
Bottost:
LIONEL RICHIE 3-1
PRETEMBLES 7-2

PRETENDERS 7-2 BILLY JOEL 10-3 MICHAEL JACKSON 12-6 VAM HALEM 18-8

KEYN-FM/Wichita, KS

BALL & OATES MANTRED MANN
Bottest:
LIOWEL RICHIE 5-1
POLICE 7-2
RAY PARKER JR. 13-3
VAN HALEN 15-4
CERISTINE MCVIE 20-10

WHOT/Youngstown Dick Thompson

THOMPSON TWINS T.G. SHEPPARD QUEEN BORNIE TYLER DWIGHT TWILLEY MATTHEW WILDER JEFFERY OSBORNE JEFFERY OSBORNE BOTTEST: MICHAEL JACKSON 8-1 VAN HALEN 10-3 POLICE 18-10 NENA 20-12 ONJ D-33

WYFRA/You Jeff Tobin

none Bottest: CULTURE CLUB 1-1 ROMANTICS 3-3 MATTHEW WILDER 5-5 GENESIS 6-6 ELTON JOHN 9-9

PARALLEL THREE

KFYR/Bismerck, ND Brannan/Hardt BETTE MIDLER 36 SPECIAL 36 SPECIAL
POINTER SISTERS
DWIGHT TWILLEY
RAWFRED MANN
BOTTON
NICEARL JACKSON 11-1
VAN HALEN 10-2
HENA 12-6
CYMDI LAUPER 18-7
JOHN LENNON 14-11

WBNQ/Bloomington, IL

OUEEM
PAUL YOUNG
WANG CHUNG (dp)
APRIL WINE (dp)
TED NOGENT (dp)
DMIGET TWILLEY (dp) Hottest: NENA 9-1 MICHAEL JACKSON 6-2 VAN HALEN 7-3 POLICE 11-4 JOHN LENNON 15-6

WBWB/Bloomington, IN John Heimenn

HALL & OATES WIGHT TWILLEY ONJ BILLY IDOL (dp) Nottest: GENESIS 1-1 PRETENDERS 9-3 BILLY JOEL 16-8 VAN HALEN 21-9 MANFRED MANN 32-25

WCIL-FM/Carbondale, IL Tony Waitekus

GAP BAND (dp)
HUEY LENIS & NEMS (dp)
REAL LIFE
DAN FOGELBERG
BILLY IDOL (dp)
ROCKWELL

KCMQ/Columbia, MO Dave McCormic

HALL & OATES HOWARD JONES ONJ BIG COUNTRY PAUL YOUNG WANG CHUNG UB40 Hottest: CULTURE CLUB 1-1 VAN HALEN 10-5 POLICE 13-8 BILLY JOEL 12-9 NENA 16-12

Y94/Fargo, ND

AMERICAN COMEDY H ONJ
WANG CHUNG
THOMPSON TWINS
BOTCEST:
GENESIS 2-1
MICHAEL JACKSON 7-4
VAN HALEN 10-6
NEMA 16-8
JOHN LENNON 17-10

KKXL-FM/Grand Forks, ND

Don Nordine PAUL YOUNG MPSON THINS THOMPSON TWINS
BOTTEST:
MICHAEL JACKSON 1-1
VAN RALEN 6-2
GENESIS 3-3
NENA 15-8
CYNDI LAUPER 21-16

KYTN/Grand Forks, ND

TOM FICKE
EDDIE HONEY
ROCKWELL
RE-FLEX
HALL & OATES
BRYAN ADANS
UNIGHT THILLEY
ROGER DALTRY
MATTHEW HIDDER
HOTE 81:
VAN HALEN 1-1
NENA 2-3
HUEY LEWIS & NEMS 12-4
CYNDI LAUPER 13-5
HICHAEL JACKSON 7-6 Tom Fricke

KRNA/lowe City.. IA Bart Goynshor

ONJ
HALL 6 OATES
DWIGHT TWILLEY (dp)
PAUL YOUNG
ROGER DALTRY
HOTEGER
MICHAEL JACKSON 1-1
PRETENDERS 6-2
CHRIS CROSS 8-3
NEMA 24-10
VAN HALEN 22-14

WAZY-FM/Lafavetta, IN Stacy/Sparrow

TIGGI CLAY THOMPSON TWINS QUEEN
HALL & OATES
APRIL WINE
DWIGHT TWILLEY DWIGHT TWILLEY
HOttest:
CULTURE CLUB 3-1
REAL LIFZ 4-4
VAN HALEN 16-7
JOHN LENNON 27-22
ROCKWELL 37-27 KFRX/Lincoln

Tracy Johnson

ROGER DALTRY ONJ 38 SPECIAL RALL & CATES HALL & GATES
ROTEST:
CULTURE CLUB 1-1
GENESIS 2-2
MICHAEL JACKSON 5-3
VAN HALEN 7-5
NENA 16-9

KXSS/Lincoln, NE Tim Kelly

HALL & OATES
38 SPECIAL (dp)
T.G. SHEPPARD (dp)
MINOR DETAIL
QUEEN (dp)
HOCTOST
CULTURE CLUB 1-1
RAY PARKER JR. 2-2
MADONNA 5-5

KKLS-FM/Rapid City, SD

SHEENA BASTON ROCKWELL
ROLLING STONES
RENNY ROCERS
SURVIVOR
ROCERS
CULTURE CLUB 4-1
PRETENDERS 13-6
VAN HALEN 16-8
MICHAEL JACKSON 19-12
JOHN LENNON 22-15

99KG/Salina, KS Denny Collies

ROLLING STONES (dp)
JACQUI BROOKS
T.G. SBEPPARD (dp)
ROCKWELL
HINOR DETAIL
HOTLEST
HICHAEL JACKSON 5-1
HENA 10-7
VAN HALEN 11-8
HUEY LEMIS & NEMS 31-25
CYNDI LAUPER D-32

KKRC/Sloux Falls

T.G. SHEPPARD
DAN FOGELBERG
THOMPSON TWINS
HOTESEIS 2-1
VAN HALEN 6-3
MICHAEL JACKSON 5-4
NENA 17-14
CYNDI LAUPER 26-19

KWTO-FM/Springfield, MO **Bob Hammo**

THOMPSON TWINS
PAUL YOUNG
DWIGHT TWILLEY
WANG CHUNG
HALL & OATES
HOTCEST:
CULTURE CLUB 3-1 BILLY JOEL 8-4 MICHAEL JACKSON 12-6 PRETENDERS 14-11 NENA 22-17

WSPT/Stevens Point Bouley/Tracy

HALL & OATES DWIGHT TWILLEY WANG CHUNG
UB40 (dp)
TINA TURNER (dp)
ROLLING STONES (dp) Hottest: MICHAEL JACKSON 4-1 NENA 8-4 NENA 8-4 VAN RALEN 10-5 CYNDI LAUPER 12-8 HUEY LEWIS 6 NEWS 23-17

KDVV/Topeka, KS Tony Stewart

OUEEN DWIGHT TWILLEY Hottest: CULTURE CLUB 1-1 PRETENDERS 2-2 NENA 5-4 MICHAEL JACKSON 9-6 HUEY LEWIS & NEWS 14-8

KFMW/Waterlo Kipper McGee

TIGGI CLAY DWIGHT TWILLEY POINTER SISTERS HALL & OATES ROGER DALTRY ROGER DALTHY
HOLLEST:
CULTURE CLUB 1-1
POLICE 14-7
CYNDI LAUPER 23-14
CHRISTINE MCVIE 28-21
EURYTHMICS 40-31

WEST PARALLEL TWO

KKXX/Bakersfield, CA Squires/Kamper

PAUL YOUNG PAUL YOUNG
QUEEN
HALL 6 OATES
BIG COUNTRY
HOTTER
HOTTER
MICHAEL JACKSON 6-1
VAN HALEN 4-2
NENA 3-3
CHRIS CROSS 7-5
CYNDI LAUPER 10-6

KBBK/Bolee, ID Tom Evans

KIM CARNES JEFFREY OSBORNE BRYSON & FLACK PATTI LABELLE MATTHEW WILDER VAN HALEN Hottest: MICHAEL JACKSON 3-1 NENA 10-8 DURAN DURAN 19-12 EURYTHMICS 25-17 JACKSON BROWNE 30-20

KKFM/Colorado Springs, CO Finney/Ryan

none
Hottest:
GENESIS 1-1
MICHAEL JACKSON 3-3
KOOL & THE GANG 4-4
VAN HALEN 8-8
CHRIS CROSS 13-13

KMGX/Freeno, CA Carey Edwards

DAZZ BAND MANFRED MANN MANFRED MANN
DEFLE
MIDNIGHT STAR
MATTHEN WILDER
HALL & OATES
KENNY LOGGINS
TRACY ULLMAN
HOTLEST:
CYNDI LAUPER 2-1
MICHAEL JACKSON 3
DEBORAH ALLEN 13VAN HALEN 10-5
ROCKWELL 20-8

KYNO.FM/F Walker/Davis

PAUL YOUNG
WANG CHUNG
MATTHEM WILDER
CHERYL LYNN
CHRISTINE MCVIE
T.G. SHEPPARD
JACKSON BROWNE
THOMPSON TWINS
HOLLEST. Hottest: CULTURE CLUB 1-1 DURAN DURAN 2-2 NENA 6-5 CYNDI LAUPER 11-8 VAN HALEN 12-10 KIKI/Honolulu, HI

Kong/Shishido

PATTI AUSTIN
HALL & OATES
DIONNE WARWICK
KOOL & THE GANG
STEPHEN BISHOP
CLIFF RICHARD
JOHNNY MATHIS
HOTLEST: JOHNNY MATHIS
HOTTEST:
CULTURE CLUB 1-1
YES 2-2
CHRIS CROSS 5-3
VAN RALEN 17-13
MICHAEL JACKSON 23-16

KQMQ/Honolulu, HI Kimo Akene

JEFFREY OSBORNE BONNIE TYLER MATTHEW WILDER ROCKWELL BILLY IDOL T.G. SHEPPARD DWIGHT TWILLEY HOWARD JONES HOWARD JONES Hottest: ROMANTICS 1~1 NENA 4-2 CULTURE CLUB 5-4 SOS BAND 11-7 POLICE 13-9

KLUC/Las Vegas, NV

PAUL YOUNG THOMPSON TWINS BOYS BRIGADE DWIGHT TWILLEY DWIGHT TWILLEY
BETTE MIDLER
UB40
QUEEN
Hottest:
CYNDI LAUPER 3-1
MIGHAEL JACKSON 6-4
NENA 15-6
VAN HALEN 11-7
PRETENDERS 27-17

