

I N S I D E:

**SUPREME COURT MAY TACKLE FAIRNESS DOCTRINE**

The Supreme Court's decision to allow public radio stations to editorialize contains strong hints that, with sufficient signs from Congress and the FCC, the high court may be willing to alter the Fairness Doctrine.

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**SCANNING ARBITRENDS & BIRCH MONTHLIES**

Jhan Hiber compares the key aspects of the monthly ratings data offerings from Arbitron and Birch point by point — from timing to analytical capabilities to price.

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**STAKELIN: STATE OF THE RAB**

"The RAB has stepped off on an aggressive, high-intensity, and productive campaign to bring more dollars into radio."

After one year at the helm of the Radio Advertising Bureau, President Bill Stakelin assesses the changes and progress the organization has accomplished.

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**PEOPLE IN THE NEWS THIS WEEK**

- Dan Bennett PD at KLIF
- John Ford RCA VP/USA & Canada
- David Gerard GM at WTIX
- John Kelly VP for Scott Broadcasting
- Mary Conroy Atlantic's National A/C Promotion Manager
- Lon Achenbach GSM at KEX

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**KKGO CELEBRATES 25TH**

For almost all of its quarter-century of existence, KKGO has been providing Los Angeles with commercial Jazz programming. Owner Saul Levine and other station executives reflect on the last 25 years to Barbara Barnes.

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**DID YOU EVER HAVE TO MAKE UP YOUR MIND?**

Lon Helton, borrowing an old Lovin' Spoonful title, talks to top Country PDs about their criteria for adding new records.

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**THE GENERAL MARKET OUTLOOK FOR BLACK RADIO PROS**

Walt Love examines the opportunities in general market radio for black air personalities and programmers, concluding that prospects have dimmed in recent years.

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**THE AOR MUSIC DIRECTOR'S FORUM**

Steve Feinstein talks to MDs about their crucial yet misunderstood roles in the operation of an effective AOR outlet.

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**Gallucci Given KING-FM GM Post**

Bob Gallucci has been appointed General Manager of Classical KING-FM/Seattle. He succeeds Tim Davidson, who assumed the VP/GM reins at sister KING (AM) in April.

During the last five years, Gallucci served as Business Manager for King Broadcasting's Portland radio and television outlets (KGW-AM & TV, KINK). Previous to that he worked for the city of Portland in various financial administration posts. Commenting on the Gallucci promotion, Jim Kime, VP/Radio, said, "Gallucci's

fiscal experience in King Broadcast, his familiarity with King Broadcasting and its goals, and his enthusiasm for a new challenge are assets that will do him well with his new responsibilities."

"KING-FM enjoys a very good reputation in the community," Gallucci told R&R, "and I'm quite honored to be selected the next GM. It's a great opportunity. I have no immediate plans for the future; for me to go up there and do anything with that station right now, with the way it's enjoying success and the staff that it has, would be real presumptuous on my part. I just can't wait to get up there and work with the staff." Gallucci's appointment becomes effective July 9. He added that a search is currently underway for his replacement.

**RKO Nets Discover Overcharge, Begin Fraud Investigation**

RKO General last week informed the FCC that it had recently discovered errors in charges for advertising and payments made to network affiliates by its subsidiary, RKO Radio Networks. The preliminary findings, discovered by outside accountants, indicated that the amount of errors in these charges totals approx-

imately \$4 million. Comments filed by RKO with the FCC suggest that the matter may involve fraud against the network, as well as against third parties.

RKO is currently participating in hearings at the Commission to determine if the corporation can remain a qualified broadcast licensee.

In order to determine the root of the apparent accounting errors, the network is conducting an internal investigation into the whereabouts of the missing funds. As part of this investigation, RKO VP/Affiliate Relations Ken Harris was suspended Tuesday (7-3) from his network responsibilities, with pay, pending the conclusion of the internal audit. According to RKO General VP/Corporate Communications Steven Ellis, this measure does not necessarily indicate any untoward involvement by Harris in the situation.

Ellis told R&R, "This is not a disciplinary action. The reason I was given for this move is that the investigating team felt that if Ken were relieved from the pressures of his current duties, he could cooperate with them more fully in expediting the investigation."

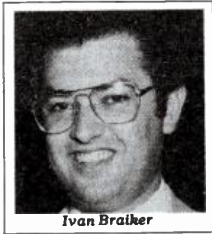
Commenting on whether this suspension might possibly implicate Harris in fraud, Ellis said, "At this point, the answer is no. I don't know of anything that might have prompted this action. The man is simply being asked to cooperate with the investigation, and our attorneys felt that it would be better for him to be separated from the mix right now. As of now nobody else has been suspended, but as we go through the investigation process someone else might be. At this point the attorneys have not indicated that they have anything else in mind."

When asked about the purchase of RKO NETS/See Page 33

**Braiker President Of Highsmith Broadcasting**

**Purchases KLHT & KREM; Continues To Consult Transtar**

Longtime broadcaster and Transtar Radio Network Sr. VP Ivan Braiker has joined national library supplier Bill Highsmith to form Highsmith Broadcasting. The new company, with Highsmith as Chairman and Braiker as President, has already announced its first properties will be KLHT & KREM/Spokane, to be purchased from King Broadcasting for \$1.2 million cash, pending FCC approval. A third acquisition, located in the Seattle-Tacoma market, is expected to be named shortly.



Ivan Braiker

Prior to joining Transtar ten months ago, Braiker served two years as President of the Satellite Music Network. He previously held radio management posts in Dallas, Indianapolis, Memphis, and Las Vegas. Braiker, who will stay on at Transtar until the end of July, told R&R, "I missed running radio stations, and I always wanted to have my own... it's BRAIKER/See Page 33

**WGAR Switches From A/C To Country**

Longtime A/C outlet WGAR/Cleveland has announced it will change formats to Country July 16. Country FM sister station WKSW, in an effort to provide a combination identity, plans to switch call letters to WGAR-FM at the same time. WGAR Operations Director Jay Clark will now supervise operations for both stations; WKSW PD John Olson is keeping his present duties.

VP/GM Harold Henson explained to R&R, "With both WHK and WWWE dropping the format, we felt there was a hole WGAR/See Page 25

**NETTLETON, STRUBBE, STEELE APPOINTED**

**Gannett Completes WDAE Lineup**

Gannett Broadcasting has assembled its management structure for newly-acquired WDAE/Tampa. Commercial producer Jim Nettleton has been named VP/Operations, as well as Manager for Gannett's "Prime Time" nostalgia syndication format (WDAE is the flagship station). Dave Strubbe, VP/Sales for sister station W1Q1 (W101), will now hold that title for both outlets. Also, Dave

Steele has been appointed News Director at both stations. W101 & WDAE President/GM Jay Cook said, "The addition of Jim Nettleton is going to be advantageous for the Gannett Radio Division. His background and format experience make him uniquely qualified to do the job, and we're delighted to have him."

Cook continued, "Dave Strubbe has done a terrific job

for Gannett the last several years, and the expansion of his duties presents another opportunity to continue making a special contribution. He more than deserves it." He added, "Dave Steele has worked with Gannett twice before, and I'd been looking for an opportunity to get him back to the company. I'm especially pleased that his re-joining Gannett happens to be in WDAE/See Page 25

QUEEN  
IT'S A HARD LIFE

Capitol

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### ACTION & INTERACTION IN EASY LISTENING RADIO

Gail Mitchell covers the Easy Listening scene, detailing promotions, programming shifts, and personnel changes. This week, the emphasis is on promotional ideas.

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## Bennett Set As KLIF's PD

Dan Bennett has been appointed PD at KLIF/Dallas, replacing Jon Rivers, who has undertaken independent production work on a fulltime basis.

"When Jon left," said KLIF & KPLX Station Manager Dan Halyburton, "I really wanted to look inside the building for his replacement because we have such a good chemistry among our people. Dan, of course, was part of that and we were fortunate to have a person with his qualifications working right here. Dan brings a lot of skills that are important for KLIF plus a strong background in promotion and the kind of things that are AM radio today."



Dan Bennett

Bennett joined KPLX as a music researcher and air personality six months ago. He

previously worked 13 years at WREN/Topeka, most recently as OM and morning personality. Bennett told R&R, "This is really a dream come true for me because I've always wanted to program in a major market. I'm extremely fortunate to not only get the opportunity but to have it be with one of the best broadcast companies in America. It is so much easier to do your job effectively when you have a manager like Dan and a company like Susquehanna, because both are tops."

## Kelly Upped To VP At Scott Broadcasting

John Kelly, GM at Scott Broadcasting's WTRY & WPYX/Albany, NY, has been advanced to VP. In his new position, Kelly will now supervise the company's 12 stations, reporting to President Faye Scott.

In addition to the Albany stations, Kelly adds responsibilities for WHGB/Harrisburg; WMBO & WPCX/Auburn, NY; WKST/Newcastle & WFEM/Ellwood, PA; WPAZ/Pottstown, PA; WTTM & WCHR/Trenton; and WJWL & WSEA/Georgetown, DE. Kelly told R&R, "It's certainly a good career move for me; I was happy that Faye saw fit to put me in this position. I look forward to the challenge of working with the 12 stations."

## Achenbach GSM At KEX

KEX/Portland National Sales Manager and Sports Sales Director Lon Achenbach has been promoted to General Sales Manager. Achenbach, who replaces retiring GSM Don Breede, retains his present duties.

KEX VP/GM Dave Milner commented to R&R, "Lon's done a super job with local sales, and he's handled his current responsibilities well, too. Lon earned this promotion through his hard work and his results. I'm happy that I can promote from within."

Achenbach started with KEX in 1978 as an Account Executive, having previously worked in sales at KBDF & KZEL/Eugene and KOOK/Billings. "I'm very excited," he said. "Taft is an excellent company and I'm thrilled to be working here."

It was also announced that Vicki Knight has joined KEX as Local Sales Manager. She most recently served as GM at cross-town KLIQ.

# RCA Appoints Ford To VP/USA & Canada Post

John Ford has been appointed Division VP/USA & Canada for RCA Records, supervising North American operations and reporting to Exec. VP Jose Menendez. Ford was most recently GM for RCA Canada.

Menendez commented: "Mr. Ford has become one of our most effective and professional executives. As head of RCA Canada he has impressed us with his ability to deal with a large and diverse music market, has developed a number of artists who have become successful not only in Canada but in the U.S., and has been especially effective in enhancing our position in country music."



John Ford

Ford joined RCA in January 1970 as a Vancouver salesman, after four years with Quality in Edmonton. He became Vancouver-based Regional Promotion Manager in 1973 and Western Operations Manager in 1977. Relocating to Toronto, he became Director of Marketing in 1979 and GM in October 1982. He stated, "Music for the world

is the objective of what a record company should be doing. At the same time, we must streamline and perfect our ability to effectively bring music to the marketplace through our promotion, marketing, and sales efforts."

## WTIX Names Gerard VP/GM

After a year as WTOP & WTKS/Washington General Sales Manager, David Gerard has accepted the VP/GM post at Price Communications' recently-acquired WTIX/New Orleans. Gerard replaces William Engel, who is expected to announce his future plans shortly.

Price Sr. VP Frank Osborn noted, "David's integrity, his service orientation, as well as his determination to succeed drew universal praise from his friends and associates. In each city he has worked in, David's real strength has been his ability to identify and respond to the unique needs of both civic organizations and clients. I especially liked that he made an extra effort to

GERARD/See Page 25



WFOX SET TO TOWER OVER GEORGIA — WFOX/Gainesville, GA is constructing a new broadcast tower which, when completed, will become the tallest manmade structure in the state. Set for a late August debut, the tower will be 1764 feet tall (or a whopping 2624 feet above sea level). Recently several execs surveyed the new site: (l-r) Shamrock Broadcasting Exec. VP Jim Mixon, Chief Engineer Randy Mullinax, General Manager Martin Sherry, Shamrock Radio Division President Bill Clark, and Station Manager Linda Guest.

## Conroy Heads Atlantic A/C

Mary Conroy has been upped to National Contemporary Promotion Manager for Atlantic. Conroy, who also now oversees Atlantic's college and jazz promotion efforts, replaces Gunter Hauer, who retired last week after 17 years with the company. Conroy had been his assistant, and had held additional responsibilities in album and college promotion.

Atlantic Senior VP/Promotion Vince Faraci commented, "In her four years with Atlantic, Mary has had the opportunity to be involved in a variety of areas within the promotion department. As a result, she is ideally suited to this important, multifaceted position. I am very pleased to be able to make this much-deserved appointment."



Mary Conroy

## WWLT Unveils Country Format

As previewed in Street Talk last week, WWLT/Atlanta confirmed widespread speculation by changing format June 25 from A/C to Country. The new call letters are WYAY (Y106).

GM Bob Backman said the change occurred because "there were a number of solid FM A/C's, but only one other FM Country outlet, and we felt there was room for another good Country station."

Backman continued, "We changed the call letters because we were looking for our own, easily identifiable name — something people could easily remember. We want to be extremely reflective of what is going on in the marketplace. Our focus will be on music while still being a promotionally-oriented station. We're going to be very up and totally involved in Atlanta."

## TRANSACTIONS

### Group W Buys KQXT

Group W Radio has signed a letter of agreement to purchase KQXT/San Antonio from Tichenor Media System. Terms of the sale will be disclosed upon completion of a definitive purchase agreement.

The Beautiful Music station operates on 101.9 MHz with antenna height of 750 feet above average terrain.

Group W Radio President Dick Harris commented, "Since our active entry into FM five years ago we have sought out high-quality stations in the fastest growing cities. Group W's

TRANSACTIONS/See Page 25

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### For The Record

In R&R's story about personnel and format shifts at WJYL/Louisville in the June 22 issue, ex-GM Roger Hilkert was inadvertently misidentified as Gary Clark, who was Asst. PD at the station. In addition, Rod Burbridge's correct new title is Station Manager, not GM, and new PD Vernon Wells's previous airname was transposed as J. Michael Alexander when it was actually Michael J. Alexander.

# Washington Report

## Trade Groups Step Into BMI Rate Dispute

Last week's unilateral hike in radio music licensing fees by BMI has drawn responses from the industry's trade groups. In a telegram to BMI President Ed Cramer, NRBA President Bernie Mann said many broadcasters are "concerned and confused" about the new contracts, which some stations say will raise fees as much as 35%.

Mann asked the company to agree to a 30-45 day "cooling-off" period, resume talks with the All-Industry Radio Music Licensing Committee, and give stations a "grace" period.

That period would let stations "continue to play BMI-licensed music without feeling pressured into executing a new contract that many stations had only a day or two to review before the deadline," Mann explained. Cramer has said stations will be given a "reasonable period" to sign and return the contracts, which took effect July 1.

Meanwhile, NAB President Eddie Fritts urged "the parties to return to the bargaining table as quickly as possible," adding, "NAB stands ready to help facilitate a resumption of negotiations."

## House Deregulation Prospects Dim For 1984

Any chance of a radio deregulation bill emerging from the House Commerce Committee this year evaporated last week. Chairman John Dingell (D-MI) said in a private meeting with key Congressmen that he's unwilling to let a bill come up for a vote.

Dingell complained that negotiators have failed to forge a bill the subcommittee and the industry can support, and which also continues to hold broadcasters accountable to the public interest.

It's still possible that Reps. Billy Tauzin (D-LA) and Tom Tauke (R-IA) will attempt to attach deregulation as an amendment to another bill on the House floor. Meanwhile, Senate supporters of deregulation have all but abandoned plans to try that same tactic this year on their side of Capitol Hill.

## WTMJ, WKTI Clear EEO Hurdle, Win Renewal

Charges by the National Black Media Coalition (NBMC) that WTMJ & WKTI/Milwaukee discriminated against minorities in hiring have been dismissed by the FCC, which last week renewed the licenses of both stations. The Commission said the addition of a female Hispanic reporter has placed the stations above its guidelines for overall minority employment and only slightly below the guidelines in the upper-four job categories.

The Commission also renewed WYEN/Des Plaines, IL over NBMC's objections, but warned the station that its 1985 and 1986 annual EEO reports will be carefully reviewed.

Additionally, NBMC sought mid-term sanctions to prevent what it said were continuing EEO violations at 45 stations nationwide. But the FCC last week upheld a staff ruling that NBMC, relying only on statistics rather than the stations' EEO efforts, failed to show evidence of "aggravated deficiencies" warranting action outside the license renewal period.

Not so lucky was WPTW-AM & FM/Plaquemine, OH. The Commission refused to lift EEO reporting conditions previously imposed on the station. WPTW argued without success that it should be judged against the

Dayton-Springfield Metropolitan Statistical Area (MSA) with its 2% minority labor force, rather than the Dayton MSA with 11.3%.

## FCC Puts Down Commercial Loudness Inquiry

The FCC last week concluded that everyone's perception of just what is an overly-loud commercial is so different that it's nearly impossible to regulate the phenomenon. It thus ended an ongoing inquiry on the subject that was begun in 1979.

The Commission has been primarily concerned with complaints of high-decibel television commercials. It says the CBS Technology Center has developed a loudness controller that seems to be effective, while the public now has access to mute switches and sets with level controls.

Those devices aren't foolproof, according to the FCC, because "loudness is very subjective and varies from listener to listener. Listeners weigh the content, subject matter, style, format, presentation, video information, and perhaps some less well-defined stimuli when deciding whether a commercial is too loud."

The Commission went on to conclude that "technology has advanced to help both listeners and broadcasters control the apparent loudness of commercials, independent of regulation."

## Wirth, Fowler Trade Fairness Views

The sharp difference of opinion on the Fairness Doctrine between FCC Chairman Mark Fowler and House Telecommunications Subcommittee Chairman Tim Wirth (D-CO) was underscored in a recent exchange of letters.

Wirth wrote to complain about the FCC's outstanding Notice of Inquiry on the doctrine's effectiveness and whether the Commission can alter it without action by Congress. Wirth charged that the NOI "actually appears to place the burden on the public to justify continuation of the Fairness Doctrine — an outrageous proposition." Only Congress can change the policy, said Wirth, whose letter was co-signed by Rep. Al Swift (D-WA).

In his response, Fowler assured the Congressmen that the FCC isn't proposing change as yet, but is merely undertaking "a searching and comprehensive examination of the Fairness Doctrine in all its facets." Changes in the marketplace and First Amendment law "may call into question the continued ability of the doctrine to serve the public interest," Fowler suggested.

## PUBLIC STATIONS WIN EDITORIAL RIGHTS

# Supreme Court Willing To Examine Fairness Rules, Spectrum Scarcity

The Supreme Court indicated this week that it may be ready to consider overhauling the entire scheme of broadcast regulation based on the notion of "spectrum scarcity." The court also signaled its willingness to alter the Fairness Doctrine if it can show that the policy inhibits discussion of controversial issues on radio and television.

Those messages came as part of a 5-4 decision in which the court ruled unconstitutional a law that bans editorials on public radio and television stations that receive federal funds. The issue was taken to the court by the League of Women Voters of California and the Pacifica radio chain.

## Awaiting Signal From Congress, FCC

Writing for the majority, Justice William Brennan noted that the "prevailing rationale for broadcast regulation has come under increasing criticism." He added, "We are not prepared, however, to reconsider our longstanding approach without some signal from Congress or the FCC that technological developments have advanced so far that some revision of the system of broadcast regulation may be required."

Elsewhere in his opinion Brennan said if the FCC can show that the Fairness Doctrine actually has a chilling effect on free speech, "we would then be forced to reconsider" the doctrine's constitutionality.

FCC General Counsel Bruce Fein told R&R the ruling is a "watershed" decision, but said the policy changes hinted at by the court must await future court rulings. "This is the beachhead, not the peace treaty," said Fein.

## First Amendment Gains

Fein identified four key factors making this week's ruling a critical one for the entire broadcast industry. "The first reason is

that this was the first occasion in which the court invoked the First Amendment to invalidate a government restriction on broadcast speech.

"The second is that the court announced a standard for reviewing government restrictions upon broadcast speech which was exceedingly high. It almost, in my judgment, is equivalent to the high standard regarding restraints upon press speech. The standard is that the restrictions are upheld only when they're narrowly tailored to further a substantial government interest."

Thirdly, said Fein, the opinion "suggests that the court is willing to reexamine its spectrum scarcity rationale for entertaining restraints upon broadcast speech so long as it receives a signal from the Congress or the FCC. So if we make findings that spectrum scarcity is not a problem given this panoramic introduction of new technologies, then the court might very well reconsider the underlying premise of its broadcast speech cases."

Finally, he added, "The court said if we build a record that shows that the Fairness Doctrine, in fact, does not enhance but actually does have a chilling effect on speech, then they'll have to revisit" the spectrum scarcity rationale.

"That's exactly what we're doing," Fein explained. "We're examining that issue — the chilling effect — in our fairness notice of inquiry."

# AM Stations Cleared To Profit From Subcarrier Use

AM subcarriers last week became the latest radio technology to win virtually total deregulation from the FCC. The new rules won't be effective for at least 30 days. Currently, the only nonbroadcast uses allowed for AM carrier signals are utility load management and remote control telemetry.

Possible new uses for AM subcarriers fall into two general categories, slow-speed data transmission and polling/synchronization

of remote devices. Data services might include:

- sending time and weather information
- broadcasting to home computers or hand-held receivers
- transmitting data to highway display signs.

Possible polling/synchronization tasks for AM carriers include turning on and off devices of any kind, such as:

- street lights
- traffic lights
- emergency receivers
- remote environmental sensors
- agricultural irrigation equipment.

The Commission placed relatively few restrictions on use of AM carriers beyond saying they must not interfere with the station's main channel operation or with the signals of other AM stations. The services will be limited to the station's authorized operating hours.

It is aware that compatibility problems may arise with regard to AM stereo, the FCC noted. But it said the situation isn't severe enough to warrant holding up AM subcarrier deregulation.



**NAB GREEN FOR GREEN MOUNTAIN BROADCASTERS** — At its recent annual meeting, the Vermont Association of Broadcasters (VAB) received a check from NAB's \$50,000 honorarium fund to assist its lobbying and NAB-related activities. Shown at the presentation (left to right) are VAB VP Ken Greene, Director/Public Affairs, WCAX-TV/Burlington; VAB President Mark Brady, President/GM, WFAD & WCVM/Middlebury; and NAB Sr. VP/Radio Dave Parignon.

*A new star in the network sky this summer.*

**SATCOM 1-R**

**GLEN CAMPBELL**

**WAYLON JENNINGS**

**FUTURE HITS**

**PRETENDERS**

**REO SPEEDWAGON**

**DURAN DURAN**

**STEVIE WONDER**

July 1984 marks the dawn of a new era in network and satellite technology from *Westwood One*. America's largest producer and distributor of nationally-sponsored programs, concerts, simulcasts and big-event specials, the *Westwood One Satellite Network* begins delivering the biggest events on radio in digital stereo via RCA'S Satcom 1-R communications satellite — the "network bird."

That means any radio station able to receive programming from ABC, CBS, NBC or RKO can now receive *Westwood One's* live programming as well. We're the only radio network with its own digital uplink facility, guaranteeing the very best distribution service available.

In addition to our more than 25 regularly-scheduled shows, *Westwood One* has assembled a stellar lineup of new programming and simulcast specials to inaugurate the new West Coast Earth Station and digital stereo satellite delivery this summer.

We're proud to present "FUTURE HITS," an exciting, fast-paced look at the hits of tomorrow today. Premiering Thursday, July 12, "FUTURE HITS" is an hour-long weekly music magazine for contemporary radio that is so far ahead of its time it could only be delivered by satellite. In addition to summer simulcasts featuring the Pretenders, Stevie Wonder and Waylon Jennings with MTV, Showtime and HBO, *Westwood One* has slated simulcasts starring Duran Duran on Cinemax and Glen Campbell with Anne Murray, Kris Kristofferson, Johnny Cash, Mel Tillis and Willie Nelson on HBO, plus an exclusive live album preview with REO Speedwagon.

Don't pass on the opportunity to participate in *Westwood One's* summer satellite spectacular. We'll supply any radio station — free of charge — a crystal that will allow your station to receive all of our programming from Satcom 1-R's Transponder 3. It's as simple as that! So call your *Westwood One* representative today at (213) 204-5000. The future of satellite technology is here now... from *Westwood One*.

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



## Meet The New Boss...

The temptation to "blame it on the bossa nova" can be great, especially among longtime employees who've become accustomed to the old boss's pace. In a recent issue of **Boardroom Reports**, **Theodore Caplow**, author of "Managing An Organization," suggests three simple rules when taking over the reins from a strong predecessor:

- Preserve most of the policies that made the organization strong
- Keep comparisons to your predecessor to a minimum by adopting a contrasting personal style
- Instead of trying to maintain your predecessor's hierarchy of support, restructure its authority in your favor.

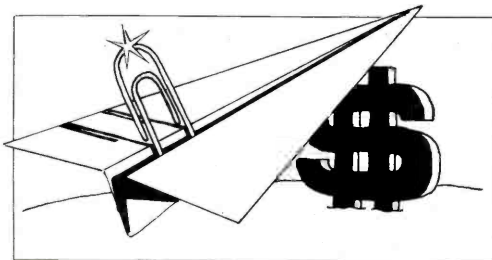
## Orban Unveils Advanced FM Audio Processor



The Optimod-FM 8100B is now available from San Francisco-based **Orban Associates Inc.** The big difference between this processor and the company's earlier model, the 8100A/1, is that Orban's engineers have integrated a six-band limiter (the 8100XT) into the previous unit's circuitry.

This six-band limiter was derived from the "Optimod AM" unit and is cascaded with the firm's patented distortion-cancelled, multi-band clipping system. For those who own the earlier model, a retrofit kit is available as well. Contact **Jesse Maxenches** at (415) 957-1067.

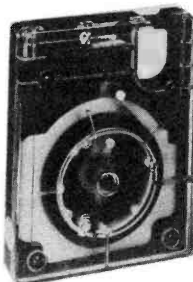
## Office Supply Prices To Rise



The memo you didn't write today will definitely cost you more tomorrow. According to a recent survey of office products manufacturers, office supply prices are expected to rise 4.5% within the next six months. As reported in **USA Today**, envelopes

are expected to post the biggest price increase (up 6.3%), followed by such staples as reproduction and copying supplies (up 5.7%), desk calendars and diaries (up 4.8%), general office paper (up 4.4%) and forms (up 4.1%).

## ITC/3M Intros Improved Radio Tape Cartridge



Citing improvements in noise, wow, and flutter as a result of changes in the physical design of the molded plastic housing, **ITC/3M's "Scotchchart"** broadcast tape cartridge also features better phase stabilization, frequency response, and signal/noise ratio characteristics owing to a significant improvement in tape quality.

Available in lengths from 10 seconds to nine-and-a-half minutes, the cartridge benefits from a unique design that eliminates the need for pressure pads, yet provides proper head-to-tape contact. (A tape tension control arm maintains proper tension at the tape-to-head interface, much like a conventional reel-to-reel transport system. Any changes in loop length which may occur are automatically compensated for by a movable cam.)

For additional information, contact ITC/3M at 1-800-447-0414.

## RTNDA Reports Radio News Revenues Climb

Advertising revenues from radio news operations are increasing yearly, but so are costs. However, according to a 1983 survey conducted by the **Radio-Television News Directors Association (RTNDA)**, more radio station news operations are reporting gains in revenue than ever before.

Survey findings showed 69% of the 371 radio stations sampled claimed that news was currently paying its way. That figure was up three percent from a similar survey conducted in 1982 and up eight percent from RTNDA's 1976 study.

Surprisingly, 24% of the responding news directors said they "didn't know" whether their department was paying its way or whether their revenues were up, down or unchanged from previous years. Most of these news directors headed operations in markets with populations of more than one million.

### Major Market News Operations Up 20%

Nevertheless, major market radio news was in much better financial shape during 1983 than the year before. 49% of the major market stations surveyed said that news was paying its own way now, compared to 29% a year earlier. Smaller radio markets reported little change during this period.

Although advertising revenue from news climbed at 53% of the stations polled, expenditures for news increased at only 37% — a gap of 16%! This discrepancy between re-

venues and expenditures was more pronounced at smaller market radio stations, mostly because major expenses such as adding a staff member or a news van is a big step up from an existing staff of one or two persons. And quite often the annual budget is measured in thousands rather than millions of dollars.

## Mirror, rorriM

That face in your bathroom mirror isn't really you. The left side is where the right should be and vice versa. But now, thanks to Connecticut inventor **David Eckel**, you can see yourself the exact same way others see you.

According to **Omni** magazine, Eckel's invention, which he calls "Really Me," puts your face in its proper place — left on the left and right on the right — and in three dimensions. It's done with two mirrors, which bounce images off each other.

## Newsroom Computers Guide Revised

The second edition of "The Complete Guide To Newsroom Computers" is now available from **Globe-com Publishing Limited**. Edited/co-authored by Florida A&M University journalism professor **Phillip O. Keirstead** and published in 1982, the book has been updated and expanded to not only help broadcasters choose the right newsroom computer

system and train their staffs, but also to finance their purchase.

"The Complete Guide To Newsroom Computers" is priced at \$15 (plus a dollar for handling). For more information, contact **Globe-com Publishing Limited** at Box 12268, Overland Park, KS 66212; (913) 642-6611.

## Conversation Piece

"Connection . . .  
I just can't make no  
Connection . . ."  
—the Rolling Stones,  
1967

Ah, but back then neither **Mick, Keith, Charlie, Bill** nor **Brian** had their very own "Stone-Phone." This unusual, yet functional, product of a licensing agreement between the veteran British recording group and **Tri-Star International** is guaranteed to get you "Off The Hook" when it comes to finding the perfect gift



item for the "Under-Assistant West Coast Promo Man" on your list. For additional details and price, contact **Guy Thomas** at (213) 933-0189.

## A Retrospective Of 1964 Thru 1970

The Beatles  
The Animals  
The Moody Blues  
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Herman's Hermits  
The Troggs  
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Billy J. Kramer  
The Rolling Stones  
Dusty Springfield  
Gerry & The Pacemakers  
Jimi Hendrix  
The Dave Clark Five

The Zombies  
Spencer Davis  
The Who  
The Hollies  
The Kinks  
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# RADIO CBS RADIO

**THE HOTTEST  
GROWTH STORY  
AROUND  
UP 41%**

CBS RADIORADIO has topped the latest RADAR report with the largest percentage increase of *any network measured among*:  
YOUNG ADULTS 18-34...UP 41%

This impressive growth has also spread to other key demographics, including:

**ADULTS 25-34 ..... UP 46%**

**ADULTS 18-49 ..... UP 40%**

**TOTAL PERSONS 12-34 .... UP 28%**

Source: RADAR 28 Spring/Fall '83 compared with RADAR 27 Fall '82/Spring '83 (Mon-Sun 6 AM-12 Mid. Vol. 2). These data are estimates subject to qualifications which CBS will supply on request.

## A NETWORK WITH A DIFFERENCE

NEWS. Fast-paced, innovative. Commanding the attention of your target audience—aggressive, professional young adults.



IN TOUCH  
NEWS Feature.

*Sword-winning*

series focusing on breaking stories that matter most to your listeners.

Both have the stamp of quality that comes so unmistakably from CBS NEWS, the world's foremost broadcast news organization.

DAILY/WEEKEND FEATURES.  
"Music Memories," "Entertainment Update" and "Sportsbreak." Bright, upbeat features geared to your active young adult audience.

If you're looking to build audience for your station, shouldn't you be part of this difference? Get details about our programming and much more. Call David West in New York at (212) 975-2097 or Steve Epstein in Los Angeles at (213) 460-3547.



THE YOUNG ADULT NETWORK WITH THE CBS DIFFERENCE!



**INTO THE "Z100" JACKET** — Z100/New York recently gave station jackets to Arista recording group the Thompson Twins after their New York concert. Caught backstage admiring the jacket (l-r) are Twins member Joe Leeway, Z100's Michael Ellis, Arista President Clive Davis, and Twins Tom Bailey and Alannah Currie.



**WHO'S THE WEIRDEST OF THEM ALL?** — KRNA/Iowa City welcomed "Weird Al" Yankovic and Dr. Demento to the station for an on-air interview about their careers. Shown here in their interview mode (l-r) are KRNA PD Bart Goynshor, Demento, and "Weird Al."



**KNEE DEEP IN "FOOTLOOSE"** — KPUR/Amarillo, TX recently held a "Get Footloose" contest where listeners sent in votes to win a dance for their school. Total response was over one million votes. Shown sorting it out (l-r) are News Director Bob Lizard, Patrick Clark, PD Janice Williams, Jack Randall, Michael Williams, and Jamey Karr.

### Broadcast Music Services\*



- MUSIC PRODUCTION
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## Pro:Motions

### Kravis Promotes Three

**John Hunt**, Assistant General Manager of **KRAY & KGTO/Tulsa** since 1981, has been upped to VP there. He's been with parent **Kravis Company** for almost 11 years, having previously served as the stations' Local and General Sales Manager prior to 1981. In other news, **Pat Bryson** and **Lou Vespasian** are elevated to General Sales Manager and National Sales Manager, respectively, for the two outlets. Bryson joined the stations in 1975 as an Account Executive; former AE Vespasian has been with Kravis for 11 years.

### WEA Elevates Three

**Doug Froberg** has been upped to Director of Financial Planning for **WEA**. He joined the company in 1978, most recently serving as Manager of Financial Planning. Succeeding him in that post is **Gienn Effertz**, who came to **WEA** last year as a Financial Analyst. In other activity, **Benjamin (Beb) Gray** is welcomed as Special Projects Coordinator/Singles Specialist at the **WEA Atlanta** Branch.

### Kearney New WKBZ & WRNF VP/GM

**Neil Kearney** has been appointed VP/GM of **WKBZ & WRNF/Muskegon, MI**. He joined owner **Reams Broadcasting** in 1981 as an Account Executive, moving up two years later to the Sales Manager post at **WGMZ & WWCK/Flint**.



Neil Kearney

### Schultz, Snowden Create Zebra

**Zebra Records** is a new independent jazz label established by **Ricky Schultz** and **Jim Snowden**. A roster of six acts has been signed; the label's debut release is the **Kittyhawk "Fantare"** LP. There is also a separate Zebra marketing division which will handle other custom labels and single product. Schultz has 13 years' record industry experience, serving as National Jazz Promotion Director for **Warner Bros.** and **ECM Records** for five years. He will continue representing clients affiliated with his separate **Word of Mouth Marketing** firm. Snowden's background includes five years in sales and distribution; during the past year he acted as independent National Sales Manager for a variety of labels. **Zebra Records** may be reached at (818) 344-3848.

### Chrysalis Taps Lembo, D'Atri

**Jerry Lembo** is the new Northeast Regional Promotion Manager for **Chrysalis Records**. Lembo, previously President of **Platinum Promotions**, will retain his Urban Contemporary radio and club play responsibilities for the label. Concurrently, **Charlie D'Atri** is named New England Regional Promotion Manager. He held a similar post at **Rocshire Records** and, prior to that, worked in **CBS Records'** college department.



Jerry Lembo



Charlie D'Atri

### Network Ink Opens New York Office

**Network Ink, Inc.**, the four-year old Nashville-based public relations company, has opened a New York office under the supervision of two-year agency AE **Lisa Kennedy**. Before coming to Network Ink, Kennedy was a talk show host/nightly anchor on **WCFT-TV/Tuscaloosa, AL** and worked at radio facilities **WHKW/Fayette, AL, WLAC/Nashville, and WTBC and WUAL** in Tuscaloosa. Network Ink's NY office is located at 52 E. 41st St., Suite 96; (212) 689-8318.



Lisa Kennedy

### Rodman Joins Group W

**Ellen Rodman** is named Director of Corporate Communications for **Westinghouse Broadcasting and Cable, Inc.** She comes to Group W from **NBC**, where she was Director of Corporate Information Services. Prior to that Rodman served as NBC's Director of Children's Informational Services.

### Straight Arrow Adds Two

**Straight Arrow Publishers** announces the addition of **Mary Hilley** as Sales Development Manager and **Brian Rogers** as Advertising Promotion Manager for **Rolling Stone** and **Record** magazines. Hilley was most recently Associate Media Manager at **Newsweek**. Rogers spent six years as editor and publisher of **Eugene** magazine.

### Paradise Reactivates



(l-r) Paradise President **Bobby Roberts**, CUE co-owner **John Salstone**, Paradise Chairman/artist **Leon Russell**.

**Paradise Records**, originally created in 1976, has been reactivated under the direction of Chairman **Leon Russell** and President **Bobby Roberts**. The label had remained dormant since Russell transferred his base of operations to Nashville in 1981. Once distributed by **Warner Bros.**, the label has signed a national distribution agreement with **CUE**, a division of Chicago firm **MS Distributing**. **Paradise Records'** first release is the Russell single "Good Time Charlie's Got The Blues."

### Palo Alto Distributes Jenson

**Palo Alto Records** has signed an exclusive three-year distribution agreement with **Jenson Publications**, producers of the **Rob McConnell LP "All In Good Time," Rob McConnell's "Live In Digital," Sammy Nestico's "Dark Orchid,"** and **Brass Connection's "Brass Connection Volume One"** are also included in the U.S. distribution pact.

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# PLASTIC CARD PROMOTIONS?

PHONE THE PROFESSIONALS

## 2B SYSTEM CORPORATION

BROADCAST PROMOTIONS DIVISION 313/588-7400



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QUALITY MEETS STYLE

**P R E S E N T S**  
2-100's Scott Shannon hosts  
eight, one-hour specials,  
featuring some of the hottest  
artists in rock music.

Group members  
themselves discuss their  
songs in brief capsule  
form, illustrating their stories  
with lots and lots of music.

Available on a  
market-exclusive,  
swap/exchange basis to radio  
stations in the top 171  
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Stations at (703)  
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# HOT ROCKS

C U L T U R E C L U B M I S S I N G P E R S O N S

F L E E T W O O D M A C H U E Y L E W I S & T H E G A N G

J O H N C O U G A R M E L L E N C A M P  
T H O M P S O N T W I N S  
T H O M A S D O L B Y

John Cougar Mellencamp August 25-26  
Huey Lewis & The News September 22-23  
Missing Persons September 29-30  
Culture Club October 6-7  
Kool & The Gang October 27-28  
Thompson Twins November 10-11  
Fleetwood Mac November 24-25  
Thomas Dolby December 8-9

**The United Stations**  
AMERICA'S TARGET RADIO NETWORKS  
NEW YORK • CHICAGO • WASHINGTON, D.C. • LOS ANGELES

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# Arbitrends Vs. Birch: Monthlies Comparison

1984 will probably go down in the industry's history books as the year of the rolling monthly ratings shootout. For the last several years, Birch Radio has been making hay in smaller and medium size markets (now larger markets as well) with their rolling averages based on two months of telephone survey data. Now, after much fanfare for the last year, Arbitron has unveiled its operational three-month diary-based reports, nicknamed Arbitrends. I'm getting swamped with calls from you folks wondering what the differences or similarities are between these services, and how to best evaluate and use this data.

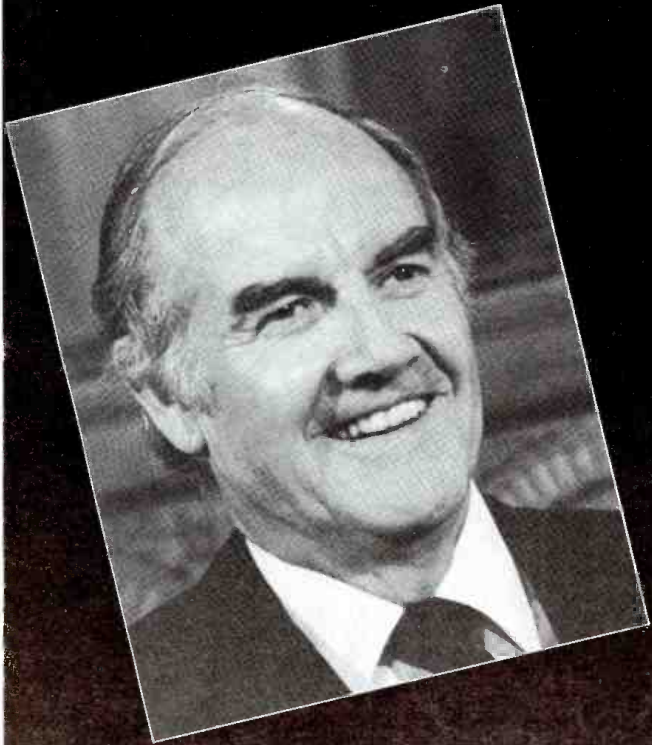
To answer your queries I've put together a comparagraph showing Birch's approach versus the new kid on the block, Arbitrends. It's hoped the information contained below will help you sort out which, if either, monthly approach best fits your needs and budget. If you have further questions, call me for an objective response regarding each firm's system. By the way, thanks to the folks at Arbitron and Birch for their cooperation in compiling this material, current as of last month.

## Monthly Reporting Comparagraph

		
Reporting Media	Printed monthly trend "BirchScan" microcomputer access via diskette	N/A from Arbitron Microcomputer via client callup
Availability	Printed monthly reports to agencies and broadcasters BirchScan to broadcasters	Printed reports to agencies  Full micro service to broadcasters
Scope	Year-round reporting in 94 U.S. and Canadian markets	Year-round reporting in 10 U.S. markets  9 months reporting in 13 U.S. markets; plans to insert in any three-survey market
Reporting Period	Two survey weeks/month Two-month rolling tabulation base; Each period as new tabulation	Three-month rolling tabulation base; (each week surveyed) formula used to derive rolling averages.
Survey Area	Metro only	Metro only
Timing Of Report Delivery	Printed Reports: Approx. 7-14 days following completion of field work BirchScan Micro: Same day as printed report advances	Approx. 14-21 days following completion of field work
Demographics	Printed Reports: 95 daypart/demo displays 9 cells 23 combinations Men, Women: 18-24, 25-34, 35-44, 45-54, Teens 12-17 Men, Women, Adults: 18-34, 25-44, 35-54, 55+, 18+, 18-44, 25-54, 35+, persons 12+ BirchScan Micro: 16 cells; thousands of possible combinations of cells	A printed report N/A 4 combinations Total 12+, Men 18+, Women 18+, Teens 12-17  24 possible demo/daypart combinations
Dayparts	Printed Reports: 36 individual hours; 9 basic dayparts 6A-Mid MSU, Sa Sn, MFR; MFR 6A-7P, 3P-Mid, 6A-10A, 10A-3P, 3-P-7P, 7P-Mid BirchScan Micro: 9 basic dayparts (same as above) plus all possible combinations of basic dayparts	No hour-by-hour from Arbitron: 6 basic dayparts 6A-Mid MSU, SaSn; 6A-10A, 10A-3P, 3P-7P, 7-Mid MFR

	
Dayparts	18 individual hours plus hundreds of possible combinations of hours Minimum sample size restrictions present  Sample size restrictions not necessary due to limited demo/daypart availability
Trendable Dayparts	Printed books: 9 dayparts (above) BirchScan Micro: All possible combinations of hours and dayparts (above) Demos limited to 6 or more cell combos in individual hours or combinations of hours  6 dayparts (above)
Trending Capability	Printed Books: 6 two-month periods, 8 demos, 7 dayparts BirchScan Micro: Up to 13 months trendable; thousands of possible demo/daypart combos defined by user  N/A  24 possible demo/daypart combos can be specified; up to 13 months trendable
Data Types	Printed Books: AQH and Cume Persons, Shares and Cume Ratings Daily cumes for all but MSU dayparts; Weekly cumes for MSU Indexes: Percentage change since last sweep period; percentage change since last quarter BirchScan Micro: AQH and Cume Persons Shares, AQH and Cume Ratings Daily cumes for all but MSU dayparts; Weekly cumes for MSU Indexes: Percentage change since last report  AQH and Weekly Cume Persons, Shares and Ratings  Indexes: Percentage change since last period
Analytical Capabilities	BirchScan Micro: Recycling: Individual dayparts vs. total day cumes, graphic and numeric Demographic Composition, graphic and numeric Audience Size, graphic and numeric Time Spent Listening, graphic and numeric User specified station rosters; all or some stations, alphabetical user-defined or ranked Ranking by any data type  Time Spent Listening Numeric only
Other Features	Printed Books: Description of sample and population distributions, including summarized weighting variables TrendAmerica compendium of all local U.S. market reports BirchScan Micro: Analytical capabilities for Quarterly Summary Reports and Semi-Annual Qualitative supplements, including rankers, composition, reach/frequency, campaign planners and sales material generation  Quarterly reports may be downloaded for advance inspection  Metro, ADI, TSA data available from quarterly database Up to 5 quarterly books may be trended
Price	Monthly Trend Reports included in basic broadcast service subscription, and available in various advertiser/agency service packages BirchScan available to broadcasters at rate of \$245-\$300 per month  8% of basic annual subscription
Other Cost Considerations	Purchase of IBM/PC (approx \$3600) or PC compatible for BirchScan  Purchase of IBM PC-XT (approx. \$5000) or PC-XT compatible
Methodology Differences	One day-after telephone recall interview per household, one person 12+ Often shows AOR, Talk higher than Arbitron  One seven-day diary per person 12+ per household Often shows BM, A/C higher than Birch

RKO  RADIO NETWORKS



RKO News Anchors



ED GULLO—RKO ONE



GIL GROSS—RKO TWO

# RKO'S GOT YOU COVERED...

**AT THE DEMOCRATIC NATIONAL CONVENTION  
with exclusive political analysis by  
GEORGE McGOVERN**

The man the other candidates call the "conscience of the Democratic Party"...the man who, 12 years ago, was picked by the Democratic Convention to be its Presidential nominee...the man who will give your listeners the exclusive inside story of this year's Democratic National Convention July 16-19...RKO News and George McGovern providing your listeners an understanding of the American political process no other radio network can offer.  
Twice hourly live special reports on each of the RKO Radio Networks.

RKO News Floor Correspondents

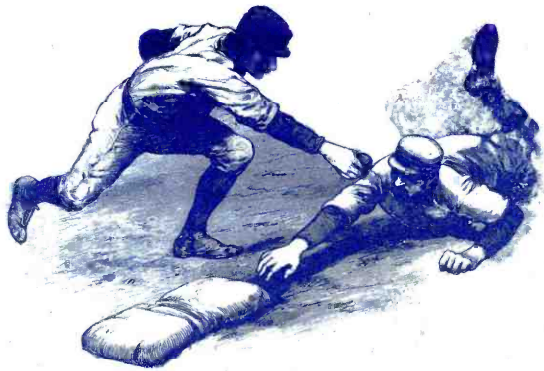
JOHN BISNEY



DIANE DIMOND



RICHARD DAVIES



**E/P/A Make's  
The Perfect  
Triple Play!**



**FACE<sup>TO</sup>  
FACE**

**CHR BREAKERS**

**“10-9-8”**

Now On Over  
150 Stations!

ON MTV

*Epic*

**SLADE**

**CHR NEW & ACTIVE**

**“My Oh My”**

On Over 90 CHR  
Stations Including:

WPHD	PRO-FM	KPLUS
WBLI	WGCL	WFLY
WCAU-FM	KIMN	WNYS
B94	Q103	WVSR
WHTX	XTRA	K104
WKEE	KZZB	94TYX
WLAN-FM	KXX106	WKDD
WSPK	WJZR	WKAU
98PXY	WZLD	KMGK
WBBQ	WZYP	WKDQ

WGRD	KMQQ
WZPL	KSKD
WJXQ	KDON-FM
KQXR	KTKT
KKFM	

One Of The CHR Most Added  
Heavy Rotation On MTV

DISTRIBUTED BY CBS RECORDS



**QUIET  
RIOT**

**CHR  
SIGNIFICANT ACTION**

**“MAMA WEER  
ALL  
CRAZEE NOW”**

WPHD	KRGV	WZYQ
WCAU-FM	WRNO	WQCM
B96	WKDD	OK100
KBEQ	WKDQ	95XIL
KPLUS	WZPL	WOMP-FM
WNYS	WJXQ	WIXV
K104	WRKR	KKQV
WKEE	WHOT-FM	KFYR
98PXY	13K	WBNQ
WKFM	KQXR	WCIL-FM
WRCK	KMQQ	KFMW
WHTF	KSKD	KYYA
KZZB	WZON	KCDQ
WOKI	103CIR	KGHO
WFMI	WERZ	KZOZ

AOR TRACKS: 14

**PASIA**

# NETWORKS PROGRAM SUPPLIERS



REED BUNZEL

## SELLING AND PROMOTING

### Independent Programming: The Local Challenge — Pt. II

The level of success that individual radio stations experience in selling or promoting network and syndicated programming varies significantly from market to market. Some stations find that local advertisers are eager to sponsor a special program or series, while others discover it is akin to pulling the proverbial teeth. In some markets these programs are immediately sold out by the station. In other markets these shows prove to be extremely difficult to move. There are many reasons for this varied acceptance by clients (and ultimately the listeners).

Last week's column dealt with the situation as perceived by the networks and program suppliers, and explored how they view the stations' sales and promotion responsibilities. This week Part II examines pertinent issues — the overall effectiveness and value of special features, local sales potential, how to motivate the client, and the hidden costs of airing a network-supplied show — from the stations' point of view.

#### Cost and Effect

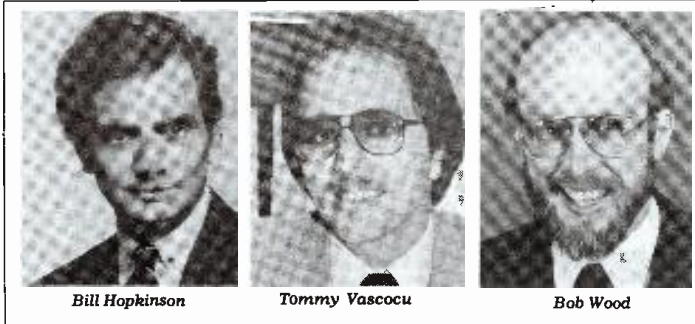
A universal concern about network programming is the ultimate effect it will have on a radio station's local appeal. What will be the effect of giving up a bit of local flavor for a special concert, short-form feature, or continuing series? If a station's strength lies in its own programming, what is the value of giving up a portion of that for either a set amount of cash or a certain number of network spots?

Tommy Vasocu, Sr. VP of Sandusky Broadcasting and GM at KDKB/Phoenix, feels that local and network programming can work together — if they are scheduled carefully. "You have to be certain that you are striking a happy balance between local programming and network programming," he explains. "Local programming is extremely important, and to divert yourself too far from that with special programming can get you into problems. You simply have to complement your own local programming with network product that fits in with what you're already doing."

According to Bob Wood, VP/Programming at WBEN/Buffalo, the degree to which local and network programming can co-exist is directly related to the overall marketplace perception of the station. "Some stations can get away with broadcasting a lot of syndicated shows, while others find very little success with them," he says. "This may be because in some markets the advertisers feel that the integrity they want is within the station rather than within a special chunk of programming. The effectiveness of a program all depends on the specific show itself, as to whether it is a boon or a bust. I have been burned in the past, and I have seen some programs that were amazing. I don't think good programming gets in the way — if it is appropriate."

