THE INDUSTRY'S WEEKLY NEWSPAPER

OCTOBER 5, 1984

I	N	S	I	D	E:
	WGN	KEMB	HIT F	OME	RS

IN SUMMER BOOK

Chicago: WGN Up To 11.4 As Cubs Win Philadelphia: WEAZ New Leader As KYW, Phils Slip San Diego: Padres Pennant Propels KFMB

Full details on Page 18

BROUHAHA BREWS OVER RADIO & TV BEER/WINE ADS

As citizens' groups mount a drive to outlaw beer and wine broadcast ads, the NAB and NRBA gear up for a full-scale battle. Page 5

SELLING CREATIVELY

Seicom's Andy Rainey maintains it's OK to give a sale your best shot . . . but better to take two or three shots from different angles to find the "right" answer for the client.

Page 16

WHAT IS EXCLUSIVITY ANYWAY?

"Exclusivity," in network parlance, can have more than one definition. Reed Bunzel explores what exclusivity implies when applied to concerts and interviews. Page 12



With this issue, we celebrate our 11th anniversary.

PEOPLE IN THE NEWS THIS WEEK

- Russ Reagan Shamrock VP
- Bill Kirkpatrick VP at Summit
- . Jim Tillary GM for KXXY-AM & FM Bill Pugh PD at WKDA & WKDF
- Dale Weber WNCI's GM
- Andy Allen RCA AOR Manager
- Steve Godofsky VP/GM at WNUF
- Robert Scherner GSM for KSFO & KYA
- Earl Baker GSM at WPRO
- Kenn Brown KGW GSM

Page 3, 18, 41

RCPC WRAP-UPS

Joel Denver, Lon Helton, and Walt Love provide detailed looks at the RCPC's format discussions in CHR, Country, and Black/Urban radio.

Page 35, 42, 45

RICK DEES: A CHARACTER STUDY

Part II of Dan O'Day's Rick Dees interview probes some of the secrets of his morning success - the characters who populate his KIIS-FM show and how they're deployed.

Page 28

Newsstand Price \$3.50



for \$13 million from Mututal.

The transaction, pending FCC

approval, will give Doubleday an AM complement to recently-

converted CHR outlet WAPP. Doubleday President Gary Stevens told R&R, "We're

delighted to have the station as

part of the Doubleday organiza-

tion. It's the New York Mets'

flagship station, and since Doubleday owns the Mets, there

ing high on AM radio, and this

by no means signals a dramatic

move by Doubleday back into

AM; we're still an FM com-

pany. WHN is more of a con-

solidation of our interests in

New York City than an acquisi-

tion. It was such a unique oppor-

tunity in the New York market

that it was hard to pass up. I'm

delighted with everything

presently happening at the sta-

tion, including the format and

Mutual Broadcasting Exec.

VP/GM Jack Clements told

R&R, "We have had many in-

quiries regarding the sale of

WHIN for some time, but all the

terms, including the price, affiliation, and purchaser, had to

be right. Doubleday has ex-pressed its commitment to

WHIN to maintain its present

staff, support its Country for-

mat, and continue as an affiliate

"WHIN is and will continue to

be a radio success story in New

York," he continued. "We are

selling WHN with the station

clearly in the black, and poised

for a long road of success

The sale takes Mutual out of

the station ownership arena.

Besides WAPP, Doubleday owns WMET/Chicago, WLLZ/

the staff."

of Mutual.

ahead."

is excellent synergy here. "I've been quoted as not be-

CRAMER EXITS Gamble Wins WMAQ **Programming Post**

Bill Gamble has been named Program Director for NBC's Country outlet, WMAQ/Chicago. Gamble replaces the exiting Ted Cramer.

WMAQ VP/GM Tom Hoyt told R&R, "We're very excited to have a programmer of Bill's caliber here. WMAQ has been the nation's preeminent Country station for a long time, and we're looking for Bill to not only maintain but enhance that position. What we want to do is be

very Country and continue to serve that core Country audience in the TSA, while making ourselves more attractive to the metro listener.