KO93/Modesto, CA

NENA STEPHEN BISHOP VAN HALEN 4-1 CULTURE CLUB 1-2 NENA D-12 JOHN LENNON 18-13 HUEY LENIS 6 NEWS 24-14

KHOP/Modesto-Stockton David Kraham

HUEY LEWIS & NEWS QUEEN (dp) DWIGHT TWILLEY (dp) PAUL YOUNG HALL & OATES TIGGI CLAY HOCKESE: MICHAEL JACKSON 6-1 POLICE 15-4 POLICE 15-4 CHRIS CROSS 11-7 JOHN LENNON 21-10 VAN HALEN 27-17

KIDD/Monterey Denny St. John

PAUL YOUNG APRIL WINE DWIGHT TWILLEY SURVIVOR (dp) Hottest: HOTTEST:
POLICE 4-1
HUEY LEWIS 6 NEWS 9-2
SHANNON 6-3
MICHAEL JACKSON 10-4
JACKSON BROWNE 18-9

K96/Provo, UT Gentry/Green

38 SPECIAL RE-FLEX THOMPSON TWINS Hottest: MICHAEL JACKSON 1-1 LIONEL RICHIE 3-2 POLICE 16-4 VAN HALEN 20-9

KGGI/Riverside-S. Bern., CA Volpe/O'Neli

BILLY JOEL JAMES INGRAM JEFFREY OSBORNE HALL & OATES HALL & CATES
HOttest:
CULTURE CLUB 1-1
MADONNA 2-2
MICHAEL JACKSON 10-7
ELTON JOHN 15-12
SHANNON 19-16

KWOD/Sacramento

Mr. Ed ROCKWELL
HALL & OATES
RE-FLEX
JACKSON BROWNE
BOTTEST:
MICHAEL JACKSON 1-1 NENA 7-3 VAN HALEN 14-5 POLICE 11-6 JOHN LENNON 19-10

KSKD/Selem, OR Len E. Mitchell

QUEEN QUEEN
HALL 4 OATES
BONNIE TYLER
BOCKWELL
DWIGHT TWILLEY (dp)
JEFFREY OSBORNE (dp)
HATTHEW WILDER (dp)
BOTTE NIDLER (dp)
BOTTE NIDLER (dp)
HOTE STATE
HOTE STATE
VAN HALEN 11-3
CYNDI LAUPER 10-4
DURAN DURAN 12-6

KRSP/Selt Lake City, UT

POINTER SISTERS ONJ MIDNIGHT STAR MANFRED MANN MOTLEY CRUE (dp) HOTTEST: MICHAEL JACKSON 1-1 CULTURE CLUB 2-2 ROOL & THE GANG 6-3 NENA 13-8 VAN HALEN 16-10

KHYT/Tu

Sherman Cohen MICRAEL JACKSON PATTI AUSTIN TONI BASIL T.G. SHEPPARD ADAM ANT WANG CHUNG WANG CHUNG HOTCHET: VAN HALEN 1-1 MICHAEL JACKSON D-2 LIONEL RICHIE 5-5 SHANNON 8-7 CYNDI LAUPER 10-9

KRQ/Tucson, AZ

QUEEN
HALL & OATES
38 SPECIAL
MANFRED MANN
DWIGHT TWILLEY
HOTTEST
ELTON JOHN 1-1
CYNDI LAUPER 9-8
PRETENIERS 13-9

PARALLEL THREE

KGOT/Anchorage, AK Kay Taylor

ONJ
THOMPSON TWINS
MATTHEM WILDER
TIGGY CLAY
TIGGY CLAY
HOTERAEL JACKSON I-1
VAN RALEN 2-2
HUEY LEWIS & NEWS 10-7
CYNDI LAUTER 11-8
ROCKWELL 26-17

KYYA/Billings, MT Charlie Fox

HALL & OATES QUEEN
ONJ
ROCKWELL
RAMFRED MANN
WANG CHUNG
HOTLEGI:
VAN HALEN 7-3
NENA 15-6
JOHN LENNON 16-7
CHRISTIME MCVIE 25-17
CYNDI LAUPER 27-18

KCDQ/Bozemen **Greg Williams**

DWIGHT TWILLEY JEFFREY OSBORNE T.G. SHEPPARD MATTHEW WILDER PATTI LABELLE HALL & OATES KC TIGGI CLAY BONNIE TYLER HOCTEGET: VAN HALEN 14-1 MICHAEL JACKSON 10-2 PRETENDERS 8-3 BILLY JOEL 9-4 JAMES INGRAM 12-6

KTRS/Casper, WY Cody/Lane

ROCKWELL RC HALL 4 OATES TINA TURNER WANG CHUNG WANG CHUNG Bottest: MICHAEL JACKSON 9-2 POLICE 15-5 JOHN LENNON 25-6 VAN HALEN 18-7 JAMES INGRAM 16-9

KKAZ/Cheyenne John Ramsey

ROCKWELL KC
WANG CHUNG
PAUL YOUNG
TEOMPSON TWINS
ONJ
BOTCEBE:
WICHAEL JACKSON 7-2
VAN HALEN 10-5
POLICE 14-8
NENA 18-12
PRETENDERS 20-15

KGHO/Hoquiam, WA Steve Lerson

HALL & OATES QUEEN
ONJ
THOMPSON TWINS
T.G. SHEPPARD
DWIGHT TWILLEY
MATTHEN WILDER MATTHEM WILDER HOTCEST: MICHAEL JACKSON 9-1 VAN HALEN 13-5 POLICE 12-6 CYNDI LAUPER 19-9 SHANNON 21-11

KOZE/Lewiston, ID Jay McCall

ROLLING STONES (dp) HALL 6 OATES BILLY IDOL (dp) BON JOVI (dp) BON JOVI (dp)
ROttest:
MICHAEL JACKSON 2-1
CYNDI LAUPER 9-3
JAMES INGRAM 15-7
POLICE 21-10
CHRISTINE MCVIE 26-15

KDZA/Pueblo, CO Rip Avine

DWIGHT TWILLEY
PATTI LABELLE
THOMPSON TWINS THOMPSON QUEEN
HOTTEST:
CULTURE CLUB 1-1
MICHAEL JACKSON 10-4
PAUL MCCARTNEY 15-7
JOHN LENNON 19-9
VAN RALEN 28-12

KCBN/Reno, NV Jim O'Neal

JAMES INGRAM KENNY LOGGINS BILLY IDOL T.G. SHEPPARD WANG CHUNG QUEEN
ROTEBST:
CULTURE CLUB 1-1
MICHAEL JACKSON 13-5
CYNDI LAUPER 14-6
HUEY LEMIS 6 NEWS 20-13
NENA 24-15

KBIM/Roswell, NM Harry Dierks

KC
THOMPSON TWINS
HALL & CATES
BETTE MIDLER
APRIL WINE
DWIGHT TWILLEY
HOTCHEL
BILLY JOEL 8-1
MICHAEL JACKSON
VAN BALEN 10-4

KSLY/San Luis Obispo

Tom Walsh THOMPSON TWINS APRIL WINE
ADAM ANT
PATTI LABELLE
T.G. SHEPPARD
B.E. TAYLOR GROUP
TONI BASIL
AMERICAN COMEDY N (dp) Hottest: MICHARL JACKSON 7-1 POLICE 11-6 CYNDI LAUPER 14-7 HUEY LEWIS 6 NEWS 24-11 JOHN LENWON 30-15

KZOZ/San Luis Obispo, CA

Don Potter HALL & OATES SURVIVOR SURVIVOR
DWIGHT TWILLEY
TRACY ULLMAN
BONNIE TYLER
HOTTER
H

KIST/Santa Barbera, CA Dick Williams

JACKSON BROWNE QUEEN BOC STRAY CATS ROGER DALTRY THOMPSON TWINS
HALL 4 CATES
HOTTOSTE
HOTTOSTE
HOTTOSTE
HICHAEL JACKSON 10-1 VAN HALEN 6-3 NENA 7-4 JAMES INGRAM 16-12 CYNDI LAUPER 20-14

227 Reporters

221 Current Reports

The following station reported a frozen playlist this week:

Q104/Gadsden The following stations failed to

their playlists were frozen: KTSA/San Antonio WQID/Biloxi WYFM/Youngstown

report this week and therefore

KKFM/Colorado Springs **KNOE-FM/Monroe**

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

Parallel III: Selected stations in smaller in and/or exert a significant local influence secondary market stations that do not questions.

227 Reports

"1	lit S	DOE ong" (A Song	nylab	el) Natio	0.01
	gional Reach	100/25	44%	Summ	
	33%			Debuts	
	21%			Same	4
S	56%			Down	0
				Adds	25

EXAMPLE

100/25 — 100 CHR reporting stations on if this week including 25 new

aoos.

44% — Percentage of this weeks reporters playing it.

Regional Reach — Percentage of reporters playing the song within each

region

Up 31 — Number of stations moving it up on the charts. Debuts 20 — Number of stations debut-ing the song this week.

Same 24 — Number of stations reporting no movement this week (On to On, Add to On, 31-31, etc.)

lo Un; Accepted; lo Un; Accepted; lo Un; Accepted; lo Unimber of stations moving it down on their charts.

Adds 25 — Total number of stations adding it this week.