The inherent strength of network programming, according to Bill Hopkinson, GSM at WGRX/Baltimore, lies in its tangible identity. "Whether it's a network program or a Baltimore Orioles game, special programming gives a station a tangible product," he says. "Everybody always

talks about radio being an intangible item, and sometimes it's hard to get enthusiastic about selling — or buying — spots. But if you go out and try to sell a concert with the Who or David Bowie, that's exciting. If you can get your clients involved with something like that, they'll get excited about it, too. Personally, I get a kick out of selling special programming, and I think the salespeople do too because it can get just a touch boring if you're just selling spot packages."



Bill Hopkinson

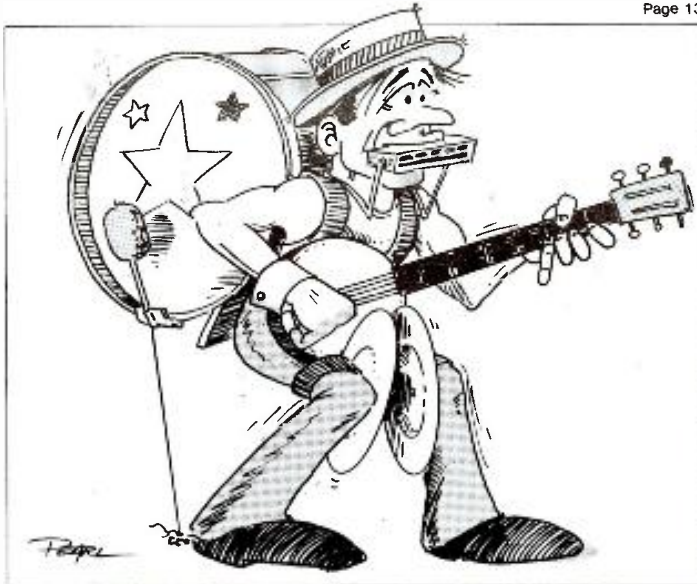
Tommy Vasocu

Bob Wood

#### Packaging The Product

Selling a network program depends largely on the local client's acceptance. If the program itself is good, and the prospective advertiser is interested and enthusiastic, developing a package sponsorship can be an effective selling factor. Hopkinson continues, "It comes close to being an emotional sell. If you start talking about selling a series and get your client involved in it, it will give him something to grab. It gives him something to attach his name to, which is something you can't normally do with a regular spot schedule. The sponsor can say 'Listen to the David Bowie Concert, brought to you by the Hair Cuttery.' There are a lot of advertisers who are still hung up on the tangibility of newspaper, but this is an opportunity for them to feel radio, to grab it and say 'Hey, I'm sponsoring a David Bowie concert.' Special programs just give a client something tangible to touch."

The ability to excite an advertiser about a program is only as strong as a station's sales team. As KDKB's Vasocu says, "The key factor is the salesperson involved. If you have capable, professional salespeople who are well-respected and highly regarded, and if they are attempting to sell a credible product that is a natural tie-in to a local client, I think a station will have a high



degree of success."

Part of this strength is a conscious effort to target specific clients for specific programming. "Our ability to sell a special program to a local advertiser largely depends on the show or programming itself," Vasocu adds. "What we do is try to find a suitable client to sponsor different kinds of programming. For instance, with a concert special we get soft drink clients, stereo stores, and other clients who are appealing to younger demographics and are generally interested in the special packaging we arrange for a sponsorship or co-sponsorship within the program. It is crucial to find a natural tie-in between the program's audience and the sponsor's clientele."

hours and you lose half of that, you immediately have to double your rate just to break even."

After a station has finished figuring out the sales aspect, it still has to account for promotion costs — determined in terms of dollars and cents and listeners. Wood notes, "If you're an FM station and you promise to play the most music, you've got to think 'okay, how many spots is it going to take me to promote this thing?' You can figure it out with a reach-frequency ruler, or you can just guess. If you decide you're going to do 20 promotional spots ROS, you have to figure out what the promotion will cost if those 20 were sold. Then, to top it all off, you have to think about the chance of someone tuning in while one of those 20 promos is on the air. If someone tunes in looking for Cyn-di Lauper's 'Time After Time,' but all they get is an earful of a promotion with a lot of talking, they'll just move on."

#### Getting The Network Involved

While general consensus shows that most of special programming's sales and promotion responsibilities falls on the local radio station, there are some ways that the networks can — and do — get involved. Says Tommy Vasocu: "The networks have been very good about providing us with promotional pieces that we can use to sell their shows. They provide us with some very useful items. They give us good research information from time to time, as well as art and layout for local advertising or for special packaging in preparing a sponsorship for sale. But it would also be helpful if they could give us interviews with the artist before the event itself, which can be used to promote the program and station, as well as add a little bit of interest to the promotion."

Bill Hopkinson believes that one area where the networks and suppliers can assist the local stations is through direct promotions, such as ticket giveaways and other contests: "The network can help by assisting with merchandising. Think of what MTV is doing right now. All you have to do is watch them for a half hour, and you'll see some great promotions that they're doing. Some of these stations should follow their lead. I assume the networks carry some kind of weight with some of these groups, and if they can supply some of the things I see on MTV — such as the trips and T-shirts — it would be great. I've seen free concert tickets, or even baseball tickets, go a long way to making sales."

The keys to selling and promoting special programs are motivation, involvement, enthusiasm, and professional execution. If a station isn't having much luck selling or promoting a program, chances are the station itself isn't particularly excited about it. However, if a station motivates the client and involves the listener, both will be excited — and both will keep coming back.

#### The Buck Stops . . . Where?

When a station agrees to broadcast a specific network program, it can be analogous to buying a new car. In most cases the "sticker price" is the number of spots given up to the network, and the cost-effectiveness of the show is examined in terms of whether the remaining local spots can be sold to make up what is being lost.

Vasocu comments, "One thing anyone has to determine is whether the price of a program — in terms of the network spot load — is more than what we deem the program content to be worth. This largely depends on how long the program itself might be and whether or not it takes up too much available inventory, which we would otherwise sell through national or local spot. Each decision has to be made on a case-by-case basis."

In addition to the cost of displaced spots, other "options," such as promotional announcements, can lead to radio's own version of "sticker shock." WBEN's Wood explains: "When a station figures out the cost of a show, it has to figure out the value of the promotions added into the spots. The first thing you have to do is work out an equation. You have to ask yourself if you're going to be sold out in the time period the show is scheduled to run. You have to figure out what the network spots will cost you. If you've got a spot load of 16 in those two

# Networks/Program Suppliers

## MUSIC FEATURES

### ABC

#### **King Biscuit (DIR):**

Motley Crue (July 22)

#### **Rolling Stones Continuous History of Rock & Roll (Rock Net):**

Sports in rock (July 22)

Pretenders (July 29)

#### **Silver Eagle (Entertainment Net):**

Radio rodeo/Waylon Jennings (July 21)  
Lee Greenwood (July 28)

### Clayton Webster

#### **Country Calendar:**

Tony Joe White (July 23)  
Don Williams (July 24)  
Conway Twitty (July 25)  
Hank Williams, Jr. (July 26)  
Florida Missip (July 27)  
Dolly Parton (July 28)  
Johnny Cash (July 29)

#### **Rare Trax:**

Tommy Tune (July 23-24)  
Barry Spinson (July 25)  
Todd Rundgren (July 26)  
Steve & Gracie (July 27)

#### **Retro Rock:**

Journey (July 23)

### Continuum Broadcasting

#### **Don & Deanna On Bleeker Street:**

Village folk in the 80s (July 20-22)  
Boston 00s weekend (July 27-28)

### Creative Radio Network

#### **Country Music's Radio Magazine:**

Conway Twitty/Charley McClain (July 21)  
John Anderson/Don Williams (July 28)

#### **Gary Owens' Supertracks:**

Chuck Berry/Chicago (July 21)  
Barry Gordy/Leslie Gore (July 28)

#### **Global Satellite Net**

#### **Rockline:**

Ronnie James Dio (July 16)

#### **London Wavelength**

#### **BBC Rock Hour:**

Howard Jones (July 22)

### MJI Broadcasting

#### **Metaphor:**

Ted Nugent (July 20)

#### **Rock Quiz Special:**

Bruce Springsteen (July 20)

#### **Mutual**

#### **Lee Arnold On A Country Road:**

Tom T. Hall/Crystal Gayle/Mickey Gilley/Laris  
Fricke/The Whites/Larry Gatlin & The Gatlin  
Brothers (July 14-18)

### Narwood Productions

#### **Country Closeup:**

Jim Ed Norman (July 16)  
John Anderson (July 23)

#### **Music Makers:**

Bob Crosby (July 16)  
Joe Williams (July 23)

### NBC

#### **The Source:**

R.E.M. (July 20)  
Big Country (July 27)

#### **PFM Inc.**

#### **Guest DJ:**

Roger Glover (July 23)

### PIA (Program Services)

#### **Rare & Scratchy Rock & Roll:**

Turtles (July 20)  
Ricky Nelson (July 27)

### RKO Networks

#### **Behind The Music (RKO 2):**

James Ingram (July 16)

Lionel Richie (July 17)

Pointer Sisters (July 18)

Alabama (July 19)

Sergio Mendez (July 20)

#### **Captured Live (PG Prod):**

Ozzy Osbourne (July 20)

#### **Checkin' In (RKO 2):**

Johnny Lee (July 16)

Hank Williams, Jr. (July 17)

Deborah Allen (July 18)

T.G. Sheppard (July 19)

Michael Martin Murphy (July 20)

### Countdown America w/John

#### **Leader (IS INC):**

Ray Parker, Jr. (July 14-15)

#### **Private Session (RKO 1):**

Queen (July 18)

Quarterflash (July 17)

Men At Work (July 18)

Cars (July 19)

36 Special (July 20)

#### **Solid Gold Saturday Night (Dick**

#### **Bartley):**

Grass Roots (July 22)

#### **Sound Check (IS INC):**

Jacksons (July 18)

Bon Jovi (July 17)

Peebo Bryson (July 18)

Steve Perry (July 19)

Lionel Richie (July 20)

### Strand Broadcast Services

#### **Music & Memories:**

Tom T. Hall/Ken Berry (July 21)  
Mick Fleetwood/Barbara Eden (July 28)

### United Stations

#### **Great Sounds:**

Helen O'Connell (July 20-22)

#### **Rick Dees' Weekly Top 40:**

Donna Summer/Michael Sembello (July 20-22)

#### **Rock, Roll & Remember:**

Tom Jones (July 20-22)

#### **Solid Gold Country:**

Conway Twitty (July 20-22)



**TUNING IN TURNER** — Capitol Records recording artist Tina Turner (l) recently visited the studios of NBC's *The Source*. While at the network she taped a segment of the network's "Rock Report," discussing her change in music style with Source Program Manager Rona Elliot (r).

### Weekly Country Countdown:

Dolly Parton (July 20-22)

### Westwood One

#### **Budweiser Concert:**

The Doobie (July 30-August 6)

#### **Dr. Demento:**

Olympic/request songs (July 20-22)

#### **Earth News:**

Thompson Twins/Jojo Dental/Arnold  
Schwarzenegger (July 19-20)

#### **In Concert:**

Romantica (July 19-25)  
Thompson Twins (July 30-August 6)

### Off The Record:

Stevie Ray Vaughan/Rick Lowe/Billy Idol (July 23-27)

#### **Off The Record Specials:**

Duran Duran (July 23-28)

#### **Pop Concert:**

Jeffrey Osborne (July 23-29)

#### **Rock Album Countdown:**

Rod Stewart/Chris DeBurgh (July 20-22)

#### **Rock Chronicles:**

Rock & roll weekends (July 20-22)

#### **Special Edition:**

Peebo Bryson (July 19-22)

#### **Superstars Rock Concert:**

Stevie Nicks (July 20-22)

## NEWS & INFORMATION FEATURES

### ABC

#### **Lifelines w/ Bill Fantini:**

AI Critic/wine making (July 9-11)

Why boys are better at math (July 12)

Modern scientists (July 13)

#### **Rock Notes w/Pat St. John:**

Patty Smyth (July 7-10)

#### **All Star Radio**

#### **Radio Hotline:**

Doctor/I'm going bald/denture mechanism/Bud & Sylvia/Erna Bomback (week of July 9)

#### **Stevens' & Gracie's Comedy Drop-Ins:**

New coffee generation/my doctor's doctor/bespect & outtake/20-second workout/people who stink (week of July 9)

### CBS

#### **Entertainment Update (Kris Stevens):**

Fernando Lamas/Abbott & Costello/Rod Stewart/Parti/Hoyt Axton (July 9-13)

### Clayton Webster

#### **Jack Carney's Comedy Show:**

Airlines (July 23)

#### **Sporting News Report:**

Joe Morgan/Eddie Erhorn/Barry Anderson (July 23)

### Mutual

#### **Larry King Show:**

John H. Riley (July 9)

Harrison Schmitt (July 10)

Duke of Athol/Fred Sheinwald (July 11)

Jack Albertine (July 12)

Joan Peters (July 13)

#### **Assignment Hollywood:**

Roger Daltrey (July 9)

Charita Bauer (July 10)

Ricardo Montalban (July 11)

Tracey Ullman (July 12)

Bruce Botelner (July 13)

### Narwood Productions

#### **Minding Your Business:**

Hi-tech turnoff/interactive video games (July 9)

Beating D.W.I. charge/student entrepreneurs (July 10)

In-prison business (July 11)

Hi-tech jobs/Ais Bell fights back (July 12)

War games software (July 13)

### NBC

#### **Newsline Extra:**

Vice President What's Her Name (July 9)

Long, long road to San Francisco (July 9)

#### **Screen Scenes w/ Ron Reagan (Source)**

Coran The Destroyer (July 9-10)

Cannonball Run II (July 11)

Bachelor Party (July 12)

Weekend hits & misses (July 13)

#### **Progressive Radio Net**

#### **Computer Program:**

Keyboards/monitors/ROMs & RAMs/bits & bytes/improved memory (week of July 9)

#### **Laugh Machine:**

Robert Klein/Bob & Ray/David Branner/Rich Little/Jean Rivers (week of July 9)

#### **News Blitz:**

Summer psychology/record game/computer-assist/officially English (week of July 9)

#### **Sound Advice:**

Turntable turnoff/slow & flutter/stylus rumble/turntable drives/classy chassis (week of July 9)

#### **Public Interest Affiliates**

#### **Public Affairs:**

Planning your financial future (July 9)

### RKO One

#### **Beat The System:**

"Free" estimates (July 17)

More credit card crooks (July 18)

#### **Mind Games:**

Fantasy games (July 16)

Color psychology (July 17)

Mass anxiety (July 18)

Delusions (July 19)

Mindlessness (July 20)

#### **Smart Money:**

Hedging investments (July 16)

Downloads of zero coupons (July 18)

Term insurance (July 20)

### Strand Broadcast Services

#### **Something You Should Know:**

Masochist myth (July 9)

Peak performers (July 11-12)

Frugal care (July 13)

### Westwood One

#### **Brad Messer's Daybook:**

Nuclear threat/oomph pipe (July 9)

1st national beer/energy efficient (July 10)

Save the whales/Richard Queen (July 11)

Medals of honor/minimum wage (July 12)

3-D/Jerry Rubin (July 13)

#### **Playboy Advisor:**

Tired of crying friends/la bi or gay?/she can't forgive her shady past/why can't he love her?/performance anxiety/no swinging vacation/sexual workout/the phones ex-wife/induced and maintained rigidity (week of July 9)

#### **Spaces & Places:**

How to buy home sweet home (week of July 9)

#### **Waldenbooks Report:**

Sonya Friedman/Gary Jennings/Jody Powell (week of July 9)

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WITH JOEL DENVER

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# Sales

## A Report To The Industry

BY WILLIAM L. STAKELIN

One year ago (July 5) I assumed the presidency of the Radio Advertising Bureau. Since then I've undergone a personal and professional odyssey of discovery which has given me the opportunity to meet hundreds of broadcasters and serve the industry that I love — radio. This job is the most stimulating and challenging assignment I've ever had, one that carries a great burden of responsibility and is a great deal of fun. Easily the best part of my first year was meeting people and having the privilege to work with radio professionals at stations across the country, in state and local associations, at rep firms, in network board rooms, and among the RAB staff.

My luck in attracting top-flight senior people to the RAB is matched only by the expertise that they have put to work on behalf of radio stations everywhere. Within two months of coming aboard, they produced a sold-out, highly acclaimed Managing Sales Conference. Six months later they attracted an array of impressive speakers to the largest ANA/RAB Radio Workshop ever held. In the interim they markedly improved the quality of RAB sales tools and marketing cassettes, established a new image for the RAB and its role in our industry, and launched the first in a series of innovative training and seminar experiences. The drawing boards are filled with plans that you'll be hearing about before the end of 1984.

### A Strategic Game Plan

Wayne Cornils, Ben Scrimizzi, Danny Flamborg, and Bill Shriftman have produced the RAB's first-ever strategic plan, created a logical game plan for marketing radio to key industries, revitalized the RAB's industry communications and visibility, personalized and upgraded member services, and maximized the number of radio professionals calling on national and regional clients.

The new RAB could be characterized by the words "marketing, membership, and media." We have oriented ourselves to the long and the short-term marketing tasks. We have stressed member services to maximize the RAB's resources. Finally, we've aggressively used many media to communicate our ideas and intentions.

From an organizational standpoint the Radio Advertising Bureau today is a fully-staffed, well-organized, highly-motivated, centrally-managed, financially solvent industry association. For the first time in our 33-year history, we have a three-year strategic business plan which sets clear goals and objectives. Applying the same business criteria that you use in your organizations, we have changed many procedures, reallocated resources, revitalized programs, and continued many effective activities.

William ("Bill") Stakelin is a 27-year broadcasting veteran currently serving as President/CEO of the RAB. Known as "Wild Willy, King of the Kilocycles" while working as a teenage DJ, Stakelin joined RAB in 1983 following a stint as Executive Vice President of Bluegrass Broadcasting Company and NAB's Chairman of the Board. Prior to that Stakelin held a series of station management positions, including the VP/GM post at Bluegrass' WHOO-AM & FM/Oriando.

If there was any real surprise during our process of introspection, it was the vast array of materials, data, and research that the RAB collects, analyzes, and disseminates. A top priority is to communicate what we have and to develop fast, low-cost means to put this data into the hands of radio salespeople.

### Marketing The Medium

The new RAB is marketing-oriented. We've conducted extensive market research and carefully targeted client industries, providing sufficient research and creative development to make persuasive presentations at the national, regional, and local levels.

Radio rallies in key cities, in conjunction with local associations, have underscored this approach and led to the RAB's Detroit "blitz" and the forthcoming "blitz" on Wall Street. But these public events represent only the tip of the iceberg. The concerted effort of hundreds of radio professionals, in groups like DRAG — pulling together toward a common goal — precede and follow these large-scale meetings. Our new "President's Council" will further use the stature and talents of our industry's leaders to directly address presidents and CEO's at leading client corporations.

The RAB is directly and candidly addressing advertising agencies. We need no longer be adversaries, when in reality we are each other's advocates. We have designated a director of agency relations to coordinate with our agency counterparts through the



Bill Stakelin

Senior Media Directors Advisory Council and the Creative Directors Advisory Council. Regular discussions have already begun to bring a greater understanding of and acceptance for our medium to agency decision-makers.

And yet marketing also means direct calls on clients. With a firm game plan in mind, we have reorganized our field staff and opened a new San Francisco office in order to put more qualified salespeople on the street to reach national and regional clients. Carefully monitored reporting allows the RAB the flexibility to direct our best sales resources against the best prospects. A streamlined structure allows us to link up with state, local, and regional broadcasting associations and to provide members with a higher quality of marketplace research and intelligence. Our successful presentation to Tandy Corp., in tandem with Dallas radio broadcasters, has brought more than one million new dollars into radio.

To provide our marketing effort with the best possible advertising support, we have retained Lord, Geller, Federico, Einstein as our advertising agency. The originators of IBM's "Little Tramp" campaign and the producers of John Cleese's award-winning radio commercials pro-

"The new RAB could be characterized by the words 'marketing, membership, and media.'"

mise to offer the radio industry a new advertising approach and an effective media strategy to open doors, spark client interest, and get agencies talking about our medium.

Underscoring radio's marketing effort is our first-ever, large-scale audio-visual presentation, entitled "Radio: The Power Of Sound." By creating a highly-polished presentation and using a nationally-known talent such as Orson Welles, we have announced our in-

tentions to "play hardball with the big boys" and our willingness to put our dollars into programs that will allow the radio industry to have a highly competitive presentation to use against television or print media.

### Pushing Communication

Making the RAB accessible, relevant, and usable has been our top priority in the member services area. Each member now has a specific liaison person on the RAB staff. These account executives are assigned to look out for each station's interests and provide relevant materials and advice. The system encourages two-way communication. The RAB is a product and a reflection of its membership. We operate under the assumption that you don't belong to the RAB, the RAB belongs to you.

We've encouraged feedback and criticism because we believe the RAB does not and cannot have all the answers to the myriad marketing and sales problems that radio broadcasters confront. The RAB can, however, be the conduit for information and the mechanism to coordinate ideas, data, and resources to increase our share of advertising expenditures. To orient ourselves we are conducting extensive callout research, and we've retained Juan Hiber & Associates to determine the industry's needs and perceptions.

Since last fall the RAB has made every effort to become more visible in the radio industry, among clients and in the eyes of ad agencies. We've used sophisticated public relations techniques, audio, print, publicity stunts, and direct mail to get the attention of those we serve and those we seek to persuade. Without top-of-mind awareness and the press afforded by publicity, the RAB cannot get the most bang for its buck when competing with the heavily-endowed TV, newspapers, or magazine bureaus. Our pro-radio campaign, recently enhanced by the addition of format spots featuring major recording artists, has achieved record levels of airplay. Our outreach efforts through the trade press have successfully communicated a new message and attitude to our multiple audience.

At the same time we have moved to rapidly upgrade the quality of our sales tools and marketing cassettes. Instant use and adaptability have been achieved with the introduction of our patented "Flex-I-Format" graphics system and innovative presentations. The RAB is committed to producing quality research and writing in tandem with top-quality design and graphics.

### Ten Percent For 1990

In the foreseeable future marketing, member services, and media will continue to mark the

RAB's strategy. As we kick off a major assault on Wall Street and the financial services industry, the RAB will call for ten percent of ad expenditures as the industry's marketing goal for 1990. We cannot afford to settle for less. The RAB will coordinate the industry's efforts and energies to meet our growth objectives. We will continue to articulate a "market the product" theme and call for a unity of purpose and action on the part of radio broadcasters everywhere. These objectives will be operationally defined in a soon-to-be announced series of regional focus groups, designed to link salespeople in key markets and regions to the RAB's marketing effort and influence advertising decisions closer to home.

Serving our membership and industry with sales training (for new salespeople, sales managers, and senior executives) will also be a high priority. Look for the RAB to make major innovations in the style, format, and content of fall and spring seminars and to explore new vehicles for professional development and in-house training. Regular interaction with stations covering a wide array of subjects is RAB account executives' mission. In the next year the RAB will personalize and improve our relationship with every segment of our great industry.

We need and will actively seek out the support of everyone earning a livelihood in radio. Programs involving affiliate members and encouraging broader support for radio's sales and marketing arm are already underway. These activities will be coupled with an intensive campaign to encourage radio marketers to use the resources and information the RAB has to offer.

### Getting Radio's Message Across

Lastly, we will vigorously continue to put our message before our attendant publics. Radio is an active, vital, and dynamic medium with a strong story to tell. The RAB won't be bashful. We won't worry about other media with greater collective resources. Instead, we will work harder to get our message in front of the people who make buying decisions in ways that are interesting and persuasive.

After 365 days at the helm, I can report that the RAB has stepped off on an aggressive, high-intensity, and productive campaign to bring more dollars into radio. While we have made important inroads and attracted new business to the medium, we have just undertaken a long, complicated and costly campaign which will require the support of all radio broadcasters.

The next year promises to be one of activity and accomplishment. I encourage each of you to join us.

- The new RAB is marketing-oriented
- RAB and ad agencies — each other's advocates
- Two-way communication encouraged
- Goal for 1990 — 10% of ad expenditures



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Source: Arbitron Winter 1984  
Total person 12 + AQH  
Mon-Sun 6am-Mid



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VERY

**CHR NEW & ACTIVE**

**86/29**

**UP: 15**

**DEBUTS: 15**

**ADDS: 29**

**BLACK CHART 12**



Produced by Sheila E. and The Starr Company © 1984 Warner Bros. Records Inc. Management: Cavallo, Ruffalo & Fargnoli



# Street Talk

Attorneys for **WARNER COMMUNICATIONS, INC.** and **POLYGRAM RECORDS, INC.** were in court Monday trying to persuade a three-judge panel of the U.S. Ninth Circuit Court of Appeals to overturn the preliminary injunction blocking the WCI/PolyGram merger. The FTC lawyers contend the merger would "create a monopoly." Following the two-hour hearing, the judges agreed to take the proposal to lift the injunction under advisement. Translation: they'll consider the proposal and rule on it when ready.

Anybody want to buy a trade publication? **BILLBOARD** is being offered for sale, according to a report published in the Wall Street Journal. Apparently Billboard Publications Chairman/President (and principal owner) **W.D. LITTLEFORD** has been interested in selling it for a year or so, and an internal offer from some of the minority stockholders has been tendered. Now Littleford is seeking outside offers as well.

Congratulations to **CBS** for shipping nearly \$15 million in records and tapes in just two days last week (6-28, 29). It's an all-time company record and thought to be a new industry standard. A big part of the story is, of course, the new **JACKSONS** album "Victory," which accounted for more than \$2 million of the two-day total.

If you're a rational sort, you know, the kind of person who thinks there are too many **AOR** stations in the **SAN FRANCISCO** market (six at our last count), stand by. That half-dozen is about to lose a member (or two?).



A rumor picked up by the Los Angeles Herald Examiner says **KIIS-FM** morning man **RICK DEES** is being considered as the new cohost on **KCBS-TV**'s nightly magazine show "2 On The Town." The former cohost, **STEVE EDWARDS**, is moving over to **KABC-TV**. Rick recently hosted a one-hour syndicated TV show called "Double Platinum" and put in an on-camera appearance for a Southern California Chrysler-Plymouth Dealers' commercial.

Still no name for the new label **BRUCE LUNDVALL** will head for the Capitol/EMI America/Liberty family, but we do have a Senior VP/Marketing & Administration. Rejoining his old boss (having worked with Lundvall at CBS) is **STEPHEN REED**, who

most recently had his own consulting firm in New York.

**BLAKE LAWRENCE** has stepped down as PD of **KLOL/HOUSTON**, but will stay on as morning man. No replacement named at presstime.

Street Talk hears continuing rumbles from Houston that **KRBE-AM & FM** will switch from A/C to CHR. Specifically, we hear: 1) a new FM PD will arrive, 2) that FM air talent **PAUL CHRISTY** (no relation to Paul the consultant) will step up to PD for the AM, resulting in 3) the advancement of **KRBE-AM & FM PD BOB SCOTT** to OM. Will **KKBQ-AM & FM** finally get some CHR competition?

A/C outlet **WCLS/DETROIT** (formerly WABX) is offering a six-figure salary plus bonus incentives for "the world's most personable morning talent." If interested, contact PD Bruce Buchanan.

Congratulations to **WIVY/Jacksonville** morning personality **JACK DIAMOND** on his recent purchase of suburban **WJNJ/ATLANTIC BEACH**. Jack's company, First Coast Broadcasting Corporation, plans to take control of the 5kw AM within two months. The format will most likely be changing from Nostalgia to Adult/Contemporary.



Officials at **ARBITRON** have confirmed that **KQAK/SAN FRANCISCO** will be listed "below the line" in the forthcoming spring book. Why the "special treatment?" **KQAK** morning man **ALEX BENNETT** allegedly was discussing the ratings firm, its diaries, and the survey on the air. Arbitron became aware of Alex's comments courtesy of a competing station. The San Jose book will be similarly affected.

And there's more... Arbitron has a call letter crediting mess to contend with in **FLINT, MICHIGAN** (and this may be only the beginning as call letter deregulation starts to sink in). **WGMZ-FM** dropped its Beautiful Music format and changed its calls to **WCRZ** during the latter part of the spring sweep. Just before the end of the survey **WWMN(AM)** switched formats to Beautiful Music and picked up the **WGMZ** calls. Arbitron will deal with the potential confusion by not allowing the **WGMZ** calls in the published Flint report — only **WCRZ** and **WWMN** will be credited.

And while we're in Michigan, **WKMF/FLINT PD MARK THOMAS** has been named OM for **WKMF** and A/C FM sister station **WCRZ**. **WKMF MD SHELLEY JAMES** is now MD for **WCRZ**, while **MICHAEL KAY** from **WCLS/Detroit** comes aboard as **WCRZ PD**.

Continued on Page 20

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- On David Letterman  
July 10th.
- On the Baseball All  
Star Game July 10th,  
singing the  
National Anthem.
- On their sold out  
80 city tour  
through September.

**"IF THIS IS IT"  
IS IT!**

Forget the  
others! This is  
the summer  
record that  
will keep your  
audience singing  
from now till  
the fall book.

From the triple  
platinum #1  
LP "SPORTS."

FV 41412



**Chrysalis**  
Records & Cassettes

# IT'S ALL HERE IN BLACK & WHITE



# M+M

## "BLACK STATIONS/ WHITE STATIONS"

- |            |         |         |
|------------|---------|---------|
| <b>CHR</b> | WRCK    | WTSN    |
| WHTT       | WKRZ-FM | WERZ    |
| WXKS-FM    | WHTF    | 13FEA   |
| WPHD       | WJZR    | WJBQ    |
| WCAU-FM    | WZLD    | WOMP-FM |
| PRO-FM     | WOKI    | WJAD    |
| WCZY       | KTFM    | Q101    |
| WHYT       | WZPL    | KKQV    |
| Q100       | WRQN    | WHSL    |
| WMAR       | WHOT-FM | KCDQ    |
| WSPK       | WFBG    | KDZA    |
| WKFM       | WGUY    | KHTX    |
|            | WZON    | KBIM    |
|            | WIGY    | KZOZ    |
|            |         | KIST    |

**AOR  
HOT ROTATION AT:**

- |      |      |
|------|------|
| WXRT | KQAK |
| WHFS | KNAC |
| 91X  | KTMS |
| KROQ |      |

**JUST ADDED AT:**  
WBCN



**RCA**

## Street Talk

Continued from Page 18

Also at the station, personality **KAREN LYNN** gave birth to a baby boy, Daniel John, June 22.

**JIM O'NEILL** has resigned as PD of **KYKC/SIOUX FALLS** and will join the staff of *Tune In* magazine. Taking over the programming at KYKC will be **CHARLIE CASSIDY**, most recently PD at sister station **WLXR/La Crosse, WI**.

**DOLLY PARTON** and **MONUMENT RECORDS** owner **FRED FOSTER** have been discussing the possibility of Dolly buying the Nashville-based label. Monument was the first label she had hits for, and it was Fred who signed Dolly to one of her first recording contracts. She already owns a music publishing company, so why not a label?



**WMZQ/WASHINGTON PD**

**BOB COLE** is said to be leaving the station when his contract expires late this summer. Bob is rumored to be returning to Texas in an ownership capacity and possibly doing some consulting work.

Consulting firm **SHERWOOD, HENNES & ASSOCIATES** has relocated to 1814 Catalpa, Mt. Prospect, IL 60056. The new phone number is (312) 364-6966.

Also, **JEFF POLLACK COMMUNICATIONS** has a new phone number in Los Angeles. It is (213) 459-8556.

A/C independent promo reps **DEE DEE LANGE** and **SANDI LIFSON** have merged their offices into one location. Their new number is (818) 986-6025.

And before you put your address book away . . . consultant/group owner **JOHN ROOK** is relocating from Los Angeles to Coeur d'Alene, ID for a few months. He can be reached through the station he owns there, **KCDA-FM**, at (208) 667-9463.

**WWOD/LYNCHBURG OM MIKE**

**CARROLL** has been upped to Station Manager, while **MD KENNY SHELTON** is now PD/MD.



John Abrams

**JOHN ABRAMS** is the new Director/Information & Public Relations at **ABC RADIO**. He replaces Henry Kavett, who recently moved over to Katz. Over the years John has handled PR for Mutual, Katz, and RKO. Most recently he was Manager/Audience Information for ABC-TV.

**DAVID PERRY** is leaving his late evening slot at **KLOS/LOS ANGELES** for middays at

**KIIS/SEATTLE**. Replacing him at **KLOS** is **JACK SNYDER**, who like Perry was formerly on staff at L.A. AOR rival **KMET**. Snyder was Assistant PD and MD at "The Mighty Met" from 1977 until early 1983.

**CLAUDE HALL**, formerly of **BILLBOARD** magazine, will join the faculty of the State University of New York at Brockport this fall as a Professor of Mass Communications. Claude's been an Assistant Professor at Enid, Oklahoma's Phillips University for the past two years.

At **KIIS-FM/LOS ANGELES**, Gannett VP/Programming-Contemporaries Gerry DeFrancesco has promoted MD **MIKE SCHAEFER** to Assistant PD. Mike will continue handling music in addition to his new duties.

**WNBC/NEW YORK** has promoted Music Coordinator **BABETTE STIRLAND** to Supervisor/Music Programming & Research.

At **CONCORD RECORDS**, **ELLEN FINDLAY** will now add radio promotion duties to her responsibilities as publicist for the label. She picks up the new assignment as part of the workload left when John Rogers joined Palo Alto.

**GRAMAVISION's** President **JONATHAN ROSE** and General Manager **DIANA CALTHORPE** were married June 24 and are currently honeymooning in the Himalayas.

**RANDY RHODAS** is the new overnight voice on **WAPP/NEW YORK**.

**WNYS/BUFFALO PD BILL TODD** married the station's bookkeeper, **JEANNE MOHR**, on June 29.

Like to do mornings in the *real* Great White North? AOR **KWHL/ANCHORAGE** has an opening. If you have a down parka that's not getting enough wear, call PD Carter Bradley at (907) 349-6551.

Get-well wishes to **ZZ99/KANSAS CITY** midday personality **KEVIN CHASE**. While he was on his way to an appearance in a station vehicle, the engine overheated and he stopped to check it out. When Kevin looked under the hood, the vehicle's radiator exploded, burning over 40% of his body. Although understandably sidelined for a few weeks, Kevin's expected to make a full recovery.



Stork Stops: **CENTURY 21 VP DAN RAU** and his wife Karen are the proud parents of Gail Allison, born June 15 . . . **FRIDAY MORNING QUARTERBACK ALBUM REPORT** Editor **BILL HARD** and his wife Collie had a baby girl, Evan, July 3 . . . **WKZL/WINSTON-SALEM** midday may **BO WEAVER** and his wife Shelley welcomed new daughter Natalie Marie on June 25.

Listen To This . . .

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"Coming early to R&R's 'DIRECTION '84' seminar will enrich participants ability to take advantage of RCPC sessions designed exclusively for program directors."

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# On The Records



KEN BARNES

## The New British Invasion Continues To Slide

This past January, after getting irritated with the rock and popular press blathering on about the "New British Invasion" and how it had completely taken over the radio, I graphed the number of British records on the CHR Airplay/40 over the second half of 1983. On that graph (1-27 issue) you could already see a significant decline from the New British Invasion's July high point (21 songs). But I still read a lot of uninformed swill about the NBI, and I thought I'd follow up for the first half of '84.

Well, the overall trend is still downward for British records' CHR acceptance. In the last six months of 1983, the CHR chart averaged 16.3 songs (41% of the total). But in this year's first 25 charts, the figure is 13.4 (almost exactly a third of the Airplay/40). And the decline continues. As you can see on the accompanying graph, British artists started off in a steady 13-14 pattern, rose to almost half the chart in March, and then slid down to a general 11-13 range. A slight comeback in June looks to have already exhausted itself.

British and foreign music in general is playing a much more important role now in this country than in recent years. (In CHR the foreign presence virtually doubled between 1980 and 1983.) But it's not a complete takeover, the trend is downward, and judging from last year's charts, the New British Invasion seems to have peaked.

### Rapid Chart Movement

R.E.M. are an Athens, GA-based quartet who are seeing their critics' delight status turn into an appreciable degree of AOR success. They've had an EP and two albums so far, plus one independent-label single (an earlier version of their first IRS single, "Radio Free Europe") in 1981. The name

presumably comes from rapid eye movement sleep, although the band occasionally likes to deny that.



R.E.M. pose photographically

Laura Branigan's hit "Self Control" was previously recorded by a European group called RAF, in a more disco-styled fashion.

### Roots Of The Hits

This is getting strange. In one of my first columns, I was investigating the origins of various Pat Benatar hits and noted that "Little Too Late" was recorded earlier on the rather obscure 1982 Grass Roots comeback album "Powers Of The Night," appearing under the title "Little Too

## Tina Turner Stays Together

Tina Turner's AOR success with her "Private Dancer" album (not to mention considerable CHR clout with the LP's first two singles) shouldn't come as a great surprise. She was one of the first soul singers to grapple with rock songs, and she's continued that trend for the last 15 years of a two-decades-plus career.

Maybe Tina started singing rock because rockers had been singing her songs for so long. Early hits by the former Anna Mae Bullock and her then-husband Ike Turner, like 1960's "A Fool In Love," "It's Gonna Work Out Fine," and "I Idolize You," were covered by British Invasion stalwarts like Manfred Mann and the Spencer Davis Group. Tina's monumental collaboration with Phil Spector, "River Deep Mountain High," was the third single by Deep Purple. So in 1970, after touring with the Rolling Stones, Tina turned the tables and covered the Beatles' "Come Together," and a year later hit big with Creedence's "Proud Mary."

"Nutbush City Limits," her last substantial hit before "Let's Stay Together," was covered by Bob Seger, but meanwhile Tina was singing the Who's "Acid Queen" in the "Tommy" movie. In 1975 she launched an all-out attack on the rock realm with an album side comprising "Under My Thumb," "Let's Spend The Night Together," "I Can See For Miles," "Whole Lotta Love," and a reprise of "Acid Queen." On a 1978 album she tackled Elton John's "The Bitch Is Back" and a Bob Seger payback, "Fire Down Below." After a dry spell, she covered the Temptations' "Ball Of Confusion" for a project masterminded by British group Heaven 17, which led to her current album (with two songs produced by Heaven 17's Martyn Ware plus songs by the Fixx, Dire Straits' Mark Knopfler, David Bowie, and so forth). And it's pleasing to see rock radio responding to a singer who's been such a direct and indirect influence on it through the years.



Dynamite In 1962



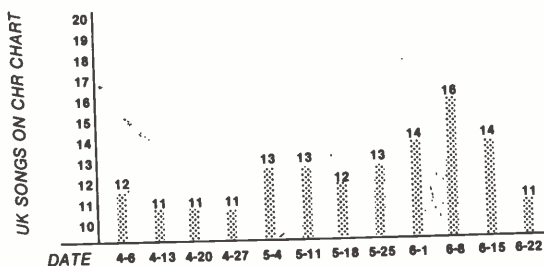
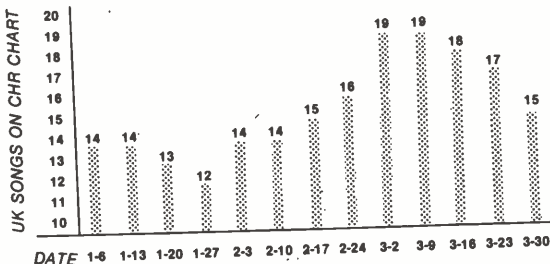
Dynamite In 1984

Little." Now I find that Bon Jovi's second single, "She Don't Know Me," was also on that very Grass Roots LP. I'm sure A&R folk are flocking to investigate the album's other eight tracks even as you read this.

Irene Cara and Ollie & Jerry qualify for the honor of being R&R's first "breaker" Breakers. Unless, that is, you count C.W. McCall's "Convoy," the first "breaker breaker" Breaker.

Final note: Mercury/PolyGram's new Def Leppard single is titled "Bringin' On The Heartbreak," with "Me & My Wine" on the flip. By an incredible coincidence, the same label has a new single by country artist Gary Wolf called "You Bring The Heartache (I'll Bring The Wine)." Gosh, I hope nobody gets confused.

## New British Invasion's 1984 Progress



### ONE YEAR AGO TODAY

- GAYLORD BUYS OPRYLAND COMPLEX
- MARK SCHWARTZ EXEC. VP FOR BROAD STREET FMS
- AL CASEY NAMED PD AT WPGC/WASHINGTON
- MASON DIXON BECOMES PD AT Q105/TAMPA
- MICHELLE ROBINSON SAYRE NAMED PD AT KLOL/HOUSTON
- LARRY SOLTERS VP/ARTIST DEVELOPMENT AT MCA
- #1 CHR: "Every Breath You Take" — Police (A&M) (2nd week)
- #1 A/C: "All This Love" — DeBarge (Gordy/Motown) (2nd week)
- #1 COUNTRY: "The Closer You Get" — Alabama (RCA)
- #1 BLACK: "Inside Love" — George Benson (WB) (5th week)
- #1 AOR TRACK: "Every Breath You Take" — Police (A&M) (6th week)
- #1 LP: "Synchronicity" — Police (A&M) (4th week)

### FIVE YEARS AGO TODAY

- JIM DAVIS NAMED PD AT KNPC/LOS ANGELES
- DANNY DAVIS SR. VP, SKIP MILLER VP/PROMOTION AT MOTOWN
- #1 CHR: "Shine A Little Love" — ELO (Jet/CBS)
- #1 A/C: "Shadows In The Moonlight" — Anne Murray (Capitol)
- #1 BLACK: "Ring My Bell" — Anita Ward (Juana/TK) (4th week)
- #1 COUNTRY: "Amanda" — Waylon Jennings (RCA) (2nd week)
- #1 LP: "Breakfast In America" — Supertramp (A&M) (12th week)

### TEN YEARS AGO TODAY

- DICK KLINE NAMED VP AT ATLANTIC
- STEVE WAX NAMED VP AT ELEKTRA/ASYLUM
- #1 CHR: "Rock The Boat" — Huey Corporation (RCA) (2nd week)
- #1 A/C: "Annie's Song" — John Denver (RCA) (2nd week)
- #1 COUNTRY: "I'm Not Through Loving You" — Conway Twitty (MCA)
- #1 LP: "Band On The Run" — Paul McCartney & Wings (Apple/Capitol) (3rd week)

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Elvis Presley

MC 5  
R.E.M.  
The Last  
Phast Phreddie  
Alan Vega  
Tommy James  
Parliament  
Martha Reeves  
Louis Jordan

Mitch Ryder  
The Osmonds  
The Waitresses  
Del Fuegos

Louis Armstrong  
Jerry Lee Lewis  
Donna Summer  
Plimsouls

Name \_\_\_\_\_  
Radio Station \_\_\_\_\_

Don't Delay  
Act Today!

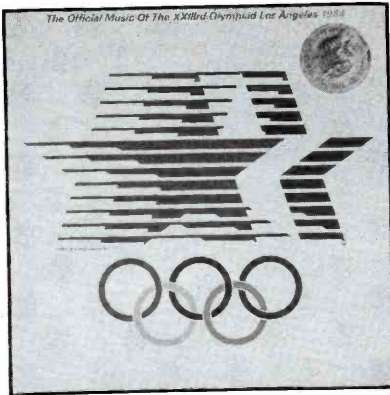
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Track Theme



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WCAU-FM	WERZ
WKFM	13FEA
WRCK	Q101
WKRZ-FM	WAEV
WOKI	KCDQ
WFMI	KIST

WICC	WHNN
WEIM	KTWO
WHBC	KRSB

Music To Be Heard By Millions During The  
Broadcast Coverage Of The Olympics!



On Columbia Records



## Datebook

MONDAY, JULY 9

### Simple Sample

**Simple Minds** leader **Jim Kerr**, who turns 25 today, has gotten a lot more attention since winning the heart of **Chrissie Hynde** away from her ex-boyfriend **Ray Davies**. Kerr was one of the original members of the **Minds** predecessor, **Johnny & the Self Abusers**, who released one single on British **Chiswick** in 1977. A year later they regrouped as **Simple Minds**, recording four albums before coming to AOR's attention last year with the "New Gold Dream" LP and "I Promised You A Miracle." On their new "Sparkle In The Rain" they've moved in a similar direction to several British bands and downplayed synthesizers in favor of guitars. Kerr and company go on tour as the **Pretenders'** opening act in July.

Birthdays: **Soft Cell** leader **Marc Almond** 1959; **AC/DC's Bon Scott** would have been 38 today.

TUESDAY, JULY 10

### WINS Becomes Freed Base

In the summer of 1954, the buzz emanating from Cleveland finally became loud enough for somebody in New York to notice. It was reported in the trades on this day that air personality **Alan Freed** had signed a contract with **WINS/New York**. Freed's original contract called for him to receive \$75,000 a year . . . most of which he would earn by putting the then-unsuccessful radio station on the map. Freed arrived at WINS roughly two months afterwards; two months later it became apparent that somebody was paying attention already when he was forced by street musician **Louis "Moondog" Hardin** to abandon his show's "Moondog Matinee" monicker and rename his program the "Rock & Roll Show." Despite Freed's initial success, it actually took about a year for WINS to get rid of the block-programmed MOR that it ran during the rest of the day and go to full-blown Top 40.

Birthdays: **Arlo Guthrie** 1947, **Ian Whitcomb** 1941.

WEDNESDAY, JULY 11

### Rogers Drops Out

On this day in 1967 — one day after announcing his departure from the **New Christy Minstrels** — **Kenny Rogers** announced his segue to the **First Edition**. Rogers had been a Minstrel for only a year or so after leaving the **Bobby Doyle Trio** and cutting a little-known **Ray Charles** sound-alike for **Mercury**, "Take Life In Stride." With Rogers would go the Minstrels' musical director **Mike Settle** and two other members, **Thelma Camacho** and **Terry Williams**. Although the semi-psychedelic tone of the Edition's first hit, "Just Dropped In (To See What Condition My Condition Was In)," stuns a lot of Rogers fans now, most of the Minstrels' material had paralleled songs by rockier folk groups like the **Byrds**; when the subject matter of those groups changed to descriptions of being eight miles high (which "Condition" refers to), so did the subject matter of most other folk groups.



THURSDAY, JULY 12

### Minnie Riperton Dies

Until "Let's Hear It For The Boy" made her famous with CHR audiences, **Deniece Williams** was only the second-best known alumni of **Stevie Wonder's** backup group. The first **Wonder** protege to make it as a solo, **Minnie Riperton**, died on this day in 1979. Riperton, like **Williams** known for her multi-octave capabilities, had given up early opera training for R&B backup at **Chess Records**. She ended up in the **Rotary Connection**, the most successful of **Chess's** several attempts at an AOR act. By 1970, she had recorded her first album for **Janus**, but had to wait for five years until **Wonder** and "Loving You" gave her a #1 hit. A year later, Riperton had a mastectomy and spent the remainder of her life as a spokeswoman for the **American Cancer Society**, encouraging other women to avoid cancer through early detection. Riperton died with a Black-format comeback, "Memory Lane," on the charts; a year later her last recordings were overdubbed for the "Love Lives Forever" LP, allowing her to duet with **Peabo Bryson** on "Here We Go."

Birthdays: **Bill Cosby** 1937, **Christine McVie** 1943.

FRIDAY, JULY 13

### Everlys Break Up

Eleven years ago today America's pioneering rock duo broke up. Following a performance at a Buena Park, CA amusement park, **Don** and **Phil Everly** called it quits after a 17-year career rivalled only by **Simon & Garfunkel** and **Hall & Oates** in duo annals. Both brothers made solo records, with **Don** experiencing a little country success and **Phil** making some A/C inroads. But last year they reunited for a British concert (widely cable-televvised), and are currently reworking an album produced by **Dave Edmunds** with song contributions by many illustrious longtime fans of the Everlys.

Birthdays: **Roger McGuinn** 1942, **Cheech Marin** 1946.

SATURDAY, JULY 14

### Who Came First

Daredevil leaps across the stage, the destruction of guitars and drums, and general chaos were not what fans of **Herman's Hermits** were expecting when they flocked to see the group's summer 1967 tour. But, courtesy of the second-billed act, that's what they got as the **Who**, with only one U.S. hit ("Happy Jack"), made their full-scale American debut. Actually, opening acts on the tour also provided their fair share of flamboyance; on the Eastern leg the **Blues Magoos** modeled their customized electric suits, while in L.A. the **Strawberry Alarm Clock** were carried onstage on sedan chairs and featured a flaming sitar. In response, **John Entwistle** made the rare gesture of destroying his bass to go along with the ruination of **Pete Townshend's** and **Keith Moon's** instruments.

Birthdays: **Ultravox's Chris Cross** 1952.

SUNDAY, JULY 15

### Linda Ronstadt Born

For nine years, ever since "You're No Good" first hit, **Linda Ronstadt** had been forced to struggle with the tag of "remake artist." Last year, she released an LP full of remakes and was finally hailed for her originality. On the occasion of **Ronstadt's** 37th birthday on this day last year, "What's New," her first big album in three years, was still a few months from release; with a slight loss of momentum on her "Get Closer" LP and a discarded earlier big band attempt, few expected "What's New" to sell quite as well as it did. **Ronstadt**, who's probably CHR's most successful Hispanic (or half-Hispanic) artist, was born in Tucson in 1946. She recorded with the folksy **Stone Poneys** until 1968 and had her first solo hit in 1970 with "Long Long Time." **Ronstadt's** future plans are still undisclosed; she has told **People** that she's in negotiations with **Nelson Riddle** for a second big band LP.

Birthdays: **Ambrosia's David Pack** 1952, producer **Trevor Horn** 1949.

Sean Ross



**Transactions**

Continued from Page 3

purchase of KQXT will be another milestone in that process.

"The station's successful Lite/Easy Listening format — and the opportunity for us to enter what promises to be a key growth area for the future — makes this agreement ideal for us on all counts."

Henry T. Tichenor is President of Tichenor Media System, which also owns KLAT/Houston, KUNO/Corpus Christi, KCOR/San Antonio, and KGBT-AM & TV/Harlingen, TX.

Other Group W properties are WBZ/Boston, WINS/New York, KYW/Philadelphia, KDKA/Pittsburgh, WIND/Chicago, KFVB/Los Angeles, KODI/Houston, KOAX/Dallas, KOSI/Denver, and KJQY/San Diego.

Norman Fischer & Associates and the Holt Corp. brokered the transaction.

**First Coast Buys WJNJ**

Jack Diamond, morning man at WIVY/Jacksonville and sole proprietor of First Coast Broadcasting, has announced the purchase of WJNJ/Atlantic Beach-Jacksonville from WJNJ, Inc. for \$250,000, pending FCC approval.