Gamble most recently programmed WSUN/Tampa for three years when it was under the ownership of Plough Broadcasting, leaving in June when the station was sold to Taft. Prior to WSUN, Gamble had been PD for WEFM/Chicago; National PD for WEFM's parent company, General Cinema; and Operations Director at WIFI/Philadelphia.

Doubleday Buys WHN From s. cook in the second rate of the second rate TOWSON STATE Unique to be associated with NBC, a company that runs some of the best radio stations **Mutual For \$13 Million** OCT 9 Determined to the challenge of pro-

Mutual Affiliation Continues; Doubleday Expresses Support For Country Format

Upport For Country Format Detroit, WAVA/Washington, comes Doubleday's first Country KPKE/Denver, and KDWB-AM try-formatted outlet. Doubleday Broadcasting has agreed to purchase 50kw Coun-& FM/Minneapolis. WHN betry-formatted WHN/New York

> **Summer Ratings For** New York Los Angeles

WPLJ Gains On WHTZ; Urbans WRKS, WBLS improve; WOR Climbs

KIIS Hits 10 Share; KTNQ, KMPC, KOST Up Notably; **KROQ-FM Rebounds** As KLOS, KMET Slip

Summer Quarterly Arbitron Advances

Summer					
Sec	w. '84	Sum. '84			Sum. '84
WHTZ (CHR)	7.2	6.6	KIIS (CHR)	9.7	10.0
WRKS (Urbn)	5.1	5.4	KABC (Talk)	7.6	7.9
WPLJ (CHR)	4.4	5.3	KJOI (Easy)	4.3	4.4
WOR (Talk)	4.2	4.7	KBIG (Easy)	4.3	4.1
WINS (News)	4.6	4.4	KLOS (AOR)	3.9	3.5
WRFM (BM)	3.7	3.7	KMPC (BBnd)	2.9	3.4
WBLS (Urbn)	2.6	3.5	KOST (A/C)	2.7	3.4
WCBS (News)	3.6	3.3	KTNQ (Span)	1.8	3.2
WCBS-FM (Gold)	3.3	3.3	KMET (AOR)	3.4	3.1 3.0
WKTU (CHR)	3.3	3.1	KKHR (CHR)	2.9	2.9
WNEW (BBnd)	3.1	3.1	KFWB (News)	2.9	2.9
WNEW-FM (AOR)	3.1	3.1	KNX (News)	3.0	
WNBC (CHR)	3.0			2.6	
WHN (Ctry)	2.9		KROQ-FM (AOR)	2.1	
WPAT-FM (BM)	3.6		KIQQ (CHR)	1.8	
WLTW (A/C)	2.4		KMGG (A/C)	2.3	
WYNY (A/C)	2.6		KJLH (Blk)	2.3	
WABC (Talk)	2.6		KZLA-FM (Ctry)	2.0	
WAPP (AOR)	2.9		KLAC (Ctry)	1.4	
WPIX (A/C)	2.7		KFI (A/C)	1.8	_
WPAT (BM)	1.6		KALI (Span)	2.0	
WMCA (Talk)	1.5		KHTZ (A/C)	2.4	
WSKQ (Span)	2.1			1.6	
WOXR-A&F(Clas			KDAY (Bik)	1.6	
WADO (Span)	2.3		KNOB (Easy)	2.0	
WNCN (Clas)	1.0		KRLA (Gold)	1.8	· .
WJIT (Span)	1.3			1.3	
WLIB (Misc)		9 1.0		1.3	
			KUTE (Urbn)	1.	
			KLVE (Span) KFAC-FM (Clas		9 1.0
			KFAC-FM (Cites KKGO (Jazz)	η . 1.	· · · ·
			KROU (Jazz)	••	•
					_

Results from Chicago, Philadelphia, and San Diego: See Page 18

gramming WMAQ, a station with a great tradition as one of and make the radio station better than ever.'