A

APRIL WINE

LP; Animal Grace

Regional Reach E 441	31/23 2	7% Nationa Summar UP
S 210		DEBUTS SAME 3
H 259	N&A	SAME 3
₩ 174		ADDS 2
PI	WNFI on	WEHI on
	WROK a	95XIL on
	WORI on	NJBQ on
EAST	WFHI a	HOMPPH &
LAG.	KTFM on	BOUTH
R104 on	MIDWEST	BOOTH
WBENFM d-40	WILL STATE OF THE PARTY OF THE	KOIEFN on
WPHD d-39	WGRD 35-32	WISE on
WCAUFM &	WZPI. a	MIAD a
	WJXO 37-27	WYX5 on
80UTH	KJ103 A	EILE on
	WRON a	0101 on
	K107 a	WIXV on
MIDWEST	MHOTPH on	REQV a
		WHSL a
WEST	WEST	MIDWEST
	EBBK on	
P2	KIDD a	WBNQ a
لكنا	KSKD on	WBWB on
		KYTN on
SART	P3	WASYPM a
		99KG on
WVSR &	EAST	KDVV on
K104 on	EAST	KERR OR
WYCR on	MTBG on	WEST
WKEE a	WZON d-40	
EC101 a	WIGY on	KCDQ d-40
WGPH a		KOZE on

3

MQCM a OR100 on 13FEA a

wzLD a

KSLY a REOZ ON

BIG COU Fields LP: The Cro	(Mercury/Pol pssing		EAST UPLY 26-23 MVSR 29-28 R104 21-15 WKEZ 26-23 MSSR 7-11 98PX 27-3
Reach E 51% S 39% M 41% W 43%	NEA	UP 7 DEBUTS 13 SAME 60 DOWN 0 ADDS 18	WGFM 27-27 WKFM 33-33 BOUTH KIIB 24-22
EAST WXXSFM e WXXSFM e WFHD 35-33 WCALPM on FROOTH a CHUM on SOUTH SHOWEST WGCL on WSSY WGCL on WSSY WGL on WSSY WGL on WSSY WGCL on WSSY WGCL on WSSY WGCR on WSSY WSSY	MINOT ON MANUTO ON MYTY d-40 MYTY d-40 MYTY d-40 MYTY d-40 MYTY d-40 MYTH ON M	MUSB a MORPHY On MORPHY On MORPHY On MORPHY On MODE A MOUNT ON MODE A MO	WOID 33-33 KXIIOS 21-34 KXIIOS
WEBC ON TITE & WSST ON WSKI ON WELD ON KITS ON	NIKE 0-39 MERE 0-39 MEYC 0-39 MEYC 0-39 13FEA on	ACCE ON RDPA O	MEET O103 on R100 on R100 on R100 on MEEC on

	N BROWNE ker (Asylum In Love)
Regional 110	0/11 48	UP !
B 384 S 409 H 638 W 578	N&A	SAME SAME DOWN ADDS
P1	MIDWEST	XISR on
EAST	WXDD on 92X on	WYKS on KILE 33-3
WPRD 26-22 WCAUFM on	RMGK on WEBC d-30	Q101 on
SOUTH	WGRD 18-15 WZFL 31-26 WJKQ 9-8	NORFH 37-3 NPFH 37-3 WXLR d-35
MIDWEIIT	WKFR on 2299 d-28	KKQV 34-3
Q102 22-17 KBEQ 14-13	2104 26-23	WHSL 30-2
KHTR a	KZ93 on WRQN 38-37 K107 37-28	WBNC on
WLOLFM 12-12	инотем d-40	KCMQ on
KIMN d-36	WEST	Y94 on KYTH 15-1 KRNA 32-3
Q103 on KNBQ 25-23	KKXK on KBBK 30-20 KYNOFM a	MASYFM on
P2	KLDC 30-26 KO93 30-28	EXISS 33-3
EAST	KHOP 34-27 KIDD 18-9	99KG on RERC 21-2 KWTOPR on
WFLY d-35	KWOD a KSRD 40-34 KRYT 26-25	WSPT 34-3 KDVV 31-3
WYCR on WKEE d-38 WLANFM 37-31	KRC 21-18	KPHN on West
WSPK 39-38 WGPH 37-34 WRCK 26-23	P8	
WRCK 26-23 WKRZFM 35-30	EAST	KCDQ 37-2 KTRS 36-3
80UTH	WFBG 38-33 WZON 27-27 WIGY 31-23	EGHO 33-2
KHPI 34-25 KZZB 27-23	WIGY 31-23 103CIR on WIKZ 37-34	RORE 24-1 RDRA d-38 RCBN 26-2
WSSX 27-25 WSRI on	WIKZ 37-34 WZYQ 35-35 WQCM 24-18	KSLY d-40
WELD 35-32 KSETPM on WROK a	WKHI 40-37 WJBQ 25-22 WHEB 20-18	KIST a
WANSFR a WOUT a	WHEB 20-18 WOMPPM 22-18	
WOKI 28-20 WPMI a	BOUTH	
WSFL a WNVZ a FROK on	KQIZFM 25-24 MCGQ a	

CULTURE CLUB

212/0

Reach E 95% S 97% H 95% W 85%

PI

BLO4 1-1 MRTT 3-3 MBENIM 4-2 MRHM 1-1 MRHM 1-1 MRHM 1-5 MRHM 1-5 MRHM 1-5 MRHM 1-5 MRHM 1-7 MRHM

94Q 2-4 293 4-6 KAFH 3-1 93FM 2-2 195 27-28 Y100 7-19 897 2-13 Q105 3-3

KIMN 3-3 Q103 6-14 REARTH 7-RIISFM 12 REZP 1-3 RCNR 1-1 RMJK 2-4 ETRA 2-2 ETRC 9-11 RITH 3-3 RUBE 1-2

DZ.

MFLY 4-2 MTRY 2-3 Q100 2-3 MYSR 1-2 MYSR 1-2 MYCR 1-2 MYCR 1-2 MYCR 1-2 KC101 2-4 MSPK 13-20 98PXY 2-7 MFPM 2-10 MCPM 3-6 MKFM 4-4 MFST 29-30 MRCK 2-2 WKRZFM 1-5 Q106 1-1

Karma Chameleon (Virgin/Epic)

3

WRBO 1 - 2
MFMF 1 - 2
MFMF 2 - 2
MFMF 3 - 2
WSSX 8 - 1-6
WSSX 8 - 1-6
WSSX 9 - 1-6
WSSX 1 - 6
WSSX 1 - 7
WSSX

WRVQ 1-3 KITY 1-2 KTFM 1-1 KTSA 2-2 KROK 1-1 WSEZ 1-1

WRDD 1-1 WRAD 3-1 92K 2-3 KIIK 1-1 EMEK 1-1 MEMC 1-1 WRDD 2-2 MMEE 1-3 MED 2-2 MMEE 1-3 MID 35-35 EVER 1-3 EVER 1-1 EVER 1-3 EVER 1-

WEST

REXX 1-4 KBBK 1-5 KRPM 6-6 KNGX 1-3 KYNOPN 1-1 KIKI 1-1 KOMO 5-4 KO93 1-2 KHOP 3-6

0

Moon On... (Capitol) even And The Ragged Tiger

13

NPH 20-14 WEMP 23-16 KZEB 26-19 MOID 28-28 KEX106 a MSSX 6-29 MSCY 31-27 MSSX 23-17 MHOKEM 34-29 MILD 31-26 BITE 28-21 MHOCQ 31-36 MHOCQ 32-6 MHOCQ 32-6 MHOCQ 33-27 WANSEM 23-19 MANSEM 23-19 MAYP 28-2 9-4TWE 23-21 MOUT 33-21

94TM 23-21 WORT 35-31 WORT 21-14 WFM 1 21-14 WFM 1 25-17 FM 100 34-27 G100 34-27 G100 34-27 ST 17-18 WRITTPH 4-25 RECV 21-16 KX104 00 MSPL 40-35 BX105 d-25 MNV2 28-32 BX105 d-25 MNV2 28-32 BX 105 d-25 MNV2 28-36 MNV2 A-36

MIDWEST
MIDW 22-22
WINW 24-39
WINW 24-39
WING 24-29
WINE 23-21
WING 30-25
WING 30-25
WING 30-25
WING 31-26
WIN

RRXX 15-11 KBBR 19-12 KRFM 24-24 KMEX 11-17 KNOW 19-15-KOWO 24-19 ELUC 14-11 KNOW 25-19 FILUC 14-11 KNOW 20-11 FILUC 14-11 KNOW 20-11 FILUC 14-11 KNOW 21-19 KN