The station operates at 1600 kHz with 5000 watts, daytime only. When the sale is approved, Diamond will give up his WIVY morning show and assume the duties of President/GM of the new facility. New calls are being researched. The current format is Nostalgia.

Diamond has been PD at WYRE/Annapolis, WIGY/Portland, and WDJQ/Baltimore, and has been an air personality at WRKO/Boston, KIMN/Denver, KYNO-AM & FM/Fresno, WCBM/Baltimore, and WPRO-AM & FM/Providence.

**Bahakel Buys K1LO For \$3.6 Million**

Bahakel Communications Ltd. agreed June 22 to purchase K1LO/Colorado Springs from K1LO Broadcasting Co. for \$3.6 million, pending FCC approval. The AOR-formatted facility operates with 83 kw on 93.9 mHz at 2110 feet.

K1LO Broadcasting owns no other radio properties. The acquisition will give Bahakel its full complement of seven AM and seven FM stations, pending the company's recent application to buy daytimer WJAK/Jackson, TN. Bahakel already owns WKTU/Charleston, SC; WABG/Greenwood, MS; WWOD & WKZZ/Lynchburg, VA; WKIN & WZXY/Kingsport, TN; KXEL & KCNB/Waterloo, IA; WLBJ-AM & FM/Bowling Green, KY; and WOOD-AM & FM/Chattanooga.

Chapman & Associates served as broker. No format or staff changes are planned following the takeover, which is expected by the end of the summer.

**Guglielmi Purchases WHAT**

New York-based communications consultant Kelly Guglielmi reached an agreement June 21 to acquire WHAT/Philadelphia from Independence Broadcasting for \$750,000, pending FCC approval.

WHAT programs a Black format on 1340 kHz with 1 kw days/250 watts nights. The station becomes Guglielmi's first radio property, and concludes ownership interests of Independence principal Dolly Banks, who recently reached terms to sell Talk-formatted FM sister station WWDB.



**STEVIE & SMOKEY'S CITY OF HOPE SONG** — At the recent City Of Hope kickoff luncheon honoring this year's "Spirit Of Life" award recipient, Motown President Jay Lasker, Stevie Wonder surprised all by announcing that he and Smokey Robinson are collaborating on what is to become the City Of Hope's theme song. They're currently searching for a singer to record it, with royalties going to the City Of Hope. Pictured here are (l-r): MCA Exec. VP and head of the City Of Hope's music industry effort Myron Roth, Lasker, Wonder, Robinson, and City Of Hope Executive Director Bill Vernon.

**Gerard**

Continued from Page 3

get involved in the communities he was in, and I believe David will be an asset not only to furthering WTIX's great tradition, but also to New Orleans."

Prior to WTOP & WTKS, Gerard served nearly three years as GM at WKSW/Cleveland. Before that he held GSM positions at WSHH/Pittsburgh and WJYE/Bufalo. "I've learned a lot here in Washington," said Gerard. "It's really been a good challenge and the great people make it difficult to leave. But I'm excited about joining Price Communications; they've been very strong and very professional. I understand there's a real sharp staff at WTIX, so it'll be fun working with everyone."

**WGAR**

Continued from Page 1

in the market; with our FM being Country, it was a natural move. We have the premier morning man in the market, Paul Tapie, and will simulcast his show on FM and AM. Paul will be doing the first real full-service morning show on FM, featuring news, traffic, weather, and a lot of humor with his cast of 150 voices. At 9am, the FM will split and continue with its present Continuous Country. The AM will feature Steve Cannon from 9am-noon, followed by a one-hour news block. At 1pm, we'll join the Satellite Music Network for automated Country until 5:30am."

**WDAE**

Continued from Page 1

Tampa, where he can give us the direction we need."

Nettleton, a radio veteran of over 20 years' experience, has served as PD at WCAU-FM and WUSL/Philadelphia, and as an air personality at crosstown WFIL and WABC/New York. Strubbe's background includes a term as GSM at WLCY/Tampa, and a two-year GM stint at crosstown WOKF (now WMGG). He joined W101 as GSM in 1981 and was promoted to VP the next year. Steele previously worked in various positions for Gannett sister stations WWWE/Cleveland and KSDD/San Diego, having formerly been with WKY/Oklahoma City and KFVB/Los Angeles.

**We'll sell your country in 30 seconds.**

Our TV advertising for country radio breaks through the clutter. And our SYNDI-CUSTOM™ approach gives you truly customized commercials, at syndicated prices.

To see some creative that works, call Jay Bigelow at Creative Works — 215/525-6430.



Creative Works • Gladwyne, PA 19035 • (215) 525-6430

**1-800-251-9600. Give your listeners this number to call Ronnie Milsap, Charlie Pride, Barbara Mandrell, Alabama, Ricky Skaggs, Conway Twitty, Roy Acuff, Shelly West, Jerry Reed, Merle Haggard, the Oak Ridge Boys, David Frizzel, T.G. Sheppard, Sylvia, Waylon Jennings, Janie Fricke, Lee Greenwood, Dottie West, Willie Nelson, Charlie Daniels, Gary Morris, Eddie Rabbitt and many more Superstars!**



Music Country Radio Network puts country music fans on the line with their favorite country stars. It's America's only nighttime two-way variety radio show, hosted by country's most unpredictable DJ, Charlie Douglas.

Between talking to and listening to country newsmakers and hitmakers, your listeners get the latest news, sports and weather, and they hear their favorite artists singing today's top country music.

Put Charlie and his friends on the air at night, and put your listeners on the line.

MCRN proudly welcomes Joe Archer, our new Senior Vice President of Advertising Sales, Music Country Radio Network (315) 649-3230.

For full information contact Glen Serafin, (202) 956-7214, or Charlie Douglas, (615) 689-6595.



# Air Personalities



DAN O'DAY

## Dave Shropshire: Medium Market On His Way Up

From time to time, as part of this column, I'll be critiquing airchecks I receive . . . in print (anonymously if you desire, or identifying the personality on the hot seat). This week's tape is from KSTT/Davenport morning man Dave Shropshire. (Note: Although I would like to be able to critique every aircheck I receive, with the large volume of tapes I'm receiving I can only critique airchecks in this column.) Dave sent me this letter:

"Dear Dan . . . You may remember back in '81 when I was canned at WKTM in Charleston and you were so helpful and very supportive . . . Well, two months later I said goodbye to the Virginia/North Carolina area where I had always lived and made the trek westward to do mornings at Guy Gannett's KSTT.

"To make a long story short, here I was, a polarizer, working for a PD who wanted his personalities to make no waves. Luckily for me he decided to move me to afternoons. Although we never hit it off as far as programming ideology goes, this move did give me some time to reflect on what went wrong and on what my true assets are. In other words, getting to know who I really was and what I did best.

"Another stroke of good luck occurred when a new PD came aboard who recognized my potential as a personality in the Larry Lujack/Howard Stern vein and encouraged me to develop my potential. And now here I am, back in AM drive."

Dave sent me an aircheck, and I was struck by two things: It had lots of strengths, and it had several areas that need improvement if his show is to be as good as it could be.

Dave's show opens with the theme music from "The Twilight Zone." The accompanying voice — a pretty good Rod Serling impression — intones, "You unlock this door with the key of imagination. Beyond it is another dimension, a dimension of sound, a dimension of sight, a dimension of mind. You're moving into a land of both shadow and substance, of things and ideas. You've just crossed over into the Shropshire Zone." I like his open. I've heard similar ones before, but they usually were marred by poor Serling-type voices.

### Promo Upcoming Bits

Dave comes across as cheerful and happy to be on-the-air. My biggest criticism of his show: he does virtually no promoting of upcoming bits or features. For instance, the first feature on this particular show was a "Sports Break" done by someone else. Presumably this feature is aired because lots of people want to know what's happening in the world of sports. If that's the case, shouldn't he be selling it in advance? Instead, he abruptly introduces the feature, and it feels like the show is being interrupted.

Next came a clever idea for a bit: Because he goes to bed too early to watch "Hill Street Blues," Dave asked for a listener to call in with a synopsis of the previous night's episode. "Hill Street" is a

very popular program, and this offers Dave a way to plug into something that many of his listeners are interested in.

Unfortunately, the caller was slow-talking and dull, and I couldn't wait for the call to end. Also, Dave didn't sound like he really was interested in what happened on the TV show; he responded with the vocal equivalent of nodding his head. He should have asked questions about what happened to various characters and plot lines and demonstrated a working knowledge of the show.



Dave Shropshire

### Phone-y Sounding

Also, Dave recorded the phone conversation for later playback; very few disc jockeys actually put callers on-the-air live. But his voice filtered through the phone sounds so much worse than his voice on-mike that I found it a bit annoying. This technical problem can be rectified by any good engineer by wiring a telephone interface. A brief discussion of telephone interfaces can be found elsewhere on this page.

If Dave were able to sound on-mike when recording his telephone conversations, his entire show could sound much more spontaneous. It's obvious to his audience that his phone calls are taped because his voice is so different. But if his voice sounded on-mike, he could, for example, go right from a record out to tape and it would all sound live.

Throughout his show, Dave used sounds effects of scattered light applause to good effect. Just the right amount, not overdone.

### Wakeup Service

Another fun feature is his Wake-Up

## Making Telephone Calls Sound Live... And Sound Good



Not being very technically-oriented, I asked Terry Moses of the L.A. Air Force to explain what's needed to make the air personality's portion of a phone call sound "on miks" rather than "on phone."

Terry told me, "There are telephone interfaces available. If an engineer can't build one, they're not that expensive to buy. Essentially, what they do is take the preamp from the microphone and mix it with the telephone, so that they're using the actual control room microphone and the phone line and mixing them together into the tape recorder. When you turn off your microphone, it's actually still live (to a certain point) and can be used to record telephone conversations between you and the listener."

Terry said a fairly sharp engineer can do this kind of wiring himself, "But if he can't do it or if he's too busy, there are lots of instant plug-in interfaces available."

One such interface — also known as a "telephone hybrid" — is Gentner Engineering's SPH-3A, which provides what Terry describes above and which also offers, according to Gentner, excellent balancing of conversational voice levels — so that your voice doesn't overpower your listener's. The SPH-3A sells for \$399. To find a distributor near you, contact Gentner's Marketing Director, Elaine Jones, at (801) 268-1117.

Singers — a custom, Dixieland-style recording: "Wake up, wake up, you little sleepyheads/Get your little buns out of bed/Wake up, wake up, it's time to brush your teeth/And make sure all the kids are fed/Now here's Crazy Dave to say the names of turkeys who are still in bed . . ." After playing the song, Dave's newscaster gave him the names of a couple of sleepy people, and Dave took a call from a listener who had someone he wanted to wake up. A good bit . . . and it would have been better, I think, if Dave had first gone through the names of sleepyheads and then played the song. And, again, he should have promoted the bit!

Another clever feature was his Dial-A-Dirty-Joke phone call. He didn't promote it. He announced it, and then we heard the telephone ringing. If he really wanted to create an illusion for the listeners, we would have heard him dialing the number. The joke was fairly funny, but Dave immediately followed it with a weather forecast, which diluted the impact of the joke.

Next came a sports trivia question — not promoted in advance.

His newscaster asked what happened three years ago today and Dave had the answer . . . but it was obvious that he was reading the answer: "Ronald Reagan escaped death after being shot in the chest by 25-year-old gunman John Hinckley, Jr." Why not say it rather than read it, put it in his own words: "It was on this day that John Hinckley tried to assassinate President Reagan . . ."

Next came a mock-horoscope feature (no promo), using horoscope music from Cheap Radio Thrills underneath the bit. He took an on-air call and told the listener his horoscope. Not bad.

### Ticket To Slide

At this point, I was shocked to hear Dave was giving away tickets to a Billy Joel concert. The first I heard of it was when he told people to call in to win! Why hadn't he been promoting this great prize from the moment he signed on?? I can't stress this enough: if you're trying to build quarter-hour numbers, you're a fool not to promote your best features heavily. If you've got Billy Joel tickets, mentioning it at every single break is not too often!

I think Dave made another mistake regarding the ticket giveaway. Before airing the winning caller, he aired the caller who almost won: "You're caller number . . . 19. (Not #20) You're so close! But I've got another pair of tickets to give

away later." Your audience identifies with the listeners you put on the air, and they don't want to identify with losers! Let them hear only the winners; don't make them vicariously share the losers' frustrations.

Next came a "Suburb Spotlight" of a nearby small town. He introduced it with tympani and fanfare. It could've been a pretty funny bit, but he needed more than a single line to justify it. (His line was "How small is Wilton, Iowa? The roadmap is actual size.") I'd recommend stringing together three such lines.

### Birthday Duck Meets Rev. Dr. Pepper

He did a very interesting calendar item that, again, should have been promoted. Next came birthday greetings from his "Birthday Duck" (I would've strengthened the duck character by giving him a name). People send in postcards with names of birthday people, and Dave reads them and also notes birthdays of famous people . . . and then the duck sings "Happy Birthday." Cute bit.

Next came "The Rev. Dr. Pepper," the only bit on the tape that I think falls flat. Dr. Pepper does a series of dumb jokes, complete with rimshots, while some very weird, non-church organ music plays in the background. The bit just doesn't make sense to me.

Dave's own homemade jingle — stolen from Rick Dees but original to the Davenport market — highlights the time and temperature. Last on the tape is a phone-in bit from an unnamed, Father Guido Sarducci-type character who does a typical Liz Taylor fat joke. The voice and characterization were okay, the joke was predictable. It wasn't badly done, but it wasn't very original.

### DAVE'S STRENGTHS

- 1) Sounds like he's having fun
- 2) Doesn't talk down to his listeners
- 3) Lots of bits and features
- 4) Good energy level throughout
- 5) Custom production that sets him apart from other jocks
- 6) Sounds intelligent and nice
- 7) Well-prepared.

### SUGGESTED IMPROVEMENTS -

- 1) Promote all of your bits way in advance!!
- 2) Try to develop some original characters and bits.
- 3) Get your engineer working on your phone hook-up.
- 4) Strengthen impact of your bits by going right to jingle or spot when they're finished.



We deal with 45,000 songwriters  
so you don't have to.

No other music licensing organization has as many songwriters. No one even comes close.

To deal directly with all of them, the average station would have to spend tens of thousands of hours a year just to handle the paperwork. Not to mention the telephone and postal expenses. And you'd still have to pay royalties.

BMI makes everything simple and efficient. For a small licensing fee, you can use the most popular music to help build your audience.

That's why BMI is such a good deal for you.



Wherever there's music, there's BMI.

# Contemporary Hit Radio



JOEL DENVER

## PROMOTIONAL REVIEW

# How To Get Outrageous In One Easy Lesson

Summertime is the season to make sure your station's visibility becomes second-nature to your listeners. If something major is happening in your market, they should expect to see your station represented. That representation can take the form of a remote broadcast, with your van parked at a prominent location where you can hand out such station merchandising items as bumperstickers, hats, sun visors, beach balls, and those old stand-bys, T-shirts.

Then there is the other approach — creating your own excitement. WRKR/Racine-Milwaukee PD Pat Martin has recently completed an "Outrageous" promotion. He gives us an overview of how easily it was put together, and how little it cost in comparison to the amount of exposure and free publicity the promotion garnered for WRKR.



Pat Martin

### Top Prize Tradeout

"My Sales Manager Mike Raymond did this contest a few years back at KRLY/Houston, so we were able to perfect this promotion," said Pat. "We went to a local coin and jewelry exchange dealer and traded out a seven-carat sapphire worth \$5400. In fact, I spent a total of less than \$200 cash to stage the promotion, which went for a photographer, some phone calls, and incidentals.

"Then we went on the air around May 1 asking the audience to think about the most outrageous thing they would do to win this sapphire. The ground rules were simple: the stunt had to be legal, moral, and safe. And the stunt had to be performed to win."

### Wild Entries

As Pat detailed some of the wild entries that came in, you'd think these people were auditioning for a cameo appearance on "That's Incredible." "Over the course of a month we got a lot of entries, including pictures, of some stunts that weren't safe. Some guys wanted to be propelled on a lawn mower across a river doing an Evel

Knievel-type stunt. Another wanted to fly upside down in a hot-air balloon and juggle from it. But we didn't think either would be good from the safety standpoint."

### Noodle Man To The Rescue



An intense moment for our hero, Noodle Man, as he prepares to fight on the battlefield of culinary delights and insanity.

# Can You Handle This?



If you can "handle it," here's another handy idea for handling a large promotional crowd this summertime. Recipe: One brand new car, 40 or 50 patient listeners, and a couple of days to kill.

Y107(WMJY)Long Branch, NY held its second annual "Hands On" contest with 479 entrants. Forty-six determined contestants tried to hold out during the 77 hours and 33 minutes of sleepless competition as they attempted to win a new Chrysler Laser, worth a handy \$10,000.

The winner was 28-year-old Cory Turkel of Middletown, NJ, who kept a handle on things longer than anyone else. Cory, who works as a stock transfer agent, outlasted a state trooper, an undercover cop, and a soldier stationed at nearby Fort Monmouth. The event attracts hundreds of people and is an excellent draw for a car dealer. A promotion such as this makes a tradeout an easy trap for a hot sales department.



Don't Squeeze Too Tight — With the keys in hand, a tired and pained (!) Cory Turkel accepts a congratulatory squeeze of the fist from (r) auto dealer Jim Schwartz.



Look Ma, One Hand — With nothing but time and part of a car on their hands, the contestants in the Y107 "Hands On" contest continue to hang out.

### Choosing A Winner

Response to the contest was overwhelming, according to Pat. "The hardest part was boiling it down to the ten most outrageous entries we received by postcard or letter. We then voted for the top five, which would receive prizes. We were looking for things that would both get a lot of publicity for the radio station and also serve as entertaining, easy-to-understand stunts the public would enjoy.

"Each year in Milwaukee, over 60,000 people turn out for a Grand Prix-style race. During the time between the time trials and the race itself, we had three of the contestants perform their stunts. Two of the stunts couldn't be performed at the event. One guy proposed running from Oshkosh to Milwaukee County Stadium, a distance of 100.7 miles, which tied in nicely with our dial position. Another was going to roller-skate on the highway for 30 miles."

### Hail To Noodle Man

So who were the winners and what did they do for prizes?

- 5th Place: 22-year-old Suzanne Slamka and three friends were joined together in a body cast while dancing and singing the Men Without Hats hit "Safety Dance." Prize: camera.

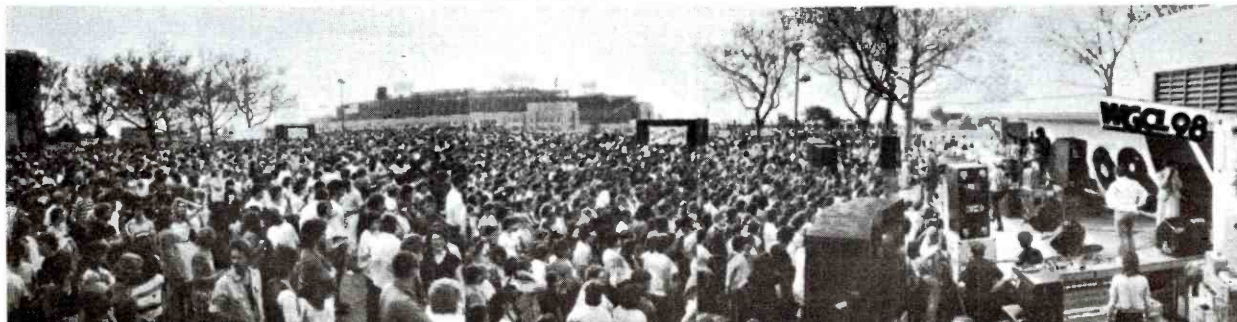
- 4th Place: The 30-mile rollerskater, 18-year-old Paul Hannes, who made the trip wearing 100 WRKR bumperstickers. Prize: camera.

- 3rd Place: 20-year-old Lynn Popadine covered her body in baby oil and earthworms, and consumed a can of spaghetti while submerged in a 70-gallon fish tank. Prize: another camera.

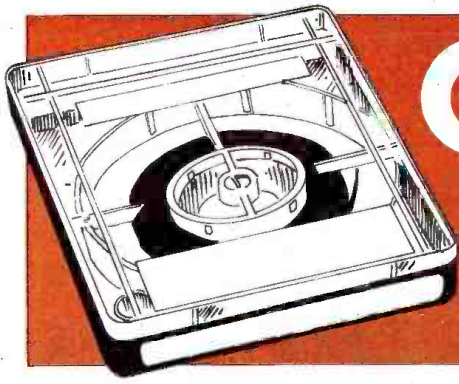
- 2nd Place: 100.7-mile runner Gus Larson, 33 years old, carrying a huge summer sausage as he ran. Prize: 10-speed bike.

- 1st Place: Brian Wolf, a 26-year-old

Continued on Page 32



Party, Party, And Party Some More — Approximately 18,000 fans of Epic recording act Slade showed up for WGCL/Cleveland's party in the park over Memorial Day weekend. The group sang their most popular numbers, including "Run Runaway" and "My Oh My." In this three-piece shot, you can see the partiers straining to catch a glimpse of the English rockers, who recently enjoyed their first hit single in the States.



# CART 'EM UP!

These Records Are Ready  
For Your Radio Station Now!

**JULIO IGLESIAS & DIANA ROSS**  
"All Of You"

**CHR NEW & ACTIVE** 74/40 31%

**SCANDAL** Featuring **PATTY SMYTH**  
"The Warrior"

**CHR NEW & ACTIVE** 120/36 51%

**BILLY JOEL**  
"Leave A Tender Moment Alone"

**CHR NEW & ACTIVE**  103/56 44%

ONE OF THE MOST ADDED

ON COLUMBIA RECORDS





# IRENE CARA

## "You were made for me"

7-29257

Produced by: **Giorgio Moroder**  
Management: **Selma Rubin**

Her new single from the Geffen album: **What A Feelin'**

IN THIS  
WEEK'S R & R.

# ELTON JOHN

## "Sad Songs (Say So Much)"

7-29292

Produced by: **Chris Thomas**  
Management: **John Reid Enterprises Limited**

*"BREAKING HEARTS"  
ALBUM SHIPPED  
THIS WEEK*



*sad songs (say so much)*

CHR 15 to 11 A/C 3 AOR/ALBUMS: **BREAKERS**



# WANG CHUNG

## "Dance Hall Days"

7-29310

Produced by: **Chris Hughes and Ross Cullum**  
Management: **David Massey** at  
Domino Directions Ltd, London

*ON TOUR WITH  
THE CARS  
JULY 13-SEPT. 12*

CHR 15

# THE STYLE COUNCIL

## "You're The Best Thing"

7-29248

Produced by: **Peter Wilson & Paul Weller** (for Solid Bond Productions Ltd)  
Management: **John Weller**—Solid Bond Studios, London



CHR AIRPLAY- **SIGNIFICANT ACTION**



# WHITESNAKE

## "Slow N' Easy"

*ON TOUR WITH  
RONNIE DIO  
JULY 18-JULY 30*

Produced by **Martin Birch** Remixed by: **Keith Olson** for Pogologo Inc.  
Management: **Ossy Hoppe**, Frankfurt Germany

AOR/HOT TRACKS 21

**NATIONAL TOP  
5 REQUESTS**

**CONTRARY TO POPULAR BELIEF,  
SUMMER DOESN'T ARRIVE FOR  
ANOTHER THREE WEEKS!**



Geffen Records ships the new **Donna Summer** single on July 25.



# SAMMY HAGAR KICKS ASS!

## "TWO SIDES OF LOVE"

7-20246

THE FIRST SINGLE  
FROM THE FORTHCOMING  
SAMMY HAGAR ALBUM VOA

**AOR  
BREAKER**

PRODUCED BY:  
TED TEMPLEMAN  
E.L. MANAGEMENT: ED LEFFLER

ONE OF THE  
MOST ADDED

**CHR NEW & ACTIVE**



GEFFEN  
RECORDS

**THE ALBUM ON YOUR DESK  
JULY 23**

**U.S. TOUR SEPT. '84—JUNE '85**



**CHR  
SIGNIFICANT ACTION**

# RANDY BELL

## "Don't Do Me"

WPHD	KTFM	WAEV
WCAU-FM	WJXQ	WAZY-FM
WRCK	WRQN	KGOT
WKRZ-FM	WHOT-FM	KTRS
WHTF	KHOP	KHTX
WJZR	KDON-FM	SLY96
WNOK-FM	WIGY	
WANS-FM	WTSN	
WOKI	WERZ	
KRGV	13FEA	
KITY	KILE	



# CHERRELLE

## "I Didn't Mean To Turn You On"



**Black/Urban Hit  
Now Crossing In:**

**BOSTON  
DETROIT  
SAN FRANCISCO**



Watch Your Local Listings  
For Cherrelle's New Video

DISTRIBUTED BY CBS RECORDS

# How To Get Outrageous

Continued from Page 28

elementary school teacher, rubbed his body with peanut butter and rolled around in a swimming pool filled with cooked noodles.

"We picked the lady with the spaghetti basically for the publicity value because that's something that people would look at. But we felt that Noodle Man would put on a better show, and he did. Appearing fully clothed, he announced to the crowd, I'm going to become 'Noodle Man,' and proceeded to strip to his jockey shorts while his wife smeared peanut butter over him.

"Next he got up on a little diving platform and was standing there with his knees going up and down with the crowd yelling, 'Jump, jump, jump!' Then, at the appropriate moment, Van Halen's 'Jump' came on over the loudspeaker, and he dived into the pool of noodles. He was looking pretty disgusting with these noodles all over his body, when from nowhere a villain appeared and they went off on a chase all over the entire track.

It was the showmanship of the stunt that won it for Jeff, and it was quite a show."

### Judging Criteria

This type of contest is filled with subjectivity, so you should have some guidelines set down for your panel of judges. "Part of the key to making this successful is to be sure the stunts are outrageous. Combine this with degrees of difficulty and how embarrassing the stunt is, and you'll have a pretty interesting crowd builder."

While it really wasn't a complex promotion to put together, "it requires a well-thought-out plan, as does any promotion," advised Pat. "Make sure you have your publicity covered for this event, otherwise you'll blow a golden opportunity for some free ink in the local paper. We were lucky and not only made 'Entertainment Tonight,' but there was a full-page spread in the Milwaukee Journal as well. It's like the old joke about the Pope coming to your house for dinner. It's quite an honor, but it means even more if people know about it."

## Motion

Congrats to **KIIS-FM/Los Angeles MD Mike Schaefer**, who's been promoted to Assistant PD... **Ron Reams** named News Director at **WABB-FM/Mobile**... **David Page** joins morning news at **FM100/Memphis**, while **John Prestigiacomo** remains in the afternoon drive slot, dropping MD duties... **Joe Crain** takes on weekends at **WCLL/Carbondale** from **KYMO/Prarie, MO**... **Tom Rivers** heads for Los Angeles, leaving **KHFJ/Austin**... **Kris Van Dyke** segues to afternoons at crosstown **WALG/Albany** from

## Bits

• **State Of "Jacksons"!** Several stations went into "Shock" when the new Jacksons single was released. **KIQQ/Los Angeles** disc jockeys named off the titles and artists of other hits, but the only music heard on the station for 23 hours was the Jacksons single. **KMGX/Fresno** did a "State Of Shock" marathon for 12 hours. **FM102/Sacramento** recently held a "Jacksons" picnic with 15,000 listeners and **Latoya Jackson**. And **CFRW/Winnipeg** welcomed 20,000 listeners to witness its **Michael Jackson "Moonwalk Contest"** finals.

• **Vacation Relief!** **KDVV/Topeka** found an unusual solution to fill in for vacationing personality **John Lee Hooker**: the station invited local politicians to deputize. The lineup included Topeka Mayor "Dancing" **Doug Wright**, Attorney General **Bob "Shotgun" Stephan**, Chamber Of Commerce President "Marvelous" **Merle Blair**, and Parks Commissioner **Harry "The Butcher" Felker**. Let's hope the disc jockeys don't fill in for the politicians when they go on vacation.

• **World's Dumbest Contest!** **KBEQ/Kansas City** recently ran an unusual promotion dubbed the "World's Dumbest Contest." Listeners did have a lot of fun, though, when they were asked to participate in the "Great Lightning Bug Hunt." The winner was the first to collect 104 (frequency tie-in) **LIVE** lightning bugs. No foreign lightning bugs were eligible.

## Contemporary Hit Radio

**WKAK**... PD **Garry Mitchell** takes on MD duties at **BJ105/Orlando**, replacing **Terry Long**... **KILE/Galveston** welcomes **Paul Douglas** to afternoons/Assistant MD from **KMUV/Conroe, TX**, replacing **Ray Flores**... **Stan Maln** joins **KCPX/Salt Lake City** from **KOSO/Modesto**... **Tom Sgro** is named Promotion Director at **KHTR/St. Louis**... **KIKI/Honolulu** PD **Kamasami Kong** hosts a new TV show titled "Breakin' Hawaii"... Congratulations to **WFMI/Lexington** personality **Charlie Fox** and wife **Debbie** on the birth of their daughter **Ashleigh Lynn**.



**FIRST OFFENSE** — **KIIS-FM/Los Angeles** recently welcomed **EMI** recording artist **Corey Hart** to the station with his "First Offense" album and his single "Sunglasses At Night" in hand. Pictured (l-r) in the lineup are **EMI's Jack Satter, MD/Assistant PD Mike Schaefer, Hart, KIIS-FM's Gene Sandbloom, and EMI's Shelly Green**.



**RKO Nets**

Continued from Page 1

pose of the investigation, as well as possible explanations for the missing funds, RKO Radio Division President Bob Williamson declined to elaborate.

**Unfortunate Timing**

In the current FCC hearings to determine RKO's broadcast qualifications, more than 160 individual parties are challenging the company's various broadcast licenses. This latest development could possibly affect the outcome of those proceedings. While RKO General insists there is no connection between the networks and the license hearings, Ellis does admit that this development came at an inopportune time.

"The timing is definitely not too good," he said. "The network is not under the provisions of licensing, so there can be no connection between this and what is going on at the FCC. But this is a highly competitive business, and whether the challenging parties will make something of this is up to them. Obviously this development with the network and the license hearings are totally separate issues."

The lead counsel for the challengers in the FCC proceedings, however, believes the network situation is definitely connected to RKO's ability to remain a qualified licensee. While wishing to remain unidentified, he said, "There's no other connection between the two except that RKO Radio Networks is a wholly-owned subsidiary of General Tire and Rubber. RKO obviously felt that there was enough connection between them that they thought they'd better tell the Commission about it. We're studying the matter, and we might file a petition to enlarge the proceedings to examine this latest development."

Because the \$4 million is material to RKO's financial status, the network is adjusting its re-

ported earnings for 1983 by \$2.5 million (\$1.3 million after tax), and its earnings for the first quarter of 1984 by \$707,000 (\$382,000 after tax). The remainder of the erroneous charges, approximately \$800,000, relates to the second quarter figures for 1984.

Additionally, the network reportedly intends to fully recompense the parties injured in this situation.

**Braiker**

Continued from Page 1

a dream come true. I am very excited about this opportunity and about Spokane radio. Bill and I go way back, and our abilities are very complementary. On the other hand, leaving Transtar is very emotional. Working with (Sunbelt Communications President/CEO) Terry Robinson and seeing Transtar's explosive growth has been an interesting and enjoyable experience. I am grateful to Terry for his support and guidance, and look forward to continuing our association. I will continue to consult with Terry in marketing areas on an as-needed basis."

Robinson added, "Ivan has made a tremendous contribution to Transtar, helping us achieve incredible momentum. We'll miss him, but we all wish him great success."

Highsmith commented, "Broadcasting is a new industry for me, and needless to say, I am very excited. It is a privilege to be associated with such an experienced, skillful broadcaster as Ivan. With the fine people at KREM and KLHT, I know we'll be very successful there."

A/C outlet KLHT operates with 5 kw days/1 kw nights at 970 kHz; AOR KREM has 81 kw on 92.9 mHz at 2100 feet. King Broadcasting retains ownership of KING-AM & FM/Seattle, KGW & KINK/Portland, and KSFO & KYA/San Francisco.

Frank Kalil served as broker for the transaction; takeover is expected in September. No format or staff changes are planned.

**Radio's Two Basic Types**

**W**e expend a lot of energy enthusiastically promoting the advantages of broadcasting, both as a medium and as a profession, and we mean every positive word we say from the bottom of our collective heart. But lurking just south of that heart, in our gut, there is the discomforting knowledge that radio isn't totally immune from real life and occasionally there are some cruel dues to be paid.

There are two basic types of air personalities: those who have been out of work and desperate, and those who are going to be.

An old pal of mine has just been thrown violently into second category and is suffering the humiliation of not being able to get phone calls returned. Former buddy-buddy types feign sympathy but don't lift one finger to help him get a job. Nobody wants him 'cause he's down and out. It's a crying shame.

He is beginning to doubt his own talent. Analyzing his work to the point that he has no idea what was wrong or right with it. Firm ground has become quicksand and he's sinking

into misery, suffocating from a deflated ego and completely out of self-confidence.

In a children's storybook, this would be precisely the right time for the Good Fairy to appear and save him, but here in the adult world he has to depend on his former co-workers and industry acquaintances to help him help himself, and the dorks are all sitting on their thumbs.

The man's talent and track record are respectable. Some would even say formidable. He has earned some industry recognition. This is not to say that he is God's single most generous gift to radio, because he's been known to dress as he pleases rather than as the boss pleases, and to tell the truth when a small lie might have been more effective, and so on, but we all have our little faults, right?

Thinking about his temporary term in Isolation — and having my own aging but very clear memories of being unemployed and busted — I'd like to make a three-word plea on behalf of all of us who fit into radio's two basic types.

Help a friend.

**Deadliest American Train Wreck**

**MONDAY, JULY 9** — How many American train wrecks have killed more than one hundred people? Only one, which happened at Nashville 66 years ago today (1918) with the loss of 101 lives.

Patents were granted for the corncob pipe in 1869, and for the automatic donut-making machine in 1872. A 6-foot 1-inch pancake — the world's largest — was flipped intact at the Hampton, New Hampshire "Summerfest" in 1977.

O.J. Simpson 37.

**Atlanta Outlaws Pinball**

**TUESDAY, JULY 10** — Adolphus Busch was born in Germany in 1839. He immigrated to St. Louis, and with his father-in-law Eberhart Anheuser built the world's largest brewery. They created a light beer based on a recipe popular in the Bohemian town of Budweis, named it Budweiser, and by being first to pasteurize beer so it could be shipped without spoiling, made Bud this country's first nationally-distributed brand. It has long been America's — and the world's — most successful beer.

Cork life-preserver patented 1877. Wyoming 44th state 1890. Scopes "monkey trial" began 1925. All-time U.S. temperature record 134 degrees (in the shade) Death Valley, California 1933. Beatles released "A Hard Day's Night" 1964. Arlo Guthrie 37. Sue Lyon 38. Virginia Wade 39. Arthur Ashe 41. David Brinkley 64.

**Lizzie Bordon Took An Axe**

**WEDNESDAY, JULY 11** — Iran hostage Richard Queen was released in 1980, after eight months' imprisonment, when he developed multiple sclerosis. He recalls that "at one time I was put in front of a firing squad and I knew I was dead!" Queen now works in Canada where he's Vice Consul in the Toronto office of the U.S. Consul General United States Marine Corps created 1798. Skylab space station fell from orbit onto Australia 1979. Tab Hunter 53. Yul Brynner 64.

**Congressional Medal Of Honor**

**THURSDAY, JULY 12** — Rules for being awarded the Medal of Honor were fairly loose when Congress created the highest military decoration on July 12, 1862. U.S. Army Lt. Col. Jim Hickman (Chief of the Military Awards branch) says in the Civil War "there were cases where people actually wrote in and applied for the medal (for themselves) and ultimately received it." The rules were later clarified to require two witnesses to the act of bravery "above and beyond the call of duty" in combat.

Roman general and ruler Julius Caesar born 100BC. Marine foghorn demonstrated 1844. Minimum wage set at 40 cents an hour 1933.

Bill Cosby 47. First TV superstar Milton Berle 76.

**First 3-D Newspaper Ad**

**FRIDAY, JULY 13** — The Bullock's department store chain of Southern California printed the first 3-D newspaper ads 31 years ago (1953) and distributed red-and-green glasses with which to view them in the Los Angeles Times. Bullock's abandoned the simulated three-dimensional print ads after one week.

50,000 people participated in Civil War anti-draft riots in New York City in 1863. Queen's first album released 1973. Cheech Marin (Cheech & Chong) 38. Roger McGuinn 42.

Tomorrow (7-14) Pete Rose 42, Sixties activist Jerry Rubin 46, Polly Berger 54, John Chancellor 57, former President Gerald Ford 71. Sunday (7-15) David Pack (Ambrosia) 32, Linda Ronstadt 38, Alex Karras 49.

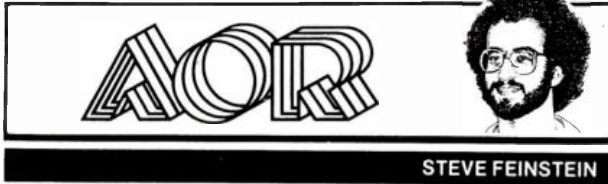
## Our hit radio commercials don't miss.

Our TV advertising for KLHT radio breaks through the clutter. And our SYNDI-CUSTOM™ approach gives you *truly* customized commercials, at syndicated prices.

To see some creative that works, call Jay Bigelow at Creative Works — 215/525-6430.

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STEVE FEINSTEIN

MD CHECKUP

On Being A Music Director

He's part musicologist, part public relations expert, and may appear to be part telephone, as you'll usually find one attached to his ear. I refer to an AOR Music Director, the person entrusted with pickin' the hits and maintaining a station's relationship with the music industry.

Getting a radio MD to set aside uninterrupted time to chat about his job is almost as difficult as getting the other kind of MD to make a house call. After a round or two of phone tag, four doctors of music consented to an oral examination of the pros and cons of music directing. Our team of music dissectors comprised WQMF/Louisville's Duke Meyer, WMMR/Philadelphia's Erin Riley, WLIZ/Detroit's Doug Podell, and KROQ/Pasadena's Larry Groves.

Daddy, What Does An MD Do?

In days gone by, most music directors had a relatively freer hand in fashioning a station's playlist. With music programming aids such as callout research and consultants entering into the decision-making process, what is the role of the MD today?

Doug Podell sees himself as a musical gadfly, prodding the powers that be to avoid taking the safe, straight and narrow path to programming complacency. "We're an alternative voice to the research, sort of a devil's advocate who says 'Let's go one step further than what we're already doing.'"

An MD acts as a gatekeeper for data the PD uses to make music choices, says Larry Groves. "I control the flow of information. A lot of our jocks are into music, and they feed me opinions and suggestions. I listen to what the record guys have to say, and then combine it with what I think before giving it all to Rick, who makes the final decision."

PD-MD Relationship

An MD must understand that he plays a supporting role to the PD's leading man or woman status. While he contributes ideas and opinions, his primary function is to execute the PD's gameplan rather than to determine policy. Duke Meyer observes, "An MD can't have a big ego. You're the second guy on the totem pole. The PD is the man. If you're second-guessing him, you're going to chew your guts out."

An in-check ego also avoids any resentment when a record rep deals directly with the PD. "No problem. It saves me time," says Doug. Duke objects only "if someone goes straight over my head like I'm a piece of furniture. That gets to me a little bit. (PD) Tom Owens handles that well - he makes sure to mention the fact that I am the MD, and they should talk to me."

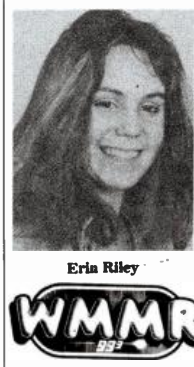
What Maketh A Good MD?

Larry describes the qualities of a good MD succinctly: "Good ears are number one. Also, the ability to get along with people, to handle different points of view."

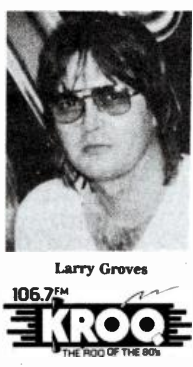
Ideally, the MD's ears should be not only good, but also complement the PD's, Duke feels. "Tom has straight-ahead ears, good for hearing formula stuff. I can get more outrageous in my tastes. So if there's something down the middle that I'm being stubborn about, he'll catch it. If there's something off to the left or right that he misses, I'll talk to him about it."

Doug knocks Rodney Dangerfield out of the running for an MD post when he submits, "You're got to have the respect of your PD, first." A historical perspective of the music and the format is the key, he

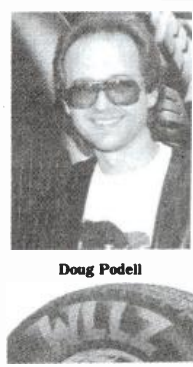
adds. "It helps to have an appreciation of AOR's evolution. To understand how far to the left AOR was in its early days, and how far to the right it's gotten these days, can help you figure out how to strike a balance in the center."



Erin Riley



Larry Groves



Doug Podell

Job Satisfaction

Getting records on the radio is generally what makes an MD's eyes sparkle and cheeks rosy. The most satisfying part of Erin Riley's job is "getting something I really believe in on the air and having it work. Especially something that people were skeptical about, but that I trusted my gut on, like R.E.M."

record is among the hardest things," at-tests Erin. "You have to fight hard for what you believe in. When you're getting hit from ten angles on the same record, you have to be able to say many times over, 'I know I'm right, this record is wrong for my station.'"

Major Domo Promo People

Fairness ranks high on Doug Podell's list of what makes for a good record promoter.

FUNKY WINKERBEAN

THIS IS WMMZ BUZZARD RADIO, LOOKING FOR THAT TRUFFLE CALLER... AND THAT CALLER IS YOU!!



CONGRATULATIONS! YOU JUST WON A PAIR OF TICKETS TO THE JACKSON CONCERT PLUS A CHANCE TO GO BACKSTAGE AND ACTUALLY MEET MICHAEL JACKSON!!



Tom Batiuk



ARE YOU EXCITED ABOUT THAT?  
UM, (WELL, ACTUALLY I WAS JUST CALLING IN TO REQUEST A BRUCE SPRINGSTEEN SONG...)

WMMZ GETS STRIPPED — Morning man Jeff Kinzbach of WMMZ/Cleveland was featured in the Tuesday (6-26) "Funky Winkerbean" comic strip. The strip, drawn by Cleveland resident and Buzzard booster Tom Batiuk, is syndicated to over 350 newspapers. Look for a follow-up shortly that will also include an 'MMS mention.

"Besides getting good ratings, seeing an act come home that we discovered before everybody else" makes Larry beam with pride, while Duke considers "the one-on-one learning relationship with my PD" the most rewarding aspect of his job.

Life is not always a bowl of cherries for an MD, though. "The pressure to add every

"He's doing his job if he's fair with the two highly competitive AORs in town. If he shows favoritism on new releases, promotions, interviews, and co-presents, he's going to get cut off by one side or the other."

Besides honesty and straight-shooting, Duke Meyer's "ideal record promoter is one who knows your radio station, and knows which few of the 20 records he has are worth talking to you about."

Saying No Nicely

It requires no less than the skills of a diplomat to tell record promoters "Thanks, but no thanks" in a manner that's not going to alienate them and harm a valuable relationship.

Duke varies his approach with the person he's saying "no" to. "It's a matter of knowing the people you deal with and relating to them as individuals. Some people you can talk to point-blank: 'C'mon, you know as well as I do this record isn't any good.' Other people you have to speak to more diplomatically: 'I'm not sure this is what we're looking for right now.'"

Adds: Never Enough

Sometimes the hype to play as much new product as possible can lead an MD to believe that more is always better when it comes to adding records. Doug Podell claims he once felt guilty at not being able to add most records that came down the pike, but now realizes that deciding what not to play is also his duty. "After three years of being an MD, I've only recently gotten over that hump. I used to firmly believe that I was supposed to add every record; I wanted to be one of those messiahs who got behind every record. I've finally accepted that my job is to simply play the records that are best for my radio station, and that's it. I've done my job when I've listened to records and returned calls, and I've also done my job if I'm not playing certain product."

Keeping Up With The Vinyl Glut

So many records, so little time. How can an MD get to them all? Erin does "no listening at home... zero. It gives me a mental break. Home is for enjoyment of music. I wouldn't get the chance to listen to any older records if I did my listening at home."

Instead, she plays records at a low volume in her office all day, and lets tracks catch her ear. Duke Meyer uses pretty much the same procedure. "I can have a clearer mind at the office if I haven't dealt with records at home all night, so I don't take them home. Also, I try not to listen to a record intently the first time I put it on at the office, nor do I make it a point to listen to the recommended cut initially. Instead, I listen to an album as I'm doing work at the station, and when a tune really catches my ear, I mark it on the album and compare it with what's been suggested. John Randolph from WAKY/Louisville taught me that."

Doug Podell is a mobile listener. "Since I do a lot of listening in my car, I really appreciate advance tapes from record companies and the trades."



SEE SPOT RUN NATIONALLY —

There's too much waste circulation for a radio station to run its TV commercial on a network television show, right? But how would you like your station's spot to run on national TV free of charge? ABC's "Foul-Ups, Bleeps, & Blunders" is looking to include clever and outrageous

radio station TV commercials during its upcoming season of shows. They'd also like to get ahold of out-takes from your spot. Contact the show's producer, Hudson LeGrand, at (213) 461-0005, or send him a dub of your spot in care of:

Bob Booker Productions  
6363 Sunset Boulevard  
Suite # 800  
Los Angeles, CA 90028



Testing A Station's New TV Campaign: "The audience loved it... thought it was a new season for 'Foul-Ups, Bleeps and Blunders'..."

# On Being A Music Director

Continued from Page 34

## Lessons Learned

More than sharpening their ability to pick the hits or arrange their calendar to include at least one free meal a day, MDs say they've learned the most in the area of dealing with people. Erin's greatest lesson has been "the politics. Just dealing with people fairly." Larry echoes that when he says he's developed "an ability to get along with a wide variety of people." In a similar vein, Doug has acquired "major patience, with record promoters, with the people I work with, and my own ambition. I've learned to take ten steps back and take the rock 'n' roll business seriously, but not too seriously."

Duke's biggest discovery was "the MD's responsibility to show the station in a favorable light. I thought an MD had a glory job — he went out to lunch a lot and picked up the phone to tell people whether or not the station would add a record. I didn't realize there was so much public relations involved, as well as administrative responsibility."



## Put On A Happy Face

Perhaps no part of an MD's job is more important than maintaining the station's visibility in the music industry. Erin notes, "Getting out on the street helps profile the station. Interacting with artists can help you score other things for the station."

Few MD's with an appreciation for good PR would quibble with Larry when he says, "If a national guy's in town and it'll make the local guy look good if I'm at the show, I'm glad to do it."

"Even after doing an airshift from 6pm-10pm," says Doug Podell, "I'm willing to go out to where records guys are and play the politics of dancing. I also go to high schools and colleges and represent the station."

## After MD

What's next for an MD? Erin would "like to program or even own a radio station, but a small one without the headaches of a corporation. I like to take it a little easier than that."

Larry says he still thinks "the best job in radio is being an MD. Being a PD is a grief-filled job, and the financial compensation isn't worth it. My main interest is music, and there's so much other nonsense the PD has to put up with. I'd like to be a National MD, like Dave Sholin of RKO was."

Duke says humbly, "I still want to learn more about being an MD, and eventually I'd like to program."

Doug "thought I had aspirations of being a PD, but now I think I'm better at a pivotal position where I can do a number of things. I like being kind of a song and dance man — working on-air, doing television, and emceeing, as opposed to sitting behind a chair."

## MD Diagnosis

Today's MD can be tomorrow's PD; a smart MD looks at his job in a light similar to a medical student's residency or internship. During his apprenticeship, an MD can soak up knowledge in not only music programming, but in all areas of concern to a potential programmer: promotion, managing a staff, understanding sales, creative production, etc.

Many an MD has more on his mind than simply adding his latest fave-rave record. He can learn the most in an environment where he's encouraged to contribute to his station's programming and promotion schemes. When he's part of a station's free and open exchange of ideas, everyone wins.

## SEGUES

**KZOK & KJET/Seattle** are moving on July 9 to 200 W. Mercer Street, Suite 304, Seattle, WA 98119. Their new phone number is (206) 281-5600.

Ouch! Correction time . . . It's **KOME/San Jose** where **Dana Jang** has been Assistant PD/MD for 10 years.

**WKQQ/Lexington** ups weekenders **Elaine Harris** to nights and **Scott Murray** to overnights, while **Kelly Carson** is new to weekends . . . **Pete Kinney** leaves **WAAL/Binghamton** mornings for sales with the phone company . . .

**Ken Sultter** rejoins **KSHE/St. Louis** for weekends . . . **Larry Johnson** is a new talk show host on **KOME/San Jose** . . . **Steve DeBoever** signs on with **WWCT/Peoria** for weekends.

**Steve Crowley** has been upped from engineer to Production Announcer at **KLOS/Los Angeles**, where he'll also be handling a weekend air shift . . . **Mark (The Shark) Drucker** from **WLIR/Long Island** joins **WMMR/Philadelphia** as News Director . . . **Kathleen Reilly** is named Programming Assistant at **KROQ/Los Angeles**.

# The New Music Seminar is HAPPENING August 6, 7, 8, 1984 at The New York Hilton.

## Monday, August 6

- 10:00 KEYNOTE SPEECH
  - 1:00 The President's Panel: New Visual Directions In Music (DJ's and Members Computers and Data Processing)
  - 3:00 Press: Retail and Distribution Music Law Black Music Marketing & Promotion
  - 5:00 Special Independent Talent and Booking Workshop—Ruth Polsky (Contractors, Blind Dates) Moderator Break Dance Exhibition
- SHOWCASES TO BE ANNOUNCED

## Tuesday, August 7

- 10:30 Independent Labels—Fighting for a Larger Share Talent and Booking Publicity Video Distribution—New Ways to See Music
  - 1:30 Artist Management: Rhythm Radio—The Progressive Alternative Album and Pop Radio Promotion and Marketing International Marketing—Breaking Artists Around the World
  - 3:30 A&P—Picking Them Up and Turning Them Down Trade Associations—Adam White (Billboard) Moderator Specialty Manufacturing and Distribution Nightclubbing
  - 5:10 Artists
- SHOWCASES TO BE ANNOUNCED

## Wednesday, August 8

- 10:30 Video Programming—New Access to the Audience The Future of Pop Radio Dance Marketing and Promotion World Publishing and Distributing
  - 1:30 Crossover Proms—Making the Mega Hit New Music Tracks Law and Technology A Case Study in Marketing
  - 3:30 Products: Album Radio—Steve Smith (Album Network) Madonna Charts and Titles Youth Perspectives—A Fresh Musical Attitude
  - 5:30 World Spinning Exposition
- SHOWCASES TO BE ANNOUNCED



**WATCH** for details of the program, accommodations, advertising and stands.

**everyone will be there! can you afford not to be?**

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 Address \_\_\_\_\_ State/Country \_\_\_\_\_ Zip \_\_\_\_\_  
 City \_\_\_\_\_ Telephone and/or Telex: # \_\_\_\_\_ Exp. date \_\_\_\_\_  
 Credit Card # \_\_\_\_\_

I would like to pre-register for the New Music Seminar, my \$120.00 (non-refundable) payment is enclosed (please remit in U.S. funds; all checks should be made payable to the New Music Seminar) After July 1st registration is \$150.  
 Please add me to your mailing list for additional information about the Fifth Annual New Music Seminar August 6, 7, 8 at the New York Hilton.  
 Please send information about receiving a stand, advertising space or an insertion in the registration packet.