WASHINGTON INNER CITY VP WLBS Names **Buys GM**

Joe Buys has been appointed General Manager of Inner City's Detroit outlet WLBS. Buys succeeds Janie Washington, who relocates to New York City as VP for the entire Inner City group. Buys's appointment is effective October 8.

Buys operated his own consulting firm for three years prior to joining Arbitron as Division Manager for Midwest Radio Station Sales last January. Commenting on his new post, the 18-year radio vet told R&R, "This opportunity has absolutely nothing to do with wanting to leave Arbitron, because I really enjoyed the work. It's just that the opportunity with Inner City presents itself as one I really couldn't refuse."

Regarding possible changes at WLBS, Buys added, "Like anything else, there's going to be an evaluation period. There are some areas that can be explored in the market, and we hope to do that. Detroit is a super market, extremely competitive. Whether we maintain what the station is doing now or do something different will depend upon evaluating everything."

Washington was unavailable for comment.

From the platinum album, Signs of Line b

BILLY SQUIER

INIGHT LO

I think that this will hit them like a hurricane... I think it redefines what rock and roll can be.
Jim Steinman

Produced by Billy Squier and by Jim Steinman for Obsidian Productions, Inc.



TEST YOUR QUIZZICAL FITNESS

Lmy -

A double bonus this week for readers eager to show off their accumulated expertise. Jhan Hiber presents his annual Research Quiz, while Ken Barnes unveils the first (and possibly last) On The Records Multiple Choice Quiz. Guaranteed national exposure for the winners! No entry fee! Turn to Pages 10 and 24 now!

PAGE THREE

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10-5-84

C: Ron Rodrigues
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TILLARY KXXY-AM & FM GM

Kirkpatrick Summit VP

Bill Kirknatrick has been promoted to the newly-created position of VP/Summit Communications of Oklahoma. Kirkpatrick had served as VP/GM for KXXY-AM & FM/Oklahoma City for the past three years. In his new role, Kirkpatrick will oversee operations of the two Country radio outlets as well as a new company, Thundercloud Printing.

At the same time, Kirkpatrick and Allen Shaw, VP/Radio for Summit, announced the promotion of KXXY General Sales Manager Jim Tillary to GM for the two stations.

Shaw commented, "Bill has done an outstanding job for the radio stations. Now that we're involved in the printing business as well as radio business we needed someone to oversee the whole thing - and Bill is the man."

Shaw continued, "Jim is being promoted not only because of the outstanding job he did as GSM; it's also indicative of our desire to groom our department heads to

STAFF

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	ARD ZUMMALT
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	WALT LOVE
OHA Editor JOE	
Country Editor L	ON HELTON
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Ants Editor GLAD	BRAD WOODWARD
Associate Editor	SEAN ROBE.
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	ARY VAN DER STEUR
Creative Sentce	Deotor MICHAEL ATIONBON
Account Execut	IN PAM BELLAMY, JEPF GELB, KEN ROBE
Marketphece Cox	HAMBOR NINA ROBBINAN
	NANCY HOPF
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New President .	JONATHAN HALL
Hattonal Sales D	Inclus, BARRY CORREN
Washington Edit	M BRAD WOODWARD
Account Execute	W VIVIAN FUNN
	CHERYL SOMERS
(and Counter)	JASON SHRNERY
Manhaellin Games	at 1810 18th Avenue South.
Nastwills, TN	37212, 49161 282-6982, 292-6983
	HARON ALLEN
	DEBORAH EVANS
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assume GM positions when the opportunity arises."

KXXY To KCNN, N/T Format

Kirkpatrick, who served four years as GM of WHLY/Orlando and earlier was GM of WFMS/Indianapolis, disclosed plans to change KXXY (AM)'s calls and format. With the new treaty the US has signed with Mexico (on frequency protection), KXXY-AM expects to go full-power, fulltime around December 1. Jim was promoted to help with the increased responsibilities that come from running two aggressive stations on a day-to-day basis.