90%

EAST

S3% National Summary UP 23 DEBUTS 0 SAME 77 DOWN 112 ADDS 0

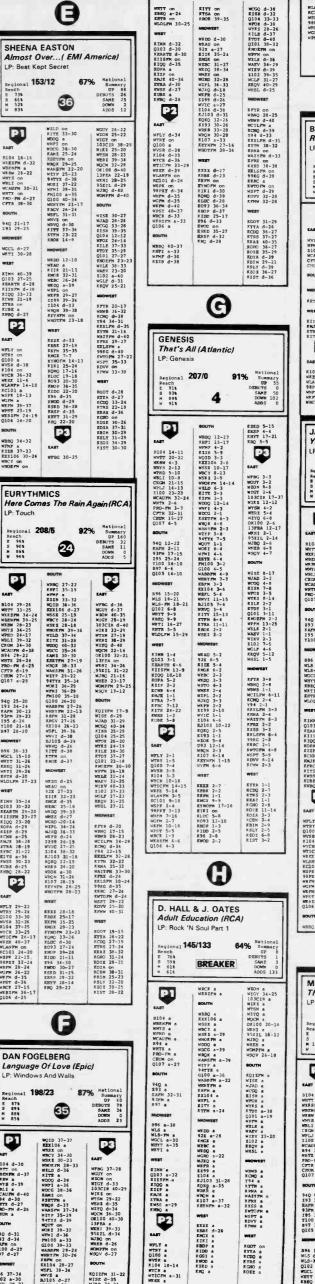
P3

	9	*		
IRENE CARA The Dream (Network/Geffen) LP: Soundtrack D.C. Cab				(
Regional 12 Reach E 56t S 54t		National Summary UP 86 DEBUTS 1 SAME 33	DURAN I New Mod LP: Seven	on On
H 48% H 67%	34	DOWN 5 ADDS 0	Regional 20	06/6
	WDCG 32-28 RAMZ 27-26 RSETPM 30-15 WRQR 22-19 WANSEM 17-15	OR100 24-18 13FER 24-21 WKEI 23-22 95KIL 28-26 WJBQ 40-36	Reach E 918 S 908 H 898 W 918	1
B104 17-15 WXRSFM 24-20 WBENFM 34-32 WKBW 27-26 B94 21-20	WRQE 22-19 WANSFM 17-15 WIYP 21-18 94TYI 33-33 WQUT 33-28	BOUTH 30-28	P	SOUTH MBRG 25
TRBW 27-26 194 21-20 HTX 18-18 TRO-FM 24-24 HUM on 107 25-23	MQDT 33-28 MCRI 22-18 MTMI 16-13 PM100 24-31 G100 23-19 RRGV 17-14 WNVZ 39-37	RCIZFM 15-15 NISE 26-23 NJAD 21-19 NCGQ on RISR 19-19 Q104 26-26	B104 30-27 WHTT 23-15 WXKSPH 18-13 WBENFM 31-29	WBBQ 25 KHFT 20 WPMF 23 KZZB 26 WQTD 28 KXX106 WSSX d-
OUTH 105 on	KITY ON KROK 29-24	WFOX 29-25 KILE 30-26 KTDY 16-15	WBENFM 31-29 MNYS 33-28 WPHD 21-14 WBLI 33-27 CRGM 36-28	WBCY 31 WSKZ 25 WNORPH
IOWEST	ENGE 34-32 MGRD 24-24	Q101 24-21 KNOEFM 28-28 WAEV 10-9 WINV 38-34 WCLF 19-18	WBLI 33-27 CRGM 36-28 WCAUPM 14-11	WOID 28 EXX106 WSSX do WSKZ 25 WNORFH WZLD 31 EITE 28 WDG 32
GCL 28-26 MYT 30-30 BEQ 32-31 BTR 24-24 LOLFM 25-22	WEPL 30-27 MKPR 26-23 2299 24-20 MRON 29-27 WEOTTM 17-22	WHSL 11-9	MCAUPM 14-11 894 15-8 WRTX 21-17 PRO-PM 13-10 CPTR on CHUM 19-10 Q107 a	WDCG 24 RSETPH WRQE 33 WANSPH
NEST	WEST KKXX 31-30	WBNQ 26-18 WBWB 23-19 WCILFM on	SOUTH	WRQE 33 WANSFM WZYP 28 94TYN 2 WQUT 35 WORI 21
MN 38-38 03 13-11 0Q 35-29 PA 28-28 UR 24-23 TS d-30	KBBK 26-16 KKPM 27-27 KMGX 32-26 KYNOPM 21-21 RESC 31-25	WBNB 23-19 WCILFM ON KCMQ 30-29 Y94 33-30 KYTN 26-26 ERNA 30-27 MAZYFM 25-23 KFRX 20-19 EXSS 25-25 KELSFM ON	293 28-22 KAPM 10-5 93FM 22-22 195 on 897 10-9 Q105 28-23	94TYN 2 WQUT 35 WORI 21 WFHI 2 3 G100 38 WABBFM WHHYFM KBFM 28 RRGV 21 RX104 0
P2	RNOP 24-25 RIDD 17-14 R96 29-28 RSRD 28-23	EXSS 25-25 EXELSPM on 99KG 38-30 EMTOPM 28-23 EDVV 17-17 EFMW 27-25	MIDWEST 896 28-22	WSFL 40
Y 26-23 R 29-28 4 21-15 Z 26-23 K 7-11 XY 27-39	RHYT 24-24 RRQ 20-16	WEST	WLS 34-26 WLS-PM 34-26 WCCL 14-14 WHYT 24-20 RBEQ 17-15 WKTI 15-10 KHTR 23-23	BJ105 d MRVQ 20 K1TY 39 KTPM on KROK a-
FM 27-27 FH 33-33	WFBG 35-34 WGUY 7-7	KYYA 22-19 KCDQ 20-13 KTRS 23-22 KRAE 34-31 KGRO 14-14	WEST	WEDD 27 WEAU 24 92X 26- KIIF 23
IB 24-22 ID 33-33 1106 21-18 12 22-22 IRFH 29-26 IE 26-24	WGUY 7-7 WBON 37-32 103CIR 23-17 WTSN 25-24 WERZ 13-9 WZYQ 38-37 WQCM 23-19	ROSE 13-9 RD2A 29-24 RBIM 19-18 RSLY 28-26 RIST 19-17	RIMN 30-25 Q103 23-15 REARTH 24-22 RIISFM 25-21 RIQQ 15-8	WEBC d- WEBC 30
ORFH 29-26 ITE 26-24	MQCM 23-19		RIQQ 15-8 ROPA 23-20 RZEP 19-16 EMJR 17-15	WGRD 17 WZPL 33 WJXQ 26
KIM CARI			ENJE 17-15 XTRA 13-11 KFRC 30-21 KITS 16-12 KWSS 16-13 KUBE 26-22	WRFR 24 2299 23 WVIC 26 2104 17 KJ103 9
LP: Cafe Rad		National	P	KORQ 29- KZ93 a WRKR 9- WRCN 32-
Reach E 33% S 36%	9/4 35°	DEBUTS 2 SAME 41	WFLY 27-24 WTRY 22-19 0100 31-28	WEST
M 36% W 35%	NEA	DOWN 0 ADDS 4	WFLY 27-24 NTRY 22-19 Q100 3F-28 MVSR 28-20 R104 19-12 MYCR 25-21	KRXX 15- KBBR 19- KKFM 24-
AT	WRQK 36-35 WANSFM on WIYP 31-30 WORI 34-30 WFMI 29-24 KRGV on	WERZ 29-27 W2YQ on WQCM 26-21 13FEA on WRH; 38-35 MJBQ on	HTICFM 21-18 HREE 21-17 HLANPH 36-30 RC101 16-14 HSPK d-32 98PXY 22-15 HRFH 24-19 HGFM 28-18	RRXX 15- KBBR 19- KKFM 24- KMGX 11- KYMO 74- KLUC 14- KHOP 20- KIDD 32- R96 21- RWOD 23- KRSP 30- KHYT 20-
104 on PHD 36-34 CAUFH 27-27	WSFL on RROR 37-33	BOUTH	WGFM 28-18 WKFM d-26 WFST 27-23 WRCK 13-10	KNOD 23- KSKD 12- KRSP 30-
OUTH	WKDD 21-19	RQIEPM 18-17 WISE 33-31 WCGQ on RISR 38-38	WRCK 13-10 WKR1FM 29-26 Q106 29-26	RNYT 20- KRQ 17-1
CL a	KIIK on KMGK 38-37 MGRD 38-37 WZPL on WJKO on	WFOX ON KILE 35-32 KTDY ON 0101 33-31		

MCRD 38-37
MFPL ON MIPL 36-36

KTDY on (2011 33-31 MAEV on KRQV on KRQV on KRQV on WISL 29-27 MIDDEN 33-29 KCBQ on Y94 on KRAY ON KRA





Page 81

MYKS d-28 RILE on RTDE a Q101 a NPPH d-35 WAEV on WIRV a 2102 d-39 MGLF d-29 KROV d-40 WHSL a

RGOT a RYTA a RCDQ d-37 RRA1 a RGRO a BOZE d-35 RDIA on RBIH on RSLY on RSLY on RSLY on RSCE d-40 RIST d-38

72% National Summary UP 46 DEBUTS 58 SAME 37 DOWN 0 ADDS 22

3

MPBG a
MGGUY d-32
MIGNN on
103CIF a
MIGN d-37
MYBN d-37
MYBN d-39
MYBN d-29
MYBN d-36
ON100 39-31
139EA on
WKBI d-39
95XIL d-35
MYBN d-36
MOMPPM 37-33

KQIZPH 27-2 NISE 4-38 MJAD 38-34 MCGQ 38-34 MCGQ 38-37 Q104 on MFTX 39-34 KILE 4-38 KTDY 4-36 Q101 on MPFM 28-20 MAEV on MIX 39-35 MGLF on KKOV a

KFYR a NBMB 40-31 RCMQ on Y94 on RBMA d-33 WAXYFM d-36 KXSS 39-39 S9FG on RMFOFM on RSPT on RDVV d-31 KFMM a

KGOT 28-26 KYYA d-30 KCDQ 30-23 KTRS d-39 KRAZ d-40 KGMO d-34 KOZE d-31 KDZÄ ON KELY d-37 KSLY d-36 KIST 38-29

National Summary UP 202 DEBUTS 1 SAME 1 DOWN ADDS

EAST 15-

MOUTH T-16
MISE 13-11
MIAD 14-5
MCGQ 18-15
MCGQ 18-15
KISH 14-10
G104 8-8
MFOX 22-19
KISE 24-18
KISE 24-18
KISE 14-10
G101 12-9
KNDEPN 13-1
MFM 12-0
MIKE 15-11
MAEV 16-12
MIKE 15-15
MISE 14-12
KNOV 7-5
MISE 7-4

99KG 25-22 KRRC 16-13 KWTCTM 26-1-1 KDVV 18-16 KDVV 18-16 KPMW 14-7 WEST KGOT 16-11 KYYA 18-13 KCDQ 15-8 KTRS 15-5 KGNC 12-6 KGNC 12-6 KGNC 12-1 KGNC 12-1 KGNC 12-1 KGNC 12-1 KGNC 12-1 KGNC 12-1 KGNC 11-1 KGNC 1

97%

0

WEST

3

940 on 293 d~33 Q105 on

94Q 30-28 293 d-32 KAFM 34-28 B97 d-25 Q105 d-27

SIGNIFICANT ACTION

SONGS WITH LESS THAN 50 STATION REPORTS



2

KIQQ o

TONI BASIL

D

WHTT d-36 CKGM on CHUM on BOUTH 195 19-17

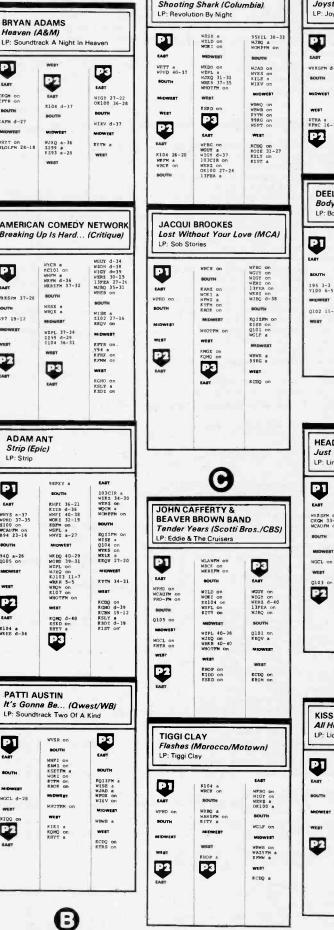
Over My Head (Chrysalis) LP: Toni Basil

P

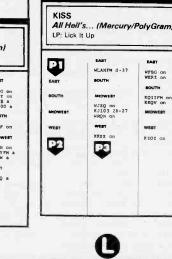
KKXX on KHYT a

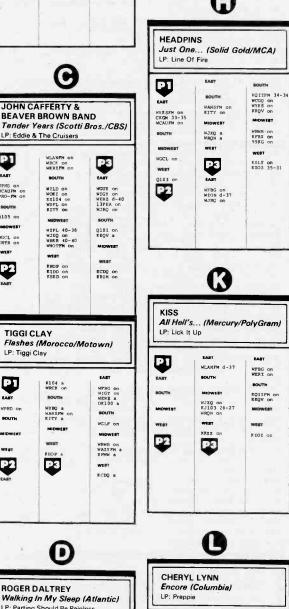
P3

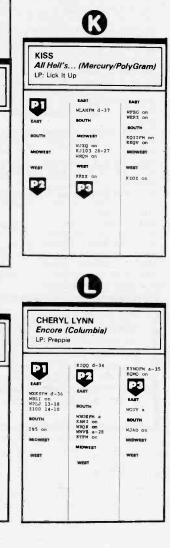
OK100 23-95XIL on NJBQ on BOUTH WIXV on MIDWEST WEST KSLY a