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**RADIO CLASH** — Clash guitarist Joe Strummer discussed the state of affairs of rock 'n' roll radio while at WDIZ/Orlando. From left, afternoon personality and Promotions Director Mick Dolan, Strummer, and PD Rad Messick.

# Adult/ Contemporary



RON RODRIGUES

## Tracking Radio's Upward Mobility

I used to dread radio station remotes. As a programmer, I did see the value of the public exposure my airstaff was generating. And our sales staff liked it because they always pulled in premium rates.

But the things I remember most about remotes included the stringing of what seemed like miles of cable; packing the station van with hundreds of pounds of delicate equipment; and crossing my fingers, hoping that the phone company installed the broadcast loop we ordered.

The days of tight-formatted radio made remotes passe for a while — only small market and full-service outlets continued to do them. But there now seems to be a resurgence of live remotes again. Programmers are scrapping for every promotional advantage they can muster. Management is doing likewise on the sales front — and the remote can be fulfilling in both arenas.



Bob Wood

Rick Shaw

### Showcase Studios

To help stage these remotes as more of an "event," several stations have constructed showcase studios on wheels. Not only do they facilitate the remote, but these sleek, luxurious, and highly-visible machines also act as "billboards on wheels." The initial financial outlay can seem paralyzing, but both programmers we spoke with said the payback in sales and promotion value was tremendous.

WBEN/Bufalo PD Bob Wood said his station spent \$75,000 for its unit, \$30,000 for the mobile home itself, the remainder on equipment.

WAXY/Ft. Lauderdale PD Rick Shaw said his station shelled out \$300,000 in labor and equipment costs for its remote unit. That figure included the cost of the GM mobile home that they purchased used from the manufacturer. But unlike with WBEN's unit, WAXY personalities will originate their entire shows, including music, from the van, necessitating more equipment. "The inside front half of the home," explained Rick, "is the same as when we acquired it. The rear half was completely gutted to accommodate the studio. We have a BMX-22 audio mixer, six Tomcat cart machines, two wireless mikes, four wired mikes, two reel-to-reel recorders, and two roof-mounted closed-circuit television cameras to focus on areas that are out of the viewing angle of the announcer sitting inside the unit."

The WBEN unit, on the other hand, was not designed to originate music or commercials. Reasoned Bob, "We have to have an operator back at the studio anyway, so we have him fire the music and spots on a buzz cue from the announcer at the site. Secondly, since the music is on cart, it provides no visual excitement for the listener. And, it saves us the trouble of carting a duplicate set of commercials and current music."

### High Visibility

Considering that these mobile palaces are so expensive, what is the best justification for building one? Bob Wood explains, "I don't think any full-service station can be major market competitive for long without one. It gives you a focus of attention. For example, if one of your personalities attends a gala event such as a store opening, he could easily end up being just another face in the crowd. Putting on a satin jacket with your call letters is the first step in advancing his visibility. The ultimate step is



Shown above are WBEN and WAXY remote studios. Both units were built by station personnel from converted mobile homes. The WBEN unit includes fixed and wireless mikes and a production-quality Ward Beck console. Strobe lights are on the roof of the van. The WAXY unit includes a production-quality board plus multiple cart and reel-to-reel tape machines for full studio origination. Located on top of the unit are two television cameras hooked up to monitors inside so the announcer can see all around the truck. Both studios normally send their signal to the main studio via Marti microwave unit.

to arrive in a truck with strobe lights flashing, call letters brightly painted on its side with PA system blaring, and beautiful studios inside. You then become the focus of attention."

Rick Shaw agrees but points out that doing a remote requires a different kind of thinking about presentation. "The neat part of this is that it works — it is very effective promotion. It doesn't detract from the normal sound of the station; the quality is top-notch so you can't really tell whether a program is from the studio or from the field. And visually, it's a gorgeous vehicle. When we do a remote, however, we usually employ two personalities to work at the same time. One person is on the air as usual inside the vehicle, plus we use a roving personality outside who's chatting with listeners and who does the live commercials."

"The ratio of commercial to non-commercial events of use is about 60:40 in favor of commercial appearances."

— Rick Shaw

### Different Types

Both programmers stated that using a well-equipped mobile unit will enhance all kinds of remotes — those done for pure station promotion as well as those done in coordination with a sponsor. Rick pointed out several examples. "The Dade County Youth Fair lasts 18 days. There, we will do at least one shift from the unit and several on the weekends. Other single-day events occur every ten days to two weeks. These include car dealer special sales, shopping mall spectaculars, plus other events that don't have to be sponsored. As an example, that big King Kong balloon that appeared on the Empire State Building a few months ago was on a Miami skyscraper recently, and our morning personality Greg Budell was right there with him broadcasting from the remote unit. The ratio of commercial to non-commercial events of use is about 60:40 in favor of commercial appearances."

Bob explained three types of promotions his station's unit is used for. "1) There's the cutaway remote, where one of our personalities will do an on-location commercial. 2) There's a full remote, where a personality will host a complete show, including music, from the unit (except that music, commer-

cials, and news originate from the main studio). 3) We'll also appear at non-

"I don't think any full-service station can be major market competitive for long without one."

— Bob Wood

### New Ideas

When a promotional tool costs so much, I wondered if Bob wanted or allowed his unit to be shared between WBEN and co-owned WBEN-FM, which he also programs. "This unit is used for the AM only. We had extensive discussions about whether we should share the unit, but decided that it was best from an image point of view that we should not share it. This does not preclude the FM from getting one of its own in the future. In fact," whispered Bob, "if things work out, they just might inherit the AM's, and we'll go on to bigger and better things." Pointing out that it took two years of "hard sell" to get his GM to pay for the remote unit, Bob is already working on plans for a "super" studio-on-wheels. "I do have a better way to do a remote van. I want a big show bus such as the kind made by MCI. We'll build a studio in the back, and in the front, we'll put a museum of radio history that the public can view by entering from the front and leaving through the side. As they are leaving, they can view the control room through a glass partition."

Wood has used the mobile unit for four years at WBEN, Shaw a year and a half at WAXY. Both programmers are very happy with the promotional possibilities provided by the van. "It also helps our announcers," noted Bob. "The more remotes we do, the more talent fees they pick up. Since we use the unit for as many as 60 major events annually, it could add up to several thousand extra dollars a year for them.

Rick had only one caution: "You have to be very careful about costs when building this thing. RKO was good to us and they didn't mind us spending \$300,000 on this. We happened to have the best of everything installed in this thing. How many stations have just one Tomcat cart machine in their main studio? Here, we have six of them in our mobile unit!"



YOUNG WEATHERS NORTH JERSEY — Popular WOR-TV/Secaucus meteorologist Lloyd Lindsay Young is now providing weather reports for the WJDM/Elizabeth, NJ morning show. Shown flanking Young are (l-r) morning men Jim Bosh and Frank Cipolla.

**1<sup>st</sup>**

time this year for Columbia Records,  
time this year in R&R--

**Triple A / C Breakers on the  
same label in the same week!**

**JULIO IGLESIAS & DIANA ROSS**  
***"All Of You"***

**A/C BREAKERS**

**#1 MOST ADDED**

**BILLY JOEL**  
***"Leave A Tender Moment Alone"***

**A/C BREAKERS**

**#2 MOST ADDED**

**PAUL ANKA**  
***"Second Chance"***

**A/C BREAKERS**



# Black/Urban Radio



WALT LOVE

## General Market Radio: Don't Fear It — Part 2

Continuing last week's discussion of black broadcasters who have achieved prominent positions in general market radio, this article features two black broadcasters in CHR and A/C radio.

### Opportunities Drying Up?

Harry Lyles, a 14-year industry veteran and PD of A/C outlet WSNY/Columbus, OH, also serves as the consultant to Urban AM sister station WVKO. I first asked Harry whether opportunities in broadcasting were drying up for blacks. He said, "I don't think the opportunities are there as they once were. When I started in the industry I could send out a tape, photo, and resume and I'd get a reply immediately. In the '80s that doesn't happen, so knowing this, we blacks must better prepare ourselves for whatever type of work we want to do.

"It's imperative that young blacks begin to realize that if they want to be in radio, it takes more than just talent — it takes intelligence — not only about broadcasting, but knowledge of how to present oneself. I've had people come in to interview for a position at WVKO who've looked like they just got off a garbage truck! It's important to know how to dress and sell yourself to a potential employer; we must think about these things. No one is going to hand you anything; you've got to work for it. It's possible to attain your goals, but you can't let the odds get you down."

### Getting Boxed In

Commenting on the problems black broadcasters have in breaking away from working exclusively with Black formats, Harry continued, "In some ways we have put ourselves in a tough situation. First of all, you have to understand what the business of radio is all about if you're gonna be a part of it. Some think radio is nothing but music, but it's more than that nowadays. Radio is scientific, and there's a lot to understand in order to make it work. Yes, music can be the main ingredient for some radio stations, but not all of them.



Harry Lyles



Greg Williams

"There are so few places for us to go within our own format because there are fewer Black/Urban-formatted stations in the country. This is why it's important to learn about all aspects of the industry and about all the different formats. Obviously, there are more general market stations available than Black/Urban, so if we are to survive, we've got to go for it. Remember that old saying about achievers and belongers? Sometimes I feel we have too many belongers and not enough of us want to become achievers. We, too, can become PDs, MDs, GSMs, and General Managers, but we must make the effort."

### The Learning Process

Harry gave a final statement that carries a lot of truth to it. "Who you work with in this industry is of monumental importance to your career. I've had brothers say to me in the past, 'Lyles, you're over there working with those honkies — they don't want you.' Well, I'd tell them that such narrow-minded thinking keeps them just where they are — making less money and getting no respect. I've lived the reverse prejudice from other blacks who, instead of taking the



**THE KIM FIELDS DREAM CONTEST** — V103/Baltimore recently sponsored Maryland's first Michael Jackson lookalike contest at the suburban Painter's Mill Music Theatre and drew more than 2500 people. In the first shot, scores of eager Michael imitators eagerly queue up. In the second, youngest MJ clone Tony Williams (l) and the oldest lookalike Kevin Keyler (c) receive their trophies from PD Roy Sampson.

challenge of becoming the best at what you do, hide behind the 'they won't let me' syndrome. We can achieve anything we desire with intelligence, integrity, and perseverance. Whatever you do, don't give up!

"I've worked with people like (Malrite VP/National PD) Jim Wood, (B96/Chicago PD) Buddy Scott, (consultant) Mike McVay, and my present GM Steve Joos; they've all helped me grow with the learning process. By working with each of these men I gained new knowledge about my chosen profession, which makes me even more valuable. The opportunities may be dwindling, but by the learning process and by sticking to it, you can make it."

### The Deep Desire

Young black talent in the industry seek me out because they seem to think I have the key to the well-hidden secret of general market radio. A young broadcaster of whom I'm extremely proud is 22-year-old Greg Williams, evening personality at CHR-formatted KKRK/Wichita, KS. Greg came to my attention while he was doing all nights for Country outlet KCBQ-FM/San Diego. He asked me for my advice pertaining to his deep desire to work in Black/Urban radio, which he had never done. It didn't take him long to convince me that I should critique his airchecks on a regular basis. I hope it helped some, but the main thing I told him was do what would make him happiest. As a youthful black brother living it, I knew his comments would add depth to this column.

### It's Hard Getting In

I first asked Greg if he felt it was hard for him to get a chance in general market radio when he first started out. "My first professional job after working at our high school station came at an AM CHR. I didn't mind working overnights because it was a chance to work with some top professionals. After my first three to four years in the business, I got the impression that 'you're a good kid; you can work with us all-nights, but don't get your hopes up or expect anything else.' So I honestly did feel closed out."

Did Greg think it was his lack of experience or something else? "Being open-minded, I said to myself, 'You don't have much of a professional background — you need to develop more and gain more knowledge.' Then finally I reached a point in my career when I realized it wasn't my development; I felt it was the color of my skin. So then I toughened up and began to believe in myself and my talent. I knew that there were some independent-thinking professionals who would judge me for my talent and not my color."

### It Feels Good Being A Pro

I'm extremely happy that Greg is work-

ing with people who care about his professional progress as a human being. Greg continued, "It's really a good feeling to know that my present GM Buck Weatherbee and PD Jack Oliver have given me this opportunity because they believe in me and my talent. I started on the all-night show, but it wasn't long before I was given the opportunity to move up to better hours."

### Fellow D.J. Advice

Greg's advice to fellow black air talent interested in general market radio was right to the point: "First, admit to yourself that more will be expected of you. In my case, I had to improve my enunciation and pronunciation. After that, develop yourself through diversification into a well-rounded air personality. Don't be afraid to do any type of format — no matter what it is. Self-confidence is imperative for any air talent, but as a black in general market formats, it means even more if you plan to succeed. I believe that all of these things can help you do what you want to do and be what you want to be. I'll sum it up this way: whatever the mind can conceive and believe, it will achieve!"

## Action

Roughly a year after the death of PolyGram VP and former WOL/Washington PD Bill Haywood, PolyGram and G. Hellemen Brewing teamed up to sponsor the first annual Bill Haywood Memorial Scholarship Golf Tournament held on June 28 in Houston. Also participating in the tourney were Warner Bros. Records, De-Lite, and Anheuser-Busch, Inc.

Two months after joining WKTU/New York as a promotion consultant, Robert Morrison has been named the station's Director of Advertising and Promotion. At WRDW/Augusta, Charlotte Logan is the new Music Director. Mike Love has exited WDMT/Cleveland.

WJLB/Detroit celebrated Black Music Month in June by running a "Black Music Month Trivia Weekend." Holders of the station's "Tune Up Cards" also became eligible for a weekend in Toronto and a compact disc player.

The Black Music Association has scheduled its annual conference for September 20-23 in Washington, DC. This year's theme is "The Politics and Economics of Black Music." The BMA will also pay tribute to James Brown on the last day of the conference. For more information, contact the BMA at (215) 545-8600.



**GANG INVADERS EASTERN SHORE** — Kool & The Gang crossed the Chesapeake Bay to Ocean City, MD for a recent concert. Shown backstage are Gang kingpin Robert "Kool" Bell (l) and WOCO/Ocean City PD Dave Allan.



**WKWM AWARDS COLOR TV** — WKWM/Kentwood, MI GM Richard Culpepper (l) hands the remote control of a new 25" console color TV to McKinley Rowzee, who won the set in a recent station contest.

# E/P/A has the Hottest Ballads in America!



## STANLEY CLARKE

"HEAVEN SENT YOU" **BLACK/URBAN Chart: 16**



## MTUME

"YOU ME AND HE"

**BLACK/URBAN Chart: 27**



## LUTHER VANDROSS

"MAKE ME A BELIEVER"

**Black/Urban  
NEW & ACTIVE**

... if your station wants to "GET DOWN"  
— You can't lose with these HOT sounds!



## JACKSONS

"STATE OF SHOCK"

Lead Vocals by  
MICHAEL JACKSON & MICK JAGGER

**BLACK/URBAN Chart: 8**

In Just Two Weeks!



**Black/Urban  
NEW & ACTIVE**

## CHILITOS

"GIMME WHATCHA GOT"



## SOS

BRAND NEW —  
Exploding Everywhere!

"JUST THE WAY YOU LIKE IT"



YOU  
BETTER  
GET READY  
FOR  
**KIDS  
AT  
WORK!**

# Country



LON HELTON

## A LITTLE ADD-VICE

### Did You Ever Have To Make Up Your Mind?

Choosing the records you're going to add each week is a lot like picking the cutest nine-year-old — while a roomful of mothers looks on. Especially after each one has told you what a wonderful kid she has. Whatever your decision, 50% of the free world is going to disagree with what you did, and the other 50% will figure you didn't know what you were doing in the first place. Still, given the nature of the beast called radio, that is what you have to do each week.

I doubt anything written here is going to make your job any easier. But I asked a collection of musical decision-makers about the thought process that goes into their musical selections each week. Since the hardest part of the selection process centers around new music and/or artists, each offers thoughts on how he handles and integrates unfamiliar product. Prior to reading their comments, you might peruse the separate piece outlining each individual's market situation, which of course affects the way they approach the playlist and the records added to it.

#### Laurie Sayres

"Every record has to be taken individually, at face value. I can't lump them together in one group and say these can go on for this reason, these can't, etc. I wait quite a while to go on most records, following each record I'm not on by taking a close look at the history it has compiled in the trades. Songs I go on out of the box are those by major acts who have established a successful track record in this market. I feel comfortable going on these early, whereas I'll be late on a new artist who has no history here. I don't feel comfortable making decisions for our audience as to what is and what is not a good record. I may be wrong — and I don't want the listeners to suffer. If a record has done well in the trades for a while, a

number of stations are adding it, and it seems to be one that will fit into our sound and format, then I'll take a chance.

"The sound of each record is critical in that I'm dealing with an AM and FM which are positioned differently, so a record may fit on one but not the other. Some record people have trouble understanding and accepting this, feeling that since both stations are Country, if a record is good enough to be played on one station it is good enough for the other. This is not the case and, as a matter of fact, the success of a record on one station does not necessarily guarantee the record will be added on the other, because it just might not fit the other's sound or positioning.

"Tempo is another consideration. If my playlist has a predominance of slow records, I'm very cautious about adding slow records by any artist. I may have to wait a week or so to add that record — even if it is doing really well in the trades.

"When talking to promotion people, I need to know how a record I'm not on is doing in the trades — before the trades come out — so I depend on them for that information. As far as what records are being played outside of the Bay Area, I really don't need to specifically know how a record is doing in Pittsburgh or Tucson because the trades will reflect the success of a record being played all over the country. This is especially true in the case of the trades that don't use sales figures in their tabulations. These reflect airplay, and I can tell how a record is doing where it is being played — information I can use when deciding what to add here. However, I can't look totally at numbers in the trades to decide when to add records. If I did that I would be programming for the record companies, not for the listeners nor the station.

**B. Mitchell** is the PD/MD for KRRV/Alexandria, LA, an eight-station market with a metro of about 130,000 persons and a TSA of almost 300,000. Since B. has been PD, the past three ARBs 12+ have gone 11.5, 15.5, and 29.6. The next closest station had a 14.8 in the last book. In 25-54 adults, KRRV has a lead of 23 shares over its nearest rival.



KRRV is a "starter station," in trade parlance, with a playlist of 80 current records. Successful stations of this type are essential to trade publications as they tend to be a "proving ground" for many new artists and small labels. Starter stations that report to trades must be successful so record companies and larger markets, who depend on their information, know it is coming from a credible source.



**Laurie Sayres** is the MD for Bay Area Maritite stations KNEW-AM/Oakland and KSAN-FM/San Francisco. Both have playlists in the 35-record range, Laurie characterizes KNEW's music as "leaning more A/C" while KSAN plays "a wider variety of music, but is not as quick to add new music" as the AM.



## KIOV

**Larry Rohrer** is MD for KIOV/Sioux Falls, a station that has a playlist in the 50-record range. KIOV is early — but selective — on most product. His choices are heavily affected by the fact that he has been involved in music most of his life, playing in bands and having recorded, produced, and performed on records.

"The promo people can also tell me other stuff that becomes important when I decide to add the record, like what other star or stars might be singing or playing on a particular single. Whenever I add a record, I issue a sheet to the jocks to give them as much information about the record as possible for their rap. This is especially important if the new album isn't out yet, and there's no cover or sleeve to provide this info."

#### B. Mitchell

"It doesn't matter to me if a record is on a major or independent label. If the record is well-produced and I feel it will be accepted by our audience, I add it. All I ask is the quality be there and the song be decent for us to give it a shot. Doing this has proven very successful — I add the records and let the audience tell me what the hits are. I can only play the records for 'em and let them tell me which ones they want to hear more often. The good records, even if they are by new artists, will get recognition because we make sure the audience has a fair chance to hear them.

"Our light rotation records get on the air four or five times a day, so there's no 'exposure' problem in playing 80 currents. We play three oldies and nine or ten currents per hour, so we have plenty of room for new product. As a matter of fact, we need a lot of new stuff in light rotation to keep the upper medium and heavy rotation records from burning out. The records the audience really likes rise to the surface pretty quickly. We'll know after three or four weeks if we should move a record up in rotation or drop it.

"Adding a lot of new music by established artists or new artists, and exposing it to the public, is not going to hurt a radio station. I think it will hurt a station more just to play those top 30 — people get burned out. We have a large exclusive cume with high



**Ron Norwood** is PD for KPMS-AM & FM/Seattle. The KPMS playlist averages around 45 titles. When reading Ron's thoughts, realize he isn't just paying lip-service to not being "impressed by superstar status" or to not playing records he feels don't fit his stations' sound. In the past couple of years, there have been at least two records (that I can think of) Ron has not played that have gone to number one in the trades. While this may not always make him real popular among record folks, Ron is truly respected as a man of conviction.

quarter-hours, so we entertain them with a heavy 'top hit' rotation with fresh artists and songs circulating around them. This helps keep the "they play the same songs over and over" perception down.

"Somebody has to play records by new artists and small labels. I'm glad we can be successful adding as many new records as we want to because I love the music and the opportunity to give everybody a chance."

#### Larry Rohrer

"Records are reviewed in-house by four or five people. Just as some songs are accepted by the public more slowly than others and go up the trade charts more slowly, they may be slower to be liked by the reviewers and slower to be added by our station.

"We look at a number of criteria. Is it a good song? Could anybody sing it; could it stand on its own? Is the artist a good singer — could they sing any song? It is really disappointing to see the number of good singers who record bad songs. While we don't add them quickly, we may add them down the road because of the artist's stature.

"We use the trades and information from promotion people extensively because, just like the newsman who doesn't want to miss a story, we don't want to miss a record. I really like the R&R system of record data where you show how many stations have added a record in a given week. If I see that 50 stations in a given week have added a record I'm not on, it signals me to listen again and maybe even rethink my position.

"Things are so competitive out there now that it's pretty tough for a song to go past

Continued on Page 43



**IF ONLY WE HAD A 7-FOOTER** — That seems to be the lament of WDEA/Elsworth, ME staffer Lisa Jordan as the Coastal Country Cagers lost a recent charity B-Ball game. In the front row commiserating over the loss are station personnel Doug Wright, Lisa, Nicki Summers, and Sue Matlers. Just as upset in the back row are Chris Conley, Jason Tracey, Joey Dudman, Ben Haskell, and Mark Redicker.





F C7 Bb F

*mf*

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# RECORD TEMPERATURES!



## THE JUDDS

"Mama, He's Crazy"  
PB-13772

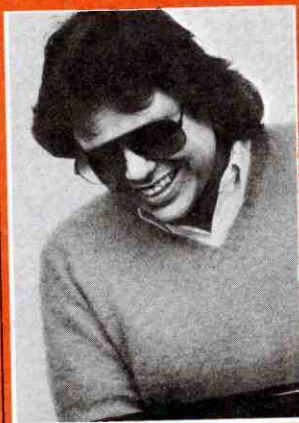
*Causing Sparks*  
R&R 7★ BB 5★ CB 5★



## DEBORAH ALLEN

"I Hurt For You"  
PB-13776

*Hot!!!*  
R&R 19★ BB 24★ CB 22★



## RONNIE MILSAP

"Still Losing You"  
PB-13805

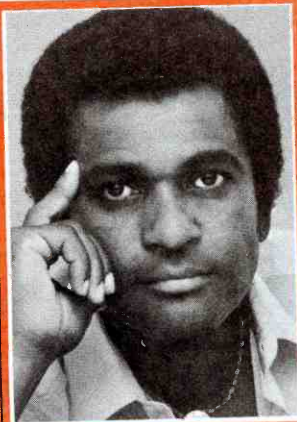
*Smoking*  
R&R 4★ BB 11★ CB 9★



## WAYLON JENNINGS

"Never Could  
Toe The Mark"  
PB-13827

*"Igniting Playlists  
Everywhere"*  
R&R 25★ BB 35★ CB 28★



## CHARLEY PRIDE

"Power Of Love"  
PB-13821

*Heat Wave*  
R&R 32★ BB 30★ CB 30★

**AND THERE'S  
MORE HOT  
STUFF ON  
THE WAY!**

## EDDY RAVEN

"I Could Use  
Another You"  
PB-13839

## ALABAMA

"I'm Not That Way  
Anymore" and  
"If You're Gonna  
Play In Texas"  
PB-13840

## BILL MEDLEY

"I've Always Got  
The Heart To Sing  
The Blues"  
PB-13851

## LOUISE MANDRELL

"Goodbye Heartache"  
PB-13850

# RCA... HOTTER THAN THE 4TH OF JULY!

# Nashville This Week



SHARON ALLEN

## WKY Broadcasts Opry Live

Since the early 1960s WSM/Nashville has been the only station to carry the Grand Ole Opry live — until now. WKY/Oklahoma City will carry the Saturday night show via a satellite feed. Both WSM and WKY are properties of Gaylord Broadcasting Co.

Opryland USA Senior VP/Broadcasting Tom Griscom said, "WKY switched to a Country format on May 25, and as we were planning that format change, we felt that the addition of the Saturday night Opry would be a prime element in the new sound of the station."

As most of you know, the Grand Ole Opry went on the air in 1925 as the WSM Barn Dance. Two years later, an ad-lib by founder George D. Hay changed the name to the Grand Ole Opry. From the late 1930s to the early 1960s, national attention was focused on the Grand Ole Opry when a portion of the Saturday night program was carried on the NBC radio network.

Opry GM Hal Durham said, "We're not absolutely certain about the dates of the NBC network years, because records were not kept. There also were some smaller regional networks that carried parts of the Opry, but since the early 1960s, WSM has been the only station to carry the Opry live."

### Hank's House Is Moving

The house on Franklin Road formerly owned by Hank Williams (Sr.) is being dismantled and moved to Music Row.

The original house has undergone several expansions and renovations, growing from approximately 3000 square feet to its present 14,200 square feet. Mac Sanders, who purchased the home in 1978, will move the original portion, which includes the living room, kitchen, Hank Sr.'s bedroom, and the apartment where he spent a lot of his time writing, and part of the wrought iron fence with the musical notes to "Your Cheatin' Heart."

The Williams Family Home will be located at Division and 16th Ave. S., and will be open to the public for tours, perhaps as soon as August.

### TV & Honors

Tammy Wynette will perform two songs on the July 26 ABC-TV three-hour special, "Olympic Gala." Jane Fonda and Robert Wagner will cohost the Bob Finkel production, to tape at the Greek Theatre in Los Angeles. The show will also include performances by Neil Diamond, Gregory Peck, Olivia Newton-John, Placido Domingo, Johnny Mathis, the Beach Boys, and Sarah Vaughan... Ricky Skaggs is one of 500 Outstanding Americans under the age of 40 as voted by Esquire magazine. He will be featured in the special year-end issue, "The Esquire Register."... Hank Williams Jr. narrated a one-hour Louisiana PBS-TV documentary, "The Louisiana Hayride," which will air in July... While we're on the subject of Hank Jr. — he has aligned

himself with the Minnesota Food Shelf Network by making appearances and recording public service spots aimed at making a "Major Move To Dispel Hunger." Hank offered the slogan idea, based on his new Warner LP "Major Moves."

### Not An Everyday Thing

This doesn't happen "Everyday" but... the Oak Ridge Boys rented the Tennessee Performing Arts Center in Nashville to perform just one song — and their crew spent hours rigging equipment for the mini-concert. But there was no audience for the short-run engagement, just the video cameras of the director/producer Ken Walz, who filmed the song in action as the Oaks' newest performance clip. "Everyday," the group's new MCA single, is one of two new songs on the Oak Ridge Boys' latest album, "Greatest Hits II." The performance clip and video are available now.

Bits & Pieces: T.G. Sheppard just recorded a duet with Judy Collins. "They Say You Can't Go Home" was written and produced by Michael Masser and is expected to be released as an Elektra single in late July... Lee Greenwood and Barbara Mandrell



Lee &amp; Barbara: Duet on TV

with in St. Joseph, MO to tape an upcoming CBS-TV special. At that concert the new duo performed their single "To Me." The song comes from the "Meant For Each Other" duet album, which will be released midsummer... Toy Caldwell, founder and lead guitarist for the Marshall Tucker Band, just signed a recording contract with Triad Records. He is currently working in the Capricorn Studios at Macon, GA on his debut album. You can expect a late summer release, after which Caldwell will begin touring with his new band.

WeCare Promotion and Marketing Co. just moved to 1713 Grand Ave., Suite 2, Nashville, TN 37212. B.J. McElwee and Linda Rogers can be contacted at (615) 329-1054.

## Did You Ever Have To Make Up Your Mind?

Continued from Page 40

Ron Norwood

number 30 on the national charts unless all the elements are there. At that point, if we're not on a record — unless we're really against it — we'll decide it at least deserves a chance to get on the station so the audience can make the decision for themselves. We aren't going to hear everything and can be wrong on a record.

"It seems like small labels complain that stations only listen to and add records from big labels. The thing they overlook is that a lot of the small labels just do not produce

"My MD takes calls from the promoters, listens to all the product, and then brings me the records she thinks we ought to consider for airplay. What I am listening for is records I believe in. Records that sound like they belong on our radio station, that fit what I want our station to sound like — the sound that I, like all PDs, carry around in my head. Included in that batch are records we may not feel are suitable for our sound, but are doing very well in the trades. Should a record rise in the trades week after week, we continue to listen to it so we become very familiar with it. This way we make weekly decisions on each record, either corroborating or reevaluating our initial opinions.

"After weeks of listening, I may decide the record didn't sound as bad as I originally thought and add it. But there is no 'magical point' — trade number-wise — where I will automatically add a record I didn't think fit. On the other hand, if it is a record we really believe in, we will add it right away, again regardless of where it is on the national charts. However, if we strongly feel a record is not right for us, we will not play it regardless of its national number. If we're not sure of a record, we'll try it on our nightly 'Make It Or Break It' feature. Many people cringe at the thought, but it really is a valuable tool in helping to gauge a record you're not quite sure about.

very good records. It's sad to hear what could be a pretty good record — good song, good performance — that you can't play because it's not produced well and doesn't sound good on the radio. Your first consideration when deciding to add a record by a new artist on a small label is: can I play it on the air? Once you've decided to give that record three minutes of your air time, you are taking a chance the listener may tune out. Hopefully, the records you pick are strong enough and that won't happen. You have to be careful to balance your playlist so you aren't playing too many things that are unfamiliar. We carry a maximum of 10% unfamiliar artists and product.


"You try to add records that enhance your sound and fill your needs the best. You have to keep an open mind with regards to new material and artists. Sometimes the sound of your station would benefit by adding a new artist with an exciting sound over an established artist with a weak record. Playing new product adds a fresh sound to our music rotation. There are a lot of Country signals that come into this market, and one complaint we hear from listeners is that they hear the same stuff from every station. Being early on stuff is our answer to this. Plus, if you really believe in that piece of vinyl, you can sell it to the audience by setting up the record. You might announce that you met this new artist in Nashville or wherever, or you may have a piece of tape to play, or supply a little background on the artist or song. This provides the record and artist with a legitimacy as far as the audience is concerned."

"When adding records, the 'superstar status' thing does not impress me, because it is real easy for some of those artists to come out with a turkey. Unfortunately, there are 'X' amount of people in radioland who will say 'yup, yup, here's a new one by so and so' and add it without even listening to it. Then, sure enough, the record will die along the way because the listeners did not go along with it or buy it just because it was from a 'superstar.' For me, it's the record. A record by a new artist on a small label does not have to be better than one by a new artist on a major label — but it does have to be just as good. If we like it, we'll add it.

"However, I won't add it unless the record will be available for sale in this market. What's the point of devoting airplay to a label that won't even go to the effort of racking stuff in your market, when that airplay can go to a company you know will put product in the stores? The purpose of playing any record is to entertain your audience, but at the same time you have a responsibility to the country music industry. To some extent we have to support the labels that go all out with systems for distribution, promotion, and the development of new acts."



WELCOME! — KJNE is a new Country station in Waco, Texas, and PD Zack Owen sent along this group shot of his staffers. Shown (l-r) are Zack, who also does music and middays; John Swan, evenings; Jane, mornings; afternooner Jack Church, and Jay, the other half of the morning show. Not shown is late nighter Terry Hosley.



**Country News**  
Next Week's Guests:  
**LEE GREENWOOD**  
& **THE WHITES**

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



BARBARA BARNES

JAZZ IN L.A. FOR A QUARTER CENTURY

# Happy 25th, KKGO!

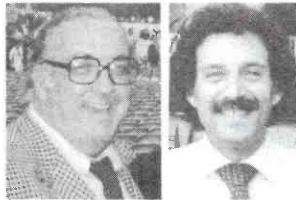
KKGO/Los Angeles is celebrating its 25th anniversary. The station is an institution, programming Jazz to generations of listeners and setting an enviable record for consistency within the format. In commemoration of KKGO's silver anniversary, let's take a look at L.A.'s Jazz giant.

In 1959, the KKGO studios were somewhat less comfortable than in later years. "It was a one-room place we rented. It was all we could afford. We partitioned it into two rooms. One was the studio, and one was a combination office/administrative/reception room. Everybody was falling over everybody else, so we really didn't bother thinking about mementos when we left it." That modest description of KKGO's start comes from Saul Levine. President/GM and founder of the station. From his current offices on the same street as the original studios, but now on the 20th floor in ritzy Westwood, Saul looked back on KKGO's development.

In 1959, the station went on the air as KBCA with a Classical format. About a year later, the switch was made to Jazz. "The transition began because there was a need for jazz in Los Angeles, and so we sought to fill the need," says Saul.

It was also a time when FM ad buys were dirt cheap, and the shadow of rock 'n' roll's growing dominance was starting to blanket all areas of the music industry. Saul felt Jazz was right for an FM station. "Rock was very entrenched on the AM side, and the feeling was that FM should do something you couldn't get on AM. That was the only way we could get people to buy (FM) sets and listen to us. So one really didn't think of going head to head against rock on FM. That didn't start happening until the 1970's. Up until that time, your major stations were just sitting on FM. It cost them literally nothing to operate when they duplicated their programming from AM. They used to give FM away."

The FCC ruling against duplication in the mid-sixties forced those major stations to



Cal Milner      Bob Bordonaro

separately program their FMs separately, which drew attention to KKGO. "Then all of a sudden," recalls Saul, "the agencies began to be respectful." KKGO had survived FM's lean years, but it was a struggle.

### Mom And Pop Operation

"It was very difficult; a lot of scrounging. We had a situation here when maybe 90% of our revenue was from local, direct businesses, not from agencies, who refused to buy us," Saul continued, "It was dedication. We were not out for a fast buck. Instead of having to make a profit in a year or two, we were willing to wait because we believed in what we were doing; and we're in a strong position in that I'm the principal stockholder in the station. We don't have to report back to a major corporation. It really takes the kind of Mom and Pop operation like we have to make jazz work. Jazz is not a get-rich-quick type of format. It takes time and dedication — if the market is there," he stipulates.

Sister station KSHO/Honolulu, which ran a Jazz format for about four years, recently changed to an A/C format. "Markets below the size of Los Angeles or San Francisco



KKGO, then KBCA, received a certificate of resolution from the City of Los Angeles in its tenth year in August 1969.

just can't support a Jazz station," Saul says. "I don't know where to draw the line. It's unfortunate, but there's 900,000 people in Honolulu, and we developed a nice loyal audience of about 25,000 persons came. It just wasn't enough to support it advertising-wise."

### Audience Demands Credibility

Saul describes the jazz audience as very loyal, concerned with integrity and credibility. Who are these loyal listeners? The question was put to KKGO's General Sales Manager Bob Bordonaro, who previously was West Coast Sales Manager for RKO. Saul says of Bob, "He left a very good position to come over here, and he has helped us make tremendous inroads in advertising acceptance."

Two years ago, Bob devised a compact, easy-to-read listener profile book, using data from Western International Media Research. Bob asserts, "In that book, you find that in Los Angeles, Jazz is really a very upscale format. We've had a great acceptance by the advertisers, because of the people we reach — a very on-the-go and wealthy audience."

Expanding on KKGO's demographics, which are well-balanced male-female and 74% 25-54, Saul explains, "We got people under them; we got people over them. I don't want to say it's a young audience, but essentially it is. The difference between what has happened with the two art forms in this country (classical and jazz) is that your classical audience is essentially dying out. While there are some young people coming up today, essentially, it is an old, tired, senior citizen audience. The gratifying thing about jazz is that while we do have people in their 50s and 60s who listen to us, we're getting the college kids, too. It's alive and growing. People come in and say that they were in grade school when their parents were listening to us, and now they're in their 20s and listening, too! Jazz has never been healthier, never sold more records, and never been stronger."

In 1979, the station changed call letters from KBCA to KKGO to eliminate confusion in the Arbitron diaries with KABC. "The calls were changed to KKGO with the GO meaning that much of our audience are listeners on the go!" says Operations Manager Cal Milner. A 36-year radio veteran, he's been with KKGO since August of '81 after holding a similar title for many years with crosstown KGFJ and KUTE.

### Individual Tastes

Of the music formula, Cal says "We play approximately ten album tracks per hour, and each of those ten album tracks have a certain category that follows in sequence. The artists and the track that fits that position in the hour is entirely up to the jock. When it's time to play a big band

artist, any big band album track in the library is OK. We play one track per hour of big band jazz, and have two set positions in the hour where we play vocalists, and the rest is in a set sequence — a blend of contemporary and traditional. There are also two option tracks per hour which can be contemporary or traditional. A given hour is based on the individual taste of the DJ."

There is no program director at KKGO; Saul has final approval of all tracks. The air personalities have been carefully groomed and nurtured as jazz announcers, with an emphasis on being professional and knowledgeable. While they do point out notes of interest of the music or artists, they stay away from being too technical. "I think it's important for the future of jazz that we've gotten away from the feeling that jazz belongs to a few individuals who understand it. We don't go into tonic chords or the music teacher approach. All that does is scare people," Saul contends.

One of KKGO's innovations has been its cable hookup as a Jazz superstation for just over a year. "It's doing beautifully. We're in a million homes across the country. We just had a call from Virginia, and Canada's been a regular listener."

### What Next?

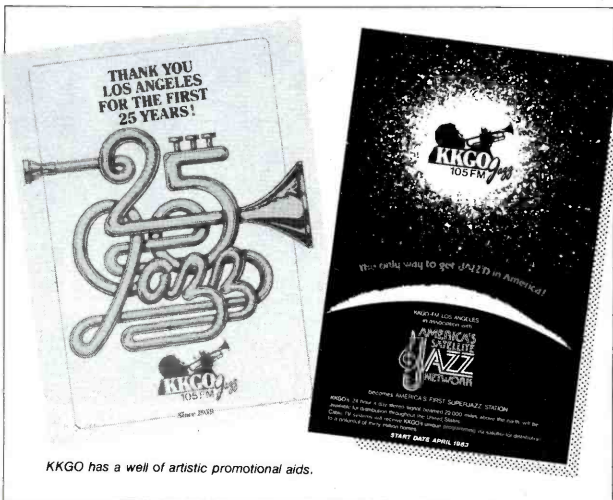
After 25 years Saul is still turning up with new ways to reach more people. With a new L.A.-area all-news AM station (KKAR) on the way, and KKGO's continuing presence, the man who's kept Jazz on commercial radio in the nation's No. 2 market should be a radio mainstay for years to come.

## All That Jazz

Best wishes to KJAZ/San Francisco's 22-year weekend announcer John Rogers on his move from Concord Records as National Press/Promotion & Local Sales Director to a newly-created position of Marketing Manager, West Coast, at Palo Alto Jazz. ... The same goes to Barney Ales, former Motown President, who is now President/GM of Pablo Records.

WBGO/Newark's head of special projects, Al Pryor, is executive producer of "The American Jazz Radio Festival," an NPR series of live jazz performances contributed by public radio stations across the nation. Jeff Feldmesser is NPR's program coordinator; the series premieres July 7 on NPR member stations nationwide. Assisting is the Public Radio Consortium, which includes WBFO/Buffalo, WGBH/Boston, WBEZ/Chicago, KLCC/Eugene, and KLON/Long Beach.

Terry Wilson is named PD at WBYY/Columbus. A six-year air vet of the station, his new shift is 6-10am ... KFOG/San Francisco (AOR) needs more jazz records for its Sunday show. Call PD Dave Logan, (415) 885-1045.



KKGO has a well of artistic promotional aids.

# JAZZ RADIO PICTURE PAGE



**GREAT WEATHER IN NASHVILLE** — Columbia's *Weather Report* appeared at Nashville's Andrew Jackson Hall recently, and WMOT, aka "Jazz 89," was there. Pictured (l-r) are the group's Wayne Shorter, Jose Rossy, and Josef Zawinul; WMOT PD Rick Forest; group's Omar Hakim and Victor Bailey.



**HANGIN' OUT WITH THE GOVERNOR** — Washington State's Governor John Spellman (right) visited KPLU/Tacoma during a recent fundraiser. The Governor is an avid jazz fan and has a huge collection of oldies, reports MD Charles Tomaras (left), who is also Executive Producer of the Blue Sky group.



**VICTOR FELDMAN DOES THE BREAK!** — At least, he took a break — during the recording of "Call Of The Wild" by Palo Alto's Generation Band, to be interviewed by MD Paul Gerardi (right) of WLOQ/Orlando. The station flew Paul to Los Angeles to witness the process for a WLOQ special.



**SILK DECREES** — WBFO/Buffalo MD John Hunt presented a "Jazz 88 Listeners Poll" award to Rare Silk member Barbara Reeves. Rare Silk received two awards from Jazz 88 listeners: Jazz Group of the Year and Jazz Album of the Year, *New Weave*. These awards were presented to the group at a concert in Buffalo's Kleinhans Music Hall, where Rare Silk appeared on the same bill with Spyro Gyra.



**WBGO'S GRAMAVISION SOUND & VISION** — WBGO/Newark collaborated with Gramavision and Tower Records to present a unique in-store broadcast and performance by Gramavision artists. Shown are (front row l-r): pianist Geri Allen, John Blake, Gramavision GM Diana Calthorpe, and Bob Moses; (back row l-r): artists Jerome Harris and James Newton, Gramavision President Jonathan Rose, and James Browne, WBGO air personality and the event's MC.

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# EASY LISTENING



GAIL MITCHELL

## Promotion Roundup

Since the last Easy Listening column, I've received numerous pictures and news about various station events. Before any more time passes, I'd like to share what's happening across the country. As always, R&R is constantly on the lookout for station news, staff changes, and photos. Just direct them to me at 1930 Century Park West, Los Angeles, CA 90067. Next time: a look at the spring ratings winners.

### Flow

**Bob Doll** has been retained as Representative and Consultant for **KalaMusic**. In his new post Doll markets all KalaMusic formats in unrated markets; he will continue to publish the weekly "Small Market Radio Newsletter" . . . **WBUD/Trenton** welcomes **Dick Harvey** as MD/PM personality and **Nat Wright** as AM drive host . . . **KGIL/Los Angeles's Thomas Brown** was recently awarded the Bronze Halo Award of special merit by the Southern California Motion Picture Council. The honor is bestowed on those who have made outstanding contributions to the entertainment industry.

### Programming Notes

The week of July 2 marks the start of the second 13-week installment of "AT&T Presents Carnegie Hall Tonight." Originally premiering the first week in April, the show spotlights various great artists. Among those featured this time around are flautist **Jean-Pierre Rampal**, pianist **Claudio Arrau**, and violinist **Pinchas Zukerman**.

Actor/composer **John Rubinstein** hosts each program . . . **WNCN/ New York** is currently presenting 13 of classical music's up-and-coming young artists in its "Rising Stars Showcase" summer concert series, which is broadcast from the station's live performance studio . . . **John Rubinstein**



John Rubinstein

. . . Former Country outlet **WINN/Louisville** is now Easy Listening **WLLV (1240 Love)**. Under the direction of GM **Tom Duffy** and OM **Ed Williamson**, the station utilizes the **Century 21** format and peppers its programming with **Wall Street Journal** reports, local stock market updates, Churchill Downs race results, Redbirds "wrap-up," local news, and personal business reports . . . **Leisure Market Radio**, the 20-station, 13-market unwired network that spawned the "Elegant Sound" format, celebrated its first anniversary July 1 . . . **WAIT/Chicago** has established the "WAIT Entertainment Calendar," a 60-second summary of Chicago's entertainment events . . . Classic radio commercials and program themes of the '30s, '40s, and '50s were the focus of a recent **WPEN/Philadelphia** daily promotional montage that saluted National Radio Month. Winners who identified all the ads and jingles correctly won copies of "Trivial Pursuit" and **Earl Wilson's Sinatra** bio . . . **KalaMusic** has signed **KDUO/Riverside-San Bernardino-Ontario** as a client . . . "Swing! Era II" is the name of the Big Band syndicated format being offered by **Jon Holiday**. Details and a free demo cassette are available by writing P.O. Box 10458, Marina Del Rey, CA 90295.

### Promotions

**WBBG/Cleveland** recently presented **Al Alberts**, the **Original Four Aces**, the **Four Freshmen**, and the **Four Lads** in performance. On July 8 the station brings in **Wayne Newton**; later this month and in August the station plays host to **Perry Como**; "Woman of the Year" starring **Barbara Eden**; and "George M" with **Joel**

**Grey . . . KOAX/Dallas** cosponsored an autograph session with **Placido Domingo**, which attracted over 600 people who braved the raining-cats-and-dogs weather . . . Speaking of crowds, nearly 3000 turned out for the **KGIL/Los Angeles**-sponsored "Airlines of the World, Chili Bowl Five." Broadcast live from Burbank, the event featured a drawing for a double date with **George Kennedy** and **Joe Namath** of "Chattanooga Choo Choo" film fame . . . **Eileen Guenther**, host/producer of **WGMS/Washington's** organ music series "The Royal Instrument," recently explored "alternative" wedding music and made available printed copies of her suggestions for listeners.

## Taking A Stake In The Olympics

### KFAC'S 1984 SUMMER GAMES SWEEPSTAKES



Armchair athletes who double as members of the Los Angeles advertising community can make their own run for the gold thanks to **KFAC** and its "1984 Summer Games Sweepstakes." The object of the contest is certainly less taxing than the Olympic athletes' actual physical medal pursuits. Participants simply guess which countries will win the gold, silver, and bronze medals in ten specially-selected events. The "gold" winner earns \$7500 for his or her efforts, "silver" \$5000, and "bronze" \$2500. A \$500 sum will be awarded to ten consolation winners, while 70 more will be invited to a Monte Carlo Nite Cruise off Marina Del Rey September 20. At that time, the 13 cash prize winners will be announced.

## Bingo Been Bery, Bery Good To Me



Used to be bingo was strictly associated with little old ladies who flocked down to their local church for a pleasant evening diversion. Well, old and young alike were among the 1400 guests who competed in **KOAX/Dallas's** fourth Bingo Party. Winners in the station's Mystery Song Game, these listeners vied good-naturedly for a \$5000 mink jacket, \$1500 in fine jewelry, a Hawaiian Islands cruise, and other prizes. Above (l), the players wait in anticipation for the next number; (r) **KOAX** announcer **Ken Conrad** congratulates personal computer winner **Mary Lou Younger**.

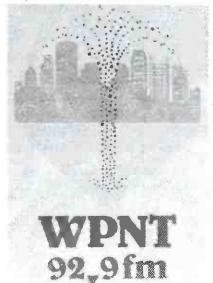


**THE IMPOSSIBLE DREAM** — That dream came true for a lucky couple who won a night on the town — chauffeured limo, dinner, two of the best seats for the **Henry Mancini** concert — courtesy of **KMEZ/Dallas**. Enjoying the twosome's good fortune are (l-r) winner **Nat Pinkston**, **Mancini**, **KMEZ** personality **Gary West**, and winner **Matty Pinkston**.



**A HISTORICAL SALUTE** — In commemoration of the Normandy Invasion's 40th anniversary, **WBBG/Cleveland** sponsored a **Big Band Brunch** honoring invasion and American war veterans. The station originated a one-hour live broadcast from the brunch, which featured **Harry Hershey** and the **WBBG 1260/AM Big Band**. On hand were (l-r) **WBBG** morning host **Tom Armstrong**, **WKYC-TV** personality **Scott Newell**, station principal **Larry Robinson**, and (standing) **Mia Kosicki**.

## Pointing To A New Look



Touted as Pittsburgh's "Point for listening entertainment," **WPNT** is sporting a new look these days. Turquoise, blue, and silver, the station's redesigned logo not only depicts the city's skyline, but graphically symbolizes the popular Point landmark and its fountain, where the Allegheny and Monongahela Rivers merge to form the Ohio River.

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### EAST

Small market station needs ND. Must do AM newscasts through noon and be on call. T&R: Bill Tyrnau, WDOE, Box 208 Willow Rd., Dunbarton, NY 14048. EOE M/F (7-6)

Res opening. WYSP/Philadelphia needs ND/morning anchor. Rush T&R: Michael Ticozzi, PD, Bala Plaza, Bala Cynwyd, PA 19004. No calls. EOE (7-6)

Morning drive A/C communicator needed in beautiful upstate NY. Good pay & benefits, at least two years experience. T&R: WKNY, 212 Far St., Kingston, NY 12401. (7-6)

K104/Erte needs a super parttimer. T&R: Doug Nevel, Box 1184, Erie, PA 16512. EOE M/F (7-6)

WOR needs top notch ND. No calls. T&R & narrative: Bob Frisch, Box 610, Manchester, NH 03106. EOE M/F (7-6)

Regional news leader seeks to continue to set the pace. If you are a personality who can deliver solid news, send T&R: Box 900, Wolfeboro, NH 03894. EOE M/F (7-6)



WABK-FM/Augusta, Maine's top A/C, seeks experienced, genuinely friendly personalities. Strong production and management skills a plus! T&R to: Ryan Cole, Box 1280 Gardiner, ME 04345. (207) 582-3303. Come to play and stay!