"Present plans for the AM call for it to change call letters and formats sometime after the first of the year. The new calls applied for are KCNN, and we'll be debuting a new, innovative format that borders on News/Talk with a few of our own wrinkles. We'll obviously be using the CNN Radio Network and we'll probably hook up with another major net as well." Three-year GSM Tillary was previously

GSM for WVLK-AM & FM/Lexington, KY and WKIS/Orlando. He told R&R, "We've come a long way in the three years we've been in Oklahoma City. We have a lot of things planned for the future and I'm very happy I'm going to be the one to head them up.

Allen Upped To **RCA** National **AOR Post**

Andy Allen has been promoted to Manager, National Album Promotion/East Coast for RCA Records. He had been RCA's Midwest promotion rep for the past four years, having joined the company in 1978 as a salesman following experience at retail and as an air personality at KSHE/St.

Louis. National Album Promotion Director Alan Wolmark commented, "Andy's track record in promotion, retail, and radio makes him a great addition to RCA's album department. His enthusiasm and vigor will greatly enhance the depart-

Andy Allen ment's efforts."

Allen will report to Wolmark, working along with his West Coast counterpart Jeff Naumann.

Reagan To VP At Shamrock Ross has made to Shamrock Broadcasting

KUDL/Kansas City GM and Shamrock National PD Ross Reagan has been awarded corporate VP stripes. Reagan maintains his current assignments, and he will continue to report to radio division President Bill Clark.

Commented Clark, "This title is in recognition of the tremendous contribution

Pugh New PD At WKDA & WKDF

Bill Pugh has been appointed PD at WKDA & WKDF/Nashville, moving from the PD position at WTUE/Dayton. He replaces Smokey Rivers, who left to pro-gram WAVA/Washington last month.

VP/GM Bill Byram told R&R, "I'm very impressed with Bill's demeanor and ability to handle people. He has a good grasp of

what we do here, as WTUE and WKDF's reach are similar. His philosophy of what a modern-day AOR has to do to bridge the demographic gap fits right with ours. Also, Bill's in it for the long haul: he's not looking to make this a step-

Bill Pugh ping stone to another position."

Pugh, who starts at the Nashville stations October 15, commented, "It's the kind of situation I've thought about for years: a city with excellent growth potential, and a station with wonderful people. The longevity of people like Carl P. Mayfield (13-year WKDF morning man) says a lot for the organization. It's great to move from one market dominant station to another that also knows how to get things done." PUGH/See Page 18

Weber Joins WNCI As GM

WDGY/Minneapolis GM Dale Weber has been appointed to the GM post at Nationwide's WNCI/Columbus. He succeeds Art Ortega, who resigned last week to pursue outside interests. Weber had been GM at WDGY for the past 15 years, and also managed Twin Cities outlet KRSI.

Nationwide VP/Radio Steve Berger commented to R&R, "Dale has varied experiences in radio. He's been an executive for many years and is an excellent motivator.

Weber told R&R, "Nationwide checked out to be one of the finest companies I could go to. This is also a great facility and Columbus looks like a fine market to be in."

Empire Buys WNUF: Godofsky New VP/GM

Empire Media Corp. has purchased Big Band-formatted WNUF/New Kensington (Pittsburgh) from Milton Hammond for \$1.5 million, pending FCC approval. At the same time, it was announced that WYLF-FM/Rochester VP/GM Steve Godofsky will become VP/GM at WNUF

Empire Media's principal owner is Elton Spitzer, also a principal of Phoenix Media, interim operators of WLIR/Long Island. Spitzer is also a principal in Waly Enterprises, which owns WYUT & WMYL/Utica. Seller Hammond has no other broadcasting interests

WNUF broadcasts at 100.7 FM with 20kw. Godofsky indicated a change of format and call letters is probable.