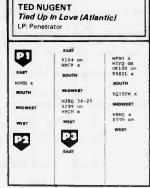
WISE a NPFM a 1102 a

P3

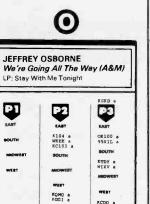
BOUTH

13PEA a WJBQ 31- WOKI ON WHEB ON WOMPPM O
WORI on WHEB on
On MOMPPH O
H MIDWEST SOUTH
WKDD on KQIZFM O
WEST MCGQ on O101 on
WPFM on
P3 WHSL on
MIDWEST
EAST KYTN d-3
WGDY on WEST
MIGA WW
KD2A on
EAST KYTN G

		EAST
PI	Q100 35-34 K104 32-26	WZON 38-33
	WYCR a	WIEZ 32-26
•	WICK A WLANFH 22-15	WERZ OD
EAST	WRCK 24-16	WZYO 34-29
	WERZEM 33-27	OR100 38-34
WHTT a	MARZEM 33-27	95%IL on
WXRSFN A	BOUTH	WSQV on
2100 on	- OUTH	WAGV OII
WCAUFM 31-30	KZZB on	BOUTH
SOUTH	WZLD OD	BOOTH
HOOTH	WDOO 39-28	WISE a
	WNFI d-40	WCGO on
93FM d-30	HH 1 0-40	WGLF d-30
Q105 on	MIDWEST	KKOV d-30
MIDWEST		
	92X on	MIDWEST
896 34-26	WJKQ 25-23	
KHTR 22-17	KJ103 a	WBNQ on
	WRKR 15-10	WCILPH 33-1
WEST	WRQN on	KKXLPH 34-3
	WHOTPM on	KYTN 27-20
XTRA a	322	KKLSPM on
	WEST	KRRC 30-27
P2	XXXX 27-23	WEST
	KRSP a	
EAST		KGBO on
Chair	138	KZOZ 4-37
		KIST on



0



WEST KCDQ a



2	2 2	WEST
EAST	EAST	P3
BOUTH	BOUTH	EAST
93PM on	KAN2 bn	103CIR a
195 11-11 1100 15-12 197 a	FM100 a-36 KRGV 28-25 KITY 2-4	BOLTH
MIDWEST	RTFM 14-13 RTSA on	MIDWEST
WEST	MIDWEST	WEST

T.C. SH	EPPARD w/	
CLINT E	ASTWOOD ly Day (Warn	er/Curb)
_	SOUTH	WIGY a
PI	1	WERE a
PJ	WROK on	WERE a WOCM a 13FEA on
	1	WERE a
EAST	WROK on 94TYX on	WERE a WQCM a 13FEA on WJBQ a
	WROK on 94TYX on WOKI a	WERE a WOCM a 13FEA on

	SOUTH	WIGY a
1.3		WOCM a
PI	WROK on	13PEA on
	94TYX on	WJBO a
EAST	WOKI a	Many a
EAR	RTFM a	воили
WNYS a	KROK on	BOUTH
BOUTH	MIDWEST	KQ12FM on
BOUTH		WISE d-34
	2104 a	WCGQ on
	WHOTPM A	KILE on
MIDWEST	WHO I PM &	WAEV d-35
	WEST	KKQV on
WEST		MIDWEST
	KYNOFM a	MIDWEST
KMJK a	KQMQ a	WXSS a
	KSKD d-37	99KG #
P2	KHYT a	KKRC a
		KWTOFM or
$\overline{}$	P3	WHIOTH OI
EAST		WEST
		WEE!
WVSR a	EAST	ECDO a
98PXY a		EGHO a
WRFM a	WFBG on	KCBN a
	WGUY a	KSLY a
	WZON a	K ZO 2 on
		KIST OR
		1



	OR (Scott Bros. nt in The Game	/CBS)
2	WGPM 39-37	WIGY a
EART	WANSPM OR	WERZ ON

PI	WGPM 39-37	WIGY a WERZ on
EAST	WANSPM on	Q101 a
BOUTH	WZPL on WJXO a	MIDWEST KKLSPM a
MIOWEST	WEST	WEST
P2	P3	KZOZ a
EAST	EAST	



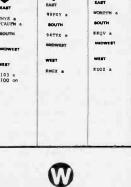
Vitamin L (Sweet City/MCA) LP: Love On The Fight				
P1	EAST	. P3		
	WYCR on			
EAST	SOUTH	EAST		
WHIT 40-26 WXESFM 35-25 WCAUPM on B94 6-6 PRO-FM on	KZZB 28-26 WNON FM ON WZLD ON KSETFM 26-26 WORI 31-26 WFMI ON	WFBG 27-26 MGUY 30-28 103CIR on WERZ 34-30 95XIL on WOMPFN 3-6 WSQV 5-3		
BOUTH	KX104 d-29			

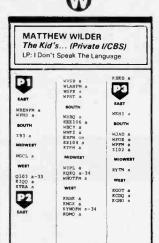
	WYCR on	
	MICH ON	EAST
EAST	SOUTH	-
		WFBG 27-26
WHTT 40-26	KZZB 28-26	WGUY 30-28
WXKSFM 35-25	WNOK PM on	103CIR on
WCAUFM on	WZLD on	WERZ 34-30
B94 6-6	KSETFM 26-26	95XIL on
PRO-PM on	WORI 31-26	WOMPEN 3-6
	WEMI on	WSOV 5-3
BOUTH	KX104 d-29	
	KTFM on	BOUTH
MIDWEST	MIDWEST	ROIZFM on
		WISE on
WGCL 20-13	WKDD 23-20	WCGO A
	wJXO on	KILE on
WERT	WRKR 35-33	KTDY on
	WHOTEM on	Q101 on
	MICTIN OII	RKOV a
P2	WEST	VVAA 9
		MIDWEST
•	KOMO on	MIDWEGI
	MANA OIL	
		WEST
		KCDO on
		KSLY a
- 4		

BONNIE TYLER Holdin' Out For a Hero (Columbia) LP: Soundtrack Footloose

	WVSR a	EAST
P	K104 on	103CIR
	WYCR a WLANFM a	WZYQ a
EAST	HOUSE A	Ox100 a
	BOUTH	WKHI a
WPHD a		95XIL a
BOUTH	WOKI a	BOUTH
	MIDWEST	
		WXLK a
MIDWEST	WHOTEM a	WIXV a
		HASE A
WEST	WEST	MIDWEST
	KBBK on	
P2	RQHO a	WEST
لكتا	KSKD a	
	P3	KCDQ a
EAST		KZOZ a
		1

	ULLMAN n't Know (M oke My Heart Ir	
21	P2	P3
EAST	EAST	EAST
NYS a	98PXY a	WOMPEN a
CAUPM a	BOUTH	SOUTH
вости	94TYX a	KKQV a
MIDWEST	MOWERT	MIDWEST
WEST	WEST	WEST
1103 a	RMGX a	KZOZ a





PZ

0

EAST

K104 a
SOUTH

MIDWEST

MGRD a-38
MUXO a
MRRR a

WEST

EAST

MFBG a

HOCH a
HOLD A
HO

ROGER DALTREY

LP: Parting Should Be Painless

ontemporary Hit Radio Continued from Back Page

BREAKERS®

DARYL HALL & JOHN OATES Adult Education (RCA)

64% of our reporters on it. Moves: Up 8, Debuts 1, Same 3, Down 0, Adds 133 including WCAU-FM, B94, Z93, WLS-FM, KIMN, KZZP, KWSS. Complete airplay in Parallels.

RE-FLEX The Politics Of Dancing (Capitol)

62% of our reporters on it. Moves: Up 58, Debuts 21, Same 43, Down 2, Adds 16 including 93FM, KEARTH, KITS, WTIC-FM, WDCG, WKAU, K96. See Parallels, debuts at number 38 on the CHR chart.

NEW & ACTIVE

PAUL YOUNG "Come Back And Stay" (Columbia) 135/42
Moves: Up 13, Debuts 30, Same 50, Down 0, Adds 42 including WBEN-FM, WNYS, WCAU-FM, CHUM, Z93, KAFM, KHTR, KZZP, KMJK, KWSS, KC101, WSSX, K107, KHOP, KIDD.

THOMPSON TWINS "Hold Me Now" (Arista) 132/74

Moves: Up 2, Debuts 20, Same 36, Down 0, Adds 74 including WXKS-FM, WBEN-FM, WKBW, WNYS, WBLI, CKGM, Z100, WCAU-FM, 894, WHTX, PRO-FM, 93FM, Q103, KMJK.

OLIVIA NEWTON-JOHN "(Livin' In) Desperate Times" (MCA) 129/60
Moves: Up 0, Debuts 29, Same 40, Down 0, Adds 60 including WBEN-FM, WNYS, WBLI, PRO-FM, WGCL, WHYT, KBEQ, WLOL-FM, KIMN, Q103, XTRA, WKFM, WSKZ, WMEE, KKXX.

KC "Give It Up" (Meca) 126/17

Moves: Up 81, Debuts 7, Same 15, Down 6, Adds 17 including B94, I95, WLOL-FM, KZZP, KNBQ, KHFI, KRGV, WRVQ, KIIK, WTSN, KISR, Q101, KCDQ, KKAZ, KBIM. See Parallels, moves 36-33 on the CHR chart.

ROLLING STONES "She Was Hot" (Rolling Stones/Atco) 118/23

Moves: Up 19, Debuts 34, Same 42, Down 0, Adds 23 including WHTX, WGCL, WBBQ, KZZB, 94TYX, KX104, KIIK, WKDQ, WMEE, K107, 103CIR, WISE, KKQV, KKLS-FM, KOZE.