## Openings

WABE is looking for talk show host, minimum three years experience. Salary negotiable. T&R: Neal Newman, Box 2727, Lehigh Valley, PA 18001. EOE M/F (7-6)

### RADIO 930 WBEN

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Major market New England MOR station is looking for two personalities to join our airstaff. Mature, warm & personable with knowledge of music from the '30s, '40s, '50s, & '60s. cassette aircheck, salary history, resume & references to: 81 Dunster Rd., Jamaica Plain, MA 02130. EOE M/F

Morning personality with knowledge of oldies for WASY, Portland, Maine. T&R: John Manzi, Box 801, Gorham, ME 04038. (207) 839-2613 EOE M/F (7-6)

Announcer needed to fill afternoon drive position on great station. T&R: WLBK, Box 1270, Lebanon, PA 17042. (7-6)

Full service AM A/C has openings for parttimers, possible fulltime. T&R: WKBR, 155 Front Street, Manchester, NH 03102. (7-6)

### Kiss fm 100

#### PHILADELPHIA

A unique, adult opportunity. Philadelphia's Love Song station is looking for a personable, mature morning man to help solidify station's market position. 5 years experience minimum. Great \$'s and people. Send tapes & resumes to: Kris Chandler, PD, KISS-100, 1001 Baltimore Pike, Media, PA 19063. EOE M/F

### SOUTH

Gulf coast ADR looking for experienced jocks. T&R: C101, Box 9781, Corpus Christi, TX 78469. EOE M/F (7-6)

WKYX/WKYQ looking for Production Director & AM air-talent. T&R: Frank Carvell, Box 2397, Puchuck, KY 42001. EOE M/F (7-6)

### Afternoon Drive

A leading, aggressive, stable FM Contemporary Country station in 200,000 market. 5-10 year air talent. Prefer larger market experience. Enthusiastic, conversational delivery. Creative production. Good staff. Fair management. T&R: KKIX, Box 1104, Fayetteville, AR 72702. EOE M/F

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## Openings

KKQV has possible future openings for talent with three years experience. C&R: Chuck Beck, Box 4647, Wichita Falls, TX 76308. No calls. (7-6)

K-LITE needs ND/morning anchor. A/C personable/lifestyle approach. T&R/recent photo: Pam Finn, 2814 Quail Plaza Dr., Oklahoma City, OK 73120. EOE M/F (7-6)

Immediate opening for overnight jock at top-rated station. C&R: Steve McNea, G102, Box 828, Winchester, VA 22801. EOE M/F (7-6)

### News Director

100,000-watt Sunbelt FM seeks dedicated female journalist to anchor morning drive and interact with morning personality. Energy and personality a must! T&R to: Tom Collins, WKZL, P.O. Box 11967, Winston-Salem, NC 27106. No calls please.

News anchor/reporter opening at WHNY & Y-102/Montgomery. Contact Margaret Meberg, ND: (205) 264-2288 (7-6)

WAGE seeks ND ASAP. T&R: Steve Porter, Box 1290, Leesburg, VA 22076. EOE M/F (7-6)

WCOG accepting T&R for future openings. Join a winning team. T&R: Ralph Carroll, Box 1537, Columbus, GA 31904. (7-6)

### SALES

#### WNGS-FM/ WEST PALM BEACH

Looking for experienced Account Executive/local sales. Respond to: Bill Pearl, General Manager, P.O. Box 669, West Palm Beach, FL 33402. EOE

Great opportunity. 100kw FM. Send your best, any format. T&R/reference/phot: OM, Box 45212, Dept. 419, Baton Rouge, LA 70895. EOE M/F (7-6)

Experienced CHR PD/air-talent needed! Background in programming, promotion and research. T&R/philosophy: Gary Kines, WZNE, Box 4809, Clearwater, FL 33518. (7-6)

Aggressive ND needed for new A/C FM in central Louisiana. Contact: Roger Cavanaugh, KISY, 92 W. Shamrock, Niveville, LA 71360. EOE M/F (7-6)

WDBO News Radio 58 needs drive-time anchor, storyteller. Writer who knows radio news. T&R: Wayne Weinberg, ND, S. Ivanhoe, Orlando, FL 32804-6485. EOE (7-6)

Magic 98 FM looking for parttime, experienced air talent. T&R: John Jenkins, WMLJ, 530 Beacon Parkway, #600, Birmingham, AL 35209. (7-6)

### MEDIUM MARKET CHR LEADER

Seeks morning pro. Top dollars for the right individual. If you desire creative control and work well with others, let's talk! Send T&R: Radio & Records, 1930 Century Park West, #716, Los Angeles, CA 90067. EOE M/F

PD/afternoon talk host being sought by WPLP, N/T Radio. Resume: Vanessa Radcliffe, Box 570, Pinellas Park, FL 33565. EOE M/F (7-6)

Needed last week. Sales Manager & Account Executive for major group. Resumes: WWOOD/WKZZ, Box 1390, Lynchburg, VA 24501. (804) 384-1211 EOE M/F (7-6)

### MORNINGS

We're looking for a morning drive entertainer who can use the phone, communicate on an adult level and become the #1 jock to wake up our city. Send T&R and salary requirements to: Radio & Records, 1930 Century Park West, #727, Los Angeles, CA 90067. EOE M/F

## Openings

WNOX & KIX96 FM/Knoxville has an opening for experienced aggressive radio Account Executive. Good list, pay and benefits. Call (615) 637-9900 EOE M/F (7-6)

Contemporary FM has fulltime opening for air personality & production. T&R: WJHR, Box 1743, Jackson, TN 38301. EOE M/F (7-6)

Florida powerhouse needs up-tempo CHR entertainer to cook Daytona/Orlando/Jacksonville. T&R: Randy Van Halen, WNNI, FM, 801 West Granada, Ormond Beach, FL 32074. EOE M/F (7-6)

WANTED:

### Adult Rock PD

One of our clients is starting an operation in a medium-sized sunbelt market and needs an experienced PD to get the FM station off to a good start. Ability to successfully appeal to men 25-34 a must. Excellent management team good resources, ambitious goals. EOE Resume (no calls) to: Jhan Hiber President Jhan Hiber & Assoc. P.O. Box 1220 Pebble Beach, CA 93953



WOXY/FM100 weekend swing talent needed. Also fulltime openings for A/C format. T&R: Chuck Deese, PD, Suite 2424 One American Plaza, Baton Rouge, LA 70825. EOE M/F (7-6)

SW Florida A/C looking for adult communicator. T&R: Paul Conrad, FM 104, Box 189, Cape Coral, FL 33910. (7-6)

### MIDWEST

14WSM seeks parttime air-talent. T&R: Dave Winston, Box 1776, Saginaw, MI 48805. EOE M/F (7-6)

Morning news anchor for A/C AM & Easy FM along the shore of sunny Lake Erie. Experienced only. T&R: Bruce Scott, WFUN/WREO, Box 738, Ashabula, OH 44004. EOE M/F (7-6)

### MANAGER

Highly successful Midwest medium market station seeks product-oriented manager. Outstanding opportunity for mature professional with successful track record as programmer who is ready to make the move to full management position. Candidates must possess superior leadership administration and people skills. Respond to: Radio & Records, 1930 Century Park West, #730, Los Angeles, CA 90067. EOE

CE wanted at AM/FM in Chicago suburbs. Directional AM automation, satellite knowledge preferred. WYVS/WXET, 30 Commerce Dr., Crystal Lake, IL 60014. EOE M/F (7-6)

### LEGENDARY MIDWESTERN 50 kw AM

Seeks a true communicative strong in one-to-one talk, interviewing, and playing the hits! Only winners need apply! T&R to: Radio & Records, 1930 Century Park West, #726, Los Angeles, CA 90067. EOE M/F

WKAU/Appleton-Oshkosh, CHR, needs killer morningman & talented newperson. Rush T&R: Ron Ross, PD, 1766 Block Rd., Kaukauna, WI 54130. EOE M/F (7-6)

Future openings, part & fulltime at CHR. T&R: Chris Cairns, WAHC, Box 707, Neenah, WI 54956. No calls. EOE M/F (7-6)

100kw A/C leader in mid-Michigan looking for polished personalities. Great company. T&R: Ken Carson, WYNN, Box 96 Saginaw, MI 48806. (7-6)

### LEADING MIDWESTERN LARGE MARKET FM CONTEMPORARY MUSIC STATION

Seeks experienced afternoon and evening personalities plus a morning news personality. Applicants for these positions should have a natural conversational delivery, good community awareness, and the ability to relate to the audience in a concise manner. Excellent salaries and benefits for the right people. Send tape and resume to: Radio & Records 1930 Century Park West, #728, Los Angeles, CA 90067. EOE

Radio development assistant needed. Sales & fundraising experience preferred. Resumes & references: WYNN-FM, 9201 Petersburg, Evansville, IN 47711. (7-6)

Radio announcer needed. Background in Classical music & two years experience. T&R: WYNN-FM, 9201 Petersburg, Evansville, IN 47711. (7-6)



# Opportunities

## Openings

### NATIONAL

Free listings under this "National" heading are ONLY for recognized Group Owned Stations in more than one region. All others must run display.

### NATIONAL... The Radio Placement Leader

We have jobs for:

- Programmers
- News People
- Announcers
- Production Pros

Male & Female... All size markets... Coast-to-Coast NATIONAL makes the presentation for you! For complete details and registration form enclose \$1 postage & handling.

Let NATIONAL help you!!!



BROADCAST TALENT COORDINATORS  
Dept. R, P.O. Box 20651, Birmingham, AL 35218  
(205) 822-9144

Act Now!

### FRANK MAGID ASSOCIATES

One of America's premier full-service A/C stations in major market needs warm, adult communicator for prestige shift. If you are an informed personality with the ability to be entertaining and active in community involvement, we want you! Send T&R to: Frank Magid Associates, One Research Center, Marion, Iowa 52302. EOE M/F

### NATIONAL TALENT SEARCH TEXAS CONTEMPORARY POWERHOUSE

Seeks entertaining performers for all day parts. Rush your best on cassette with resume and photo to: Radio & Records, 1930 Century Park West, #731, Los Angeles, CA 90067. EOE M/F

### GROUP OWNER

To sign on a new high-power Contemporary format. Medium market FM this summer. Immediate openings for one air talent and one newperson. Very good money for very good talent. Respond to: Radio & Records, 1930 Century Park West, #729, Los Angeles, CA 90067. EOE M/F

### EAST

Small market station needs ND. Must do AM newscasts through noon and be on call. T&R: Bill Tynan, WDOE, Box 209 Willow Rd., Dunkirk, NY 14048. EOE M/F (7-6)

Rare opening. WYSP/Philadelphia needs ND/morning anchor. Rush T&R: Michael Tocco, PD, Bala Plaza, Bala Cynwyd, PA 19004. No calls. EOE (7-6)

Morning drive A/C communicator needed in beautiful upstate NY. Good pay & benefits, at least two years experience. T&R: WKNY, 212 Fair St., Kingston, NY 12401. (7-6)

K104/Erie needs a super parttime. T&R: Doug Nevel, Box 1184, Erie, PA 16512. EOE M/F (7-6)

WGIR seeks top notch ND. No calls. T&R & narrative: Bob Frisch, Box 610, Manchester, NH 03105. EOE M/F (7-6)

Regional news leader seeks to continue to set the pace. If you are a pacesetter who can deliver solid news, send T&R: Box 900, Wolfeboro, NH 03894. EOE M/F (7-6)



WABK-FM/Augusta. Make's top A/C, seeks experienced, genuinely friendly personalities. Strong production and management skills a plus! T&R to: Ryan Cole, Box 1280 Gardiner, ME 04345. (207) 582-3303. Come to play and stay!

## Openings

WAEB is looking for talk show host. minimum three years experience. Salary negotiable. T&R: Neal Newman, Box 2727, Lehigh Valley, PA 18001. EOE M/F (7-6)

### RADIO 930 WBEN

#### Production Director/Assistant Program Director

Immediate opening. The best staff. Many projects to excite and challenge you. Three person department. Operation 9am-midnight. Keep your hand in air work, too. Usually one shift per week at A/C GIANT. Tapes (production and air) & resume to: Bob Wood, VP of Programming, WBEN Radio 930/Rock 102, 2077 Elmwood Ave., Buffalo, NY 14207. EOE M/F.

Major market New England MOR station is looking for two personalities to join our airstaff. Mature, warm & personable with knowledge of music from the '30s, '40s, '50s, & '60s. cassette aircheck, salary history, resume & references to: Bl Dunster Rd., Jamaica Plain, MA 02130. EOE M/F

Morning personality with knowledge of oldies for WASY, Portland, Maine. T&R: John Marz, Box 601, Gorham, ME 04038. (207) 838-2513 EOE M/F (7-6)

Announcer needed for afternoon drive position on great station. T&R: WLBK, Box 1270, Lebanon, PA 17042. (7-6)

Full service AM A/C has openings for parttimes, possible fulltime. T&R: WKBR, 185 Front Street, Manchester, NH 03102. (7-6)

### Kiss fm 100

#### PHILADELPHIA

A unique, adult opportunity. Philadelphia's Love Song station is looking for a personable, mature morning man to help solidify station's market position. 5 years experience minimum. Great \$'s and people. Send tapes & resumes to: Kris Chandler, PD, KISS-100, 1001 Baltimore Pike, Media, PA 19063. EOE M/F

### SOUTH

Gulf coast AOR looking for experienced jocks. T&R: C101, Box 9781, Corpus Christi, TX 78469. EOE M/F (7-6)

WKYX/WKYQ looking for Production Director & AM air-talent. T&R: Frank Carvell, Box 2397, Puduch, KY 42001. EOE M/F (7-6)

### Afternoon Drive

A leading, aggressive, stable FM Contemporary Country station in 200,000 market. 5-10 year air talent. Prefer larger market experience. Enthusiastic, conversational delivery. Creative production. Good staff. Fair management. T&R: KKKX, Box 1104, Fayetteville, AR 72702. EOE M/F

## Openings

KKQV has possible future openings for talent with three years experience. C&R: Chuck Beck, Box 4647, Wichita Falls, TX 76308. No calls. (7-6)

K-LITE needs ND/morning anchor. A/C personable/friendly approach. T&R/recent photo: Pam Finn, 2814 Quail Plaza Dr., Oklahoma City, OK 73120. EOE M/F (7-6)

Immediate opening for overnight jock at top-rated station. C&R: Steve McIne, Q102, Box 828, Winchester, VA 22601. EOE M/F (7-6)

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Radio development assistant needed. Sales & fundraising experience preferred. Resume & references: WWIN-FM, 9201 Petersberg, Evansville, IN 47711. (7-6)

Radio announcer needed. Background in classical music & two years experience. T&R: WWIN-FM, 9201 Petersberg, Evansville, IN 47711. (7-6)

## Rare Major Market Opportunity For Proven Creative Air Talent

Mornings . . . middays . . . available NOW at KMGC . . . MAGIC 102.9 FM in Dallas/Ft. Worth. If you're seeking a long term association with a successful group broadcaster in the country's hottest growth market this is it!! Tapes & Resumes TODAY (overnight) to:



1353 Regal Row,  
Dallas, TX 75247

E.E.O. No Calls

# Opportunities

## Openings

Aggressive broadcast group looking for creative & energetic PD for MW contemporary Country leader. T&R: Dan Kieley, KYKC, 1704 S. Cleveland, Sioux Falls, SD 57103. EOE M/F (7-6)

WBSC seeking overnight talent. Good production skills. Two years experience preferred. T&R: Cliff Blake, 5407 W. McKinley Ave., Milwaukee, WI 53208. EOE M/F (7-8)

On-air PD needed for Chicago suburbs, automation & satellite knowledge helpful. T&R: Rick Belleira, WIVS/WXET, 300 Commerce Dr., Crystal Lake, IL 60014. EOE M/F (7-8)

Five station market leader needs sports/DJ combo immediately. T&R: Brian Bruns, KOQY, Box 1085, North Platte, NE 69103. EOE M/F (7-8)

## WEST

KLUC looking for one cooking morning show. Up-tempo CHR, market leader. T&R: Bill Kelly, Box 14805, Las Vegas, NV 89114. EOE M/F (7-6)

KGON looking for experienced air-talent. T&R: Dave Ervin, PD, Box 22125, Portland, OR 97222. No calls. EOE M/F (7-8)

### WANTED: MORNING TALENT

Midwest major market A/C needs strong adult personality for morning drive. Good bucks for the right person! If you can deliver 25-44 adults, send T&R to: Radio & Records, 1930 Century Park West, #720, Los Angeles, CA 90067. EOE

Parttime air personality/communicator with five years minimum. Modern Rock format. KROQ, Raymond, 117 S. Los Robles, Pasadena, CA 91107. No calls. EOE M/F (7-8)

KHNT looking for creative humorous news personality/P&A Director. T&R/photo: Sherman Cohen, Box 28040, Tucson, AZ 85728. (602) 823-7801. EOE M/F (7-8)

### A/C MORNING DJ and/or NEWS PERSON

Warm, maturely funny, concise. Experienced in AM drive. Right \$ for right professional. Send cassette/photo/resume to: Radio & Records, 1930 Century Park West, #721, Los Angeles, CA 90067. EOE

Top 25 southern CA FM needs killer newperson with a quick wit to top mornings. T&R: KGGI, Box 991, Riverside, CA 92502. EOE M/F (7-8)

Top-rated CHR needs creative announcer/MD. Hard work, good bucks, no beginners. T&R: Bill Cody, KTRS, 251 W. First, Casper, WY 82601. EOE M/F (7-6)

### MORNING ENTERTAINER...S!

America's best broadcast group is looking for killer morning jock or team. Knock our socks off with a tape and resume. Convince us and deliver and you'll have a home for life. T&R to Radio & Records, 1930 Century Park West, #723, Los Angeles, CA 90067. EOE M/F

## KIMN

America's hottest CHR is seeking America's most talented personality. KIMN/Denver is accepting tapes for future openings and continuing our search for the best midday talent in the country. You should be warm, natural, relatable, creative and concise. This is a great opportunity to join an outstanding company and be part of the most talented airstaff in America. T&R to: Doug Erickson, 5350 W. 20th Ave., Denver, CO 80214. NO CALLS PLEASE. EOE M/F

## Openings

Work in one of the top-five most livable cities as adult/CHR PD. T&R: John Stall, Box 1918, Redding, CA 96001. EOE M/F (7-8)

### LET'S HAVE FUN!

We're building a new staff for a top 50 Western market FM acquisition. We're switching to A/C August 1 and we need a PD, jocks, ND, and production people. T&R, philosophy, goals, and current salary to: Radio & Records, 1930 Century Park West, #724, Los Angeles, CA 90067. EOE

Morning communicator needed for small market NM. Country full-service station. T&R: Don Chetham, KGAK, 401 E. Lora Ave. Gallup, NM 87301. EOE M/F (7-8)



Now accepting T&Rs for future openings. Looking for talent with established backgrounds and a desire to be the best. Join the valley's biggest CHR success story. Write Charlie Quinn, KZZP, 727 S. Extension Rd. Mesa, AZ. 85202. No Beginners. No Calls. E.O.E./M&F.

Looking for AM news personality. T&R: Dan Williams, 1245 Charnston St., Eugene, OR 97401. (503) 344-1457 (7-6)

Females encouraged! Looking for bright, energetic air talent with strong production skills. No beginners. T&R: Todd Ryan, KBSN, Drawer B, Moses Lake, WA 98837. EOE M/F (7-6)

Weekend & vacation fill-in people needed immediately. T&R: Doc Phillips, KFKA, Box K, Greenley, CO 80632. (303) 366-1310 EOE M/F (7-6)

### WANTED:

### SALES PRO

One of our top 50 market California clients is looking for a Sales Manager. Successful applicants will have the ability to motivate good staff and fit into locally-owned company's operating scheme. A/C FM with improving numbers, good demos. Resume (no calls). EOE

Jhan Hiber  
President  
Jhan Hiber & Assoc.  
P.O. Box 1220  
Pebble Beach, CA 93953



## Positions Sought

Former WGST/Atlanta, SPD/Toledo, Q-102/Daytona Beach. Presently PD/mornings. Looking for top 50 market mornings. MACY: (216) 369-1159 (7-6)

God's gift to radio-great voice/personality to match (humble too.) Looking for an Urban/CHR challenge. WAYNE: (814) 594-5321 (7-6)

Leading in the morning, we're humorous, relatable, outrageous, we don't bite and we can make you a market leader too. PAT: (919) 323-1415 (7-6)

### Programming & Promotion

Creative, innovative, motivated, radio & street-smart, a people person, experienced I can increase your cume, AOH and billing! Ready to speak to you. Harve (516) 293-7947

Parttime air-talent desires fulltime. Excellent voice qualities. CHR preferred. GINA T.: (305) 949-2566 (7-8)

East coast rocker needs new doors to open. Looking to entertain at small/medium market AD/CHR. FRANK: (201) 322-4593 (7-6)

HARRON & HOLIDAY, top morning team in Lansing, ready to move. We generate ratings, revenue & street talk. For appointment call: (617) 887-6576 (7-6)

## Positions Sought

PD currently employed; seeking similar or OM position with Urban station in SE. BILL HUNT: (317) 266-4141 or 4720 N. Post Rd., Indianapolis, IN 46226. (6-15)

Major market personality of the year finalist. KIRK RUSSELL seeks contemporary station W/NW. (408) 378-3483 (7-8)

SHAWN BURKE, formerly of KYKY/6. Louis & WNBC/New York is available. (314) 469-7148 (7-8)

Looking for first job, DJ/news, trained at Midwestern Broadcasting School. Chicago SW suburbs preferred. TIM: (312) 563-7790 (7-8)

Experience & numbers, CHR or A/C. PD/airshift. MARTY: (314) 421-4471 (Major market Country considered too) (7-8)

18 years in Country, all phases, plenty of major market experience. . . very well qualified. Good voice, production & attitude. R.T.: (313) 345-8600 or (616) 781-3054 (7-8)

Hard working, dedicated DJ/news/P&P. Looking for fulltime position in PA or NJ. One year communications experience. AL: (412) 948-8721 (7-8)

Pro, 26 years experience in broadcast & shortwaves. Excellent trained voice. Looking for a permanent home BM or MOR. Serious only. JOHN: (819) 471-8894, after 3pm edt (7-8)

AM drive personality. Friendly entertaining A/C pro. Over 12 years. Medium/major markets. Programming know-how. Currently in far West. (213) 308-8430 (7-6)

### MORNING MADNESS

Imagine a combination of Rick Dees, Scott Shannon, Howard Stern all rolled into one. Phone bits, character voices, outrageous humor. Currently doing mornings in large market with incredible ratings, seeks move to top 50 market. Respond to Radio & Records, 1930 Century Park West, #725, Los Angeles, CA 90067.

The only decent jock capable of beating Ronald Reagan in the fall is available now. Let's win your market in November. (419) 798-5097 (7-8)

I'm a CHR/personality fanatic who knows his music! 3 1/2 years experience & counting. B.S. in Business Administration. Medium markets-call ERIC: (208) 345-7887 (7-8)

PD for hire. Excellent track record, results oriented. Team player, energetic & hard working. NE preferred. JOHN: (703) 885-8044 or 848-8271 (7-8)

Five years experience looking for jock/production work. B.S. degree. NORM REED: (908) 454-2527 (7-8)

Two years on-air experience, sharp production. B.A. degree in Broadcasting. Looking for medium market, MW/Great Lakes area. MICK: (312) 849-0404 (7-8)

BOBBY "DAYE" OWENS, announcer with experience. (319) 323-1995. Start immediately. (7-6)

Available yesterday! Former KRZI PD. Looking for on-air or programming position in medium/major market. DANNY AUSTIN: (917) 938-2669 (7-8)

We'll go anywhere for a job. Success oriented, diverse background. B.A. degree, trained, warm personality. Mature dependable, creative & articulate. DARRELL: (219) 883-9337 (7-8)

### Versatile Broadcaster

Has AM DJ experience. Just graduated from broadcasting school with training in all facets of radio. I could and would like to be an asset to your station!  
Contact Jay Gale (216) 731-8974

Four years experience, extensive live remote performances. Program, promotion, news & Sports Director, a drive-time jock. Will relocate. JUSTIN: (212) 896-4181 (7-6)

Country programmer seeks challenge with progressive, caring company. Experience includes: WYBE/Birmingham, WJMI & Q-Country FM/Mobil. MIKE MALONE: (205) 628-0774 (7-8)

WOODY FLOE, morning personality, character voices available. Formerly PRO FM & 92 WRQC/Cleveland. Major market, will consider same situation. (216) 221-0003 (7-6)

Award winning news reporter/anchor with five years experience. Desires stable position on West coast. ED: (208) 284-8424, before 9am pdt (7-6)

Morning communicator, CHR, A/C. Great production & sense of humor. Four year pro victim of ownership change. Prefer NE. LOUIE MANNING: (203) 598-5773 (7-6)

On-air talent with good production. Limited experience, but will relocate. TODD: (303) 452-2688 or 293-2323. (7-6)

If you're looking & can't do any better, utilize my personality & my ability to interact with an audience. CANDICE: (313) 838-4744 (7-6)

Liberate a hard working jock from unemployment. Free time shackles. Small market A/C or CHR, any shift. (206) 357-6835 (7-6)

Jock looking for a new home. You name the hours & the format, & I'll work it. Small market preferred. Let's talk. (402) 488-1295, days. (7-8)

## Changes

### RADIO

Terri Cooke appointed Account Executive Q-107/Washington DC from WEZR.

Angela Stribling appointed Account Executive Q-107/Washington DC from WPKX.

Steve Lichtnefels appointed Account Executive Q-107/Washington DC from WRC.

Brent Gibson appointed Account Executive WCHS/Charleston.

Shirley Ramella appointed Account Executive WCHS/Charleston.

Al Taylor appointed Account Executive WCHS/Charleston.

Susie Miller appointed Account Executive WCHS/Charleston.

Charlotte Connors appointed Account Executive WBCS/Milwaukee.

Mary Beth Pytell appointed Account Executive WBBM/Chicago from WLUP-FM.

Laura Pate appointed Account Executive WKLS/Atlanta from WSB.

### RECORDS

Brian Wood appointed Vice-President, Video Club, Columbia House, CBS/Records Group.

Millie Garcia appointed Facilities Supervisor PolyGram Records/New York.

### INDUSTRY

Suzanne Allsberg appointed Research Assistant II Mutual Broadcasting System/New York.

### Miscellaneous

A/C. Country service needed. Wally Daniels, WGTY, Box 280, Gettysburg, PA 17325. (717) 334-3101 (7-8)

Dates appearing at the end of each listing signify first week listed.

## R&R Opportunities Advertising

Radio & Records provides free (24 words or 3 lines) listings to radio stations and record companies in Openings. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought. All other advertising must run display. Changes must be mailed in on company letterhead.

### Deadline

To appear in the following week's issue, we must receive your ad by **Thursday 12 noon (PST)** prior to issue date.

### Display Advertising

**Display:** \$30 per inch per week (maximum 35 words per inch). Includes border and logo.

**Blind Box:** \$45 per inch per week (maximum 35 words per inch). Includes border, box number and postage/handling.

### Payable In Advance

**Display & Blind Box** advertising orders must be typewritten or printed and accompanied by check mailed to our office in advance.

For Opportunities you may place your free listings by phone only on **Wednesday, Thursday & Friday 9am-5pm (PST)** (213) 553-4330 or mail to: R&R Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

# The Music Section

## National Music Formats Added This Week

### Satellite Music Network

George Williams (214) 343-9205

#### The Starstation

JULIO IGLESIAS & DIANA ROSS "All Of You"  
BILLY JOEL "Leave A Tender Moment Alone"  
RAY PARKER JR. "Ghostbusters"  
KARLA BONOFF "Somebody's Eyes"

#### Country Coast-To-Coast

MERLE HAGGARD  
"Let's Chase Each Other Around The Room"  
SYLVIA "Love Over Old Times"  
LEON EVERETTE "Shot In The Dark"  
KATHY MATTEA "You've Got A Soft Place To Fall"  
TAMMY WYNETTE "Lonely Heart"

#### Rock America

BILLY SQUIER "Rock Me Tonight"  
JOHN WAITE "Missing You"  
RATT "Round And Round"

### Transtar

Chick Watkins (303) 578-0700

#### Adult Contemporary

PEABO BRYSON "If Ever You're In My Arms Again"  
ELTON JOHN "Sad Songs (Say So Much)"

#### Country

Tom Casey (213) 460-6383

CHARLEY PRIDE "The Power Of Love"  
WAYLON JENNINGS "Never Could Toe The Mark"

### TM Programming

Cal Casey (214) 634-8511

#### Stereo Rock

GO-GO'S "Turn To You"  
BILLY JOEL "Leave A Tender Moment Alone"  
BILLY SQUIER "Rock Me Tonight"  
JOHN WAITE "Missing You"

#### TM A/C

BILLY JOEL "Leave A Tender Moment Alone"  
JULIO IGLESIAS & DIANA ROSS "All Of You"

#### TM Country

DEBORAH ALLEN "I Hurt For You"  
RONNIE McDOWELL "I Got A Million Of 'Em"  
LEON EVERETTE "Shot In The Dark"  
SYLVIA "Love Over Old Times"  
CRYSTAL GAYLE "Turning Away"  
GENE WATSON "Little By Little"

### Century 21

Greg Stephens (214) 934-2121

#### The Z Format

JULIO IGLESIAS & DIANA ROSS "All Of You"  
BILLY JOEL "Leave A Tender Moment Alone"  
SHEILA E. "The Glamorous Life"  
STYLE COUNCIL "You're The Best Thing"

#### The A/C Format

JULIO IGLESIAS & DIANA ROSS "All Of You"  
RAY PARKER JR. "Ghostbusters"  
BILLY JOEL "Leave A Tender Moment Alone"  
BARBARA MANDRELL & LEE GREENWOOD "To Me"  
RITA COOLIDGE "Something Said Love"

#### Super-Country

LARRY GATLIN  
"The Lady Takes The Cowboy Everytime"  
MERLE HAGGARD  
"Let's Chase Each Other Around The Room"  
SHELLY WEST "Somebody Buy This Cowgirl A Beer"  
RICKY SKAGGS "Uncle Pen"

### BPI

John Iles (800) 426-9082

#### Adult Contemporary

TEDDY PENDERGRASS "Hold Me"  
BILLY JOEL "Leave A Tender Moment Alone"  
POINTER SISTERS "Jump (For My Love)"

#### Country Living

LARRY GATLIN  
"The Lady Takes The Cowboy Every Time"  
RICKY SKAGGS "Uncle Pen"  
OAK RIDGE BOYS "Everyday"  
BARBARA MANDRELL & LEE GREENWOOD "To Me"

### Peters Productions, Inc.

Debbie Welsh (619) 565-8511

#### Country Lovin'

NITTY GRITTY DIRT BAND  
"Long Hard Road (The Sharecropper's Dream)"  
JOHN CONLEE "Way Back"  
LEON EVERETTE "Shot In The Dark"  
GLEN CAMPBELL "Faithless Love"  
CRYSTAL GAYLE "Turning Away"  
CHARLY McCLAIN & MICKEY GILLEY  
"The Right Stuff"

#### The Great Ones

GLENN FREY "Sexy Girl"  
BILLY JOEL "Leave A Tender Moment Alone"  
J.D. SOUTHER "Go Ahead And Rain"  
KENNY ROGERS "Midsummer Nights"  
SPINNERS "We Have Come Into Our Time For Love"

### Drake-Chenault

Bob Laurence (818) 883-7400

#### XT-40

JOHN WAITE "Missing You"  
PEABO BRYSON "If Ever You're In My Arms Again"  
BILLY JOEL "Leave A Tender Moment Alone"  
BILLY SQUIER "Rock Me Tonight"  
SCANDAL w/PATTY SMYTH "The Warrior"

#### Contempo 300

GLENN FREY "Sexy Girl"  
BILLY JOEL "Leave A Tender Moment Alone"  
JULIO IGLESIAS & DIANA ROSS "All Of You"

#### Great American Country

MARK GRAY "If All The Magic Is Gone"  
CHARLY McCLAIN & MICKEY GILLEY  
"The Right Stuff"  
CRYSTAL GAYLE "Turning Away"  
GLEN CAMPBELL "Faithless Love"

### Concept Productions

Dick Wagner (916) 782-7754

#### CHR

BILLY SQUIER "Rock Me Tonight"  
JOHN WAITE "Missing You"  
SLADE "My Oh My"  
BILLY JOEL "Leave A Tender Moment Alone"  
SCANDAL w/PATTY SMYTH "The Warrior"

### Radio Arts

John Benedict (818) 841-0225

#### Country's Best

CRYSTAL GAYLE "Turning Away"  
GENE WATSON "Little By Little"  
LEON EVERETTE "Shot In The Dark"  
MERLE HAGGARD  
"Let's Chase Each Other Around The Room"

#### Soft Contemporary

JULIO IGLESIAS & DIANA ROSS "All Of You"  
RITA COOLIDGE "Something Said Love"

#### Sound 10

BILLY JOEL "Leave A Tender Moment Alone"  
RITA COOLIDGE "Something Said Love"  
RAY PARKER JR. "Ghostbusters"  
JULIO IGLESIAS & DIANA ROSS "All Of You"

### Media General Broadcast Services

Bob Dumals (901) 320-4433

#### Action

RAY PARKER JR. "Ghostbusters"  
JULIO IGLESIAS & DIANA ROSS "All Of You"  
GLENN FREY "Sexy Girl"  
BILLY JOEL "Leave A Tender Moment Alone"

#### Your Country

TAMMY WYNETTE "Lonely Heart"  
KATHY MATTEA "You've Got A Soft Place To Fall"  
BECKY HOBBS "Oklahoma Heart"  
CRYSTAL GAYLE "Turning Away"  
BARBARA MANDRELL & LEE GREENWOOD "To Me"

#### Hit Rock

LIONEL RICHIE "Stuck On You"  
STEVE PERRY "She's Mine"

# Adult / Contemporary

Continued from Back Page

## BREAKERS

### JULIO IGLESIAS & DIANA ROSS All Of You (Columbia)

70% of our reporters on it. Rotations: Heavy 3/2, Medium 45/22, Light 41/30, Total Adds 54 including WFRB, WPX, WTAE, Y97, WPRO, WRMM, WSB, W101, WCLR, 55KRC, WARM98, WHB, KOST, B100, KJR, and 39 more. Debuts at number 21 on the A/C chart.

### BILLY JOEL

#### Leave A Tender Moment Alone (Columbia)

62% of our reporters on it. Rotations: Heavy 4/0, Medium 43/17, Light 32/28, Total Adds 45 including WBEN, WTAE, WSB, KVIL-FM, 97AIA, W101, 55KRC, WLTF, WHB, WMYX, WCCO, KMJI, KOST, KKLT, B100, and 30 more. Debuts at number 23 on the A/C chart.

### PAUL ANKA

#### Second Chance (Columbia)

61% of our reporters on it. Rotations: Heavy 4/0, Medium 44/5, Light 30/7, Total Adds 12, WPRO, WLTF, KEZR, WGY, WMJJ, WGOW, WAVE, WHBC, KRNT, WFMK, 3WM, KFQD.

## NEW & ACTIVE

**BILL MEDLEY "I Still Do" (Planet/RCA) 73/5**  
Rotations: Heavy 6/0, Medium 41/1, Light 26/4, Total Adds 5, KFMB, WAEB, WRIC, KWAV, KFQD, Heavy: WSB, WAHR, KSL, WHEM, WAGE, WCL, KRSS, Medium: WBEN, WRMM, KVIL-FM, WHB, WISN, WCCO, KGW, WGY, WAFB, WBT, WMAZ, WRVR, WRVA, WRBY, WHBC, KRNT, KMGN, 3WM, KXII-FM, WWNR, WTKO, WKNE, WSKI, WTN, KORQ, WSKY, WCKO, WCHV, WGSV, WKYX, WJBC, KCRG, KFSB, WHNN, WJON, KKJO, K99, KRNO, KQSW, KALE.

**MADONNA "Borderline" (Sire/WB) 70/9**  
Rotations: Heavy 19/0, Medium 39/4, Light 12/5, Total Adds 9, GR55, Y97, WRMM, WARM98, KS94, V100, WFSM, KEY103, WRKA, Heavy: WTAE, WDMC, WMYX, KGW, WAEB, KRBE-FM, WLAC-FM, 2WD, 3WM, KRVA, KMLJ, WTN, WCHV, WCL, KEZ, WHNN, KRNO, KRSS, Medium: WPX, WLTF, W101, WLTF, WMJI, KUDL, KMJI, KKLT, B100, KFMB, KEZR, KJR, WICC, WPJB, WKJJ, WEZS, WNAJ, WHBC, KRNT, WENS, WFMK, KOIL, WMHE, KBOI, KFI, KXII-FM, KKPL, WWNR, WTKO, WSKI, KORQ, WSKY, WKYX, KISN, KALE. Due to heavy airplay, moves 22-19 on the A/C chart.

**GENESIS "Taking It All Too Hard" (Atlantic) 66/3**  
Rotations: Heavy 7/0, Medium 45/1, Light 14/2, Total Adds 3, WFRB, KEZR, WNGS, Heavy: WAEB, WAHR, WAVE, WSNY, K99, KRSS, WEIM, Medium: WSB-FM, 97AIA, WARM98, WLTF, WMYX, KOST, KJR, WGW, WAFB, KRBE-FM, WYK, WMAZ, WRVA, WHBC, WFMK, WNGN, WLTE, KOIL, WMHE, KBOI, KPPL, KFI, KWAV, KXII-FM, KKPL, WWNR, WKNE, WSKI, WTN, WSKY, WCKO, WCHV, WAGE, WKYX, WCL, KEZ, KWEB, WHNN, WJON, WBOW, KRNO, KQSW, KALE.

**RAY PARKER JR. "Ghostbusters" (Arista) 54/22**  
Rotations: Heavy 6/0, Medium 22/7, Light 26/15, Total Adds 22, WSB-FM, KKLT, KGW, WAFB, WMJJ, WGOW, WHY, WSNY, WTRX, KOIL, 3WM, WMHE, KPPL, KWAV, WEIM, WGSV, WAGE, WYBS, KFSB, WHNN, KRNO, KQSW, Heavy: WAEB, KFI, WKYX, WJON, KISN, WSKI, Medium: WTAE, KVIL-FM, WKGW, WAHR, WNAJ, KBOI, WWNR, WTN, KORQ, WSKY, WCKO, WCHV, WCL, KEZ, KRSS.

## ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 PEABO BRYSON	126/3	106	18	2
2 MIKE RENO & ANN WILSON	120/0	109	9	2
3 ELTON JOHN	122/0	94	27	1
4 LIONEL RICHIE	128/3	87	35	6
5 LAURA BRANIGAN	112/0	87	22	3
6 SERGIO MENDES	112/5	59	46	7
7 ALAN PARSONS PROJECT	112/1	56	50	6
8 CYNDI LAUPER	93/0	43	45	5
9 JOHNNY MATSIS	106/4	41	52	13
10 ALABAMA	94/1	63	35	6
11 POINTER SISTERS	98/10	45	45	7
12 DAN FOGELBERG	91/0	42	39	10
13 JUICE NEWTON	102/0	33	61	8
14 JOE JACKSON	89/0	42	39	8
15 OAN HARTMAN	97/3	32	54	11
16 TEDDY PENDERGRASS	97/16	70	61	26
17 DENIECE WILLIAMS	72/0	21	42	9
18 MICHAEL JACKSON	79/3	20	49	10
19 MADONNA	70/9	19	39	12
20 ANNE MURRAY	69/0	22	37	10
21 JULIO IGLESIAS & DIANA ROSS	89/54	3	45	41
22 CHRISTOPHER CROSS	87/7	9	55	23
23 BILLY JOEL	79/45	4	43	32
24 OAVE GRUSIN	80/5	7	52	21
25 CULTURE CLUB	66/0	15	38	13

### MOST ADDED

**JULIO IGLESIAS & DIANA ROSS (55)**  
All Of You (Columbia)  
**BILLY JOEL (45)**  
Leave A Tender Moment Alone (Columbia)  
**COYOTE SISTERS (23)**  
Straight From The Heart (Morocco/Motown)  
**RAY PARKER JR. (22)**  
Ghostbusters (Arista)  
**STYLE COUNCIL (22)**  
You're The Best Thing (Geffen)  
**RITA COOLIDGE (20)**  
Something Said Love (A&M)

### HOTTEST

**MIKE RENO & ANN WILSON (94)**  
Almost Paradise (Columbia)  
**PEABO BRYSON (87)**  
If Ever You're In My Arms Again (Elektra)  
**ELTON JOHN (82)**  
Sad Songs (Say So Much) (Geffen)  
**LIONEL RICHIE (74)**  
Stuck On You (Motown)  
**LAURA BRANIGAN (55)**  
Self Control (Atlantic)  
**POINTER SISTERS (31)**  
Jump (For My Love) (Planet/RCA)

**TINA TURNER "What's Love Got To Do With It" (Capitol) 53/7**  
Rotations: Heavy 6/0, Medium 31/4, Light 16/3, Total Adds 7, Y97, KVIL-FM, KOST, V100, WEZS, KFI, KWEB, Heavy: 97AIA, WEIM, WMAZ, WCKO, KEZ, KALE, Medium: WFRB, WSB-FM, W101, WMJJ, WMAZ, WHBC, KRNT, WFMK, WMGN, WMHE, KXIA, KWAV, KXII-FM, WNNR, WSKI, KORQ, WSKY, WKYX, WNGS, WCL, WJON, WBOW, KRNO, KQSW, KRSS, KISN, WCHV.

**RITA COOLIDGE "Something Said Love" (A&M) 50/20**  
Rotations: Heavy 0/0, Medium 26/6, Light 24/14, Total Adds 20, KGW, WCCO, WKGW, WNAJ, WHBC, KRNT, WTRX, WMGN, KBOI, KUGN, KXIA, KXII-FM, WWNR, WTN, WYBS, WJBC, KWEB, WHNN, K99, KRNO, KRSS, Medium: WCCO, KJOW, WAHR, WMAZ, WRVA, WHBY, WMHE, KSL, WEIM, WKNE, WSKI, WSKY, WCHV, WGSV, WAGE, WKYX, WCL, KEZ, WJON.

**BARBARA MANDRELL & LEE GREENWOOD "To Me" (MCA) 49/17**  
Rotations: Heavy 0/0, Medium 24/5, Light 25/12, Total Adds 17, WFRB, WHB, KEY103, WYK, WHBY, WNAJ, KBOI, KUGN, KXIA, KXII-FM, WCHV, KCRG, KEZ, WHNN, K99, KRSS, KALE, Medium: WCCO, WRE, WAHR, WMAZ, WRVA, KRNT, KSL, WWNR, WEIM, WSKI, WSKY, WCKO, WAGE, WKYX, WJBC, WCL, WJON, KQSW.

**THOMPSON TWINS "Doctor! Doctor!" (Arista) 47/2**  
Rotations: Heavy 9/0, Medium 23/1, Light 15/1, Total Adds 2, WNGS, KFSB, Heavy: WAEB, KEY103, WMHE, WSKI, WPPA, WCKO, WCHV, WKYX, KQSW, Medium: KVIL-FM, 97AIA, WHB, V100, KRBE-FM, WYV, WMAZ, WNAJ, WMGN, KWAV, KXII-FM, WWNR, WEIM, KORQ, WSKY, WCL, KEZ, WJON, WBOW, KRNO, KISN, WTN.

**GLENN FREY "Sexy Girl" (MCA) 44/9**  
Rotations: Heavy 0/0, Medium 21/2, Light 23/7, Total Adds 9, 97AIA, B100, WMJJ, 2WD, WEZS, KOIL, WGSV, WAGE, KISN, Medium: WFRB, WHBY, WRVA, WAVE, WMHE, KXII-FM, WSKI, WSKY, WCKO, WNGS, WCL, KFSB, KEZ, WJON, K99, KRNO, KQSW, KRSS, KALE.

**INDUSTRY "What Have I Got To Lose" (Capitol) 40/3**  
Rotations: Heavy 0/0, Medium 17/2, Light 23/1, Total Adds 3, WFRB, KGW, 3WM, Medium: WSB-FM, WCCO, WMAZ, WMGN, WMHE, KWAV, WWNR, WEIM, WSKI, WCKO, WCHV, WAGE, WCL, KRNO, KALE.

## SIGNIFICANT ACTION

**STYLE COUNCIL "You're The Best Thing" (Geffen) 29/22**  
Rotations: Heavy 0/0, Medium 7/2, Light 22/20, Total Adds 22, WFRB, WCKO, WYK, WMAZ, WAVE, WHBY, WNAJ, WTRX, WMGN, WMHE, KXIA, WEIM, WSKI, KORQ, WCKO, WCHV, WGSV, WKYX, KFSB, KEZ, K99, KQSW, Medium: WLTF, KRNT, KWAV, WSKY, KRSS.

**COYOTE SISTERS "Straight From The Heart" (Morocco/Motown) 26/23**  
Rotations: Heavy 0/0, Medium 3/2, Light 22/21, Total Adds 23, WCKO, KGW, WMAZ, WAVE, WHBC, WTRX, WWNR, WEIM, WKNE, WSKI, KORQ, WSKY, WCKO, WGSV, WKYX, KFSB, KEZ, KWEB, WHNN, WJON, K99, KQSW, KRSS, Medium: WAGE.

**MECO "Anything Goes (Theme From 'Indiana Jones')" (Arista) 26/2**  
Rotations: Heavy 0/0, Medium 8/1, Light 18/1, Total Adds 2, WHBY, KSL, Medium: WRVA, WEIM, WKNE, WSKI, WTN, WAGE, WCL.

**NEIL SEDAKA "Rhythm Of The Rain" (Curb/MCA) 21/18**  
Rotations: Heavy 0/0, Medium 3/2, Light 18/16, Total Adds 18, WKGW, WYK, WMAZ, WRVA, WSKI, KORQ, WSKY, WCKO, WGSV, WKYX, WJBC, WCL, KFSB, KEZ, WJON, KQSW, KRSS, WEIM.

**CHAD STUART & JEREMY CLYDE "Zanzibar Sunset" (Roc-A-Hi) 18/0**  
Rotations: Heavy 1/0, Medium 8/0, Light 9/0, Total Adds 0, Heavy: WFRB, WGSV, WCL, WSKY, WCKO, WCHV, WAGE, WCL, KRNO, KALE.

**BRUCE SPRINGSTEEN "Dancing In The Dark" (Columbia) 17/3**  
Rotations: Heavy 6/0, Medium 7/2, Light 4/1, Total Adds 3, WFRB, KOIL, WTN, Heavy: WAEB, KRBE-FM, WAVE, KPPL, WSKI, WCKO, WCHV, WAGE, WCL, KFSB, KEZ, WJON.

**CRYSTAL GAYLE "Turning Away" (WB) 17/0**  
Rotations: Heavy 0/0, Medium 6/0, Light 11/0, Total Adds 0, Medium: WCCO, WMAZ, KRNT, KSL, WEIM, WGSV.

**JIM GLASER "You're Gettin' To Me Again" (Noble Vision) 16/4**  
Rotations: Heavy 0/0, Medium 0/0, Light 16/4, Total Adds 4, WCCO, WYK, WWNR, WJON.

**HUEY LEWIS & THE NEWS "Heart Of Rock & Roll" (Chrysalis) 16/1**  
Rotations: Heavy 4/0, Medium 6/1, Light 6/0, Total Adds 1, KGW, Heavy: WAEB, KRBE-FM, WAVE, WSKI, Medium: KVIL-FM, KJR, 2WD, WTN, WKYX.

**RANDY NEWMAN "The Natural" (WB) 16/0**  
Rotations: Heavy 0/0, Medium 8/0, Light 10/0, Total Adds 0, Medium: KOST, KUGN, KSL, KXII-FM, WKNE, KRSS.

**JAMES INGRAM "She Loves Me" (Qwest/WB) 15/15**  
Rotations: Heavy 0/0, Medium 1/1, Light 14/14, Total Adds 15, WRVA, WAVE, KXIA, WEIM, WKNE, WSKI, WPPA, WSKY, WCKO, WCHV, WAGE, WCL, KFSB, KEZ, WJON.

**J.D. SOUTHER "Go Ahead And Rain" (WB) 15/8**  
Rotations: Heavy 0/0, Medium 4/3, Light 11/5, Total Adds 8, KOST, WAVE, WMHE, KUGN, KSL, WSKI, WKYX, KEZ, Medium: WCKO.

**JENNY BURTON & PATRICK JUDE "Strangers In A Strange World" (Atlantic) 13/0**  
Rotations: Heavy 0/0, Medium 7/0, Light 6/0, Total Adds 0, Medium: WAEB, WMHE, KUGN, WEIM, WKNE, WCHV, WAGE.

**SPINNERS "We Have Come Into Our Time For Love" (Atlantic) 12/10**  
Rotations: Heavy 0/0, Medium 0/0, Light 12/10, Total Adds 10, WHBC, WSKI, WPPA, KORQ, WSKY, WCKO, WCHV, WCL, KFSB, KQSW.

**EURYTHMICS "Who's That Girl" (RCA) 12/1**  
Rotations: Heavy 1/0, Medium 6/0, Light 5/1, Total Adds 1, WTRX, Medium: WFRB, WPJB, KRBE-FM, WEIM, WCHV, WKYX.

**KARLA BONOFF "Somebody's Eyes" (Columbia) 10/6**  
Rotations: Heavy 0/0, Medium 4/1, Light 6/5, Total Adds 6, WAVE, KXII-FM, WKNE, WSKI, KEZ, KRSS, Medium: WMHE, KWAV, WCKO.

**ROBIN GIBB "Boys Do Fall In Love" (MCA/Atco) 10/1**  
Rotations: Heavy 0/0, Medium 4/0, Light 6/1, Total Adds 1, WAEB, Medium: WFRB, WMGN, WSKI, KEZ.

**LEON RUSSELL "Good Time Charlie's Got The Blues" (Parade) 10/1**  
Rotations: Heavy 0/0, Medium 4/1, Light 6/0, Total Adds 1, KCRG, Medium: WCCO, WMAZ, KEZ.

**JOHN WILLIAMS "Anything Goes (Theme From 'Indiana Jones')" (Polydor/PolyGram) 10/0**  
Rotations: Heavy 0/0, Medium 2/0, Light 8/0, Total Adds 0, Medium: WMAZ, KSL.

**NEW & ACTIVE** includes songs reported by at least 30 of our A/C reporting stations. The two numbers following the artist/title label designation indicate how many A/C reporters are on the record this week and, of those, how many added it for the first time this week. A/C stations report their playlists by rotations Heavy, Medium, Light, and Add. The two numbers following each rotational designation indicate how many stations have the record in that particular rotation and, of those, how many added it directly into that same rotation.