Broker for the transaction was Norman Fischer.

not only as GM of KUDL, but in helping the PDs of our other stations successfully develop and execute individual their market strategies. He is a key member of the Shamrock executive team and we're proud to make him an officer of the



Ross Reagan

company." Reagan, who has been with KUDL since it was taken over by Shamrock five years ago, was promoted to GM in June 1982. He said, "I'm looking forward to making a greater contribution to Shamrock's future, and I'm grateful for the extraordinary opportunities I've had over the last five years to have shared Shamrock's values and successes '

MARKET'S THIRD OHR WYHY Drops A/C For CHR

SunGroup's WYHY (Y107)/Nashville has switched formats from A/C to CHR under the direction of recently named PD Gabe Hobbs and group consultant Michael St. John. The station is now calling itself the "Hit Music FM."

GM Mike Slenski told R&R, "The change to CHR is the culmination of our progression of our format from a foreground A/C station. We're increasing our market visibility to make the deepest penetration, and feel that adults need a hit-oriented 18-34 station

St. John, who programmed KX104/Nashville for six years and worked for years at crosstown WMAK, told R&R, "We're rebuilding this radio station, which has a great signal and dial position. With our adult-oriented CHR, I think we'll find a middle ground between the two CHRs, the AOR, and the remaining A/C.

Hobbs, who joined the station six weeks ago after programming WKDQ/Evansville, IN, explained the format change. "This market is in a state of flux with all the CHRs having new PDs and morning personalities, so this is the time to strike."

As a result of the format change, three airstaffers were let go and the remainder resigned.

TRANSACTIONS

Affiliated Acquires KHEP-FM For \$6 Million

Affiliated Broadcasting has reached agree-ment to purchase KHEP-FM/Phoenix for \$6 million cash from Grand Canyon Broadcasting, pending FCC approval.

The station airs a Classical format on 101.5 mHz with 100 kw and antenna height of 1740 ft. above average terrain. The station will retain the format but change call letters, since Grand Canyon retains KHEP (AM) in the market.

Affiliated is a subsidary of Affiliated Publications, it also owns KRAK & KEWT/Secramento; WOKY & WAIV/Jacksonville, FL; WHYN-AM & FM/Springfield, MA; WFAS-AM & FM/White Plains, NY; and KMPS-AM & FM/Seattle.

GILMORE BUYS WIVY FOR \$6.5 MILLION

Gilmore Broadcasting has purchased WIVY/ Jacksonville from Infinity Broadcasting for \$6.5 million, subject to FCC approval. A/C-formatted WIVY has 60 kw at 102.9 mHz with an antenna height of 632 ft. above average terrain.

Gilmore recently bought WLVE/Miami to add to its radio roster of WSVA & WQPO/Harrisonburg, VA and KODE/Joplin, MO. The company also TRANSACTIONS/See Page 18



12% OF NATIONAL BUSINESS AT STAKE

\$170 Million Battle Brewing Over Alcohol Ads On Radio

monumental battle is shaping up over a proposed ban on advertising of alcoholic beverages on radio and television. The financial stakes for the radio industry are enormous. Beer and wine interests bought \$160.3 million in national spot time in 1983 and spent \$10.3 million on radio networks. That's 12% of radio's national business. By contrast, cigarettes made up only 3.8% of radio's national business in 1970, the final year they were advertised on the air.

The ban campaign, which even in its infancy has galvanized NAB and NRBA, was launched in June by Project SMART, or Stop Marketing Alcohol on Radio and Television. It's coordinated by the Center for Science in the Public Interest, which calls

itself a "nonprofit health advocacy citizens' group." The initial goal is to collect one million petition signatures to be delivered to the President and Congress early in 1985.

"We plan to stick to it," vows project director George Hacker. "We don't expect



Court Orders WNYC Nighttime Shutdown

WNYC/New York's attempt to escape an FCC order that it cease evening broadcasting has been shot down by the U.S. Court of Appeals. The court deferred to the expertise of the Commission, which says WNYC must leave the air to protect skywave service of WCCO/Minneapolis in eight states.

During World War II, WNYC got special permission to operate until 10pm. The two stations have been fighting over that status since 1954, when city-owned WNYC began trying to have its 10 o'clock signoff made permanent. Although the court agreed that the station's programming is highly meritorious, it sided with the Commission in the view that New York residents have adequate access to similar programming at night on a variety of other stations.