TINA TURNER "Let's Stay Together" (Capitol) 116/14
Moves: Up 53, Debuts 16, Same 33, Down 0, Adds 14, CHUM, KAFM, KIIS-FM, KITS, WSSX, WNOK-FM, G100, WNVZ, WEBC, WZPL, WRQN, WTNS, WSPT, KTRS, 94Q 20-9.
HOWARD JONES "New Song" (Elektra) 113/11
Moves: Up 48, Debuts 18, Same 36, Down 0, Adds 11, WGCL, KBEQ, WLOL-FM, Q100, KHFI, WSKZ, WFMI, WNVZ, K107, KQMQ, KCMQ, WHTT 35-27, I95 28-18, WTIC-FM 27-22, KIDD 19-13, WGUY 34-29.

JACKSON BROWNE "For A Rocker" (Asylum) 110/11
Moves: Up 54, Debuts 10, Same 34, Down 1, Adds 11, KHTR, WRQK, WANS-FM, WQUT, WFMI, WSFL, WNVZ, KYNO-FM, KWOD, KIST, WPHD 26-22, Q102 22-17, KHFI 34-25, WZPL 31-26.

WANG CHUNG "Don't Let Go" (Geffen) 107/43
Moves: Up 5, Debuts 14, Same 45, Down 0, Adds 43 including WNYS, WCAU-FM, 93FM, WHYT, WSPK, Q106, WBBQ, KITE, KMGK, K107, KYNO-FM, KHYT, WIKZ, WFOX, KCMQ.

UB40 "Red Red Wine" (Virgin/A&M) 100/21
Moves: Up 19, Debuts 13, Same 47, Down 0, Adds 21 including WHTT, 93FM, WTIC-FM, WLAN-FM, KHFI, WNOK-FM, KITE, WANS-FM, G100, KX104, WKDQ, WRQN, K107, KLUC.

BIG COUNTRY "Fields Of Fire" (Mercury/PolyGram) 98/18 Moves: Up 7, Debuts 13, Same 60, Down 0, Adds 18 including WXKS-FM, PRO-FM, KIMN, Q103, WFLY, Q106, KZZB, G100, KMGK, KKXX, WZON, WJBQ, KISR, KILE, KCMQ.

DWIGHT TWILLEY "Girls" (EMI America) 84/84
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 84 including WHTT, WXKS-FM, WNYS, WPHD, WCAU-FM, Z93, KAFM, B96, WGCL, KMJK, 98PXY, KXX106, WGRD, KRQ, WGLF.

KIM CARNES "You Make My Heart Beat Faster (And That's All That Matters)" (EMI America) 79/4
Moves: Up 32, Debuts 2, Same 41, Down 0, Adds 4, WGCL, WKFM, WKRZ-FM, KBBK, WOKI 34-30, WFMI 29-24, WKDD 21-19, KSKD 30-22, WQCM 26-21, WKHI 38-35, KQIZ-FM 18-17, WBWB 33-29, KCDQ 34-25, KSLY 39-34, KIST 29-26.

QUEEN "Radio Ga Ga" (Capitol) 75/75

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 75 including B104, WHTT, WXKS-FM, WPHD, WCAU-FM, CHUM, B96, KEARTH, KIIS-FM, XTRA, WPST, WBCY, KJ103, KKXX, WJBQ.

BILLY IDOL "Rebel Yell" (Chrysalis) 67/13
Moves: Up 18, Debuts 9, Same 27, Down 0, Adds 13, WNYS, XTRA, KITS, WKFM, KZZB, Z104, KQMQ, WZON, WIKZ, WBWB, WCIL-FM, KOZE, KCBN, WPHD 28-24, CHUM 24-15.

APRIL WINE "This Could Be The One" (Capitol) 61/23
Moves: Up 2, Debuts 5, Same 31, Down 0, Adds 23 including WCAU-FM, WVSR, KC101, WGFM, WZLD, WFMI, WZPL, KJ103, WRQN, K107, KIDD, WOMP-FM, KKQV, WAZY-FM, KBIM.

PATTI LABELLE "If Only You Knew" (Philadelphia International/CBS) 51/11
Moves: Up 23, Debuts 2, Same 14, Down 1, Adds 11, WOKI, WKDD, WRQN, KBBK, 13FEA, WISE, WFOX, WGLF, KCDQ, KDZA,

KSLY, Z100 8-6, KIIS-FM d-35, WBBQ 15-10, Z102 17-9.

SIGNIFICANT ACTION

ADAM ANT "Strip" (Epic) 47/12

Moves: Up 12, Debuts 5, Same 18, Down 0, Adds 12, WNYS, 94Q, K104, 98PXY, WSFL, WNVZ, KHYT, 103CIR, WQCM, WISE, WXLK, KSLY, B94 23-16, WKDQ 40-29, KJ103 11-7.

MOTLEY CRUE "Looks That Kill" (Elektra) 47/7

Moves: Up 20, Debuts 5, Same 15, Down 0, Adds 7, WHTT, WXKS-FM, XTRA, WYCR, KJ103, KRSP, B96 34-26, KHTR 22-17.

WDOQ 39-28, WRKR 15-10, WZON 38-33, WIKZ 32-26, WCIL-FM 33-12, KKRC 30-27.

MOST ADDED _®

DARYL HALL & JOHN OATES (133)

Adult Education (RCA) **DWIGHT TWILLEY (84)** Girls (EMI America) **QUEEN (75)**

Radio Ga Ga (Capitol) **THOMPSON TWINS (74)**

Hold Me Now (Arista) **OLIVIA NEWTON-JOHN (60)** (Livin' In) Desperate Times (MCA) WANG CHUNG (43)

Don't Let Go (Geffen)

HOTTEST

VAN HALEN (193) Jump (WB) **MICHAEL JACKSON (164)** Thriller (Epic) NENA (122)

99 Luftballons (99 Red Balloons) (Epic) **CYNDI LAUPER (94)** Girls Just Want To Have Fun (Portrait/CBS)

CULTURE CLUB (74) Karma Chameleon (Virgin/Epic) POLICE (48)

Wrapped Around Your Finger (A&M)

T.G. SHEPPARD with CLINT EASTWOOD "Make My Day" (WB/Curb) 40/25 Moves: Up 0, Debuts 3, Same 12, Down 0, Adds 25 including WNYS, KMJK, 98PXY, WHFM, WOKI, KTFM, Z104, KYNO-FM, KHYT, WIGY, WQCM, WJBQ, 99KG, KCDQ, KCBN.

STRAY CATS "Look At That Cadillac" (EMI America) 40/1

Moves: Up 8, Debuts 0, Same 31, Down 0, Adds 1, KIST, WPHD 38-36, WCAU-FM on, WHYT on, KMJK 34-31, WPST on, KYNO-FM 16-15, KLUC 33-29, KSKD 34-31, WQCM on, KQIZ-FM 36-35, WISE on, Q101 35-29, KCBN 31-26.

BETTE MIDLER "Beast Of Burden" (Atlantic) 39/12

Moves: Up 1, Debuts 7, Same 19, Down 0, Adds 12, WXKS-FM, KIQQ, WLAN-FM, WRCK, WJXQ, KLUC, KSKD, WQCM, 13FEA, KQIZ-FM, KFYR, KBIM, K104 d-34, WKRZ-FM d-39, KBK d-22.

BLUE OYSTER CULT "Shooting Shark" (Columbia) 37/9

Moves: Up 6, Debuts 1, Same 21, Down 0, Adds 9, WHTT, WKFM, WSSX, WZPL, WGUY, 13FEA, WJBQ, KILE, KIST, WPHD 40-37, K104 26-20, WRKR 37-35, OK 100 27-24, 95XIL 38-33, KOZE 31-27.

B.E. TAYLOR GROUP "Vitamin L" (Sweet City/MCA) 36/3
Moves: Up 11, Debuts 1, Same 20, Down 1, Adds 3, WCGQ, KKQV, KSLY, WHTT 40-26, WXKS-FM 35-25, WCAU-FM on, B94
6-6, PRO-FM on, WGCL 20-13, KZZB 28-26, WOKI 31-26, KX104 d-29, WKDD 23-20, WERZ 34-30, WSQV 5-3.

MATTHEW WILDER "The Kid's American" (Private I/CBS) 35/34 Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 34 including WBEN-FM, WPHD, Z93, WGCL, Q103, KIQQ, XTRA, WLAN-FM, WBBQ, WNFI, WHOT-FM, KSKD, WKHI, KYTN, KCDQ.

JOHN CAFFERTY & BEAVER BROWN BAND "Tender Years" (Scotti Bros./CBS) 30/1 Moves: Up 1, Debuts 1, Same 27, Down 0, Adds 1, KKQV, PRO-FM on, Q105 on, WGCL on, KHTR on, WKRZ-FM on, WOKI on, WZPL 40-38, WERZ d-40, KCDQ on, KBIM on.

AMERICAN COMEDY NETWORK "Breaking Up Is Hard On You" (Critique/Quality) 29/7
Moves: Up 9, Debuts 5, Same 8, Down 0, Adds 7, WYCR, WHFM, WSSX, WRQK, WISE, Y94, KSLY, WXKS-FM 37-28, B97
19-12, WKRZ-FM 37-32, WZPL 37-34, Z104 36-31, WERZ 30-15, WJBQ 35-31, Z102 27-16.

JACQUI BROOKES "Lost Without Your Love" (MCA) 24/5

Moves: Up 0, Debuts 1, Same 18, Down 0, Adds 5, WOKI, WFMI, WGLF, WBWB, 99KG, WPHD on, WRCK on, KROK on, WHOT-FM on, WERZ on, WJBQ d-38.

ROGER DALTREY "Walking In My Sleep" (Atlantic) 23/23

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 23 including WHTT, KIQQ, K104, WGRD, WJXQ, WRKR, OK100, 95XIL, WSQV, KQIZ-FM, WYKS, WHSL, KFRX, KFMW, KIST.

MINK DEVILLE "Each Word's A Beat Of My Heart" (Atlantic) 23/2
Moves: Up 1, Debuts 1, Same 19, Down 0, Adds 2, KTFM, 13FEA, WPHD on, WRCK on, WOKI on, WGUY on, WIGY on, WJBQ
31-28, WPFM on, WHFL on, KYTN d-37, KOZE on, KBIM on. PATTI AUSTIN "It's Gonna Be Special" (Qwest/WB) 21/7

Moves: Up 0, Debuts 1, Same 13, Down 0, Adds 7, KSET-FM, KIKI, KHYT, KQIZ-FM, WISE, WJAD, WBWB, WGCL d-28, KIQQ on, WVSR on, WNFI on, KAMZ on, WFOX on, WIXV on.