# R&R Country **NATIONAL AIRPLAY/50**

Country's Most Current Music

July 6, 1984

Three Weeks	Two Weeks	Last Week		Total Reports/Adds	Heavy	Medium	Light	
11	5	3	1	DON WILLIAMS/That's The Thing About Love (MCA)	158/0	145	13	0
8	2	2	2	EARL THOMAS CONLEY/Angel In Disguise (RCA)	155/0	129	21	5
4	1	1	3	ANNE MURRAY/Just Another Woman In Love (Capitol)	154/0	131	16	7
13	8	5	4	RONNIE MILSAP/Still Losing You (RCA)	158/0	114	41	3
10	6	4	5	EDDIE RABBITT/B-B-B-Burning Up With Love (WB)	153/0	123	25	5
16	13	9	6	LEE GREENWOOD/God Bless The U.S.A. (MCA)	152/1	119	27	6
15	10	7	7	JUDDS/Mama He's Crazy (RCA/Curb)	152/2	110	34	8
14	9	8	8	JANIE FRICKE/If The Fall Don't Get You (Columbia)	149/0	103	33	13
17	14	10	9	T.G. SHEPPARD/Somewhere Down The Line (WB/Curb)	158/1	96	59	3
22	18	11	10	BELLAMY BROTHERS/Forget About Me (MCA/Curb)	155/0	66	81	8
23	20	12	11	NITTY GRITTY DIRT BAND/Long Hard Road... (WB)	153/1	68	81	4
26	21	13	12	DOLLY PARTON/Tennessee Homesick Blues (RCA)	156/2	66	82	8
5	4	6	13	STATLERS/Atlanta Blue (Mercury/PG)	136/0	88	32	16
20	17	15	14	MICHAEL MARTIN MURPHEY/Disenchanted (Liberty)	141/1	62	69	10
32	27	18	15	BARBARA MANDELL/Only A Lonely Heart Knows (MCA)	153/4	41	100	12
21	19	17	16	MEL TILLIS/New Patches (MCA)	139/5	70	49	20
28	25	19	17	GEORGE STRAIT/Let's Fall To Pieces Together (MCA)	150/2	56	81	13
24	22	20	18	JOHN ANDERSON/I Wish I Could Write You A Song (WB)	137/2	55	63	19
31	29	21	19	DEBORAH ALLEN/I Hurt For You (RCA)	153/1	26	110	17
35	30	22	20	HANK WILLIAMS JR./Attitude Adjustment (WB/Curb)	141/3	31	90	20
30	26	23	21	MOE BANDY & JOE STAMPLEY/Where's The Dress (Columbia)	125/5	37	60	28
36	31	27	22	CHARLEY PRIDE/The Power Of Love (RCA)	142/4	22	95	25
37	32	25	23	JIM GLASER/You're Gettin' To Me Again (Noble Vision)	148/6	18	92	38
30	28	26	24	WHITES/Forever You (MCA/Curb)	132/7	37	69	26
40	35	29	25	WAYLON JENNINGS/Never Could Toe The Mark (RCA)	145/7	17	93	35
--	39	31	26	JOHN CONLEE/Way Back (MCA)	143/13	12	85	46
38	33	30	27	KENDALLS/My Baby's Gone (Mercury/PG)	124/4	23	73	28
3	7	14	28	EXILE/I Don't Want To Be A Memory (Epic)	99/0	52	28	19
1	3	16	29	CONWAY TWITTY/Somebody's Needin' Somebody (WB)	94/1	42	25	27
--	49	35	30	KENNY ROGERS/Evening Star (RCA)	133/11	11	69	53
43	37	33	31	MARK GRAY/If All The Magic Is Gone (Columbia)	121/9	15	70	36
49	41	37	32	CHARLY McCLAIN & MICKEY GILLEY/The Right Stuff (Epic)	130/8	12	72	46
--	48	42	35	RONNIE McDOWELL/I Got A Million Of 'Em (Epic)	134/19	8	61	65
46	40	36	34	SHELLY WEST/Somebody Buy This Cowgirl A Beer (Viva)	112/2	14	69	29
--	45	38	35	GLEN CAMPBELL/Faithless Love (Atlantic America)	132/13	10	63	60
--	39	36	36	CRYSTAL GAYLE/Turning Away (WB)	139/19	4	59	76
45	43	40	37	KEITH STEGALL/I Want To Go Somewhere (Epic)	105/8	7	62	36
2	12	28	38	ALABAMA/When We Make Love (RCA)	74/0	25	22	27
--	47	43	39	ATLANTA/Pictures (MCA)	112/11	3	61	48
--	45	41	39	REBA McENTIRE/He Broke Your Memory Last Night (MCA)	112/12	5	55	52
12	11	24	41	B.J. THOMAS/The Whole World's In Love When... (Clev. Int./Col.)	65/0	23	29	13
DEBUT	42	34	41	MERLE HAGGARD/Let's Chase Each Other Around The Room (Epic)	94/61	3	25	66
--	49	43	43	KATHY MATTEA/You've Got A Soft Place To Fall (Mercury/PG)	95/13	2	37	56
--	47	42	44	TAMMY WYNETTE/Lonely Heart (Epic)	75/4	9	41	25
7	16	32	45	VERN GOSDIN/I Can Tell By The Way You Dance (Complet/PG)	56/0	18	17	21
--	50	46	46	GENE WATSON/Little By Little (MCA)	89/11	1	34	54
DEBUT	47	34	47	LEON EVERETTE/Shot In The Dark (RCA)	85/26	0	29	56
9	15	34	48	GARY MORRIS/Between Two Fires (WB)	47/0	8	18	21
DEBUT	49	34	49	SYLVIA/Love Over Old Times (RCA)	84/28	1	21	62
6	24	41	50	GEORGE JONES/You've Still Got A Place In My Heart (Epic)	44/0	6	22	16

### MOST ADDED

Let's Chase Each Other Around The Room (Epic)  
 OAK RIDGE BOYS (56)  
 Everyday (MCA)  
 B. MANDELL & L. GREENWOOD (54)  
 To Me (MCA)  
 EDDY RAVEN (32)  
 I Could Use Another You (RCA)  
 SYLVIA (28)  
 Love Over Old Times (RCA)  
 LEON EVERETTE (26)  
 Shot In The Dark (RCA)  
 LIONEL RICHIE (23)  
 Stuck On You (Motown)  
 RICKY SKAGGS (21)  
 Uncle Ben (Epic)  
 VERN GOSDIN (19)  
 What Would Your... (Complet/PG)  
 RONNIE McDOWELL (19)  
 I Got A Million Of 'Em (Epic)  
 CRYSTAL GAYLE (19)  
 Turning Away (WB)

### HOTTEST

DON WILLIAMS (78)  
 That's The Thing About Love (MCA)  
 ANNE MURRAY (67)  
 Just Another Woman In Love (Capitol)  
 EARL THOMAS CONLEY (61)  
 Angel In Disguise (RCA)  
 LEE GREENWOOD (56)  
 God Bless The U.S.A. (MCA)  
 EDDIE RABBITT (49)  
 B-B-B-Burning Up With Love (WB)  
 JUDDS (43)  
 Mama He's Crazy (RCA/Curb)  
 HANK WILLIAMS JR. (28)  
 Attitude Adjustment (WB/Curb)  
 STATLERS (24)  
 Atlanta Blue (Mercury/PolyGram)  
 RONNIE MILSAP (21)  
 Still Losing You (RCA)  
 MOE BANDY & JOE STAMPLEY (19)  
 Where's The Dress (Columbia)  
 DOLLY PARTON (17)  
 Tennessee Homesick Blues (RCA)  
 T.G. SHEPPARD (17)  
 Somewhere Down The Line (WB/Curb)

MOST ADDED & HOTTEST list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicate the total number of country reporters adding the song this week or noting that the song is among their five hottest.

## BREAKERS

**KATHY MATTEA**  
**You've Got A Soft Place To Fall (Mercury/PolyGram)**  
 On 60% of reporting stations. Rotations: Heavy 2, Medium 37, Light 56, Total Adds 13, WSEN, WYNK, WFNC, KIKK, KSSN, WAMZ, WKIX, WONE, KECK, WDGY, WTHI, KYGO, KVGE, Heavy: KKYX, WCXI. Moves 49-43 on the Country chart.

The information shown on the National Airplay 50, Breakers, New & Active and Significant Action, is current. The results shown are based on reports taken from our reporters on Monday, 7-2-84.

**"YOU'VE GOT A SOFT PLACE TO FALL"**  
92221A-7

From The Album  
**'KATHY MATTEA'**

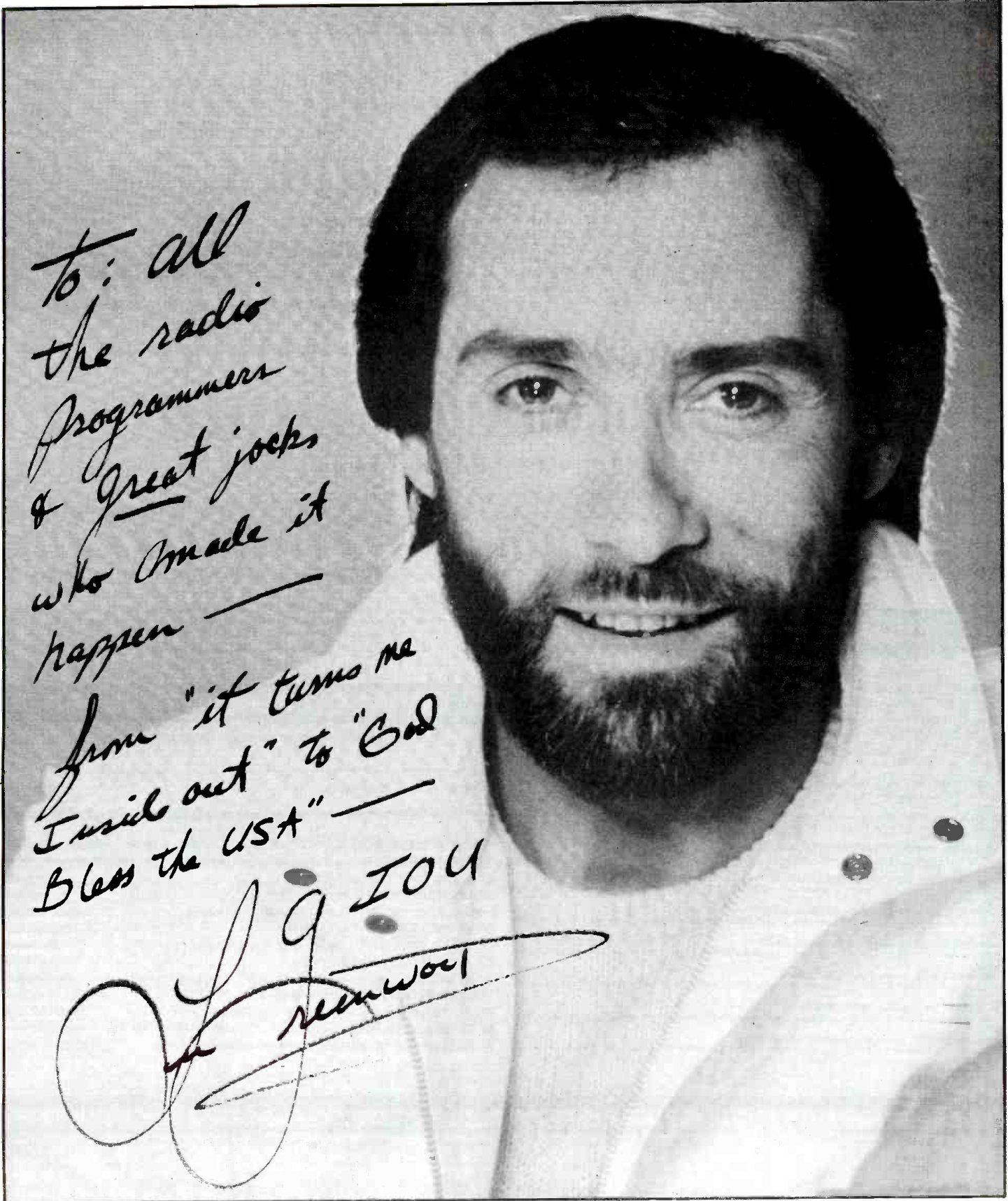


Produced by  
 Rick Peoples & Byron Hill

Manufactured and Marketed by  
**PolyGram Records**



# KATHY MATTEA



To: all  
the radio  
programmers  
& great jocks  
who made it  
happen —

from "it turns me  
inside out" to "God  
Bless the USA" —

Lee Greenwood  
renewed

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**KATHY GANGWISCH & ASSOC., INC.**  
PUBLIC RELATIONS



**Country's Most Current Music**  
**NEW & ACTIVE**

- GENE WATSON "Little By Little" (MCA) 89/11**  
 Rotations: Heavy 1, Medium 34, Light 54, Total Adds 11, WVVVA, WXBO, WEZL, WESC, WUSQ, WTOR, WNNI, KWMT, WHBF, KTTS, KKCS. Heavy: KASE, Medium: WSNQ, KNIX, KMPS. Moves 50-46 on the Country chart.
- LEON EVERETTE "Shot In The Dark" (RCA) 86/25**  
 Rotations: Heavy 0, Medium 29, Light 56, Total Adds 26 including WRKZ, WXLX, WXY, WCOS, WFNC, KISS-FM, WUSQ, WTOR, WCLZ, WFMS, WHBF, WTHI, KKCS, KVEG, KIGD. Debuts at number 47 on the Country chart.
- SYLVIA "Love Over Old Times" (RCA) 84/28**  
 Rotations: Heavy 1, Medium 21, Light 62, Total Adds 28 including WCAO, WRKZ, WIXY, WFNC, KIKK, KISS-FM, WUSQ, WTOR, KJLJ, WQHK, WFMS, WTHI, KIK-FM, KKCS, KMAK, KSNL. Debuts at number 49 on the Country chart.
- GUS HARDIN "How Are You Spending My Nights" (RCA) 79/10**  
 Rotations: Heavy 1, Medium 26, Light 53, Total Adds 10, WCAO, WXLX, WVVVA, WFNC, KLLL, WUSQ, WTOR, WFMS, WMIL, KTTS. Heavy: CHOW, Medium: WLVW, KRKT, KFRY, KTOA.
- TAMMY WYNETTE "Lonely Heart" (Epic) 75/4**  
 Rotations: Heavy 9, Medium 41, Light 25, Total Adds 4, WKY, K102, KUJY, KRAK. Heavy: CHOW, KASE, KIKK, WMC, WOKK, KUZZ, WRRK, WMBE, KSOP. Medium: WCXI, WOW.
- KIMBERLY SPRINGS "Slow Dancin'" (Capitol) 72/7**  
 Rotations: Heavy 1, Medium 18, Light 46, Total Adds 13 including WXKW, WNN, WVVVA, WSOC, WAMZ, WMC, WVVVV, WDAF, WXCL, WL, KFDI, KUZZ, KYGO, KMAK, KNIX, KTOA, KCKC.
- JUICE NEWTON "A Little Love" (RCA) 62/4**  
 Rotations: Heavy 2, Medium 23, Light 38, Total Adds 4, WZZK, WFMS, WTHI, KKCS. Heavy: WXXW, Medium: WYKG, WLQ, KLA, KYXX, WRK, WSLR, WONE, WKQD, KRSY, KSOP.
- BARBARA MANDRELL & LEE GREENWOOD "To Me" (MCA) 61/54**  
 Rotations: Heavy 2, Medium 13, Light 48, Total Adds 54 including WSNQ, WPOR, WMZQ, KEAN, WTVY, WESC, WNOX, WTOR, WXCJ, WDOY, WL, KNIX, KTOA, KSNL, KMPS.
- BECKY HOBBS "Oklahoma Heart" (Liberty) 61/3**  
 Rotations: Heavy 2, Medium 23, Light 38, Total Adds 4, WZZK, WFMS, WTHI, KKCS. Heavy: KKYX, KEBC, Medium: WSNQ, WYIL, KMML, KHEY, WWO, WMIL, WHBF, WTOR, KEAN, KMPS, KJCB.
- REX ALLEN JR. "Dream On Texas Ladies" (Moon Shine) 51/18**  
 Rotations: Heavy 0, Medium 10, Light 41, Total Adds 18 including WEZL, KHEY, WFNC, WKSJ, KYXX, WUSQ, KSO, KRK, WAXX, WTL, KRKT, KKAL, KMAK, KRWO, KVEG, KTOA.

**SIGNIFICANT ACTION**

- RONNIE DUNN "She Put The Sad In All His Songs" (MCA/Churchill) 45/4**  
 Rotations: Heavy 0, Medium 14, Light 31, Total Adds 4, WSOC, WAXX, KFDI, KRWO. Medium: WYIL, KXYL, KIKK, KKYX, WTOR, KRSY.
- JOHNNY CASH "The Chicken In Black" (Columbia) 40/13**  
 Rotations: Heavy 2, Medium 8, Light 32, Total Adds 13 including WVVVA, WYIL, WWO, WIRK, WMIL, KTRK, KFDI, KMAK, KLAB, Q92.
- TOM T. HALL "Famous In Missouri" (Mercury/PolyGram) 38/4**  
 Rotations: Heavy 1, Medium 12, Light 25, Total Adds 4, KKYX, WUSQ, KEBC, KKAL. Heavy: KQIL. Medium: WGNA, WYIL, WEZL, WVVVO, KSOP.
- GARY WOLF "You Bring The Heartache" (Mercury/PolyGram) 37/7**  
 Rotations: Heavy 0, Medium 8, Light 31, Total Adds 7, WCAO, WFNC, WUSQ, KWMT, KTOA, KSOP, KMPS. Medium: WBGW, KBMR, KIGD.
- EDDY RAVEN "I Could Use Another You" (RCA) 34/32**  
 Rotations: Heavy 1, Medium 8, Light 27, Total Adds 32 including WBGW, WSNQ, KASE, WTVY, WESC, WKSJ, WRK, KSO, WUCZ, KWJJ, KRSY.
- LIONEL RICHIE "Stuck On You" (Motown) 34/23**  
 Rotations: Heavy 1, Medium 3, Light 30, Total Adds 23 including WXKW, WMZQ, WZZK, WSOC, KKK, KSSN, WTOR, WBCS, KEBC, WDW, KKCS, KTOA.
- CRAIG DILLINGHAM "1984" (MCA/Curb) 32/7**  
 Rotations: Heavy 0, Medium 4, Light 28, Total Adds 7, KRVR, KMML, KTTS, KMAK, Q92, KGA. Medium: KRKT, KQIL, KRSY, Light: WIRK.
- SIERRA "Love Is The Reason" (Awesome) 30/5**  
 Rotations: Heavy 0, Medium 5, Light 25, Total Adds 5, KLLL, WWO, KTTS, KRKT, KMAK. Medium: WBGW, WSNQ, KISS-FM, WTL.
- BOXCAR WILLIE "Luther" (Main Street) 29/12**  
 Rotations: Heavy 1, Medium 1, Light 27, Total Adds 12 including WIXY, KMML, WTVY, WFNC, KKYX, WUSN, WTL, WOW, KTTS, Q92.
- RICKY SKAGGS "Uncle Pen" (Epic) 26/21**  
 Rotations: Heavy 0, Medium 8, Light 18, Total Adds 21 including WBGW, WSNQ, WSOC, WNOX, WAMX, WONE, WCXI, KYGO, KSOP, KSON.
- JOE SUN "Bad For Me" (AMI) 26/3**  
 Rotations: Heavy 0, Medium 3, Light 23, Total Adds 3, KMML, WKLO, WHBF. Medium: WPTR, WIRK, KQIL. Light: WLWI, KVOO, KGA.
- MERLE KILGORE "Just Out Of Reach" (WB) 25/5**  
 Rotations: Heavy 0, Medium 5, Light 20, Total Adds 5, WVVVA, WYIL, WYNK, KBMR, Q92. Medium: WTVY, WOW, KVOO, KQIL, KGO.

- JACK GREENE "Dying To Believe" (EMH) 25/4**  
 Rotations: Heavy 0, Medium 6, Light 18, Total Adds 4, WNNI, KRKT, KRSY, KGA. Medium: WGNA, CHOW, WTVY, WOKK, WCXI.
- NARVEL FELTS "Let's Live This Dream Together" (Evergreen) 23/7**  
 Rotations: Heavy 0, Medium 3, Light 20, Total Adds 7, WVVVA, KRVR, KEBC, WHBF, WVVVO, KFDI, KRKT. Medium: WLWI, KSO.
- MIKE CAMPBELL "You're The Only Star..." (Columbia) 23/3**  
 Rotations: Heavy 0, Medium 2, Light 21, Total Adds 3, WEZL, WHBF, KRSY. Medium: KRMD, KWJJ. Light: WSHO, WRK, KTT, KMAK.
- RONNY ROBBINS "Those You Lose" (Columbia) 22/6**  
 Rotations: Heavy 1, Medium 6, Light 15, Total Adds 6, KRVR, KBMR, KSO, WXCL, KTTS, KRWO. Heavy: KISS-FM. Medium: KMML, WMC, KSOP.
- VICTORIA SHAW "Needing A Night Like This" (MPB) 22/3**  
 Rotations: Heavy 0, Medium 4, Light 18, Total Adds 3, WTHI, KRKT, KIGD. Medium: WBGW, WYIL, WVVVO. Light: WTVY, KISS-FM, WXXL, KVEG.
- MEL MCCANNIEL "All Around The Water Tank" (Capitol) 21/17**  
 Rotations: Heavy 0, Medium 4, Light 17, Total Adds 17 including WSNQ, KASE, KKYX, KSO, KVOO, KFDI, KRKT, KQIL, KMP, KRSY, KGA.
- SAVANNAH "My Girl" (Mercury/PolyGram) 20/9**  
 Rotations: Heavy 0, Medium 5, Light 15, Total Adds 9, WZZQ, CHOW, WFNC, WOKK, KISS-FM, WVVVO, Q92, KCKC, KMP, KRSY.
- VERN GOSDIN "What Would Your Memories Do" (Compass/PolyGram) 19/19**  
 Rotations: Heavy 1, Medium 3, Light 15, Total Adds 19 including WBGW, WSNQ, WSOC, WTVY, WKSJ, KBMR, KSO, KFDI, KUZZ, KMAK, KWJJ.
- LARRY GATLIN & THE GATLIN BROTHERS "Lady Takes Cowboy Every Time" (Columbia) 18/17**  
 Rotations: Heavy 0, Medium 5, Light 13, Total Adds 17 including CHOW, WNOX, KSSN, WKSJ, WRRK, WCXI, WDAF, KRWO, KQIL, KTOA.
- KENNY ROGERS "Midsummer Nights" (RCA) 18/3**  
 Rotations: Heavy 1, Medium 8, Light 8, Total Adds 3, WKLO, KCB, KTTS. Heavy: WAMZ. Medium: WPTR, WIXY, KKYX, WVVVO, KSON.
- DAVID FRIZZELL "When We Get Back To The Farm" (Viva) 16/16**  
 Rotations: Heavy 0, Medium 2, Light 14, Total Adds 16 including WSNQ, KEAN, WESC, WWO, KSO, KTRK, KFDI, KJOT, KML, KTRK, KCKC.
- KAREN BROOKS "Tonight I'm Here With Someone Else" (WB) 16/16**  
 Rotations: Heavy 0, Medium 0, Light 16, Total Adds 16 including WPOR, WXBO, WGT, WIRK, KBMR, KRKT, KFRY, KRK, KSON, KIGO.
- RAY CHARLES "Woman Sensuous Woman" (Columbia) 14/2**  
 Rotations: Heavy 0, Medium 3, Light 11, Total Adds 2, KRKT, KRWO. Medium: KVOO, KFDI, KQIL. Light: WSOC, KSSN, KFG, KTRK, KCKC.
- DONNA FARGO "My Heart Will Always Belong To You" (Cleva. Int./One) 14/1**  
 Rotations: Heavy 0, Medium 4, Light 13, Total Adds 17 including CHOW, WNOX, WVPAP, WCXI, KFGO. Light: WVVVA, WGT, WFNC, WOW, WHBF.
- LARRY JENKINS "You're The Best I Never Had" (MCA) 13/1**  
 Rotations: Heavy 0, Medium 1, Light 12, Total Adds 1, KKYX. Medium: WLWI. Light: KISS-FM, WOW, KUGN, KSOP, KMPS, KGO.
- SANDY CROFT "Easier" (Capitol) 8/4**  
 Rotations: Heavy 0, Medium 0, Light 8, Total Adds 4, KHEY, KKYX, KBMR, KMPS. Light: WKSJ, KVOO.
- LEON RUSSELL "Good Time Charlie's Got The Blues" (Parade) 8/3**  
 Rotations: Heavy 1, Medium 1, Light 6, Total Adds 3, WWO, WOV, WTVY. Heavy: KISS-FM. Medium: KFDI. Light: WSN, WKSJ, KTOA.
- BUTCH BAKER "Bum Georgia Bum..." (Mercury/PolyGram) 8/2**  
 Rotations: Heavy 0, Medium 0, Light 8, Total Adds 2, WYIL, KBMR. Light: WKSJ, KRMO, KSO.
- BOBBY JENKINS "Black Jack Whiskey" (Zone 7) 8/1**  
 Rotations: Heavy 0, Medium 0, Light 8, Total Adds 1, KRWO. Light: WPTR, WYIL, KYXX, KRK, KUGN.
- WAYNE KEMP "I've Always Wanted To" (Doorknob) 8/0**  
 Rotations: Heavy 0, Medium 0, Light 8, Total Adds 0. Light: KHEY, WNOX, WLWI, KKYX, KFGO, WTOR, KVOO, KFDI.


**COUNTRY ALBUM TRACKS**

Cuts are listed in order, with the first cut receiving the heaviest airplay.

ARTIST/Song Title (Label)	Album Title
HANK WILLIAMS JR./All My Rowdy... (WB/Curb)	Major Moves
GEORGE JONES/Learning To Do Without Me (Epic)	You've Still Got A Place..
CONWAY TWITTY/Bad Boy (WB)	By Heart
ALABAMA/If You're Gonna Play In Texas (RCA)	Roll On
HANK WILLIAMS JR./Country Relaxin' (WB/Curb)	Major Moves
GARY MORRIS/Baby Bye Bye (WB)	Faded Blue
CONWAY TWITTY/I Don't Know A Thing About Love (WB)	By Heart
GARY MORRIS/Faded Blue (WB)	Faded Blue
GARY MORRIS/Second Hand Heart (WB)	Faded Blue
REBA McENTIRE/Poison Sugar (MCA)	Just A Little Love
HANK WILLIAMS JR./Mr. Lincoln (WB/Curb)	Major Moves
M. TILLIS with W. NELSON/Texas On A Saturday Night (MCA)	New Patches
W. NELSON & J. IGLESIAS/As Time Goes By (Columbia)	Without A Song

**Did you know that the Fisk Jubilee Singers were the 1st to give Nashville its nickname of Music City U.S.A.?**

**THE NASHVILLE MUSIC ASSOCIATION**  
 thought you'd like to know.





## NEW & ACTIVE

**GENE WATSON "Little By Little" (MCA) 89/11**  
 Rotations: Heavy 0, Medium 34, Light 54, Total Adds 11, WYVA, WXBG, WEZL, WESC, WUSQ, WTOR, WMNI, KWMT, WHBF, KTTS, KKCS. Heavy: KASE. Medium: WNSO, KNIX, KMPX. Moves 50-46 on the Country chart.

**LEON EVERETTE "Shot In The Dark" (RCA) 85/25**  
 Rotations: Heavy 0, Medium 28, Light 56, Total Adds 28 including WRKZ, WXL, WKY, WCOS, WFNC, KISS-FM, WUSQ, WTOR, WCUZ, WFMS, WHBF, WTH, KKCS, KVEG, KGO. Debuts at number 47 on the Country chart.

**SYLVIA "Love Over Old Times" (RCA) 84/28**  
 Rotations: Heavy 1, Medium 21, Light 62, Total Adds 28 including WCAO, WRKZ, WIXY, WFNC, KIKK, KISS-FM, WUSQ, WTOR, KJLJ, WQK, WFMS, WTH, KIK-FM, KKCS, KMAK, KKSAN. Debuts at number 49 on the Country chart.

**GUS HARDIN "How Are You Spending My Nights" (RCA) 79/10**  
 Rotations: Heavy 1, Medium 25, Light 53, Total Adds 10, WCAO, WXL, WYVA, WFNC, KLLL, WUSQ, WTOR, WFMS, WMIL, KTTS. Heavy: CHOW. Medium: WMNI, KRKT, KRSY, KTOA.

**TAMMY WYNETTE "Lonely Heart" (Epic) 75/4**  
 Rotations: Heavy 9, Medium 41, Light 25, Total Adds 4, WIXY, K102, KUJY, KRAK. Heavy: CHOW, KASE, KIKK, WMC, WOKK, KKYX, WQK, WMNI, KSP. Medium: WCUZ, WOW.

**KIMBERLY SPRINGS "Slow Dancin'" (Capitol) 72/7**  
 Rotations: Heavy 0, Medium 20, Light 52, Total Adds 7, WAJR, WFNC, WRNL, KECK, KMAK, KVEG, KMPX. Medium: WBGW, WYVA, WEZL, WKSJ, KBMR, WFMS, KVOD, KQIL.

**OAK RIDGE BOYS "Everyday" (MCA) 63/56**  
 Rotations: Heavy 1, Medium 16, Light 46, Total Adds 56 including WXKW, WBN, WYVA, WSOB, WAMZ, WMC, WWWW, WDAF, WXCL, WL, KFDI, KUZZ, KYGO, KMAK, KNIX, KTOA, KCCK.

**JUICE NEWTON "A Little Love" (RCA) 62/4**  
 Rotations: Heavy 1, Medium 25, Light 38, Total Adds 4, WZZK, WFMS, WTH, KKCS. Heavy: WTKW. Medium: WKYQ, WILD, KJLA, KYXX, WKIL, WSLR, WONE, WKGO, KRSY, KSP.

**BARBARA MANDRELL & LEE GREENWOOD "To Me" (MCA) 61/54**  
 Rotations: Heavy 2, Medium 13, Light 46, Total Adds 54 including WNSO, WFOR, WMZQ, KEAN, WTVY, WESC, WNOX, WTOR, WCKI, WDGY, WL, KNIX, KTOA, KSON, KMPX.

**BECKY HOBBS "Oklahoma Heart" (Liberty) 61/3**  
 Rotations: Heavy 1, Medium 25, Light 38, Total Adds 3, WFOR, WFMS. Heavy: KKYX, KEBB. Medium: WNSO, WYLI, KMML, KHEY, WWOV, WMIL, WHBF, WTDQ, KEN, KMPX, KCUB.

**REX ALLEN JR. "Dream On Texas Ladies" (Moon Shine) 51/18**  
 Rotations: Heavy 0, Medium 10, Light 41, Total Adds 12 including WEZL, KHEY, WFNC, WKSJ, KYXX, WUSQ, KQ, KRK, WAXX, WTL, KRKT, KKA, KMAK, KRWO, KVEG, KTOA.

## SIGNIFICANT ACTION

**RONNIE DUNN "She Put The Sad In All His Songs" (MCA/Churchill) 45/4**  
 Rotations: Heavy 0, Medium 14, Light 31, Total Adds 4, WSOB, WAXX, KFDI, KRWO. Medium: WYJ, KXYL, KIKK, KKYX, WTDQ, KRSY.

**JOHNNY CASH "The Chicken In Black" (Columbia) 40/13**  
 Rotations: Heavy 0, Medium 8, Light 32, Total Adds 13 including WYVA, WYI, WWOV, WRK, WMIL, KTRP, KFDI, KMAK, K1AC, Q92.

**TOM T. HALL "Famous In Misouit" (Mercury/PolyGram) 38/4**  
 Rotations: Heavy 1, Medium 12, Light 25, Total Adds 4, KKYX, WUSQ, KEBB, KKAJ. Heavy: KQIL. Medium: WGNA, WYI, WEZL, WWJO, KSP.

**GARY WOLF "You Bring The Heartache" (Mercury/PolyGram) 37/7**  
 Rotations: Heavy 0, Medium 6, Light 31, Total Adds 7, WCAO, WFNC, WUSQ, KWMT, KTOA, KSP, KMPX. Medium: WBGW, KBMR, KGO.

**EDDY RAVEN "I Could Use Another You" (RCA) 34/32**  
 Rotations: Heavy 1, Medium 6, Light 27, Total Adds 32 including WBGW, WNSO, KASE, WTVY, WESC, WKSJ, WRK, KSO, WCUZ, KWJ, KRSY.

**LIONEL RICHIE "Stuck On You" (Motown) 34/23**  
 Rotations: Heavy 1, Medium 3, Light 30, Total Adds 23 including WXKW, WMZQ, WZZK, WSOB, KIKK, KSSN, WTOR, WBS, KEBB, WDW, KCCS, KTOA.

**CRAIG DILLINGHAM "1984" (MCA/Curb) 32/7**  
 Rotations: Heavy 0, Medium 4, Light 28, Total Adds 7, KRRV, KMML, KTTS, KMAK, Q92, KGA. Medium: KRKT, KQIL, KRSY. Light: WRK.

**SIERRA "Love Is The Reason" (Awesome) 30/5**  
 Rotations: Heavy 0, Medium 5, Light 25, Total Adds 5, KLLL, WWOV, KTTS, KRKT, KMAK. Medium: WBGW, WNSO, KISS-FM, WTL.

**BOXCAR WILLIE "Luther" (Main Street) 29/12**  
 Rotations: Heavy 1, Medium 1, Light 27, Total Adds 12 including WIXY, KMML, WTVY, WFNC, KKYX, WUSN, WTL, WOV, KTTS, Q92.

**RICKY SKAGGS "Uncle Pen" (Epic) 26/21**  
 Rotations: Heavy 0, Medium 8, Light 18, Total Adds 21 including WBGW, WNSO, WSOB, WNOX, WAMX, WONE, WCUZ, KYGO, KSP, KSON.

**JOE SUN "Bad For Me" (AMI) 26/3**  
 Rotations: Heavy 0, Medium 3, Light 23, Total Adds 3, KMML, WKLO, WHBF. Medium: WPTT, WRK, KQIL. Light: WLWI, KVOD, KGA.

**MERLE KILGORE "Just Out Of Reach" (WB) 25/5**  
 Rotations: Heavy 0, Medium 5, Light 20, Total Adds 5, WYVA, WYI, WYXK, KBMR, Q92. Medium: WTVY, WOW, KVOD, KQIL, KGO.

**JACK GREENE "Dying To Believe" (EMH) 25/4**  
 Rotations: Heavy 0, Medium 6, Light 19, Total Adds 4, WMNI, KRKT, KRSY, KGA. Medium: WGNA, CHOW, WTVY, WOKK, KSO, WCL.

**NARVEL FELTS "Let's Live This Dream Together" (Evergreen) 23/7**  
 Rotations: Heavy 0, Medium 3, Light 20, Total Adds 7, WYVA, KRRV, KEBB, WHBF, WWJO, KFDI, KRKT. Medium: WLWI, KSP.

**MIKE CAMPBELL "You're The Only Star..." (Columbia) 23/3**  
 Rotations: Heavy 0, Medium 2, Light 21, Total Adds 3, WEZL, WHBF, KRSY. Medium: KRMD, KWJ, Light: WNSO, WRK, KTTS, KMAK.

**RONNY ROBBINS "Those You Lose" (Columbia) 22/6**  
 Rotations: Heavy 0, Medium 8, Light 15, Total Adds 6, KRRV, KBMR, KSO, WXCL, KTTS, KRWO. Heavy: KISS-FM. Medium: KMML, WMC, KSP.

**VICTORIA SHAW "Needing A Night Like This" (MPB) 22/3**  
 Rotations: Heavy 0, Medium 4, Light 18, Total Adds 3, WTH, KRKT, KGO. Medium: WBGW, WYI, WWJO, Light: WTVY, KISS-FM, KVEG.

**MEL McDANIEL "All Around The Water Tank" (Capitol) 21/17**  
 Rotations: Heavy 0, Medium 4, Light 17, Total Adds 17 including WNSO, KASE, KKYX, KSO, KVOD, KFDI, KRKT, KQIL, KMPX, KGA.

**SAVANNAH "My Girl" (Mercury/PolyGram) 20/9**  
 Rotations: Heavy 1, Medium 5, Light 15, Total Adds 9, WMZQ, CHOW, WFNC, WOKK, KISS-FM, WWJO, Q92, KCCK, KMPX.

**VERN GOSDIN "What Would Your Memories Do" (Compass/PolyGram) 19/19**  
 Rotations: Heavy 1, Medium 3, Light 15, Total Adds 19 including WBGW, WNSO, WSOB, WTVY, WKSJ, KBMR, KSO, KFDI, KUZZ, KMAK, KWJ.

**LARRY GATLIN & THE GATLIN BROTHERS "Lady Takes Cowboy Every Time" (Columbia) 18/17**  
 Rotations: Heavy 0, Medium 5, Light 13, Total Adds 17 including CHOW, WNOX, WYI, WRNL, WCKI, WDAF, KRWO, KQIL, KTOA.

**KENNY ROGERS "Midsummer Nights" (RCA) 18/3**  
 Rotations: Heavy 0, Medium 5, Light 8, Total Adds 3, WKLO, KCJB, KTTS. Heavy: WAMZ. Medium: WPTT, WKIX, KKYX, WOW, KSON.

**DAVID FRIZZELL "When We Get Back To The Farm" (Viva) 16/16**  
 Rotations: Heavy 0, Medium 2, Light 14, Total Adds 16 including WNSO, KEAN, WESC, WNOX, KSO, KTRP, KFDI, KJOT, KNIX, KRSY.

**KAREN BROOKS "Tonight I'm Here With Someone Else" (WB) 16/16**  
 Rotations: Heavy 0, Medium 4, Light 16, Total Adds 16 including WFOR, WXBG, WGTQ, WRK, KBMR, KRKT, KFRY, KRSY, KSON, KGO.

**RAY CHARLES "Woman Sensuous Woman" (Columbia) 14/2**  
 Rotations: Heavy 0, Medium 3, Light 11, Total Adds 2, KRKT, KRWO. Medium: KVOD, KFDI, KQIL. Light: WSOB, KSSN, KFGO, KTRP, KCCK.

**DONNA FARGO "My Heart Will Always Belong To You" (Cleve. Int./One) 14/1**  
 Rotations: Heavy 0, Medium 4, Light 10, Total Adds 1, KTTS. Medium: WLWI, WPAF, WYI, KFGO. Light: WYVA, WGTQ, WFNC, WDW, WHBF.

**LARRY JENKINS "You're The Best I Never Had" (MCA) 13/1**  
 Rotations: Heavy 0, Medium 1, Light 12, Total Adds 1, KKYX. Medium: WLWI. Light: KISS-FM, WOW, KUGH, KSP, KMPX, KGA.

**SANDY CROFT "Easier" (Capitol) 8/4**  
 Rotations: Heavy 0, Medium 0, Light 8, Total Adds 4, KHEY, KKYX, KBMR, KMPX. Light: WKSJ, KVOD.

**LEON RUSSELL "Good Time Charlie's Got The Blues" (Parade) 8/3**  
 Rotations: Heavy 1, Medium 1, Light 6, Total Adds 3, WWOV, WOV, KRWO. Heavy: KISS-FM. Medium: KFDI. Light: WNSO, WKSJ, KTOA.

**BUTCH BAKER "Burn Georgia Burn..." (Mercury/PolyGram) 8/2**  
 Rotations: Heavy 0, Medium 0, Light 8, Total Adds 2, WYI, KBMR. Light: WKSJ, KRMD, KSP.

**BOBBY JENKINS "Black Jack Whiskey" (Zone 7) 8/1**  
 Rotations: Heavy 0, Medium 0, Light 8, Total Adds 1, KRWO. Light: WPTT, WYI, KKYX, KRK, KUGN.

**WAYNE KEMP "I've Always Wanted To" (Dor/knob) 8/0**  
 Rotations: Heavy 0, Medium 0, Light 8, Total Adds 0. Light: KHEY, WNOX, WLWI, KKYX, KFGO, WTDQ, KVOD, KFDI.

## COUNTRY ALBUM TRACKS

Cuts are listed in order, with the first cut receiving the heaviest airplay.

ARTIST/Song Title (Label)

Album Title

**HANK WILLIAMS JR./All My Rowdy... (WB/Curb) Major Moves**  
**GEORGE JONES/Learning To Do Without Me (Epic) You've Still Got A Place... By Heart**  
**CONWAY TWITTY/Bad Boy (WB) Roll On**  
**ALABAMA/If You're Gonna Play In Texas (RCA) Major Moves**  
**HANK WILLIAMS JR./Country Relatin' (WB/Curb) Faded Blue**  
**GARY MORRIS/Baby Bye Bye (WB) By Heart**  
**CONWAY TWITTY/I Don't Know A Thing About Love (WB) Faded Blue**  
**GARY MORRIS/Faded Blue (WB) Faded Blue**  
**GARY MORRIS/Second Hand Heart (WB) Just A Little Love**  
**REBA McENTIRE/Poison Sugar (MCA) Major Moves**  
**HANK WILLIAMS JR./Mr. Lincoln (WB/Curb) New Patches**  
**M. TILLIS with W. NELSON/Texas On A Saturday Night (MCA) Without A Song**  
**W. NELSON & J. IGLESIAS/As Time Goes By (Columbia)**

Did you know that the Fisk Jubilee Singers were the 1st to give Nashville its nickname of Music City U.S.A.?

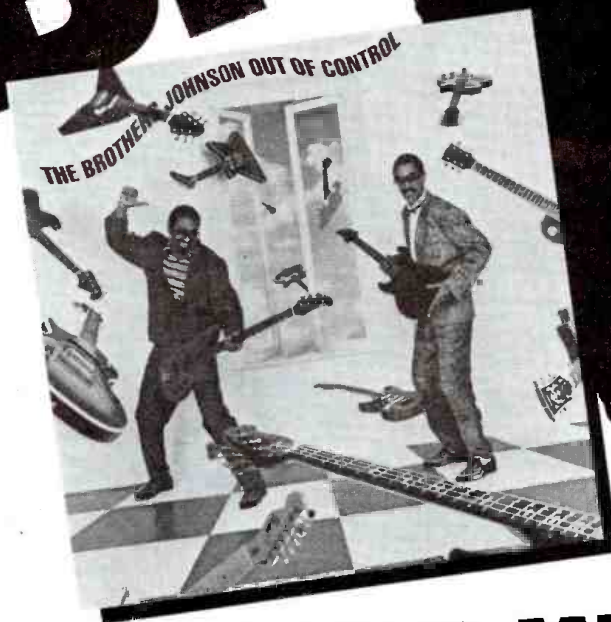
THE NASHVILLE MUSIC ASSOCIATION thought you'd like to know.







# DOUBLE BREAKER



## "YOU KEEP ME COMING BACK"

The smash single from

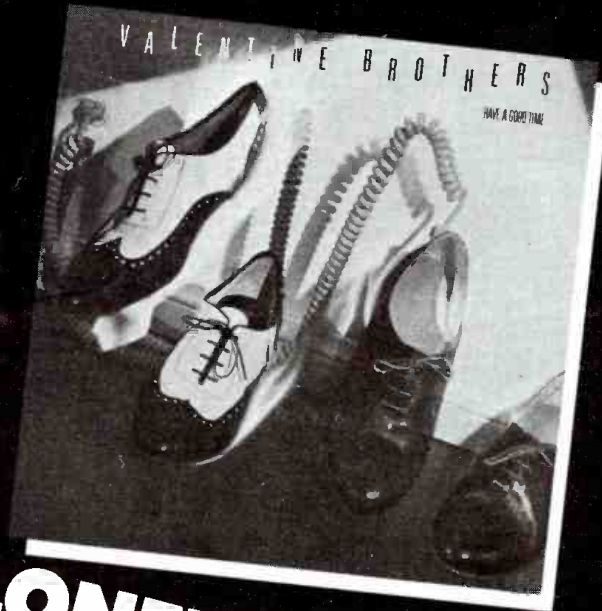
The Brothers Johnson's latest record **(Am-2654)\*\***

*Out of Control*

\*\* Produced by Leon F. Sylvers III and

Keg Johnson for Silverspoon Productions.

(Sp-4965.)



## "LONELY NIGHTS"

The first single from

The Valentine Brothers' new album **(Am-2647)\***

*Have A Good Time*

(Sp-4989)

\* Produced by The Valentine Brothers

Available on A&M Records and chrome cassettes from BASF







# AOR / ALBUMS

**July 6, 1984**

**173 REPORTERS**

Three Weeks	Two Weeks	Last Week			Total Reports	Hot Rotation	Medium Rotation	Total Adds All Rotations
1	2	2	<b>1</b>	<b>CARS/Heartbeat City (Elektra)</b>	"Drive" (145)	"Magic" (106)	"It's Not" (45)	171-168+ 3- 3-
2	1	1	<b>2</b>	<b>BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia)</b>	"Dancing" (158)	"Cover Me" (116)	"Born" (58)	173= 167- 6+ 0-
3	3	3	<b>3</b>	<b>JEFFERSON STARSHIP/Nuclear Furniture (Grunt/RCA)</b>	"No Way Out" (138)	"Layin'" (117)	"Sorry" (10)	158- 133- 25+ 3+
6	6	5	<b>4</b>	<b>ROD STEWART/Camouflage (WB)</b>	"Infatuation" (135)	"Bad" (28)	"All Right" (14)	143- 110+ 33- 1-
11	8	7	<b>5</b>	<b>CHRIS DeBURGH/Man On The Line (A&amp;M)</b>	"High On Emotion" (155)			156+ 78+ 78- 2+
9	7	6	<b>6</b>	<b>RATT/Out Of The Cellar (Atlantic)</b>	"Round" (128)	"Back" (22)	"Lack" (11)	141+ 95- 46+ 5+
-	-	10	<b>7</b>	<b>JOHN WAITE/No Brakes (EMI America)</b>	"Missing You" (154)			155+ 77+ 78- 5-
4	4	4	<b>8</b>	<b>STREETS OF FIRE/Soundtrack (MCA)</b>	"Deeper & Deeper" (135)	"I Can Dream" (12)		138- 78- 60= 1+
7	9	6	<b>9</b>	<b>STEVE PERRY/Street Talk (Columbia)</b>	"She's Mine" (105)	"Strung" (22)	"Oh" (14)	135- 83+ 52- 2-
14	13	11	<b>10</b>	<b>RUSS BALLARD/Russ Ballard (EMI America)</b>	"Voices" (117)			123- 44- 79- 2=
6	10	12	<b>11</b>	<b>RUSH/Grace Under Pressure (Mercury/PG)</b>	"Body" (58)	"Red" (44)	"Distant" (41)	109- 52- 54+ 14+
17	15	14	<b>12</b>	<b>SCORPIONS/Love At First Sting (Mercury/PG)</b>	"Still Loving" (92)	"Big City" (17)	"Leaving" (16)	114- 47- 64+ 6-
26	24	20	<b>13</b>	<b>HUEY LEWIS &amp; THE NEWS/Sports (Chrysalis)</b>	"If This" (51)	"Walking" (49)	"R&R" (24)	116+ 41+ 72+ 18-
39	30	26	<b>14</b>	<b>COREY HART/First Offense (EMI America)</b>	"Sunglasses At Night" (118)			119+ 49+ 69- 7-
5	5	9	<b>15</b>	<b>BILLY IDOL/Rebel Yell (Chrysalis)</b>	"Eyes Without A Face" (91)			96- 65- 31+ 1-
21	19	18	<b>16</b>	<b>STEVIE RAY VAUGHAN/Couldn't Stand The Weather (Epic)</b>	"Voodoo" (73)	"Couldn't" (43)	"Cold" (42)	119- 29+ 90- 3-
33	26	25	<b>17</b>	<b>TWISTED SISTER/Stay Hungry (Atlantic)</b>	"We're Not Gonna Take It" (115)			117+ 24+ 90+ 7+
19	18	19	<b>18</b>	<b>WHITESNAKE/Slide It In (Geffen)</b>	"Slow" (103)	"Stranger" (10)		108- 37+ 71- 3=
34	27	23	<b>19</b>	<b>TONY CAREY/Some Tough City (MCA)</b>	"The First Day Of Summer" (114)			115+ 28+ 86- 7-
32	28	22	<b>20</b>	<b>VAN HALEN/1984 (WB)</b>	"Panama" (84)	"I'll Wait" (12)		96+ 53+ 43= 4-
-	-	27	<b>21</b>	<b>PRINCE/Purple Rain (WB)</b>	"When Doves Cry" (89)	"Let's Go Crazy" (40)		99+ 66+ 32- 9-
<b>DEBUT</b>			<b>22</b>	<b>ELTON JOHN/Breaking Hearts (Geffen)</b>	"Sad Songs (Say So Much)" (91)	"Restless" (29)		107 47 54 20
18	16	15	<b>23</b>	<b>THOMPSON TWINS/Into The Gap (Arista)</b>	"Doctor! Doctor!" (94)			95- 58- 37- 0-
-	38	29	<b>24</b>	<b>BOX OF FROGS/Box Of Frogs (Epic)</b>	"Back" (104)	"Two Steps Ahead" (12)		117+ 16+ 95+ 20-
10	11	16	<b>25</b>	<b>RED RIDER/Breaking Curfew (Capitol)</b>	"Young Thing, Wild Dreams (Rock Me)" (92)			97- 30- 67- 0-
12	17	21	<b>26</b>	<b>ZZ TOP/Eliminator (WB)</b>	"Legs" (77)			77- 53- 24- 1+
23	21	24	<b>27</b>	<b>LITTLE STEVEN/Voice Of America (EMI America)</b>	"Los Desaparecidos" (91)	"Darkness" (17)		101- 17- 83- 7+
<b>DEBUT</b>			<b>28</b>	<b>DIO/The Last In Line (WB)</b>	"The Last In Line" (97)			99 13 70 35
16	12	13	<b>29</b>	<b>CHICAGO/Chicago 17 (WB)</b>	"Stay The Night" (75)			81- 45- 36+ 2+
29	25	28	<b>30</b>	<b>R.E.M./Reckoning (IRS/A&amp;M)</b>	"So. Central Rain" (85)	"Pretty" (10)		90- 23- 66- 3-
-	-	39	<b>31</b>	<b>GLENN FREY/The Allnighter (MCA)</b>	"Smuggler's" (67)	"Sexy Girl" (28)	"Better" (16)	103+ 11+ 79+ 37-
-	-	34	<b>32</b>	<b>NIGHT RANGER/Midnight Madness (Camel/MCA)</b>	"When You Close" (79)	"Sister" (10)		87+ 14- 68+ 23+
37	33	33	<b>33</b>	<b>ANDY FRASER/Fine Fine Line (Island)</b>	"Fine, Fine Line" (78)			86+ 7- 78+ 5-
-	36	35	<b>34</b>	<b>BILLY SATELLITE/Billy Satellite (Capitol)</b>	"Satisfy Me" (80)			84+ 12= 69+ 10+
13	14	17	<b>35</b>	<b>VAN STEPHENSON/Righteous Anger (MCA)</b>	"Delilah" (58)	"Big Girls" (18)		75- 26- 47- 4=
<b>DEBUT</b>			<b>36</b>	<b>FASTWAY/All Fired Up (Columbia)</b>	"Tell Me" (74)			83 8 62 26
24	23	30	<b>37</b>	<b>ROGER GLOVER/Mask (21/PG)</b>	"The Mask" (78)			78- 11- 67- 1-
22	22	31	<b>38</b>	<b>PSYCHEDELIC FURS/Mirror Moves (Columbia)</b>	"The Ghost In You" (57)			65- 24- 40- 2-
<b>DEBUT</b>			<b>39</b>	<b>XXIIIrd OLYMPIAD/Official Music (Columbia)</b>	"Nothing's Gonna Stop You Now" (65)			66- 9= 56+ 5-
38	39	38	<b>40</b>	<b>FOOTLOOSE/Soundtrack (Columbia)</b>	"I'm Free" (46)	"Almost Paradise" (13)		57- 26= 31- 1-

## BREAKERS.

**ELTON JOHN**  
**Breaking Hearts (Geffen)**

62% of our reporters on it. 107/20 including adds at WMMR, WCKO, KYYS, WQFM, KBCO, KBPI, KINK, KROY. Debuts at #22 on the Albums chart.