Fowler, Rivera Outline Contrastng Minority Views

In speeches to two separate groups, FCC Chairman Mark Fowler and Commissioner Henry Rivera offered vastly different outlooks on the status of minority broadcasters. Appearing before the Congressional Black Caucus Communications Braintrust, Fowler ticked off a series of steps his administration has taken to boost minority ownership, saying, "We have come a long way together." He cited tax certificates, distress sales, relaxed financial showings, rule waivers, and comparative merits for minorities.

Rivera, on the other hand, told the National Association of Black-Owned Broadcasters (NABOB) that "the Commission could do much more to further the cause of minority ownership." He continued, "The absence of this institutional desire is a reflection of the prevailing attitude of a majority of my colleagues who are opposed to special efforts to help minorities... Theirs is simply a philosophical aversion to corrective measures that single out minorities for special preferential treatment."

KISA/Honolulu Fined \$2000

The FCC Mass Media Bureau has fined KISA/Honelulu \$2000 for repeated violation of the rules requiring stations to respond within ten days to an official notice of violation from the Commission.

A similar fine of \$2000 was assessed against KIRV/Fresno. The FCC charges the station operated with full power after sunset although it isn't authorized to do so. And WXPQ/Eatonton, GA has been tagged for \$300 for failing to make equipment performance measurement tests once each calendar year.

46 Groups Seek KIFM's License

The FCC this week released the cutoff list of those who've applied for the FM license being taken away from West Coast Media's KIFM/San Diego. It shows that a staggering total of 46 groups are in the running to become the permanent licensee. An interim licensee will be chosen in a separate proceeding.

The Commission set November 15 as the cutoff date for petitions to deny any of the 46 applications, or for the parties to file minor changes to their proposals.

NRBA Declares War On "Hot" Call Letters

Rebuffed by the FCC in its attempt to reimpose some aspects of the Commission's former call letter regulations, NRBA is taking a new approach. It's asking the Electronic Media Rating Council (EMRC) to endorse a six-month moratorium on stations picking up "hot" call letters just dropped by another station in the same market.

The FCC now lets dropped calls get picked up immediately and has refused to back off from that stance. So, ultimately, NRBA hopes to get Arbitron to agree not to list such call signs in rating books for six months.

AM Seminars Set By NAB

NAB has scheduled four seminars on "The Revitalization of AM Radio" later this month and next winter. Sessions are planned for St. Louis (October 23-24); Portland, OR (October 25-26); Orlando (February 26-27); and Charlotte, NC (February 28-March 1).

Highlights include a study entitled "The Remarketing of AM Radio" by Ted Bolton, presentaton of a 70-page paper by the NAB Science & Technology Department on the state of AM broadcasting and reception, a leadership presentation by consultant Jim Hooker, and panels featuring various broadcasters from different regions.

For more information call the NAB Radio Department at (202) 293-4955.

results instantly, either. We expect this will be a multi-year debate. These are just the opening salvos."

Hacker has no firm count but says "hundreds of thousands" of names have already been gathered, and will be presented in Washington "sometime after the inauguration" in January. The issue is also drawing "a fair airing from the press," he notes, including recent coverage in the New York Times and on the "Today Show" and "Mc-Neil-Lehrer Report."

Hacker is unwilling to outline SMART's Congressional strategy, or even say whether a sponsor for ban legislation has been lined up. But he says there is "some serious interest" in the issue on Capitol Hill. "The question of how it will be addressed we're still working out. But I wouldn't be surprised to see more than one piece of legislation."

SMART seeks an outright ban, or a requirement that alcohol ads be balanced with the airing of health information about alcohol. Endorsers include 25 national groups, such as the Southern Baptist Convention, the Mormon and United Methodist Churches, Consumer Federation of America, Action for Children's Television, and Americans for Democratic Action.