HEADPINS "Just One More Time" (Solid Gold/MCA) 21/2

Moves: Up 1, Debuts 1, Same 16, Down 1, Adds 2, WJXQ, WRQN, WXKS-FM on, WCAU-FM on, WGCL on, Q103 on, WZON d-37, WCGQ on, KKQV on, WBWB on, KSLY on, KZOZ 35-31.

BONNIE TYLER "Holdin' Out For A Hero" (Columbia) 20/18
Moves: Up 0, Debuts 0, Same 2, Down 0, Adds 18 including WPHD, WVSR, WYCR, WLAN-FM, WOKI, WHOT-FM, KQMQ, KSKD, 103CIR, WKHI, WXLK, WIXV, WHSL, KZOZ. DAZZ BAND "Joystick" (Motown) 18/11

Moves: Up 1, Debuts 1, Same 5, Down 0, Adds 11, XTRA, WOKI, WRVQ, KITY, KTFM, KJ103, KMGX, WZYQ, WISE, WPFM, Z102, WXKS-FM d-40, KFRC 26-20, WNOK-FM on, KHYT on.

TIGGI CLAY "Flashes" (Morocco/Motown) 16/9
Moves: Up 0, Debuts 0, Same 7, Down 0, Adds 9, K104, WBBQ, KITY, KHOP, WERZ, OK100, WAZY-FM, KFMW, KCDQ, WPHD on, WRCK on, WANS-FM on, WIGY on, WGLF on, WBWB On.

on, WRCK on, WANS-FM on, WIGT on, WGLF on, WOVE ON.

CHERYL LYNN "Encore" (Columbia) 15/4

Moves: Up 1, Debuts 2, Same 7, Down 1, Adds 4, WNOK-FM, WNVZ, KYNO-FM, WGUY, WXKS-FM d-36, WBLI on, Z100 14-10, I95 on, KIQQ d-34, KAMZ on, WRQK on, KTFM on, KQMQ on, WJAD on.

TONI BASIL "Over My Head" (Chrysalis) 14/2

Moves: Up 2, Debuts 1, Same 9, Down 0, Adds 2, KHYT, KSLY, WHTT d-36, CKGM on, CHUM on, I95 19-17, WFLY on, WZLD on, KKXX on, OK100 23-17, 95XIL on, WJBQ on, WIXV on.

TED NUGENT "Tied Up In Love" (Atlantic) 13/7

Moves: Up 1, Debuts 0, Same 5, Down 0, Adds 7, WPHD, WRCK, WRQN, WFBG, 95XIL, KQIZ-FM, WBNQ, K104 on-dp, WJXQ 34-29, WZYP on, Ok100 on-dp, KYTN on.

BRYAN ADAMS "Heaven" (A&M) 13/4 Moves: Up 3, Debuts 3, Same 3, Down 0, Adds 4, WJXQ, ZZ99, KZ93, KYTN, CKGM on, CFTR On, KAFM d-27, WHYT on, WLOL-FM 28-18, K104 d-37, WIGY 27-22, OK100 36-28, WIXV d-37.

JEFFREY OSBORNE "We're Going All The Way" (A&M) 11/11
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 11, K104, WKEE, KC101, KQMQ, KGGI, KSKD, OK100, 95XIL, KTDY, WIXV,

LIONEL RICHIE "Hello" (Motown) 11/3

loves: Up 3, Debuts 0, Same 4, Down 1, Adds 3, B94, FM100, 103CIR, 93FM on, Y100 15-12, KRGV 28-25, KTFM 14-13,

TRACEY ULLMAN "They Don't Know" (MCA) 10/9
Moves: Up U, Debuts U, Same 1, Down O, Adds 9, WNYS, WCAU-FM, Q103, 98PXY, 94TYX, KMGX, WOMP-FM, KKQV, KZOZ,

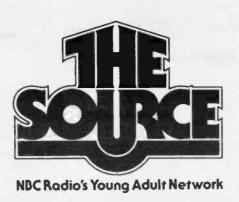
SURVIVOR "I Never Stopped Loving You" (Scotti Bros./CBS) 10/6
Moves: Up 1, Debuts 0, Same 3, Down 0, Adds 6, WJXQ, KIDD, WIGY, Q101, KKLS-FM, KZOZ, WGFM 39-37, WANS-FM on, WZPL on, WERZ on.

DEELE "Body Talk" (Solar/Elektra) 10/1

Moves: Up 5, Debuts 1, Same 3, Down 0, Adds 1, KMGX, I95 3-3, Y100 6-5, Q102 15-12, KIQQ 30-22, KFRC 17-13, WNVZ on, WRVQ d-28, KITY 13-8, WKDQ on.

KISS "All Hell's Breaking Loose" (Mercury/PolyGram) 10/0 Moves: Up 1, Debuts 1, Same 8, Down 0, Adds 0, WLAN-FM d-37, WJXQ on-dp, KJ103 28-27, WRQN on-dp, KKXX on-dp, WFBG on-dp, WERZ on, KQIZ-FM on, KKQV on-dp, KZOZ on.

New & Active Includes songs reported by at least 50 of our CHR reporters, Significant Action includes songs reported by fewer than 50 but at least 10 of our CHR reporters. The two numbers following the artist/title (label) designation indicate the total number of stations reporting the record this week and, of those, how many added it for the first time 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.



HEART IN CONCERT



Broadcast February 10-14 Sponsored in part by The U.S. Navy, Budweiser and Whitman's Boxed Chocolate. Heart. Straight on in concert. Originally broadcast live via satellite. "Barracuda." "Magic Man". "Crazy On You." "How Could I Refuse." And more. Produced exclusively for The Source by Starfleet Blair Inc.



Bruce Stevens of WBBQ-Augusta, Georgia is the Winner of AIR's "Best Ears in the Business" Competition #1. Bruce Wins AIR's 1984 Mercedes-Benz 380 SL.

On February 14, 1983, 212 of the Best Ears in the Business took part in the first research project of its kind in this industry. The project lasted 40 weeks. Participants, the nation's top program and music directors in CHR radio, listened to 200 records over the course of the competition.

They responded weekly with their predictions of the hit potential of those 200 songs. Finally, 21 emerged as the most accurate. Bruce proved most accurate of all and won the Mercedes Benz 380 SL. Congratulations Bruce! You are the "Best Ears in the Business" for 1983.

*I'm ecstatic. When you look over the list of participants, it reads like a who's who in radio. I feel very fortunate to have just finished in the top 21, but to have won the car is just overwhelming. I also think the competition has a very positive effect on the record business. The AIR records become listening priorities to the PD's and the MD's participating, and since the first step in the promotional process is listening, the impact is self evident. Again, I'm excited at being named 'The Best Ears in the Business' for 1983.**



AIR Proudly Presents the Twenty Runner-Up Winners of \$1000 each for Competition #1



Scott Alexander St. Louis, MO me up with a "...you've come up with a valuable tool for the record industry. There has never been this kind of incentive for radio to listen to records.



Skip Bishop Panama City, FL "AIR has made it exciting to go ear to ear with other pro extra motivation to analyze w releases closely.



Des Moines, IA "AIR made me listen more ing to products three or re times instead of just once. I'm excited about finishing so high in the competition.



Larry Cannon There were many hit records that never would have soon if not for AIR's com-



Clearwater, FL "It was a challenge to com-pete with the best ears in the business. To finish in the top of the competition, is personally gratifying.



David Grossman KRTH Los Angeles, CA finished among the top pro-

Steve Larson



Tom Hutyler KUBE Seattle, WA "Being afforded the oppor-tunity to win anything for just listening to music is very gratifying. This competition had a great effect on my



Bob Kaghan Even during the busiest weeks, I heard the AIR records. Win, lose or draw, pickin' the hits for AIR was



Steve Kingston Pittsburgh, PA "Listening to new music early pays off. AIR makes me aware of new music. The right new music contributes to our success in Pitts-



Hoquiam, WA "I'm honored to have done so well in the competition when given the quality of the other participants. AIR rec ords were a constant priority week after week, and re



Jack Lawrence WFLY Albany, NY
"I found the competition to
be a learning as well as growing experience. I thank AIR for the opportunity to participate and discover the



Jim Martin Beckley, WV 'AIR is the incentive for programmers to listen to records and use their own ears instead of letting other sources do their job...



J.D. North Savannah, GA This is fantastic. To be part of the winners circle is quite an honor. Air has opened the eves and ears of the radio



Dan Seeman Minneapolis, MIII
"AIR has given immediate exposure to Eurythmics, Matthew Wilder, and Quiet Riot. Records like those pro-vided by the competition play a crucial role in the sound of our staton.



Randi Sommers Savannah, GA to win money. Air made it easier to zero in on those records that needed my at-



Gregg Swedberg WLOL Minneapolis, MN
The weekly AIR records are important. AIR provides valuable insight on which songs the record companies are serious about before the promotion reps hit you up.



Doug Welldon Philadelphia, PA 'It's an excellent way to enhearing. AIR's a great con



Free Agent Sloux Falls, SD of nowhere we cam handicap



Ray Williams Savannah, GA "Competition breeds win-ners. In this case everybody wins including myself with the help of the industry's newest, most useful tool of the trade - AIR...AIR is



John Young Atlanta, GA The extra time to listen was beneficial all year long. I'm flattered to have finished in the top 20. I'm thrilled to the southeast well

AIR congratulates ALL the participants for competition #1! Competition #2 is currently in its 9th week. Winners will be announced in early December, 1984.

WEEK

R Response Records

WEEK



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 15, 1984.

#	TITLE	ARTIST	LABEL
2138	WONDERLAND	XTC	GEFFEN
2139	WHITE HORSE	LAID BACK	SIRE/WB
2146	VITAMIN L	B.E. TAYLOR GROUP	MCA
2141	WE'RE GOING ALL THE WAY	JEFFREY OSBORNE	A&M
2142	BODY TALK	DEELE	SOLAR

AIR delivers the ears that help you deliver the hits. Call Alan Smith at 301-964-5544.