**GLENN FREY**  
**The Allnighter (MCA)**

60% of our reporters on it. 103/37 including adds at WBAB, KEGL, KLOL, WSHE, WLUP, KLOS, KOKB, KZAP, KGB, KRQR. Moves 39-31 this week on the Album chart.

**DIO**  
**The Last In Line (WB)**

57% of our reporters on it. 99/35 including adds at WHJY, KEGL, KZEW, KSRR, WEBN, KKCI, KMET, KOKB, KOMA, KSJO. Debuts at #28 on the Albums chart.

**AOR BREAKERS** — Records 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.

**JUST WHEN YOU  
THOUGHT MUSIC WAS  
GOING SOFT ON YOU...**



**WALKIN' THE RAZOR'S EDGE**

Featuring **ROCK YOU,**  
**YOUNG & WRECKLESS, FEEL THE FIRE** *Capitol*

# ADRENALIN™

American Heart

## "FAR AWAY EYES"

PUT THE FIREWORKS ON THE AIR!

### ADDS:

KLOS, WKLS, KBPI, KSJO, KOME, KATT, KICT, WAAF, KOZZ, KZAP, WRXT, WLVO, KAWY, KSQY, KISS, WYDD, WWCT, WRUF, WOUR, KNCN, KWHL, WOWE, WIMZ, WDHA, KOLA, WHMD.

### TOTAL STATIONS:

56

### HOT TRACKS DEBUT 60



HOME OF THE ARTISTS

DISTRIBUTED BY MCA-DISTR. CORP.

LP XR 9517  
CASSETTE XRC 9517

# AOR ALBUMS

## MOST ADDED

- GLENN FREY (37)  
The Allnighter (MCA)
- DIO (35)
- The Last In Line (WB)
- FASTWAY (26)
- All Fired Up (Columbia)
- ADRENALIN (24)
- American Heart (Rocshire)
- NIGHT RANGER (23)
- Midnight Madness (Carnel/MCA)
- BOX OF FROGS (20)
- Box Of Frogs (Epic)
- ELTON JOHN (20)
- Breaking Hearts (Geffen)

## MOST HOTS

- CARS (168)
- Heartbeat City (Elektra)
- BRUCE SPRINGSTEEN (167)
- Born In The U.S.A. (Columbia)
- JEFFERSON STARSHIP (133)
- Nuclear Furniture (Grunt/RCA)
- ROD STEWART (110)
- Camouflage (WB)
- RATT (95)
- Out Of The Cellar (Atlantic)
- STEVE PERRY (83)
- Street Talk (Columbia)

## NEW & ACTIVE

**TINA TURNER/Private Dancer (Capitol) 67/4 (71/8)**  
 Adds: WLUP, WAPI, WYFE, KFMO. Hots: 10 WRXT, WYDD, KBCO, KAZY, WQBK, CHEZ-FM, KILO, WHMD, KSPN, KTCL. Mediums: 56 include WHJY, WMMS, KBPI, KROQ, KUPD, KQAK.

**ELVIS COSTELLO AND THE ATTRACTIONS/Goodbye Cruel World (Columbia) 59/10 (51/12)**  
 Adds: CHUM-FM, KAZY, KROQ, WOVE, WZXY, KMJX, WKZL, KREM, KUFO, KFMO. Hots: 14 include WBCN, WLIR, KBCO, 91X, KQAK, WPDH. Mediums: 41 include WMMR, WSHE, WLUP, KFOG.

**JACKSONS/Victory (Epic) 59/1 (0/0)**  
 Adds: WDEK. Hots: 28 include WBCN, KROQ, 91X, WZZO, WPDH, WIMZ, WZXR, WKDF, WLAV. Mediums: 30 include WAPP, WCKO, WLUP, KROY, KFOG.

**ADRENALIN/American Heart (Rocshire) 56/24 (38/26)**  
 Adds: include KBPI, KLOS, KSJO, WAAF, KNCN, WIMZ, WLVO, KATT. Hots: 2 WRIF, WLAV. Mediums: 41 include WDVE, WHJY, WNOR, WQFM, KUPD, KRQR.

**MAMA'S BOYS/Mama's Boys (Jive/Arista) 55/9 (48/8)**  
 Adds: include WKLS, KNCN, WAPL, WIOT, KFIV-FM, KUFO, WBYG. Hots: 8 WQFM, KRQR, KSJO, KZOK, KRIX, KISS, KXZL, KFMO. Mediums: 45 include WDVE, WHJY, KLLO, WRIF, KUPD, KZAP, KGB.

**GHOSTBUSTERS/Soundtrack (Arista) 44/12 (34/13)**  
 Adds: include WBCN, WNEW-FM, WSHE, WLUP, KRIX, KNCN, WKQQ, KXZL, K97, KUFO. Hots: 15 include WMMR, WYDD, WMMS, KCAL, WZZO, WLAV. Mediums: 22 include WAPP, WSKS, KBCO, 91X, KFOG.

**KICK AXE/Vices (Pasha/CBS) 39/9 (34/10)**  
 Adds: KSHE, KUPD, KRQR, KNCN, WIMZ, KMJX, WFBQ, WRUF, KUFO. Hots: 6 WQFM, KMET, KRCK, KZOK, CFOX, CITI-FM. Mediums: 27 include WDVE, KZEW, WYFN, KGB, KSJO.

**INXS/The Swing (Atco) 39/7 (38/6)**  
 Adds: WNOR, WPDH, WIMZ, WLAV, WIOT, WWWV, WBYG. Hots: 14 include WAPP, KBCO, KROQ, KQAK. Mediums: 22 include WMMR, WYSP, WMMS, 91X, KFOG.

**DIFFORD & TILBROOK/Difford & Tilbrook (A&M) 38/6 (35/7)**  
 Adds: WYDD, WZZO, WKTU, WHMD, KSPN, KFMO. Hots: 6 include WBAB, WLIR, KBCO, KQAK, WQBK. Mediums: 31 include WBCN, WAPP, WMMR, WCKO, KROQ, 91X, KREL.

**LITA FORD/Dancin' On The Edge (Mercury/PolyGram) 37/10 (31/10)**  
 Adds: WNEW-FM, KEGL, WMMS, KRCK, KISW, KISS, WYFE, WRUF, KSQY, KWHL. Hots: 2 KZOK, KLPX. Mediums: 32 include WDVE, KZEW, WYFN, KLOS, KUPD, KGB, KSJO.

**WANG CHUNG/Points On The Curve (Geffen) 35/3 (37/5)**  
 Adds: WYSP, WLVO, WWCT. Hots: 16 include WBCN, WKLS, WLUP, WSKS, KDKB, 91X. Mediums: 19 include WAPP, WMMR, WMMS, KMET.

**FACE TO FACE/Face To Face (Epic) 33/3 (36/1)**  
 Add: KZEW, KQAK, WKQO. Hots: 4 include WBCN, WPDH, KIDQ. Mediums: 27 include WYDD, WHJY, KSRR, WSHE, WLUP, WRIF.

**GO-GO'S/Talk Show (IRS/A&M) 30/5 (31/3)**  
 Adds: WQBK, WPLR, WKQQ, WGIR, KUFO. Hots: 2 KMET, WMGM. Mediums: 25 include WBCN, WAPP, KROQ, 91X.

**HOWARD JONES/Human's Lib (Elektra) 29/9 (25/1)**  
 Adds: WCKO, KMET, WKLC, WKZL, KQDS, WMGM, WHMD, WBYG, KSQY. Hots: 7 WHJY, WLUP, KBCO, KROQ, 91X, WCMF, KSPN. Mediums: 15 include WBAB, WYSP, KAZY.

**LOU REED/New Sensations (RCA) 25/10 (18/6)**  
 Adds: include WBAB, WMMR, WTPA, KQDS, KFMO. Hots: 6 WLIR, KBCO, KROQ, 91X, KQAK, WDEK. Mediums: 15 include KMET, CHEZ-FM.

**CHEQUERED PAST/Chequered Past (EMI America) 25/10 (19/19)**  
 Adds: include WKLS, KZEW, KRCK, KSJO, KEZO, KILO, KKDJ. Hots: 1 KNCN. Mediums: 20 include WIYY, WMMR, KROQ, KRQR, KZOK, WYFY.

**BANGLES/All Over The Place (Columbia) 25/4 (27/14)**  
 Adds: WBAB, WMMR, WCKO, CHEZ-FM. Hots: 3 91X, KSPN, KTCL. Mediums: 18 include KBCO, KROQ, WDHA, WPDH, WAQY, KKDJ.

**GENESIS/Genesis (Atlantic) 22/2 (24/6)**  
 Adds: WZXY, WWCT. Hots: 7 WSKS, WMMS, KFOG, WAAF, WIMZ, WYFE, WHMD. Mediums: 13 include WNOR, WMET, KMET, WLVO, KRSP.

**NEW & ACTIVE** — Records building in airplay and coming closest to charting. Numbers indicate total reports/total adds; for example, 40/20 means 40 reports and, of those, 20 added it this week. Figures in parentheses are last week's data. Checked records are those that were among the week's most added.

**HOT TRACKS** — Compiles track airplay data from all reporting stations. Covers songs from all configurations, including albums, EPs, and 45s. Includes four-week trend of chart movement. Also listed is present week's number of reports in hot and medium rotations, and total adds. Symbols represent more (+), less (-), or equal (=) number of reports in each rotation compared to last week's figures. Records showing significant upward momentum are bulleted.



# R&R AOR /HOT TRACKS

# BREAKERS

Three Weeks	Two Weeks	Last Week	173 REPORTERS	Total	Hot	Medium	Total Adds
1	1	1	1 BRUCE SPRINGSTEEN/Dancing In The... (Col.)	158	155	3	1+
3	2	2	2 JEFFERSON STARSHIP/No Way Out (Grunt/RCA)	138	122	16	0-
17	12	6	3 CARS/Drive (Elektra)	145+	107+	37-	8-
7	8	4	4 CHRIS DeBURGH/High On Emotion (A&M)	155+	77+	78-	1=
-	-	14	5 BILLY SQUIER/Rock Me Tonite (Capitol)	156+	72+	75+	23-
6	7	5	6 ROD STEWART/Infatuation (WB)	135-	109+	26-	0-
45	21	10	7 JOHN WAITE/Missing You (EMI America)	154+	77+	77-	7-
2	3	3	8 FIXX/Deeper & Deeper (MCA)	135-	76-	59-	2+
9	8	8	9 RATT/Round And Round (Atlantic)	128-	90-	38+	3=
39	19	11	10 SCANDAL featuring PATTY SMYTH/The Warrior (Col.)	147+	52+	92-	3-
4	4	7	11 CARS/Magic (Elektra)	106-	98-	8-	0=
26	18	15	12 BRUCE SPRINGSTEEN/Cover Me (Columbia)	116+	69+	47+	6-
27	20	19	13 JEFFERSON STARSHIP/Layin' It On... (Grunt/RCA)	117+	63+	53+	12+
16	15	13	14 QUIET RIOT/Mama Weer All Craze... (Pasha/CBS)	122-	40-	82-	0-
13	10	12	15 RUSS BALLARD/Voices (EMI America)	117-	44-	73-	2+
18	17	20	16 STEVE PERRY/She's Mine (Columbia)	105-	69+	36-	2-
47	38	26	17 COREY HART/Sunglasses At Night (EMI America)	118+	49+	68-	7-
41	33	23	18 TONY CAREY/The First Day Of Summer (MCA)	114+	28+	85-	7-
36	27	25	19 TWISTED SISTER/We're Not Gonna... (Atlantic)	115+	24+	88+	7+
5	5	9	20 BILLY IDOL/Eyes Without A Face (Chrysalis)	91-	63-	28+	1=
23	22	22	21 WHITESNAKE/Slow 'n' Easy (Geffen)	103-	35-	68-	3+
18	16	22	22 THOMPSON TWINS/Doctor! Doctor! (Arista)	94-	58-	36-	0-
34	31	30	23 PRINCE/When Doves Cry (WB)	89+	65+	23-	4=
10	14	21	24 ZZ TOP/Legs (WB)	77-	53-	24-	1+
DEBUT	DEBUT	DEBUT	25 PETER WOLF/Lights Out (EMI America)	111+	18+	66+	111+
50	41	28	26 SAMMY HAGAR/Two Sides Of Love (Geffen)	109+	13+	71+	108+
8	9	18	27 VAN HALEN/Panama (WB)	84-	47+	37-	4-
-	51	35	28 RED RIDER/Young Thing, Wild Dreams... (Capitol)	92-	30-	62-	0-
42	36	32	29 BOX OF FROGS/Back Where I Started (Epic)	104+	15+	84+	18-
31	28	27	30 SCORPIONS/Still Loving You (Mercury/PG)	92+	36+	53-	8-
-	-	49	31 ELTON JOHN/Sad Songs (Say So Much) (Geffen)	91-	46+	45-	4+
32	30	29	32 DIO/The Last In Line (WB)	97+	13+	70+	33-
12	11	17	33 LITTLE STEVEN/Los Desaparecidos (EMI America)	91-	14-	76-	6+
30	29	33	34 CHICAGO/Stay The Night (WB)	75-	44-	31+	1+
21	24	31	35 R.E.M./So. Central Rain (I'm Sorry) (IRS/A&M)	85-	20-	64-	3-
51	44	42	36 ROGER GLOVER/The Mask (21/PG)	78-	11-	67-	1-
-	-	53	37 BILLY SATELLITE/Satisfy Me (Capitol)	80+	10-	67+	9+
35	34	36	38 NIGHT RANGER/When You Close... (Camel/WCA)	79+	8+	66+	25+
-	-	51	39 STEVIE RAY VAUGHAN/Voodoo Chile (Epic)	73-	15-	58-	2+
49	45	43	40 FASTWAY/Tell Me (Columbia)	74+	8+	54+	19=
37	35	38	41 ANDY FRASER/Fine, Fine Line (Island)	78+	7=	70+	5-
44	42	38	42 BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia)	58-	38-	20-	2+
-	-	52	43 BRUCE SPRINGSTEEN/No Surrender (Columbia)	54-	33-	21+	4+
11	13	24	44 RUSH/Body Electric (Mercury/PG)	58+	26+	29+	17+
22	25	34	45 VAN STEPHENSON/Modern Day Delilah (MCA)	58-	25-	33-	0=
-	-	58	46 PSYCHEDELIC FURS/The Ghost In You (Columbia)	57-	20-	37-	1=
46	49	50	47 LOVERBOY/Nothing's Gonna... (Columbia)	65-	9=	55+	4-
-	-	40	48 CARS/It's Not The Night (Elektra)	45+	30+	14-	9+
DEBUT	DEBUT	DEBUT	49 JACKSONS/State Of Shock (Epic)	58-	27-	31-	0-
14	23	37	50 GLENN FREY/Smuggler's Blues (MCA)	67+	6+	47+	32-
-	-	57	51 RUSH/Distant Early Warning (Mercury/PG)	41-	23-	18-	0=
-	-	56	52 ELVIS COSTELLO.../The Only Flame... (Columbia)	56+	13+	40+	8-
25	37	41	53 HUEY LEWIS & THE NEWS/Walking On... (Chrysalis)	49+	13+	34+	11+
-	-	80	54 RUSH/Red Sector A (Mercury/PG)	44-	19-	25-	4=
40	43	46	55 RICK SPRINGFIELD/Don't Walk Away (RCA)	55-	12+	43-	0=
-	-	54	56 MAMA'S BOYS/Mama We're All... (Jive/Arista)	53+	8+	43+	8=
DEBUT	DEBUT	DEBUT	57 EDDY GRANT/Romancing The Stone (Portrait/CBS)	48-	17-	31-	0=
-	-	56	58 KENNY LOGGINS/I'm Free (Columbia)	46-	18-	28-	1-
DEBUT	DEBUT	DEBUT	59 HUEY LEWIS & THE NEWS/If This Is It (Chrysalis)	51+	10+	39+	12-
-	-	54	60 ADRENALIN/Far Away Eyes (Rocshire)	54+	2+	40+	23-

**PETER WOLF**  
Lights Out (EMI America)  
64% of our reporters on it. 111/111 including adds at WBCN, WAPP, WNEW-FM, KSRR, WSHE, WLUP, WMET, WMMS, KLOS, KMET, KGB. Debuts at #25 on the Hot Tracks chart.

**SAMMY HAGAR**  
Two Sides Of Love (Geffen)  
63% of our reporters on it. 109/108 including adds at WIYY, WNEW-FM, WYSP, KZEW, KLOL, WMET, WMMS, WRIF, KLOS, KGB, KRQR. Debuts at #26 on the Hot Tracks chart.

**DIO**  
The Last In Line (WB)  
56% of our reporters on it. 97/33 including adds at WHJY, KZEW, KSRR, WYNF, WEBN, WQFM, KSHE, KDKB, KSJO. Moves 49-32 on the Hot Tracks chart.

**PRINCE**  
When Doves Cry (WB)  
51% of our reporters on it. 89/4 with adds at WYNF, WSKS, KWXL, KEZE. Moves 30-23 on the Hot Tracks chart.

## NEW & ACTIVE

**STEVIE RAY VAUGHAN** "Couldn't Stand The..." (Epic) 43/1 (44/4)  
Add: KDKB. Hots: 14 include KFOG, WPDH, WAAF, WLAV, KILD. Medium: 29 include WOVE, WSHE, WYNF, KZAP, WYFX, WPLR, WAQY, WFYV, WLVO, KATT, WIOT, KM0D.

**STEVIE RAY VAUGHAN** "Cold Shot" (Epic) 42/1 (43/5)  
Add: KRFX. Hots: 10 include KBCO, KFOG, CFOX, WPDH, KNCN, WWWW, WDEK, KSPN, KTCL. Medium: 32 include WBAB, WNEW-FM, WMMR, WKLS, WYNF, WLUP, KMET, KGB, KRQR, KZOK, WPLR, KMJX, WDIZ, KXZL, WOODS, KODS, KFV-FM, KREM.

**PRINCE** "Let's Go Crazy" (WB) 40/23 (21/21)  
Add: include KLAQ, WRKI, KFMQ, K0ZZ. Hots: 14 include WMMS, WZZO, WPDH, WFYV, WAPL, KKDJ. Mediums: 22 include WKLS, WYNF, KYYS, KBPI, 91X, WPYX, WHCN, WDMA, WZXR, WOIZ, WLVO, WLAV.

**RAY PARKER JR.** "Ghostbusters" (Arista) 40/11 (31/10)  
Add: WBCN, WNEW-FM, WSHE, WLUP, KRFX, KNCN, WKQQ, KXZL, K97, KUFO, KZOO. Hots: 15 include WMMR, WMMS, WZZO, WLAV, KLYV. Mediums: 19 include WSKS, 91X, KFOG, WIMZ, KMBO, WAPL.

**LITA FORD** "Gotta Let Go" (Mercury/PolyGram) 36/9 (31/10)  
Add: WNEW-FM, KEG, WMMS, KRCK, KISS, WYFE, WRIF, KSQY, KWHL. Hots: 2 KZOK, KLPX. Mediums: 31 include WOVE, KZEW, WYNF, KLOS, KUPD, KGB, KRQR, KSJO, WTPA, KNCN, KLAQ, KFMG, KILQ, KZEL.

**DIFFORD & TILBROOK** "Picking Up The Pieces" (A&M) 35/6 (33/7)  
Add: WYDD, WZZO, WKTU, WHMD, KSPN, KFMF. Hots: 6 include WBAB, WLIR, KBCO, KQAK, WQBK. Mediums: 28 include WBCN, WAPP, WMMR, KRQQ, 91X, WPLR, WDMA, WPDH, WEZX, WAQY, KODS.

**TINA TURNER** "Better Be Good To Me" (Capitol) 33/2 (33/4)  
Add: WYFE, KFMQ. Hots: 2 WRXT, WQBK. Mediums: 30 include WHJY, WMMS, KRQQ, WTPA, WPLR, WPDH, KMJX, WZXR, WKDF, WLVO, KZEL.

**ELTON JOHN** "Restless" (Geffen) 29/29 (0/0)  
Add: include WMMR, WCKO, WQFM, KBCO, KBPI, KR0Y, WDMA, WAPL. Hots: 6 WYSP, WQBK, WZXY, WTKX, WWWW, KSQY. Mediums: 11 include KYYS, KNCN, KILQ.

**TINA TURNER** "I Might Have Been Queen" (Capitol) 29/2 (28/2)  
Add: WPDH, WAPL. Hots: 4 KBCO, CHEZ-FM, KILQ, KTCL. Mediums: 25 include KBPI, KUPD, WPYX, WHCN, WPLR, WAQY, WFYV, KODS, WLAV, WIOT.

**SLADE** "My Oh My" (CBS Associated) 28/7 (28/1)  
Add: CHEZ-FM, WROQ, KMBO, KGGO, KRSP, KRFR, KZOO. Hots: 8 include WSKS, WAAF, WYFE, CITI-FM, KIDD. Mediums: 21 include WYSP, WKLS, KGB, WZZO, WTPA, WDMA.

**INXS** "I Send A Message" (Atco) 28/7 (22/8)  
Add: WNOB, WPDH, WBAZ, WLAV, WIOT, WWWW, WBYV. Hots: 10 include WLIR, WAPP, KRQQ, KQAK, KKDJ, WMGM, WDKX, KTCL, KTYO. Mediums: 15 include WBAB, WMMR, WYSP, WMMS, 91X, WPLR, WAQY.

**GLENN FREY** "Sexy Girl" (MCA) 28/6 (29/14)  
Add: WBAB, WLUP, WAPL, KMDD, KWV-FM, KAWY. Hots: 5 WMMS, WTKX, KIDD, WCPZ, KSPN. Mediums: 21 include WZZO, WIMZ, KMBO, WOODS, KREM.

**ROD STEWART** "Bad For You" (WB) 28/6 (26/3)  
Add: KMET, KUPD, KRQR, WQFM, KEZO, KSQY. Hots: 18 include WBAB, WTPA, WPDH, WFYV, WDIZ, WAPL. Mediums: 10 include KFOG, KZOK, WQFM, KILQ.

**WANG CHUNG** "Dance Hall Days" (Geffen) 28/3 (28/4)  
Add: WYSP, WLVO, WWCT. Hots: 13 include WBCN, WBAB, WKLS, WLUP, WSKS, KDKB, KODS. Mediums: 15 include WAPP, WMMR, WMMS, KMET, WAAF.

**GO-GO'S** "Turn To You" (IRS/A&M) 26/4 (26/3)  
Add: WQBK, WPLR, WKQQ, WGR. Hots: 2 KMET, WMGM. Mediums: 22 include WBCN, WBAB, KRQQ, 91X, KMJX, KODS.

**FACE TO FACE** "10-9-8" (Epic) 24/3 (23/1)  
Add: KZEW, KQAK, WKQQ. Hots: 3 include WBCN, WPDH. Mediums: 19 include WSHE, WLUP, WDMA, WFYV, WLVO, WLAV, KREM.

**LOU REED** "I Love You, Suzanne" (RCA) 23/9 (18/6)  
Add: WBAB, WMMR, WQBK, WTPA, KODS, KFMG, WWWW, KUFO, WCPZ. Hots: 5 WLIR, KBCO, KRQQ, 91X, KQAK. Mediums: 14 include KMET, WRKI, KFMF.

**BANGLES** "Hero Takes A Fall" (Columbia) 23/4 (25/13)  
Add: WBAB, WMMR, WCKO, CHEZ-FM. Hots: 2 91X, KTCL. Mediums: 17 include KBCO, KRQQ, WPDH, WAQY, KKDJ.

**KICK AXE** "On The Road To Rock" (Pasha/CBS) 22/8 (14/5)  
Add: KSHE, KUPD, KRQB, WIMZ, KMJX, WFBQ, WRUF, KUFO. Hots: 3 KMET, CFOX, CITI-FM. Mediums: 13 include WOVE, WYNF, KGB, WTPA, WAAF, KLAQ, WDIZ, KFMG, KILQ.

**RATT** "Back For More" (Atlantic) 22/7 (14/3)  
Add: WOVE, KYYS, KLOS, WCMF, KXZL, KFMG, KSMB. Hots: 10 include WBAB, KMET, KISW, KNCN, KISS. Mediums: 12 include WEBN, KGB, WPDH.

**GENESIS** "Taking It All Too Hard" (Atlantic) 22/2 (24/6)  
Add: WZXY, WWCT. Hots: 7 WSKS, WMMS, KFOG, WAAF, WIMZ, WYFE, WHMD. Mediums: 13 include WNOR, WMET, KMET, WLVO, KRSP.

**HOWARD JONES** "Pearl In The Shell" (Elektra) 21/9 (12/3)  
Add: WCKO, KMET, WKLC, WKZL, KQDS, WMGM, WHMD, WBYG, KSQY. Hots: 2 KBCO, KSPN. Mediums: 12 include WBAB, WYSP, WFYV, WLAV.

### MOST ADDED

PETER WOLF (111)  
Lights Out (EMI America)  
SAMMY HAGAR (108)  
Two Sides Of Love (Geffen)  
DIO (33)  
The Last In Line (WB)  
GLENN FREY (32)  
Smuggler's Blues (MCA)  
ELTON JOHN (29)  
Restless (Geffen)  
NIGHT RANGER (25)  
When You Close Your... (Camel/MCA)

### MOST HOTS

BRUCE SPRINGSTEEN (155)  
Dancing In The Dark (Columbia)  
JEFFERSON STARSHIP (122)  
No Way Out (Grunt/RCA)  
ROD STEWART (109)  
Infatuation (WB)  
CARS (107)  
Drive (Elektra)  
CARS (98)  
Magic (Elektra)  
RATT (90)  
Round And Round (Atlantic)

**MOST ADDS** — A numerical listing of the most added records of the week.

**MOST HOTS** — A numerical listing of the records receiving the most hot rotation reports.













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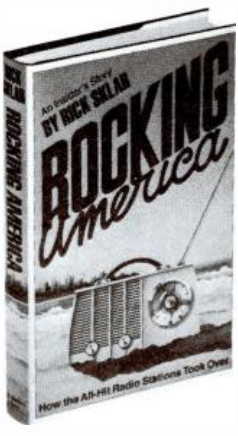
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Rick Sklar is a vice-president of ABC Radio and is a consultant for ABC-TV's music video programs. He has been program director at New York radio stations WINS, WMMG, and at WABC, which he built into "the most listened-to station in the nation." An adjunct professor of communication arts at St. John's University, he has also lectured at radio symposia at Cornell University, The New School, New York University, Princeton, Yale and UCLA.

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Continued from Page 69

### Seattle's Hit Radio K-Power FM 101.5

PD: Jeff King  
MD: Damien

- 11 1 PRINCE/When Does My Heart Beat?
- 2 1 BOB DYLAN/Don't Stop Believin'
- 3 1 BOB DYLAN/Don't Stop Believin'
- 4 1 BOB DYLAN/Don't Stop Believin'
- 5 1 BOB DYLAN/Don't Stop Believin'
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- 20 1 BOB DYLAN/Don't Stop Believin'

### KWOP 103

Sacramento's Best Hit Music

PD: Tom Chae

- 1 1 BOB DYLAN/Don't Stop Believin'
- 2 1 BOB DYLAN/Don't Stop Believin'
- 3 1 BOB DYLAN/Don't Stop Believin'
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- 20 1 BOB DYLAN/Don't Stop Believin'

### Hot Hits 105KISS

San Francisco

PD: Bob Garrett

- 1 1 PRINCE/When Does My Heart Beat?
- 2 1 BOB DYLAN/Don't Stop Believin'
- 3 1 BOB DYLAN/Don't Stop Believin'
- 4 1 BOB DYLAN/Don't Stop Believin'
- 5 1 BOB DYLAN/Don't Stop Believin'
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- 20 1 BOB DYLAN/Don't Stop Believin'



HOT HITS!

PD: Dave Parks  
MD: Mike Preston

- 1 1 PRINCE/When Does My Heart Beat?
- 2 1 BOB DYLAN/Don't Stop Believin'
- 3 1 BOB DYLAN/Don't Stop Believin'
- 4 1 BOB DYLAN/Don't Stop Believin'
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- 20 1 BOB DYLAN/Don't Stop Believin'



San Jose

PD: Dave Van Stone  
MD: Robin Klipp

- 1 1 BOB DYLAN/Don't Stop Believin'
- 2 1 BOB DYLAN/Don't Stop Believin'
- 3 1 BOB DYLAN/Don't Stop Believin'
- 4 1 BOB DYLAN/Don't Stop Believin'
- 5 1 BOB DYLAN/Don't Stop Believin'
- 6 1 BOB DYLAN/Don't Stop Believin'
- 7 1 BOB DYLAN/Don't Stop Believin'
- 8 1 BOB DYLAN/Don't Stop Believin'
- 9 1 BOB DYLAN/Don't Stop Believin'
- 10 1 BOB DYLAN/Don't Stop Believin'
- 11 1 BOB DYLAN/Don't Stop Believin'
- 12 1 BOB DYLAN/Don't Stop Believin'
- 13 1 BOB DYLAN/Don't Stop Believin'
- 14 1 BOB DYLAN/Don't Stop Believin'
- 15 1 BOB DYLAN/Don't Stop Believin'
- 16 1 BOB DYLAN/Don't Stop Believin'
- 17 1 BOB DYLAN/Don't Stop Believin'
- 18 1 BOB DYLAN/Don't Stop Believin'
- 19 1 BOB DYLAN/Don't Stop Believin'
- 20 1 BOB DYLAN/Don't Stop Believin'



San Francisco

PD: Doug Erickson  
MD: Gloria Avila

- 1 1 PRINCE/When Does My Heart Beat?
- 2 1 BOB DYLAN/Don't Stop Believin'
- 3 1 BOB DYLAN/Don't Stop Believin'
- 4 1 BOB DYLAN/Don't Stop Believin'
- 5 1 BOB DYLAN/Don't Stop Believin'
- 6 1 BOB DYLAN/Don't Stop Believin'
- 7 1 BOB DYLAN/Don't Stop Believin'
- 8 1 BOB DYLAN/Don't Stop Believin'
- 9 1 BOB DYLAN/Don't Stop Believin'
- 10 1 BOB DYLAN/Don't Stop Believin'
- 11 1 BOB DYLAN/Don't Stop Believin'
- 12 1 BOB DYLAN/Don't Stop Believin'
- 13 1 BOB DYLAN/Don't Stop Believin'
- 14 1 BOB DYLAN/Don't Stop Believin'
- 15 1 BOB DYLAN/Don't Stop Believin'
- 16 1 BOB DYLAN/Don't Stop Believin'
- 17 1 BOB DYLAN/Don't Stop Believin'
- 18 1 BOB DYLAN/Don't Stop Believin'
- 19 1 BOB DYLAN/Don't Stop Believin'
- 20 1 BOB DYLAN/Don't Stop Believin'



PD: Jon Barry  
MD: Steve Naganuma

- 1 1 PRINCE/When Does My Heart Beat?
- 2 1 BOB DYLAN/Don't Stop Believin'
- 3 1 BOB DYLAN/Don't Stop Believin'
- 4 1 BOB DYLAN/Don't Stop Believin'
- 5 1 BOB DYLAN/Don't Stop Believin'
- 6 1 BOB DYLAN/Don't Stop Believin'
- 7 1 BOB DYLAN/Don't Stop Believin'
- 8 1 BOB DYLAN/Don't Stop Believin'
- 9 1 BOB DYLAN/Don't Stop Believin'
- 10 1 BOB DYLAN/Don't Stop Believin'
- 11 1 BOB DYLAN/Don't Stop Believin'
- 12 1 BOB DYLAN/Don't Stop Believin'
- 13 1 BOB DYLAN/Don't Stop Believin'
- 14 1 BOB DYLAN/Don't Stop Believin'
- 15 1 BOB DYLAN/Don't Stop Believin'
- 16 1 BOB DYLAN/Don't Stop Believin'
- 17 1 BOB DYLAN/Don't Stop Believin'
- 18 1 BOB DYLAN/Don't Stop Believin'
- 19 1 BOB DYLAN/Don't Stop Believin'
- 20 1 BOB DYLAN/Don't Stop Believin'



Denver

PD: Tim Fox  
MD: Mark Bolke

- 1 1 BOB DYLAN/Don't Stop Believin'
- 2 1 BOB DYLAN/Don't Stop Believin'
- 3 1 BOB DYLAN/Don't Stop Believin'
- 4 1 BOB DYLAN/Don't Stop Believin'
- 5 1 BOB DYLAN/Don't Stop Believin'
- 6 1 BOB DYLAN/Don't Stop Believin'
- 7 1 BOB DYLAN/Don't Stop Believin'
- 8 1 BOB DYLAN/Don't Stop Believin'
- 9 1 BOB DYLAN/Don't Stop Believin'
- 10 1 BOB DYLAN/Don't Stop Believin'
- 11 1 BOB DYLAN/Don't Stop Believin'
- 12 1 BOB DYLAN/Don't Stop Believin'
- 13 1 BOB DYLAN/Don't Stop Believin'
- 14 1 BOB DYLAN/Don't Stop Believin'
- 15 1 BOB DYLAN/Don't Stop Believin'
- 16 1 BOB DYLAN/Don't Stop Believin'
- 17 1 BOB DYLAN/Don't Stop Believin'
- 18 1 BOB DYLAN/Don't Stop Believin'
- 19 1 BOB DYLAN/Don't Stop Believin'
- 20 1 BOB DYLAN/Don't Stop Believin'



Seattle

PD: Bob Case  
MD: Tom Hulyer

- 1 1 PRINCE/When Does My Heart Beat?
- 2 1 BOB DYLAN/Don't Stop Believin'
- 3 1 BOB DYLAN/Don't Stop Believin'
- 4 1 BOB DYLAN/Don't Stop Believin'
- 5 1 BOB DYLAN/Don't Stop Believin'
- 6 1 BOB DYLAN/Don't Stop Believin'
- 7 1 BOB DYLAN/Don't Stop Believin'
- 8 1 BOB DYLAN/Don't Stop Believin'
- 9 1 BOB DYLAN/Don't Stop Believin'
- 10 1 BOB DYLAN/Don't Stop Believin'
- 11 1 BOB DYLAN/Don't Stop Believin'
- 12 1 BOB DYLAN/Don't Stop Believin'
- 13 1 BOB DYLAN/Don't Stop Believin'
- 14 1 BOB DYLAN/Don't Stop Believin'
- 15 1 BOB DYLAN/Don't Stop Believin'
- 16 1 BOB DYLAN/Don't Stop Believin'
- 17 1 BOB DYLAN/Don't Stop Believin'
- 18 1 BOB DYLAN/Don't Stop Believin'
- 19 1 BOB DYLAN/Don't Stop Believin'
- 20 1 BOB DYLAN/Don't Stop Believin'



**EAST**  
Most Added<sup>®</sup> Hottest

Peter Wolf  
Night Ranger  
Sammy Hagar

Prince  
Bruce Springsteen  
Ray Parker Jr.

# CHARTS & TOP 100

**SOUTH**  
Most Added<sup>®</sup> Hottest

Peter Wolf  
Billy Squier  
Night Ranger

Prince  
Bruce Springsteen  
Ray Parker Jr.

*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.*

**EAST**  
PARALLEL TWO

**WFLY/Albany, NY**  
Clark/Laurance  
SILVIA COPELAND  
PETER WOLF  
RICK JAMES  
SAMMY HAGAR  
TEDDY PENDERGRASS  
ROBIN GIBB  
TOMMY CARY  
Hot: BRUCE SPRINGSTEEN 8-2  
PRINCE 16-4  
THOMPSON TWINS 13-6  
WENDS 20-12  
RAY PARKER JR. 33-16

**O10/Washington, PA**  
Olson/Freeman  
PETER WOLF  
TEDDY PENDERGRASS  
JOHN WAITE  
SHEILA E.  
IGLESIAS & ROSS  
Hot: BRUCE SPRINGSTEEN 1-2  
WENDS 26-6  
RAY PARKER JR. 28-8  
JACKSONS 33-19

**WMAR/Baltimore, MD**  
Wimmer/Patno  
RATT  
CHRIS DEBUCH  
BILLY SQUIER  
M.M.  
JOHN WAITE  
Hot: BRUCE SPRINGSTEEN 1-1  
BILLY IDOL 4-2  
PRINCE 7-3  
FOURTEEN SISTERS 5-5  
RENO & WILSON 9-6

**WYTV/Suffolk, NY**  
Bills  
PETER WOLF  
NIGHT RANGER  
BILLY JOEL  
SAMMY HAGAR  
QUILT RIOT  
INXS  
Hot: BRUCE SPRINGSTEEN 2-2  
JACKSONS 21-9  
RAY PARKER JR. 20-12

**WYSR/Charleston, WV**  
Bay/Larson  
SAMMY HAGAR  
PETER WOLF  
SHEILA E.  
SLADE  
IGLESIAS & ROSS  
Hot: BRUCE SPRINGSTEEN 9-3  
RENO & WILSON 6-2  
RAY PARKER JR. 19-9  
TINA TURNER 27-18

**K106/Phila, PA**  
Philly  
GLENN FREY  
JOHN WAITE  
SCANDAL  
Hot: BRUCE SPRINGSTEEN 5-2  
PEABO BRYSON 7-3  
PRINCE 11-4  
THOMPSON TWINS 14-10  
BILLY & JERRY 20-12  
WYNY/Philadelphia, NY  
Chris LaBea  
SHEILA E.  
KARLA BONOFF  
IGLESIAS & ROSS  
M.M.  
CAROL LYNN TOMES  
Hot: BRUCE SPRINGSTEEN 8-2  
PRINCE 16-4  
THOMPSON TWINS 13-6  
RAY PARKER JR. 33-16

**O10/Washington, PA**  
Olson/Freeman  
PETER WOLF  
TEDDY PENDERGRASS  
JOHN WAITE  
SHEILA E.  
IGLESIAS & ROSS  
Hot: BRUCE SPRINGSTEEN 1-1  
BILLY IDOL 4-2  
PRINCE 7-3  
FOURTEEN SISTERS 5-5  
RENO & WILSON 9-6

**WYSR/Charleston, WV**  
Bay/Larson  
SAMMY HAGAR  
PETER WOLF  
SHEILA E.  
SLADE  
IGLESIAS & ROSS  
Hot: BRUCE SPRINGSTEEN 9-3  
RENO & WILSON 6-2  
RAY PARKER JR. 19-9  
TINA TURNER 27-18

**WYCR/Hanover, VA**  
Mark Richards  
PETER WOLF  
BILLY SQUIER (dp)  
SCANDAL  
FACE TO FACE  
CHRIS DEBUCH  
JOHN WAITE  
Hot: BRUCE SPRINGSTEEN 1-2  
CARS 19-10  
JACKSONS 23-12  
THOMPSON TWINS 20-15  
OLIE & JERRY 23-19

**WYCF/Hanover, VA**  
Mark Richards  
PETER WOLF  
BILLY SQUIER (dp)  
SCANDAL  
FACE TO FACE  
CHRIS DEBUCH  
JOHN WAITE  
Hot: BRUCE SPRINGSTEEN 1-2  
CARS 19-10  
JACKSONS 23-12  
THOMPSON TWINS 20-15  
OLIE & JERRY 23-19

**PARALLEL THREE**

**WFOZ/Albany, NY**  
Clark/Laurance  
SILVIA COPELAND  
PETER WOLF  
RICK JAMES  
SAMMY HAGAR  
TEDDY PENDERGRASS  
ROBIN GIBB  
TOMMY CARY  
Hot: BRUCE SPRINGSTEEN 8-2  
PRINCE 16-4  
THOMPSON TWINS 13-6  
WENDS 20-12  
RAY PARKER JR. 33-16

**O10/Washington, PA**  
Olson/Freeman  
PETER WOLF  
TEDDY PENDERGRASS  
JOHN WAITE  
SHEILA E.  
IGLESIAS & ROSS  
Hot: BRUCE SPRINGSTEEN 1-1  
BILLY IDOL 4-2  
PRINCE 7-3  
FOURTEEN SISTERS 5-5  
RENO & WILSON 9-6

**WMAR/Baltimore, MD**  
Wimmer/Patno  
RATT  
CHRIS DEBUCH  
BILLY SQUIER  
M.M.  
JOHN WAITE  
Hot: BRUCE SPRINGSTEEN 1-1  
BILLY IDOL 4-2  
PRINCE 7-3  
FOURTEEN SISTERS 5-5  
RENO & WILSON 9-6

**WYTV/Suffolk, NY**  
Bills  
PETER WOLF  
NIGHT RANGER  
BILLY JOEL  
SAMMY HAGAR  
QUILT RIOT  
INXS  
Hot: BRUCE SPRINGSTEEN 2-2  
JACKSONS 21-9  
RAY PARKER JR. 20-12

**WYSR/Charleston, WV**  
Bay/Larson  
SAMMY HAGAR  
PETER WOLF  
SHEILA E.  
SLADE  
IGLESIAS & ROSS  
Hot: BRUCE SPRINGSTEEN 9-3  
RENO & WILSON 6-2  
RAY PARKER JR. 19-9  
TINA TURNER 27-18

**K106/Phila, PA**  
Philly  
GLENN FREY  
JOHN WAITE  
SCANDAL  
Hot: BRUCE SPRINGSTEEN 5-2  
PEABO BRYSON 7-3  
PRINCE 11-4  
THOMPSON TWINS 14-10  
BILLY & JERRY 20-12  
WYNY/Philadelphia, NY  
Chris LaBea  
SHEILA E.  
KARLA BONOFF  
IGLESIAS & ROSS  
M.M.  
CAROL LYNN TOMES  
Hot: BRUCE SPRINGSTEEN 8-2  
PRINCE 16-4  
THOMPSON TWINS 13-6  
RAY PARKER JR. 33-16

**O10/Washington, PA**  
Olson/Freeman  
PETER WOLF  
TEDDY PENDERGRASS  
JOHN WAITE  
SHEILA E.  
IGLESIAS & ROSS  
Hot: BRUCE SPRINGSTEEN 1-1  
BILLY IDOL 4-2  
PRINCE 7-3  
FOURTEEN SISTERS 5-5  
RENO & WILSON 9-6

**WYSR/Charleston, WV**  
Bay/Larson  
SAMMY HAGAR  
PETER WOLF  
SHEILA E.  
SLADE  
IGLESIAS & ROSS  
Hot: BRUCE SPRINGSTEEN 9-3  
RENO & WILSON 6-2  
RAY PARKER JR. 19-9  
TINA TURNER 27-18

**WYCR/Hanover, VA**  
Mark Richards  
PETER WOLF  
BILLY SQUIER (dp)  
SCANDAL  
FACE TO FACE  
CHRIS DEBUCH  
JOHN WAITE  
Hot: BRUCE SPRINGSTEEN 1-2  
CARS 19-10  
JACKSONS 23-12  
THOMPSON TWINS 20-15  
OLIE & JERRY 23-19

**WYCF/Hanover, VA**  
Mark Richards  
PETER WOLF  
BILLY SQUIER (dp)  
SCANDAL  
FACE TO FACE  
CHRIS DEBUCH  
JOHN WAITE  
Hot: BRUCE SPRINGSTEEN 1-2  
CARS 19-10  
JACKSONS 23-12  
THOMPSON TWINS 20-15  
OLIE & JERRY 23-19

**WFOZ/Albany, NY**

**WFOZ/Albany, NY**  
Clark/Laurance  
SILVIA COPELAND  
PETER WOLF  
RICK JAMES  
SAMMY HAGAR  
TEDDY PENDERGRASS  
ROBIN GIBB  
TOMMY CARY  
Hot: BRUCE SPRINGSTEEN 8-2  
PRINCE 16-4  
THOMPSON TWINS 13-6  
WENDS 20-12  
RAY PARKER JR. 33-16

**O10/Washington, PA**  
Olson/Freeman  
PETER WOLF  
TEDDY PENDERGRASS  
JOHN WAITE  
SHEILA E.  
IGLESIAS & ROSS  
Hot: BRUCE SPRINGSTEEN 1-1  
BILLY IDOL 4-2  
PRINCE 7-3  
FOURTEEN SISTERS 5-5  
RENO & WILSON 9-6

**WMAR/Baltimore, MD**  
Wimmer/Patno  
RATT  
CHRIS DEBUCH  
BILLY SQUIER  
M.M.  
JOHN WAITE  
Hot: BRUCE SPRINGSTEEN 1-1  
BILLY IDOL 4-2  
PRINCE 7-3  
FOURTEEN SISTERS 5-5  
RENO & WILSON 9-6

**WYTV/Suffolk, NY**  
Bills  
PETER WOLF  
NIGHT RANGER  
BILLY JOEL  
SAMMY HAGAR  
QUILT RIOT  
INXS  
Hot: BRUCE SPRINGSTEEN 2-2  
JACKSONS 21-9  
RAY PARKER JR. 20-12

**WYSR/Charleston, WV**  
Bay/Larson  
SAMMY HAGAR  
PETER WOLF  
SHEILA E.  
SLADE  
IGLESIAS & ROSS  
Hot: BRUCE SPRINGSTEEN 9-3  
RENO & WILSON 6-2  
RAY PARKER JR. 19-9  
TINA TURNER 27-18

**K106/Phila, PA**  
Philly  
GLENN FREY  
JOHN WAITE  
SCANDAL  
Hot: BRUCE SPRINGSTEEN 5-2  
PEABO BRYSON 7-3  
PRINCE 11-4  
THOMPSON TWINS 14-10  
BILLY & JERRY 20-12  
WYNY/Philadelphia, NY  
Chris LaBea  
SHEILA E.  
KARLA BONOFF  
IGLESIAS & ROSS  
M.M.  
CAROL LYNN TOMES  
Hot: BRUCE SPRINGSTEEN 8-2  
PRINCE 16-4  
THOMPSON TWINS 13-6  
RAY PARKER JR. 33-16

**O10/Washington, PA**  
Olson/Freeman  
PETER WOLF  
TEDDY PENDERGRASS  
JOHN WAITE  
SHEILA E.  
IGLESIAS & ROSS  
Hot: BRUCE SPRINGSTEEN 1-1  
BILLY IDOL 4-2  
PRINCE 7-3  
FOURTEEN SISTERS 5-5  
RENO & WILSON 9-6

**WYSR/Charleston, WV**  
Bay/Larson  
SAMMY HAGAR  
PETER WOLF  
SHEILA E.  
SLADE  
IGLESIAS & ROSS  
Hot: BRUCE SPRINGSTEEN 9-3  
RENO & WILSON 6-2  
RAY PARKER JR. 19-9  
TINA TURNER 27-18

**WYCR/Hanover, VA**  
Mark Richards  
PETER WOLF  
BILLY SQUIER (dp)  
SCANDAL  
FACE TO FACE  
CHRIS DEBUCH  
JOHN WAITE  
Hot: BRUCE SPRINGSTEEN 1-2  
CARS 19-10  
JACKSONS 23-12  
THOMPSON TWINS 20-15  
OLIE & JERRY 23-19

**WYCF/Hanover, VA**  
Mark Richards  
PETER WOLF  
BILLY SQUIER (dp)  
SCANDAL  
FACE TO FACE  
CHRIS DEBUCH  
JOHN WAITE  
Hot: BRUCE SPRINGSTEEN 1-2  
CARS 19-10  
JACKSONS 23-12  
THOMPSON TWINS 20-15  
OLIE & JERRY 23-19

**WKQW/Denver, CO**

**WKQW/Denver, CO**  
Wendy Jones  
VAN HALEN  
FACE TO FACE  
STEVE NUNO  
IGLESIAS & ROSS (dp)  
PETER WOLF  
Hot: BRUCE SPRINGSTEEN 5-1  
BILLY IDOL 9-6  
PRINCE 11-4  
ELTON JOHN 15-10  
JACKSONS 26-14

**WANS-FM/Atlanta, GA**  
Rod Metz  
ROBERT  
DURAN DURAN 1-1  
BRUCE SPRINGSTEEN 2-2  
PRINCE 6-6  
CHICAGO 9-9  
CARS 10-10  
WYNY/Atlanta, GA  
Scott McNeil  
PETER WOLF  
SCANDAL  
CAROL LYNN TOMES  
CHRIS DEBUCH  
Hot: BRUCE SPRINGSTEEN 1-1  
BILLY IDOL 8-4  
PRINCE 11-4  
RAY PARKER JR. 22-14

**WBCY/Charlotte, NC**  
Bob Kaplan  
PETER WOLF  
BILLY JOEL  
RATT (dp)  
Hot: BRUCE SPRINGSTEEN 1-1  
BILLY SQUIER (dp)  
CARS 10-10  
SLADE  
PRINCE 11-4  
RENO & WILSON 8-3  
TINA TURNER 11-6  
WYNY/Charlotte, NC  
Chris/Raford  
PEABO BRYSON  
GENESIS  
IGLESIAS & ROSS  
CHRIS DEBUCH  
BILLY SQUIER  
JOHN WAITE  
Hot: BRUCE SPRINGSTEEN 1-1  
BILLY IDOL 8-4  
PRINCE 11-4  
RAY PARKER JR. 22-14

**WJZZ/Charlotte, NC**  
Chris/Raford  
PEABO BRYSON  
GENESIS  
IGLESIAS & ROSS  
CHRIS DEBUCH  
BILLY SQUIER  
JOHN WAITE  
Hot: BRUCE SPRINGSTEEN 1-1  
BILLY IDOL 8-4  
PRINCE 11-4  
RAY PARKER JR. 22-14

**WJZZ/Charlotte, NC**  
Chris/Raford  
PEABO BRYSON  
GENESIS  
IGLESIAS & ROSS  
CHRIS DEBUCH  
BILLY SQUIER  
JOHN WAITE  
Hot: BRUCE SPRINGSTEEN 1-1  
BILLY IDOL 8-4  
PRINCE 11-4  
RAY PARKER JR. 22-14

**WJZZ/Charlotte, NC**  
Chris/Raford  
PEABO BRYSON  
GENESIS  
IGLESIAS & ROSS  
CHRIS DEBUCH  
BILLY SQUIER  
JOHN WAITE  
Hot: BRUCE SPRINGSTEEN 1-1  
BILLY IDOL 8-4  
PRINCE 11-4  
RAY PARKER JR. 22-14

**WJZZ/Charlotte, NC**  
Chris/Raford  
PEABO BRYSON  
GENESIS  
IGLESIAS & ROSS  
CHRIS DEBUCH  
BILLY SQUIER  
JOHN WAITE  
Hot: BRUCE SPRINGSTEEN 1-1  
BILLY IDOL 8-4  
PRINCE 11-4  
RAY PARKER JR. 22-14

**WJZZ/Charlotte, NC**  
Chris/Raford  
PEABO BRYSON  
GENESIS  
IGLESIAS & ROSS  
CHRIS DEBUCH  
BILLY SQUIER  
JOHN WAITE  
Hot: BRUCE SPRINGSTEEN 1-1  
BILLY IDOL 8-4  
PRINCE 11-4  
RAY PARKER JR. 22-14

**WJZZ/Charlotte, NC**  
Chris/Raford  
PEABO BRYSON  
GENESIS  
IGLESIAS & ROSS  
CHRIS DEBUCH  
BILLY SQUIER  
JOHN WAITE  
Hot: BRUCE SPRINGSTEEN 1-1  
BILLY IDOL 8-4  
PRINCE 11-4  
RAY PARKER JR. 22-14

**WJZZ/Charlotte, NC**  
Chris/Raford  
PEABO BRYSON  
GENESIS  
IGLESIAS & ROSS  
CHRIS DEBUCH  
BILLY SQUIER  
JOHN WAITE  
Hot: BRUCE SPRINGSTEEN 1-1  
BILLY IDOL 8-4  
PRINCE 11-4  
RAY PARKER JR. 22-14

**WKYS/Gainesville, FL**

**WKYS/Gainesville, FL**  
John Patrick  
BILLY SQUIER (dp)  
SAMMY HAGAR (dp)  
SLADE (dp)  
PETER WOLF (dp)  
LIONEL RICIE  
Hot: BRUCE SPRINGSTEEN 1-1  
BILLY IDOL 2-2  
PRINCE 16-3  
CARS 7-5  
JEFFERSON STARSHIP 13-6  
KYLE/Galveston, TX  
Dave Parks  
LIONEL RICIE  
BILLY JOEL  
SAMMY HAGAR  
SLADE  
BILLY JOEL  
GENESIS  
LIONEL RICIE  
Hot: BRUCE SPRINGSTEEN 3-1  
PRINCE 10-5  
CARS 14-8  
THOMPSON TWINS 20-11  
ELTON JOHN 22-12

**WJAD/Birmingham, AL**  
John Stewart  
PETER WOLF  
BILLY SQUIER (dp)  
SCANDAL  
FACE TO FACE  
SAMMY HAGAR  
SLADE  
BILLY JOEL  
GENESIS  
LIONEL RICIE  
Hot: BRUCE SPRINGSTEEN 3-1  
PRINCE 10-5  
CARS 14-8  
THOMPSON TWINS 20-11  
ELTON JOHN 22-12

**WJAD/Birmingham, AL**  
John Stewart  
PETER WOLF  
BILLY SQUIER (dp)  
SCANDAL  
FACE TO FACE  
SAMMY HAGAR  
SLADE  
BILLY JOEL  
GENESIS  
LIONEL RICIE  
Hot: BRUCE SPRINGSTEEN 3-1  
PRINCE 10-5  
CARS 14-8  
THOMPSON TWINS 20-11  
ELTON JOHN 22-12

**WJAD/Birmingham, AL**  
John Stewart  
PETER WOLF  
BILLY SQUIER (dp)  
SCANDAL  
FACE TO FACE  
SAMMY HAGAR  
SLADE  
BILLY JOEL  
GENESIS  
LIONEL RICIE  
Hot: BRUCE SPRINGSTEEN 3-1  
PRINCE 10-5  
CARS 14-8  
THOMPSON TWINS 20-11  
ELTON JOHN 22-12

**WJAD/Birmingham, AL**  
John Stewart  
PETER WOLF  
BILLY SQUIER (dp)  
SCANDAL  
FACE TO FACE  
SAMMY HAGAR  
SLADE  
BILLY JOEL  
GENESIS  
LIONEL RICIE  
Hot: BRUCE SPRINGSTEEN 3-1  
PRINCE 10-5  
CARS 14-8  
THOMPSON TWINS 20-11  
ELTON JOHN 22-12

**WJAD/Birmingham, AL**  
John Stewart  
PETER WOLF  
BILLY SQUIER (dp)  
SCANDAL  
FACE TO FACE  
SAMMY HAGAR  
SLADE  
BILLY JOEL  
GENESIS  
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Hot: BRUCE SPRINGSTEEN 3-1  
PRINCE 10-5  
CARS 14-8  
THOMPSON TWINS 20-11  
ELTON JOHN 22-12

**WJAD/Birmingham, AL**  
John Stewart  
PETER WOLF  
BILLY SQUIER (dp)  
SCANDAL  
FACE TO FACE  
SAMMY HAGAR  
SLADE  
BILLY JOEL  
GENESIS  
LIONEL RICIE  
Hot: BRUCE SPRINGSTEEN 3-1  
PRINCE 10-5  
CARS 14-8  
THOMPSON TWINS 20-11  
ELTON JOHN 22-12

**WJAD/Birmingham, AL**  
John Stewart  
PETER WOLF  
BILLY SQUIER (dp)  
SCANDAL  
FACE TO FACE  
SAMMY HAGAR  
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CARS 14-8  
THOMPSON TWINS 20-11  
ELTON JOHN 22-12

The following stations reported a frozen playlist this week:

WHHT/Boston  
WDCG/Durham-Raleigh  
WFSZ/Winston-Salem  
KFWM/Waterloo

The following stations failed to report this week and therefore their playlist were frozen:

WASH/Washington  
B6/Chicago  
WGCL/Cleveland  
KWOD/Sacramento  
KC101/New Haven  
FM100/Memphis  
WANS-FM/Greenville

NOTE: KSLY/San Luis Obispo is now known as SLY96

MIDWEST Most Added Hottest

Peter Wolf Billy Joel Bruce Springsteen Prince Ray Parker Jr. Matt Patric

CARDS & HITS WEST Most Added Hottest

Peter Wolf John Waite Sammy Hagar Prince Roy Parker Jr. Bruce Springsteen

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.