The group also expects a Federal Trade Commission ruling shortly on a wideranging petition it filed last November to curb alcohol ads and other marketing pitches aimed at young people and problem drinkers.

Ban Is Top Priority For NAB, NRBA

Project SMART has already prompted an extraordinary response from NAB and NRBA, who have made defeat of the ban a top priority. They seem to have a twopronged strategy: prove that a ban wouldn't work, while at the same time redoubling and showcasing broadcaster efforts in the campaign against drunk driving

NRBA formed a Freedom of Advertising Task Force, headed by Duffy Broadcasting principal Bob Duffy, of broadcasters and officials from the advertising, beer, and wine industries. After its first meeting last week, Duffy promised an emphasis on "education and treatment not prohibition."

and treatment, not prohibition." He told R&R, "We intend to attack this pending prohibition movement head-on." The panel agrees there's an alcohol abuse problem, but doesn't believe silencing



broadcast ads is the solution. Should cars, which are dangerous weapons in the hands of drunks, also be banned, he wondered: "Where do you stop?" And he noted a rise in alcohol consumption in Russia and Sweden despite ad bans there.

NAB's efforts are headed up by its Alcohol and Drug Abuse Task Force, chaired by WMAL/Washington VP/GM Andy Ockershausen. The panel spearheads a campaign to enlist broadcasters in the fight to curb drunk driving.

NAB will fight an ad ban "tooth and nail," according to Sr. VP/Public Affairs Shaun Sheehan. "It's our top priority." By gearing up so heavily, however, he says NAB must be careful not to "exacerbate the issue."

NAB sees "no movement on the Hill on this," says Sheehan, but he adds. "We think a lot of the punitive legislation will happen at the state level," where NAB is mobilizing state broadcast associations.

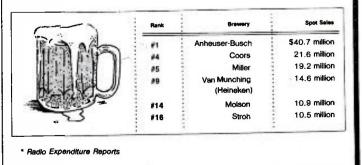
The SMART forces have unfairly singled out broadcast ads in support of their general belief that "alcohol causes problems," Sheehan argues. And he observes, "There's a very high percentage of young people who smoke who have never heard or seen a radio or television ad for cigarettes." Research shows that beer and wine ads "create brand-switching, not new drinkers," he claims.

Industry PSAs Called "Smokescreen"

But SMART's Hacker is unimpressed with industry anti-drunk driving activities, which he calls "a smokescreen" and "a very limited response to the problems related to alcohol in our society."

Some PSAs carry "very ambiguous" and "perhaps very dangerous messages," he complains. For example, Hacker says a spot that urges listeners to "know your limit" actually encourages drinking as it seeks to discourage drinking and driving.

Brewers Among Top 1983 Spot Advertisers





Radio: America's First Daily News Source

When it comes to news, radio is still where most Americans hear it first. Those were the findings of a recent national telephone survey conducted by **R. H. Bruskin Associates**. Polling 1000 adults (18+), the **Radio Advertising Bureau-sponsored** survey found that the majority (52%) of those sampled claimed radio as their first morning news source. Television finished second with 31%, while newspapers ranked first with only 13% of the respondents.

Along with leading in every demographic category (18-49), radio rated strongest among poli participanta earning \$30,000 per year or more. These upper-income group members chose radio as a first morning news source over television by a three-to-one ratio. Morning was defined as 6-10am.

Radio is also the emergency medium, as 56% of those sampled said they would turn to radio first for up-to-the-minute news in an emergency situation. Only 43% chose television. Radio egain posted its strongest victory margin among respondents under 50 years of age and those earning more than \$30,000 per year.

Rolling Stones Gather Two Bios

Odd how some images never die. In a time when the Rolling Stones seem about as threatening as the Thompson Twins, two new biographies of the legendary rock band perpetuate the Stones' identification with the devil in their titles. Aside from their titular similarity. Stanley Booth's "Dance With The Devil" (Random House) and Philip Norman's "Symphony For The Devil" (Simon & Schuster) are contrasting treatments of the Stones saga — all they have in common is their excellence.