Active Industry Research • P.O. BOX 1136 • COLUMBIA, MARYLAND 21044 • 301-964-5544

NATIONALARPLAY

February 10, 1984 THE BACK



				ontemporary 1 11t 1 tadio
	Two			
13	8	3	0	MICHAEL JACKSON/Thriller (Epic)
18	11	4	Ö	VAN HALEN/Jump (WB)
1	1	1	3	CULTURE CLUB/Karma Chameleon (Virgin/Epic)
3	2	2	4	GENESIS/That's All (Atlantic)
20	14	9	5	POLICE/Wrapped Around Your Finger (A&M)
28	18	13	8	NENA/99 Luftballons (99 Red Balloons) (Epic)
14	12	10	0	BILLY JOEL/An Innocent Man (Columbia)
36	25	17	8	CYNDI LAUPER/Girls Just Want To Have Fun (Portrait/CBS)
35	23	15	9	JOHN LENNON/Nobody Told Me (Polydor/PG)
6 .	4	. 5	10	LIONEL RICHIE/Running With The Night (Motown)
7	6	6	11	CHRISTOPHER CROSS/Think Of Laura (WB)
26	19	16	B	
19	16	14	B	•
8	7	7	14	KOOL & THE GANG/Joanna (De-Lite/PG)
30	21	19	B	J. INGRAM with M. McDONALD/Yah Mo B There (Qwest/WB)
39	28	24	10	DURAN DURAN/New Moon On Monday (Capitol)
· -	31	26	D	HUEY LEWIS & THE NEWS/I Want A New Drug (Chrysalis)
24	20	18	18	PAUL McCARTNEY/So Bad (Columbia) N&A Begins on Page 84
2		. 8	19	YES/Owner Of A Lonely Heart (Atco)
10	9	12	20	JOHN COUGAR MELLENCAMP/Pink Houses (Riva/PG)
4	5	11	21	ROMANTICS/Talking In Your Sleep (Nemperor/CBS)
11	10	20	22	RAY PARKER JR./I Still Can't Get Over Loving (Arista) CHRISTINE McVIE/Got A Hold On Me (WB)
I.	40	28	23	EURYTHMICS/Here Comes The Rain Again (RCA)
		30	23	ROCKWELL/Somebody's Watching Me (Motown)
	-	39	25	KENNY LOGGINS/Footloose (Columbia)
	35	29	23	QUIET RIOT/Bang Your Head (Metal Health) (Pasha/CBS)
	39	33	23	KENNY ROGERS/This Woman (RCA)
5	13	21	29	ELTON JOHN/I Guess That's Why They Call It The Blues (Geffen)
0	13	21	23	LET OIL DOTTING GOOD THAT THE PROPERTY OF THE

38 SPECIAL/Back Where You Belong (A&M) ontemporary

BILLY JOEL/An Innocent Man (Columbia)

SHEENA EASTON/Almost Over You (EMI America)

MANFRED MANN'S EARTH BAND/Runner (Arista)

POINTER SISTERS/Automatic (Planet/RCA)

RE-FLEX/The Politics Of Dancing (Capitol)

30 REAL LIFE/Send Me An Angel (Curb/MCA)

32 MADONNA/Holiday (Sire/WB)

3 KC/Give It Up (Meca)

DEBUT > 37

BREAKER 38

31 MATTHEW WILDER/Break My Stride (Private I/CBS)

34 IRENE CARA/The Dream (Hold On To Your...) (Network/Geffen) DAN FOGELBERG/The Language Of Love (Full Moon/Epic)

PAUL McCARTNEY/So Bad (Columbia) 3 KENNY ROGERS/This Woman (RCA) N&A Begins on Page 65 CHRISTOPHER CROSS/Think Of Laura (WB) 5 * KOOL & THE GANG/Joanna (De-Lite/PG) 6 SHEENA EASTON/Almost Over You (EMI America) **GENESIS/That's All (Atlantic)** 8 H CULTURE CLUB/Karma Chameleon (Virgin/Epic) SKLIONEL RICHIE/Running With The Night (Motown) CHRISTINE McVIE/Got A Hold On Me (WB)

J. INGRAM with M. McDONALD/Yah Mo B There (Qwest/WB) P. BRYSON/R. FLACK/You're Looking Like Love To Me (Capitol) 3 DOLLY PARTON/Save The Last Dance For Me (RCA) 14 RAY PARKER JR./I Still Can't Get Over Loving You (Arista) POLICE/Wrapped Around Your Finger (A&M) 1ed ELTON JOHN/I Guess That's Why They Call It The Blues (Geffen) 12 N. SEDAKA with D. SEDAKA/Your Precious Love (Curb/MCA) 13 JOHN LENNON/Nobody Told Me (Polydor/PolyGram) F. STALLONE & C. RHODES/I'm Never Gonna Give... (RSO/PG) DONNA SUMMER/Love Has A Mind Of Its Own (Mercury/PG) 21 LANI HALL/Send in The Clowns (A&IVI) 11 17 23KO. NEWTON-JOHN & J. TRAVOLTA/Take A Chance (MCA)

DAN FOGELBERG/The Language Of Love (Full Moon/Epic)

BREAKER (2) CARPENTERS/Your Baby Doesn't Love You Anymore (A&M)

MICHAEL SEMBELLO/Talk (WB)

DEBUT MICHAEL JACKSON/Thriller (Epic)

13 19 25 BARRY MANILOW/Read 'Em And Weep (Arista)

11. 17 23 28 MATTHEW WILDER/Break My Stride (Private I/CBS) BREAKER JIMMY BUFFETT/Brown Eyed Girl (MCA) BREAKER TANNE MURRAY/That's Not The Way (It's S'posed...) (Capitol)

M./HOTTRACKS

	Two	Lost g Week		
1	1	1	0	VAN HALEN/Jump (WB)
3	3	2	0	JOHN LENNON/Nobody Told Me (Polydor/PG)
2	2	3	3	PRETENDERS/Middle Of The Road (Sire/WB)
10	5	4	4	38 SPECIAL/Back Where You Belong (A&M)
19	11	5		MANFRED MANN'S EARTH/Runner (Arista)
51	28	11		
33	22	12		CHRISTINE McVIE/Got A Hold On Me (WB)
16	8	6	8	DURAN DURAN/New Moon On Monday (Capitol)
22	15	8	9	BRYAN ADAMS/Heaven (A&M)
14		7		VAN HALEN/Panama (WB)
8	7	9		ROLLING STONES/She Was Hot (RS/Atco)
-	34	19		DWIGHT TWILLEY/Girls (EMI America)
= 11	9	13		YES/It Can Happen (Atco)
29	24	18		EURYTHMICS/Here Comes The (RCA)
-	-	27		PRETENDERS/Time The Avenger (Sire/WB)
28	20	15		MOTLEY CRUE/Looks That Kill (Elektra)
.17	16	16		VAN HALEN/I'll Wait (WB)
34	25	23		JUDAS PRIEST/Some Heads Are Gonna Roll (Columbia)
_	_	34		APRIL WINE/This Could Be The Right One (Capitol)
13	13	14		HUEY LEWIS & THE NEWS/I Want (Chrysalis)
	43	25		TED NUGENT/Tied Up In Love (Atlantic)
_	44	32		BON JOVI/Runaway (Mercury/PG)
4	4	10		GENESIS/That's All (Atlantic)
20	23	21	25	REAL LIFE/Send Me An Angel (Curb/MCA)
18	19	26	26	YES/Changes (Atco) Complete Tracks Chart on Page 68
12	14	22	27	BILLY IDOL/Rebel Yell (Chrysalis)
5	6	17	28	JOURNEY/Ask The Lonely (MCA)

Black/Urban

29 GENESIS/Horne By The Sea (Atlantic)

30 UTOPIA/Crybaby (Passport)

I	7	3	2	0	CHERYL LYNN/Encore (Columbia)
ı	2	2	1		J. INGRAM w/M. McDONALD/Yah Mo B (Qwest/WB)
ı	1	1	3		PATTI LABELLE/If Only You Knew (Phil. Int./CBS)
ı	_	33	10		ROCKWELL/Somebody's Watching Me (Motown)
ı	6	5	4	5	
H	10	9	6		DAZZ BAND/Joystick (Motown)
ı	29	14	11		JEFFREY OSBORNE/Plane Love (A&M)
	15	11	8		J. BLACKFOOT/Taxi (Sound Town/Allegiance)
ı	5	4	5	9	"D" TRAIN/Something's On Your Mind (Prelude)
۱			7		EVELYN "CHAMPAGNE" KING/Action (RCA)
ı	38	27	14		MELBA MOORE/Livin' For Your Love (Capitol)
	13	13	12		PIECES OF A DREAM/Fo-Fi-Fo (Elektra)
	25	20	13	-	RUN D.M.C./Hard Times (Profile)
	_	_	17		POINTER SISTERS/Automatic (Planet/RCA)
	27	16	15		DREAMBOY/Don't Go (Qwest/WB)
ı	-	29	20		EARTH, WIND & FIRE/Touch (Columbia)
ı	_	39	23	D	TINA TURNER/Let's Stay Together (Capitol)
ı	36	31	22	13	JENNY BURTON/Remember What You Like (Atlantic)
	20	19	19	19	ANITA BAKER/You're The Best (Beverly Glen)
	BR	EA	KER		MICHAEL JACKSON/Thriller (Epic)
ı	26	21	21	2	MUSICAL YOUTH/She's Trouble (MCA)
ı	3	6	9	22	SHANNON/Let The Music Play (Mirage/Atco)
1	8	10	16	23	DEELE/Body Talk (Solar/Elektra) N&A Begins on Page 61
ı	-	-	28		SHALAMAR/Deadline U.S.A. (MCA)
ı	39	34	-25		P. BRYSON/R. FLACK/You're Looking Like (Capitol)
ı	-	-	34		TYRONE BRUNSON/Fresh (Believe Drm/CBS)
ı	-	38	29		STEVE ARRINGTON'S/Hump To The Bump (Atlantic)
ı	-	-	35		THE DELLS/You Just Can't Walk Away (Private I/CBS)
	-	-	39		IMAGINATION/This Means War (Elektra)
	4.	8	18		LUTHER VANDROSS/I'll Let You Slide (Epic)
					B. WOMACK & P. LABELLE/Love Has (Beverly Glen)
					PATTI AUSTIN/It's Gonna Be Special (Qwest/WB)
-	RK	EA	KER		RUFUS & CHAKA KHAN/One Million Kisses (WB)
1		36			TEENA MARIE/Midnight Magnet (Epic)
1	BRI	EAI			DIONNE WARWICK/Got A Date (Arista)
1	-	-	40		INDEEP/The Record Keeps Spinning (Sound of N. Y.)
	31	25	24		PHILIPPE WYNNE/Wait Until Tomorrow (Fantasy)
1		BUT	_		ATLANTIC STARR/More, More, More (A&M)
1		BUT		39	BOBBY NUNN/Hangin' Out At The Mall (Motown) RON BANKS/Make It Easy On Yourself (CBS)
1	24	24	38	40	HOW BANKS/IVIAKE IT Easy Off Toursell (CBS)

Med Don Perometty