MIDWEST PARALLEL TWO

WKDD/Akron, OH Matt Patric GENESIS PETER WOLF NIGHT RANGER SLADE SAMMY HAGAR QUIET RIOT (dp) Hottest: PRINCE 3-1 RENO & WILSON 7-3 BRUCE SPRINGSTEEN 8-4 CARLS 9-5 NIGHT RANGER (dp) VAN HALEN 24-15

WABC/Houston-Oakshoak, WI Billy Joel (dp) Chris Caine LIONEL RICIE STEVE PERRY RATT BILLY JOEL JOHN WAITE Hottest: BRUCE SPRINGSTEEN 1-1 PRINCE 4-2 ZZ TOP 7-5 VAN HALEN 11-6 RAY PARKER JR. 17-8

WKAA/Oakshoak-Oakshoak, WI Ross/Bradley JOHN WAITE BILLY JOEL CO GO'S BILLY JOEL BRUCE SPRINGSTEEN 5-1 PRINCE 9-3 THOMPSON TWINS 15-11 RAY PARKER JR. D-9 VAN HALEN D-30

92X/Columbus, OH Cook/Celle LIONEL RICIE FACE TO FACE Hottest: BRUCE SPRINGSTEEN 4-1 PRINCE 5-3 JACKSONS 12-6 RENO & WILSON 14-8 RAY PARKER JR. 20-11

KJHK/Davenport IA Jim O'Hara PEABO BRYSON GLENN FRY GENESIS BILLY JOEL IGLESIAS & ROSS (dp) Hottest: RENO & WILSON 6-1 BRUCE SPRINGSTEEN 14-2 PRINCE 7-3 RAY PARKER JR. 26-7 ELTON JOHN 20-9

KNKG/Dan Malines IA Al Brock NIGHT RANGER PETER WOLF BILLY JOEL SAMMY HAGAR SLADE Hottest: BRUCE SPRINGSTEEN 5-1 RENO & WILSON 4-2 ZZ TOP 9-4 CARLS 12-5 PRINCE 14-7

WBCB/Duluth Dick Olson STEVE PERRY IGLESIAS & ROSS Hottest: RENO & WILSON 3-1 BRUCE SPRINGSTEEN 4-2 ELTON JOHN 7-3 PRINCE 8-4 THOMPSON TWINS 11-9

WKDD/Evanston, IN Hobbs/Payne NIGHT RANGER BILLY JOEL JOHN WAITE BILLY JOEL PETER WOLF Hottest: RENO & WILSON 4-2 PRINCE 11-1 RAY PARKER JR. 19-8 VAN HALEN 15-12

WSTV/Durham, NC Chris Taylor LIONEL RICIE Hottest: BRUCE SPRINGSTEEN 6-1 LAURA BRANIGAN 7-4 PRINCE 11-1 RENO & WILSON 5-3 RAY PARKER JR. 20-8 POINTER SISTERS 16-11 ZZ TOP 26-16

WMEF/Ft. Wayne, IN Scott Dugan BILLY JOEL JOHN WAITE GLENN FRY Hottest: PRINCE 2-1 RENO & WILSON 4-2 BRUCE SPRINGSTEEN 8-5 ZZ TOP 11-10 RAY PARKER JR. 28-21

WZPL/Indianapolis, IN Jim Miles ELTON JOHN LIONEL RICIE PETER WOLF PEABO BRYSON Hottest: PRINCE 1-1 RAY PARKER JR. 9-2 BRUCE SPRINGSTEEN 11-3 VAN HALEN 16-9 JACKSONS 21-11

WXJQ/Jackson, MI Ryan/Cheeks SAMMY HAGAR PETER WOLF NIGHT RANGER STYLE COUNCIL (dp) JOHN JACKSON (dp) Hottest: BRUCE SPRINGSTEEN 2-1 PRINCE 9-4 CARLS 10-7 ZZ TOP 15-9 RAY PARKER JR. 30-15

WKFR/Kalamazoo, MI Wainoch/Chapman GENESIS BILLY JOEL TONY CAREY (dp) GO GO'S Hottest: BILLY JOEL 8-2 PRINCE 11-1 ELTON JOHN 21-15 RAY PARKER JR. 30-17 JACKSONS 33-27

Z299/Kansas City, MO Charley Lake LIONEL RICIE PETER WOLF BILLY JOEL COREY HART JOHN WAITE Hottest: PRINCE 1-1 RENO & WILSON 3-3 BRUCE SPRINGSTEEN 3-3 JACKSONS 16-13

WVCL/Lansing, MI Martin/Klitradge MARY FRED CRISP CHRIS DEBURGH PETER WOLF Hottest: BRUCE SPRINGSTEEN 2-1 JEFFERSON STARSHI 1-2 ZZ TOP 4-3 LAURA BRANIGAN 6-4 CARLS 9-5

Z104/Madison, WI Little/Hudson GLENN FRY PETER WOLF IGLESIAS & ROSS BILLY JOEL (dp) Hottest: PRINCE 4-1 RAY PARKER JR. 3-2 RAY PARKER JR. 19-9 VAN HALEN 17-10 WANG CHUNG 22-14

KJ103/Oaklahoma City, OK Dan Weller BILLY JOEL SCANDAL SHEILA E. JOHN WAITE Hottest: BILLY JOEL 6-1 BRUCE SPRINGSTEEN 3-2 RAY PARKER JR. 16-9 RATT 31-21

KOKO/Okmahe, NE Taylor/Osano SLADE JOHN WAITE PETER WOLF Hottest: BRUCE SPRINGSTEEN 6-1 RAY PARKER JR. 7-2 PRINCE 11-1 RENO & WILSON 5-3 RAY PARKER JR. 20-8 POINTER SISTERS 16-11 ZZ TOP 26-16

WRRK/Racine/Milwaukee Pat Martin SCANDAL PEABO BRYSON JOHN WAITE GLENN FRY Hottest: PRINCE 1-1 MCKLUS 4-2 RAY PARKER JR. 23-10 BRUCE SPRINGSTEEN 8-5

WZOK/Rockford, IL Geoff Davis LIONEL RICIE STEVE PERRY GLENN FRY Hottest: BRUCE SPRINGSTEEN 4-1 BILLY JOEL 7-2 PRINCE 11-1 RENO & WILSON 13-6 CARLS 14-7 ROD STEWART 16-9

WCLF/FM/Carbondale, IL Tony Watahuk RICK SPRINGFIELD TONY CAREY GO GO'S Hottest: PRINCE 1-1 MICHAEL JACKSON 2-2 JACKSONS 17-4 WANG CHUNG 21-5 RAY PARKER JR. 14-6

WROTN/Toledo, OH Schaffner/Mitchell LIONEL RICIE GENESIS (dp) BILLY JOEL (dp) SLADE TINA TURNER (dp) JOHN JACKSON (dp) Hottest: BRUCE SPRINGSTEEN 2-1 PRINCE 8-2 RENO & WILSON 7-3 BILLY JOEL 9-5 RAY PARKER JR. 31-22

YMI/Fargo, ND Kelly/Anderson BILLY JOEL PETER WOLF (dp) NIGHT RANGER (dp) ROBIN GIBB Hottest: BRUCE SPRINGSTEEN 2-1 RENO & WILSON 3-2 BILLY JOEL 5-3 PRINCE 10-4 RAY PARKER JR. 18-11

KKXL/FM/Grand Forks, ND Don Nix/Kelly BILLY JOEL RICK JAMES PEABO BRYSON (dp) COREY HART EDDY GRANT Hottest: PRINCE 3-1 HUEY LEWIS & NEWS 1-2 BRUCE SPRINGSTEEN 17-2 ELTON JOHN 14-11 RAY PARKER JR. 16-12

KRAI/Iowa City, IA Bart Goynehor PETER WOLF SLADE SAMMY HAGAR Hottest: PRINCE 1-1 BRUCE SPRINGSTEEN 3-2 CHICAGO 12-7 JACKSONS 33-20

WZLY/FM/Lafayette, IN Stacy/Sparrow LIONEL RICIE SCANDAL BILLY JOEL NIGHT RANGER Hottest: BRUCE SPRINGSTEEN 7-1 PRINCE 11-3 BILLY JOEL 15-4 RAY PARKER JR. 21-13 STEVE PERRY 16-19

KFRX/Lincoln Tracy Johnson SLADE TONY CAREY PETER WOLF BILLY JOEL (dp) Hottest: BRUCE SPRINGSTEEN 6-1 RENO & WILSON 8-3 PRINCE 13-4 JACKSONS 14-10 RAY PARKER JR. 23-13

KXSS/Lincoln, NE Dean Lambert IGLESIAS & ROSS STEVE PERRY (dp) Hottest: BRUCE SPRINGSTEEN 2-2 DURAN DURAN 1-3 LIONEL RICIE 35-22

KFVR/Bismarck, ND Brnash/Hardt PETER WOLF RICK JAMES PETER WOLF PEABO BRYSON Hottest: BRUCE SPRINGSTEEN 3-1 ZZ TOP 4-3 RAY PARKER JR. 13-6 RICK SPRINGFIELD 18-10 RATT 20-13

WBNQ/Bloomington, IL Justin/Robbins LIONEL RICIE GLENN FRY GLENN FRY SCORPIONS (dp) SAMMY HAGAR (dp) PETER WOLF Hottest: BRUCE SPRINGSTEEN 4-1 PRINCE 7-3 RAY PARKER JR. 21-12

WFTO/FM/Springfield, MO Bob Hammond FACE TO FACE SAMMY HAGAR PETER WOLF TINA TURNER ELITE COSTELLO CHRIS DEBURGH Hottest: BRUCE SPRINGSTEEN 5-1 THOMPSON TWINS 11-6 ELTON JOHN 18-9 RAY PARKER JR. 19-12

WSPT/Savannah Point Butler/Tracy PETER WOLF JOHN JACKSON QUIET RIOT BILLY JOEL IGLESIAS & ROSS SAMMY HAGAR (dp) Hottest: ZZ TOP 3-2 PRINCE 13-5 WANG CHUNG 12-9 VAN HALEN 13-13 JACKSONS 24-14

KDVV/Topeka, KS Tony Stewart PETER WOLF SAMMY HAGAR BILLY JOEL SHEILA E. FACE TO FACE Hottest: BILLY JOEL 2-1 PRINCE 5-2 RENO & WILSON 6-4 RAY PARKER JR. 13-8

KFMW/Waterloo, IA Mark Porter none Hottest: HUEY LEWIS & NEWS 1-1 KENNY LOGGINS 13-7 BRUCE SPRINGSTEEN 8-8 PRINCE 10-1 RAY PARKER JR. 25-25 VAN HALEN 28-28

13K/Bakersfield, CA Jeff Ray NIGHT RANGER (dp) JOHN WAITE JOHN JACKSON SHEILA E. JOHN WAITE Hottest: HUEY LEWIS & NEWS 1-1 RAY PARKER JR. 17-5 THOMPSON TWINS 16-9 RAY PARKER JR. 20-19

KKXX/Bakersfield, CA Squires/Kemper none Hottest: BRUCE SPRINGSTEEN 1-1 RENO & WILSON 3-2 RATT 10-3 PRINCE 19-4 RAY PARKER JR. 27-13

KKQK/Bakersfield, CA Bob Harlow PETER WOLF BILLY JOEL JOHN WAITE SAMMY HAGAR NIGHT RANGER JOE JACKSON CHRIS DEBURGH Hottest: PRINCE 1-1 BRUCE SPRINGSTEEN 2-2 RATT 3-3 RAY PARKER JR. 7-4 LIONEL RICIE 23-8

KKFM/Colorado Springs, CO Finney/Ryan LIONEL RICIE PEABO BRYSON IGLESIAS & ROSS (dp) Hottest: SLADE BRUCE SPRINGSTEEN 3-1 RENO & WILSON 4-2 JACKSONS 37-20

KKAZ/Cheyenne John Ramsay GO GO'S RATT BILLY JOEL (dp) SCANDAL JOHN WAITE Hottest: BRUCE SPRINGSTEEN 1-1 RENO & WILSON 6-2 RAY PARKER JR. 31-17

KYNO/FM/Grand Valley/Dave Glenn FRY STEVE PERRY BILLY JOEL POINTER ELTON JOHN Hottest: BRUCE SPRINGSTEEN 1-1 PRINCE 8-5 RAY PARKER JR. 23-8 PRINCE 4-1 BILLY JOEL 8-10 HUEY LEWIS & NEWS 3-2 CARLS 4-4 JACKSONS 21-9 RAY PARKER JR. 28-10

KIKI/Honolulu, HI Kong/Shaheed BAR-KAYS RICK SPRINGFIELD RICK JAMES MONTY BRIST STAR Hottest: PRINCE 5-1 BRUCE 1-2 RENO & WILSON 4-3 BRUCE SPRINGSTEEN 2-16 JACKSONS 28-16

KQMO/Monroeville, HI Kimo Akane MICHAEL JACKSON PETER WOLF SAMMY HAGAR GENESIS QUIET RIOT Hottest: PRINCE SISTERS 2-2 PRINCE 4-3 RENO & WILSON 8-4 BRUCE SPRINGSTEEN 2-1 BILLY JOEL 11-7

KLUC/Las Vegas, NV Bill Kelly BILLY JOEL PETER WOLF JEFFERSON STARSHI JOHN WAITE SAMMY HAGAR Hottest: BILLY JOEL 2-1 CARLS 6-2 POINTER SISTERS 5-4 RAY PARKER JR. 13-8

KO9J/Madesto, CA DeMaroney/Novak none Hottest: HUEY LEWIS & NEWS 1-1 KENNY LOGGINS 13-7 PRINCE 22-17 RAY PARKER JR. 36-25

KHVD/Madesto-Stockton Khadi/Khadem NIGHT RANGER (dp) JOHN WAITE JOHN JACKSON SHEILA E. JOHN WAITE Hottest: HUEY LEWIS & NEWS 1-1 RAY PARKER JR. 17-5 THOMPSON TWINS 16-9 RAY PARKER JR. 20-19

KSM/Provo, UT Gentry/Grant EDDY GRANT BRUCE SPRINGSTEEN 10-1 BILLY JOEL BILLY JOEL 5-2 PRINCE 11-3 RENO & WILSON 16-6 CARLS 17-10

KKXX/Bakersfield, CA Squires/Kemper none Hottest: BRUCE SPRINGSTEEN 1-1 RENO & WILSON 3-2 RATT 10-3 PRINCE 19-4 RAY PARKER JR. 27-13

KKQK/Bakersfield, CA Bob Harlow PETER WOLF BILLY JOEL JOHN WAITE SAMMY HAGAR NIGHT RANGER JOE JACKSON CHRIS DEBURGH Hottest: PRINCE 1-1 BRUCE SPRINGSTEEN 2-2 RATT 3-3 RAY PARKER JR. 7-4 LIONEL RICIE 23-8

KKFM/Colorado Springs, CO Finney/Ryan LIONEL RICIE PEABO BRYSON IGLESIAS & ROSS (dp) Hottest: SLADE BRUCE SPRINGSTEEN 3-1 RENO & WILSON 4-2 JACKSONS 37-20

KKAZ/Cheyenne John Ramsay GO GO'S RATT BILLY JOEL (dp) SCANDAL JOHN WAITE Hottest: BRUCE SPRINGSTEEN 1-1 RENO & WILSON 6-2 RAY PARKER JR. 31-17

KHYTT/Tucson Sherman Cohen ELTON JOHN JOHN JACKSON PATRICE RUSHEN PETER WOLF MICHAEL JACKSON STYLE COUNCIL Hottest: BRUCE SPRINGSTEEN 1-2 BILLY JOEL 3-1 NIGHT RANGER 4-4 DURAN DURAN 5-5

KRQ/Tucson, AZ Kerry Norris GLENN FRY PETER WOLF SCANDAL (dp) SAMMY HAGAR (dp) BILLY JOEL IGLESIAS & ROSS Hottest: BRUCE SPRINGSTEEN 2-1 PRINCE 10-6 RAY PARKER JR. 21-7 ELTON JOHN 15-11

KTKT/Tucson, AZ Rivers/Alexander SLADE PETER WOLF RICK JAMES BILLY JOEL SCORPIONS CARLS (dp) Hottest: BRUCE SPRINGSTEEN 1-1 PRINCE 9-3 ELTON JOHN 16-8 OLLIE & JERRY 21-13 RAY PARKER JR. 27-17

PARALLEL THREE KGOT/Anchorage, AK Kay Taylor SAMMY HAGAR BILLY JOEL PETER WOLF KARL BONOFF Hottest: PRINCE 1-1 BRUCE SPRINGSTEEN 3-2 COREY HART 13-9 JACKSONS 20-11 RAY PARKER JR. 17-12

KYYA/Bingham, MT Charlie Fox IGLESIAS & ROSS JOHN WAITE SAMMY HAGAR (dp) BILLY JOEL 4-1 BRUCE SPRINGSTEEN 7-2 RENO & WILSON 6-4 PRINCE 13-6 RAY PARKER JR. 30-24

KCDO/Bozeman Greg Williams PETER WOLF SAMMY HAGAR NIGHT RANGER BILLY JOEL GLENN FRY Hottest: BRUCE SPRINGSTEEN 2-1 BILLY JOEL 3-2 ZZ TOP 8-4 PRINCE 17-6 VAN HALEN 23-15

KTRS/Casper, WY Bill Cody SLADE JCANAL (dp) JOHN WAITE CHRIS DEBURGH GENESIS STYLE COUNCIL SCORPIONS (dp) Hottest: BRUCE SPRINGSTEEN 3-1 RENO & WILSON 6-2 RAY PARKER JR. 25-16 JACKSONS 37-20

KKAZ/Cheyenne John Ramsay GO GO'S RATT BILLY JOEL (dp) SCANDAL JOHN WAITE Hottest: BRUCE SPRINGSTEEN 1-1 RENO & WILSON 6-2 RAY PARKER JR. 31-17

KKHO/Hoodland, WA Steve Larson BILLY JOEL PETER WOLF Hottest: BRUCE SPRINGSTEEN 2-1 PRINCE 11-3 ROD STEWART 12-6 RAY PARKER JR. 21-11 JACKSONS 32-15

KRSP/Bat Lake City, UT Carson/Moff JOHN WAITE IGLESIAS & ROSS PETER WOLF STEVE PERRY GLENN FRY Hottest: DURAN DURAN 3-1 POINTER SISTERS 3-2 PRINCE 8-5 RAY PARKER JR. 23-8 PRINCE 4-1 BILLY JOEL 8-10 HUEY LEWIS & NEWS 3-2 CARLS 4-4 JACKSONS 21-9 RAY PARKER JR. 28-10

KOZE/Lewiston, ID Jay McCall SAMMY HAGAR SHEILA E. NIGHT RANGER PEABO BRYSON SLADE PETER WOLF SURVIVOR Hottest: ZZ TOP 1-1 PRINCE 5-4 BRUCE SPRINGSTEEN 8-5 RAY PARKER JR. 16-9 VAN HALEN 23-14

KCAQ/Oxnard/Ventura, CA Thomas/Parr BRUCE SPRINGSTEEN JEFFERSON STARSHI PETER WOLF RICK JAMES BANANARAMA Hottest: PRINCE 5-1 BRUCE SPRINGSTEEN 3-2 BILLY JOEL 7-3 OLLIE & JERRY 14-8 RAY PARKER JR. 27-10

KOZA/Pueblo, CO Rly Avine BILLY JOEL SHEILA E. MCKLUS (dp) RICK JAMES (dp) PATRICE RUSHEN Hottest: BRUCE SPRINGSTEEN 8-1 CARLS 11-5-7 RENO & WILSON 12-4 RAY PARKER JR. 21-10

KCBN/Reno, NV Jim O'Hara PETER WOLF NIGHT RANGER JOHN JACKSON Hottest: PRINCE 7-1 BRUCE SPRINGSTEEN 3-2 CARLS 13-9 RAY PARKER JR. 21-13 OLLIE & JERRY 23-16

KHTX/Reno, NV John Chomitis LIONEL RICIE KENNY LOGGINS GENESIS BILLY JOEL IGLESIAS & ROSS SLADE SAMMY HAGAR Hottest: BRUCE SPRINGSTEEN 7-3 RENO & WILSON 10-6 RAY PARKER JR. 20-9 ROD STEWART 15-11

KBYA/Bingham, MT Charlie Fox IGLESIAS & ROSS JOHN WAITE SAMMY HAGAR (dp) BILLY JOEL 4-1 BRUCE SPRINGSTEEN 7-2 RENO & WILSON 6-4 PRINCE 13-6 RAY PARKER JR. 30-24

KCDO/Bozeman Greg Williams PETER WOLF SAMMY HAGAR NIGHT RANGER BILLY JOEL GLENN FRY Hottest: BRUCE SPRINGSTEEN 2-1 BILLY JOEL 3-2 ZZ TOP 8-4 PRINCE 17-6 VAN HALEN 23-15

KTRS/Casper, WY Bill Cody SLADE JCANAL (dp) JOHN WAITE CHRIS DEBURGH GENESIS STYLE COUNCIL SCORPIONS (dp) Hottest: BRUCE SPRINGSTEEN 3-1 RENO & WILSON 6-2 RAY PARKER JR. 25-16 JACKSONS 37-20

KKAZ/Cheyenne John Ramsay GO GO'S RATT BILLY JOEL (dp) SCANDAL JOHN WAITE Hottest: BRUCE SPRINGSTEEN 1-1 RENO & WILSON 6-2 RAY PARKER JR. 31-17

KKHO/Hoodland, WA Steve Larson BILLY JOEL PETER WOLF Hottest: BRUCE SPRINGSTEEN 2-1 PRINCE 11-3 ROD STEWART 12-6 RAY PARKER JR. 21-11 JACKSONS 32-15

# PARALLEL

**Parallel I:** Selected stations in major markets that are formal dominant and/or exert a significant national influence.

**Parallel II:** Selected stations in secondary markets that are formal dominant and/or exert a significant local or regional influence. This parallel may also contain some major market stations that do not qualify for parallel one status.

**Parallel III:** Selected stations in smaller markets that are formal dominant and/or exert a significant local influence. This parallel may contain some secondary market stations that do not qualify for parallel two status.

## 236 Reports

**JOHN DOE**  
LP: Hit Song  
Regional: 100/25 44% National  
Summary: 51  
Debut: 2/1  
M: 23%  
E: 33%  
W: 52%  
A: 19%

**EXAMPLE**  
100/25 - 100 CHR reporting stations on if this week including 25 new.  
44% - Percentage of the weeks reported playing.  
Regional Reach - Percentage of reporters playing the song within each region.  
National Summary - Number of stations moving up on the charts.  
Debut: 20 - Number of stations debuting for the first time.  
Same 24 - Number of stations reporting no movement this week. (On Hold, On Air, On 31, 31, etc.)  
Down 0 - Number of stations moving down on their charts.  
Add: 25 - Total number of stations adding it this week.

**BON JOVI**  
LP: She Don't Know Me (Mercury/PG)  
Regional: 120/0 61% National  
Summary: 51  
Debut: 1/1  
M: 54%  
E: 31%  
W: 64%  
A: 10%

**BERLIN**  
LP: How It's My Turn (Geffen)  
LP: Love Life  
Regional: 63/0 23% National  
Summary: 51  
Debut: 1/1  
M: 18%  
E: 31%  
W: 50%  
A: 11%

**TONY CAREY**  
LP: The First Day Of... (MCA)  
Regional: 173/11 74% National  
Summary: 51  
Debut: 1/1  
M: 64%  
E: 31%  
W: 64%  
A: 11%

**GENESIS**  
LP: Taking It All Too Hard (Atlantic)  
LP: Genesis  
Regional: 83/22 36% National  
Summary: 51  
Debut: 1/1  
M: 24%  
E: 31%  
W: 45%  
A: 22%

**EDDY GRANT**  
LP: Romancing The... (Portrait/CBS)  
LP: Going For Broke  
Regional: 182/7 77% National  
Summary: 51  
Debut: 1/1  
M: 83%  
E: 31%  
W: 84%  
A: 7%

**DAN HARTMAN**  
LP: I Can Dream About You (MCA)  
LP: Soundtrack Streets Of Fire  
Regional: 202/4 86% National  
Summary: 51  
Debut: 1/1  
M: 84%  
E: 31%  
W: 84%  
A: 1%

**ROBIN GIBB**  
LP: She Don't Know Me (Mercury/PG)  
Regional: 120/0 61% National  
Summary: 51  
Debut: 1/1  
M: 54%  
E: 31%  
W: 64%  
A: 10%

**GLENN FREY**  
LP: The Long Rider  
Regional: 178/28 75% National  
Summary: 51  
Debut: 1/1  
M: 71%  
E: 31%  
W: 75%  
A: 19%

**ROBIN GIBB**  
LP: She Don't Know Me (Mercury/PG)  
Regional: 120/0 61% National  
Summary: 51  
Debut: 1/1  
M: 54%  
E: 31%  
W: 64%  
A: 10%

**GLENN FREY**  
LP: The Long Rider  
Regional: 178/28 75% National  
Summary: 51  
Debut: 1/1  
M: 71%  
E: 31%  
W: 75%  
A: 19%

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LP: Romancing The... (Portrait/CBS)  
LP: Going For Broke  
Regional: 182/7 77% National  
Summary: 51  
Debut: 1/1  
M: 83%  
E: 31%  
W: 84%  
A: 7%

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LP: Soundtrack Streets Of Fire  
Regional: 202/4 86% National  
Summary: 51  
Debut: 1/1  
M: 84%  
E: 31%  
W: 84%  
A: 1%

**PEABO BRYSON**  
LP: If Ever You're In My... (Elektra)  
LP: Straight From The Heart  
Regional: 167/28 71% National  
Summary: 51  
Debut: 1/1  
M: 71%  
E: 31%  
W: 71%  
A: 28%

**JOHN DOE**  
LP: Hit Song  
Regional: 100/25 44% National  
Summary: 51  
Debut: 2/1  
M: 23%  
E: 33%  
W: 52%  
A: 19%

**EXAMPLE**  
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Summary: 51  
Debut: 1/1  
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E: 31%  
W: 64%  
A: 10%

**BERLIN**  
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W: 64%  
A: 11%

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LP: Taking It All Too Hard (Atlantic)  
LP: Genesis  
Regional: 83/22 36% National  
Summary: 51  
Debut: 1/1  
M: 24%  
E: 31%  
W: 45%  
A: 22%

**EDDY GRANT**  
LP: Romancing The... (Portrait/CBS)  
LP: Going For Broke  
Regional: 182/7 77% National  
Summary: 51  
Debut: 1/1  
M: 83%  
E: 31%  
W: 84%  
A: 7%

**DAN HARTMAN**  
LP: I Can Dream About You (MCA)  
LP: Soundtrack Streets Of Fire  
Regional: 202/4 86% National  
Summary: 51  
Debut: 1/1  
M: 84%  
E: 31%  
W: 84%  
A: 1%

**ROBIN GIBB**  
LP: She Don't Know Me (Mercury/PG)  
Regional: 120/0 61% National  
Summary: 51  
Debut: 1/1  
M: 54%  
E: 31%  
W: 64%  
A: 10%

**GLENN FREY**  
LP: The Long Rider  
Regional: 178/28 75% National  
Summary: 51  
Debut: 1/1  
M: 71%  
E: 31%  
W: 75%  
A: 19%

**ROBIN GIBB**  
LP: She Don't Know Me (Mercury/PG)  
Regional: 120/0 61% National  
Summary: 51  
Debut: 1/1  
M: 54%  
E: 31%  
W: 64%  
A: 10%

**GLENN FREY**  
LP: The Long Rider  
Regional: 178/28 75% National  
Summary: 51  
Debut: 1/1  
M: 71%  
E: 31%  
W: 75%  
A: 19%

**EDDY GRANT**  
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LP: Going For Broke  
Regional: 182/7 77% National  
Summary: 51  
Debut: 1/1  
M: 83%  
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A: 7%

**DAN HARTMAN**  
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LP: Soundtrack Streets Of Fire  
Regional: 202/4 86% National  
Summary: 51  
Debut: 1/1  
M: 84%  
E: 31%  
W: 84%  
A: 1%

**CARS**  
LP: Magic (Elektra)  
LP: Heartbeat City  
Regional: 224/4 96% National  
Summary: 51  
Debut: 1/1  
M: 96%  
E: 31%  
W: 96%  
A: 1%

**FACE TO FACE**  
LP: Face To Face  
Regional: 143/15 61% National  
Summary: 51  
Debut: 1/1  
M: 61%  
E: 31%  
W: 61%  
A: 15%

**GO-TO'S**  
LP: Go To You (IRS/A&M)  
LP: Talk Show  
Regional: 162/16 65% National  
Summary: 51  
Debut: 1/1  
M: 65%  
E: 31%  
W: 65%  
A: 16%

**SAMMY HAGAR**  
LP: Two Sides Of Love (Geffen)  
LP: V.O.A.  
Regional: 61/81 26% National  
Summary: 51  
Debut: 1/1  
M: 26%  
E: 31%  
W: 26%  
A: 81%

**COREY HART**  
LP: Surfer's Att... (EMI America)  
LP: Fast Feet Out  
Regional: 188/6 84% National  
Summary: 51  
Debut: 1/1  
M: 84%  
E: 31%  
W: 84%  
A: 6%

**CHRIS DEBORG**  
LP: Chris DeBorg (A&M)  
LP: Man On The Line  
Regional: 80/20 34% National  
Summary: 51  
Debut: 1/1  
M: 34%  
E: 31%  
W: 34%  
A: 20%

**TONY CAREY**  
LP: The First Day Of... (MCA)  
Regional: 173/11 74% National  
Summary: 51  
Debut: 1/1  
M: 64%  
E: 31%  
W: 64%  
A: 11%

**GENESIS**  
LP: Taking It All Too Hard (Atlantic)  
LP: Genesis  
Regional: 83/22 36% National  
Summary: 51  
Debut: 1/1  
M: 24%  
E: 31%  
W: 45%  
A: 22%

**EDDY GRANT**  
LP: Romancing The... (Portrait/CBS)  
LP: Going For Broke  
Regional: 182/7 77% National  
Summary: 51  
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(Continued on Next Column) (Parallels continued on page 74)







# AIR

TM

## "IT ALL STARTS WITH LISTENING"

Active Industry Research • P.O. BOX 1136 • COLUMBIA, MARYLAND 21044 • 301-964-5544

### ACTIVES IN RADIO



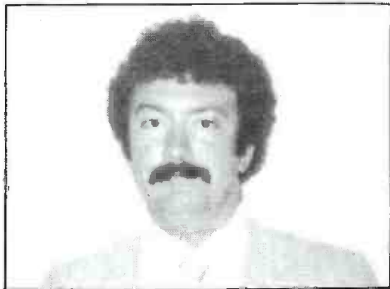
**CHARLEY LAKE — KZZC**  
Shawnee Mission, KS

"Anyone underestimating AIR's impact at radio has to be kidding themselves. Programmers don't pay lip service to AIR, they really listen to these records and, what's more, are required to tell why they don't pick certain records. What could be more valuable to a promo chief? AIR is a whole new kind of promotional action & reaction based on tangible rewards. The ultimate snob car, peer recognition, and a chance to find new hits. I wish I'd thought of it."



**ROGER GAITHER — Q104**  
Gadsden, AL

"In an idea business, AIR is refreshing. I personally feel that above the incentive each week to listen to the records on the AIR chart and possibly win a new Mercedes, AIR has made me a better program director by calling my attention to the "active" music available for airplay. I assure you I do listen to the AIR records first. If I listen, then that's half the game ... our industry needs it!"



**BILL SHANNON — K104**  
Erie, PA

"These five songs may not be all hits, but they will all be listened to. I relish the opportunity to look at some newer product prior to its release. AIR can give me an advantage."



**JERRY DEAN — KQKQ (SWEET 98 FM)**  
Omaha, NB

"Since I've been involved in the AIR competition, it's made quite a difference in the way I listen to music for Sweet 98. It has really made me aware of a number of songs that probably would've slipped by had it not been for the AIR contest. Keep it up!"

**Visibility starts with AIR. Call Alan Smith at (301) 964-5544. Your most important project deserves to be heard. AIR brings priorities into focus.**

WEEK

**30**

### AIR Response Records

WEEK

**30**

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, July 11, 1984.

#	TITLE	ARTIST	LABEL
2241	TWO SIDES OF LOVE	SAMMY HAGAR	GEFFEN
2242	THE ONLY FLAME IN TOWN	ELVIS COSTELLO	COLUMBIA
2243	TWO SILHOUETTES	RUSS BALLARD	EMI AMERICA
2244	FEELS SO REAL	PATRICE RUSHEN	ELEKTRA
2245	17	RICK JAMES	GORDY/MOTOWN





# JERMAINE JACKSON

**The Fuse  
Is Lit!**

**"DYNAMITE."**

**The first single from the  
racing-towards-platinum  
LP, Jermaine Jackson.**

JERMAINE JACKSON



**Watch for the  
12" "Jellybean"  
remix and a  
Bob Giraldi-  
directed video,  
both coming  
soon!**

**7" single included  
in this issue.**

**ARISTA**  
© 1984 Arista Records, Inc.



# Contemporary Hit Radio

Three Weeks Last  
Weeks Weeks Weeks

- 16 9 2 **1** PRINCE/When Doves Cry (WB)
- 7 3 1 **2** BRUCE SPRINGSTEEN/Dancing In The Dark (Columbia)
- 10 8 3 **3** BILLY IDOL/Eyes Without A Face (Chrysalis)
- 8 7 4 **4** MIKE RENO & ANN WILSON/Almost Paradise (Columbia)
- 4 4 5 **5** LAURA BRANIGAN/Self Control (Atlantic)
- 18 13 9 **6** CARS/Magic (Elektra)
- 30 16 **7** RAY PARKER JR./Ghostbusters (Arista)
- 20 14 10 **8** ZZ TOP/Legs (WB)
- 5 5 8 **9** POINTER SISTERS/Jump (For My Love) (Planet/RCA)
- 23 15 12 **10** THOMPSON TWINS/Doctor! Doctor! (Arista)
- 26 22 15 **11** ELTON JOHN/Sad Songs (Say So Much) (Geffen)
- 24 18 14 **12** ROD STEWART/Infatuation (WB)
- 2 1 6 **13** DURAN DURAN/The Reflex (Capitol)
- 3 2 7 **14** HUEY LEWIS & THE NEWS/Heart Of Rock & Roll (Chrysalis)
- 22 19 17 **15** WANG CHUNG/Dance Hall Days (Geffen)
- 35 24 **16** JACKSONS/State Of Shock (Epic)
- 33 29 20 **17** OLLIE & JERRY/Breakin' (There's No Stoppin'...) (Polydor/PG)
- 30 27 25 **18** DAN HARTMAN/I Can Dream About You (MCA)
- 27 24 22 **19** JEFFERSON STARSHIP/No Way Out (Grunt/RCA)
- 29 26 21 **20** RICK SPRINGFIELD/Don't Walk Away (RCA)
- 39 31 26 **21** KENNY LOGGINS/I'm Free (Heaven Helps...) (Columbia)
- 15 11 13 **22** CHICAGO/Stay The Night (WB)
- 1 6 11 **23** CYNDI LAUPER/Time After Time (Portrait/CBS)
- 40 32 **24** VAN HALEN/Panama (WB)
- 39 **25** LIONEL RICHIE/Stuck On You (Motown)
- 37 32 29 **26** COREY HART/Sunglasses At Night (EMI America)
- 38 33 **27** TINA TURNER/What's Love Got To Do With It (Capitol)
- 37 35 **28** EDDY GRANT/Romancing The Stone (Portrait/CBS)
- 19 17 18 **29** VAN STEPHENSON/Modern Day Delilah (MCA)
- 39 37 **30** PEABO BRYSON/If Ever You're In My Arms Again (Elektra)
- DEBUT** **31** STEVE PERRY/She's Mine (Columbia)
- 21 28 30 **32** MADONNA/Borderline (Sire/WB)
- 17 16 19 **33** EURYTHMICS/Who's That Girl (RCA)
- 9 10 23 **34** CULTURE CLUB/It's A Miracle (Virgin/Epic)
- BREAKER** **35** RATT/Round And Round (Atlantic)
- 14 21 28 **36** NIGHT RANGER/Sister Christian (Camel/MCA)
- DEBUT** **37** TONY CAREY/The First Day Of Summer (MCA)
- DEBUT** **38** SERGIO MENDES/Alibis (A&M)
- BREAKER** **39** ROBIN GIBB/Boys Do Fall In Love (Mirage/Atco)
- DEBUT** **40** GLENN FREY/Sexy Girl (MCA)

N&A Begins on Page 78

Complete Tracks Chart on Page 83

# Adult / Contemporary

- 6 2 2 **1** PEABO BRYSON/If Ever You're In My Arms (Elektra)
- 3 1 1 **2** MIKE RENO & ANN WILSON/Almost Paradise (Columbia)
- 12 6 3 **3** ELTON JOHN/Sad Songs (Say So Much) (Geffen)
- 23 12 5 **4** LIONEL RICHIE/Stuck On You (Motown)
- 9 5 4 **5** LAURA BRANIGAN/Self Control (Atlantic)
- 15 15 11 **6** SERGIO MENDES/Alibis (A&M)
- 16 14 9 **7** ALAN PARSONS PROJECT/Prime Time (Arista)
- 1 3 6 **8** CYNDI LAUPER/Time After Time (Portrait/CBS)
- 10 6 13 **9** JOHNNY MATHIS/Simple (Columbia)
- 17 18 10 **10** ALABAMA/When We Make Love (RCA)
- 25 21 17 **11** POINTER SISTERS/Jump (For My Love) (Planet/RCA)
- 2 4 7 **12** DAN FOGELBERG/Believe In Me (Full Moon/Epic)
- 20 18 15 **13** JUICE NEWTON/A Little Love (RCA)
- 14 13 10 **14** JOE JACKSON/You Can't Get What You Want... (A&M)
- 24 20 18 **15** DAN HARTMAN/I Can Dream About You (MCA)
- 23 **16** TEDDY PENDERGRASS/Hold Me (Asylum)
- 4 7 12 **17** DENIECE WILLIAMS/Let's Hear It For The Boy (Columbia)
- 22 20 **18** MICHAEL JACKSON/Farewell My Summer Love (Motown)
- 25 22 **19** MADONNA/Borderline (Sire/WB)
- 7 9 14 **20** ANNE MURRAY/Just Another Woman In Love (Capitol)
- BREAKER** **21** JULIO IGLESIAS & DIANA ROSS/All Of You (Columbia)
- 24 **22** CHRISTOPHER CROSS/A Chance For Heaven (Columbia)
- BREAKER** **23** BILLY JOEL/Leave A Tender Moment Alone (Columbia)
- 25 **24** DAVE GRUSIN/Theme From "St. Elsewhere" (GRP)
- 5 11 16 **25** CULTURE CLUB/It's A Miracle (Virgin/Epic)

N&A Begins on Page 51

Three Weeks Last  
Weeks Weeks Weeks

- 1 1 1 **1** BRUCE SPRINGSTEEN/Dancing In The Dark (Columbia)
- 3 2 2 **2** JEFFERSON STARSHIP/No Way Out (Grunt/RCA)
- 17 12 6 **3** CARS/Drive (Elektra)
- 7 6 4 **4** CHRIS DeBURGH/High On Emotion (A&M)
- 14 **5** BILLY SQUIER/Rock Me Tonite (Capitol)
- 6 7 5 **6** ROD STEWART/Infatuation (WB)
- 45 21 10 **7** JOHN WAITE/Missing You (EMI America)
- 2 3 3 **8** FIXX/Deeper & Deeper (MCA)
- 9 8 8 **9** RATT/Round And Round (Atlantic)
- 39 19 11 **10** SCANDAL featuring PATTY SMYTH/The Warrior (Col.)
- 4 4 7 **11** CARS/Magic (Elektra)
- 26 18 15 **12** BRUCE SPRINGSTEEN/Cover Me (Columbia)
- 27 20 19 **13** JEFFERSON STARSHIP/Layin' It On... (Grunt/RCA)
- 16 15 13 **14** QUIET RIOT/Mama Weer All Crazee... (Pasha/CBS)
- 13 10 12 **15** RUSS BALLARD/Voices (EMI America)
- 19 17 20 **16** STEVE PERRY/She's Mine (Columbia)
- 47 38 26 **17** COREY HART/Sunglasses At Night (EMI America)
- 41 33 23 **18** TONY CAREY/The First Day Of Summer (MCA)
- 36 27 25 **19** TWISTED SISTER/We're Not Gonna... (Atlantic)
- 5 5 9 **20** BILLY IDOL/Eyes Without A Face (Chrysalis)
- 23 22 22 **21** WHITESNAKE/Slow 'n' Easy (Geffen)
- 18 16 16 **22** THOMPSON TWINS/Doctor! Doctor! (Arista)
- BREAKER** **23** PRINCE/When Doves Cry (WB)
- 10 14 21 **24** ZZ TOP/Legs (WB)
- BREAKER** **25** PETER WOLF/Lights Out (EMI America)
- BREAKER** **26** SAMMY HAGAR/Two Sides Of Love (Geffen)
- 50 41 28 **27** VAN HALEN/Panama (WB)
- 8 9 18 **28** RED RIDER/Young Thing, Wild Dreams... (Capitol)
- 51 36 **29** BOX OF FROGS/Back Where I Started (Epic)
- 42 36 32 **30** SCORPIONS/Still Loving You (Mercury/PG)

PRINCE (218)  
Doves Cry (WB)  
NGSTEEN (156)  
ark (Columbia)  
R. (138)  
Arista)

# Black/Urban

- 3 1 1 **1** PRINCE/When Doves Cry (WB)
- 15 5 2 **2** TINA TURNER/What's Love Got To Do With It (Capitol)
- 16 10 5 **3** OLLIE & JERRY/Breakin' (There's No Stoppin'...) (Polydor/PG)
- 2 2 3 **4** PATRICE RUSHEN/Feels So Real (Won't Let Go) (Elektra)
- 4 4 4 **5** JOCELYN BROWN/Somebody Else's Guy (Vinyl Dreams)
- 17 11 8 **6** TEDDY PENDERGRASS/Hold Me (Asylum)
- 12 8 7 **7** PEABO BRYSON/If Ever You're In My Arms... (Elektra)
- 13 **8** JACKSONS/State Of Shock (Epic)
- 30 20 15 **9** KASHIF/Baby Don't Break Your Baby's Heart (Arista)
- 32 24 14 **10** LAKESIDE/Outrageous (Solar/Elektra)
- 8 6 6 **11** ROGER/In The Mix (WB)
- 26 19 16 **12** SHEILA E/The Glamorous Life (WB)
- 7 7 10 **13** ROCKWELL/Obscene Phone Caller (Motown)
- 28 21 **14** ONE WAY/Mr. Groove (MCA)
- 13 12 12 **15** DENNIS EDWARDS/...Aphrodisiac (Gordy/Motown)
- 30 22 **16** STANLEY CLARKE/Heaven Sent You (Epic)
- 31 21 19 **17** GRANDMASTER M. MEL/Beat... (Atlantic)
- 1 3 9 **18** JERMAINE JACKSON/Tell Me I'm Not Dreaming (Arista)
- 9 9 11 **19** CHERRELLE/I Didn't Mean To Turn You On (Tabu/CBS)
- 30 **20** RAY PARKER JR./Ghostbusters (Arista)
- 21 18 17 **21** CAMEO/Talkin' Out The Side Of Your... (Atl. Art./PG)
- 10 16 18 **22** R.J.'S LATEST ARRIVAL/Shackles (Golden Boy/Quality)
- 39 27 25 **23** ART OF NOISE/Close (To The Edit) (Island)
- 14 13 20 **24** WORLD'S FAMOUS SUPREME TEAM/Hey D.J. (Island)
- 33 **25** TIME/Ice Cream Castles (WB)
- 24 23 23 **26** WOMACK & WOMACK/Baby I'm Scared... (Elektra)
- 37 **27** MTUME/You Me And He (Epic)
- BREAKER** **28** BROTHERS JOHNSON/You Keep Me Coming... (A&M)
- 33 29 29 **29** SMOKEY ROBINSON/And I Don't... (Tamla/Motown)
- BREAKER** **30** EVELYN "CHAMPAGNE" KING/Teenager (RCA)
- 29 26 26 **31** JOHNNY MATHIS/Simple (Columbia)
- 37 34 32 **32** BRASS CONSTRUCTION/Never Had A Girl (Capitol)
- 38 36 34 **33** BLOODSTONE/Instant Love (T-Neck/CBS)
- 35 36 **34** MICHAEL JACKSON/Farewell My Summer... (Motown)
- 40 **35** SKOOL BOYZ/Slip Away (Columbia)
- BREAKER** **36** RICK JAMES/17 (Gordy/Motown)
- DEBUT** **37** LIONEL RICHIE/Stuck On You (Motown)
- BREAKER** **38** BILLY OCEAN/Caribbean Queen (No... (Jive/Arista)
- 6 15 27 **39** POINTER SISTERS/Jump (For My Love) (Planet/RCA)
- BREAKER** **40** VALENTINE BROTHERS/Lonely Nights (A&M)

N&A Begins on Page 58