Booth's book, delayed for 14 years by various factors, concentrates on (and ends with) the group's 1969 American tour, culminating with the disastrous free concert at Altamont. Booth was a member of the tour party, and his eloquent account recreates the claustrophobic atmosphere of the event. His secondary focus is the death of Brian Jones, with the Stones' history rechanneled to lead up to that tragedy.

Norman's history covers the entire lifespan of the group and its members, but, tellingly, only 66 of its 384 pages chronicle the post-Altamont period. Apparently, while the Stones have become an institution, their story has become,



despite romantic upheavals, heroin busts, and a great deal of successful music, much less interesting.

In any case, the reigning rock & roll group has attracted two wor-



thy biographies. Read Booth for style and drama, Norman for exhaustive detail, detached perspective, and a constantly delightful dry wit. But if you're interested in the Stones' or good writing about rock & roll, read both.



an all-purpose, super-sensitive microphone, the "MU-6200E."

More specifically, the MU-6200E's sensitivity measures 50 mV/Pa at 1kHz with a frequency response from 50 to 15,000kHz. Sound signals can be sent at line level by the unit's built-in amplifier with 15dB gain.

At 45" wide and a weight of 4.1 pounds, the MU-8200E can be used in either studio or remote locations. The microphone features continuous variable directivity as well as remote control of tone and directivity. The remote control unit and an AC power supply are optional.

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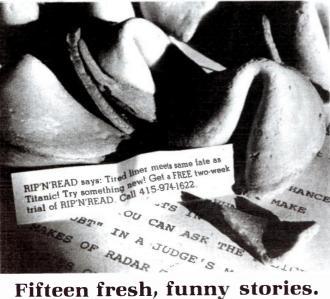
There is hardly anything in the world that some man can not make a little worse and sell a little cheaper and the people who consider price only are this man's lawful prey.



US. Tape & Label Samt Louis. Wissond

For the Best in a TRAVELING BILLBOARD® (Bumper Strip or Window Label) call Byron Crecelius, person to person, COLLECT 314-423-4411.

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Fifteen fresh, funny stories. Every day.

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PolyGram Promotes Gasper

Jerome Gasper is the new Contem-VP/A&R. Urban porary/Black Music Division of PolyGram Records. Prior to this, he had served as Director of the division since 1982. Before that he was Director of A&R at A&M. Gasper also held similar positions with RCA and CBS.



Band New KGHL/KIDX GSM

Jon Rand has been named General Sales Manager of KGHL & KIDX/Billings, MT. He previously served as RAB's Western Regional Director, GSM at KPLZ/Seattle, and GM at KCDQ/Bozeman, MT.

Grav Joins WB/Nashville

Johnny Gray shifts from radio to records as Regional Marketing Coordinator for Warner Bros. Records' Nashville Division, based out of Atlanta. For the past five years, he was Program Manager of WPLO/Atlanta.

... **X**



Harmony Established Harmony Records is a Los Angeles-based independent label. Its first single, Russ Coletti's "Look At My Face," is set for an October release.

Continental Appoints Harrison

J. Eugene Harrison has been named President/CEO for Dallas-based Continental Electronics Mfg. Co. He hails from the Southcom Division of Loral Corporation, where he served as President for nine years. Prior to that he was VP/GM of RF Communications' Government Products Division.

Heckman Joins Mike's Artist Management

Eric Heckman, administrator of the Hall & Oates/Pontiac Fiero tour, has announced his new association with Michael J. Lembo to expand the opportunities and publishing interests of Mike's Artist Management, Ltd. The company is in the process of developing various corporate sponsorship collabora tions, as well as continuing its association with MCA Records as artist development consultants.

Burbach Reorganizes

Burbach Broadcasting has realigned its executive staff, naming Jack Laubach Chairman of the Board, Larry Garrett, Division President: Robert Burstein, Treasurer; and former company controller Connie Eades, VP/Finance. Among Burbach's station holdings are WEYZ & K104/Erie.

Phoenix Label Takes Off

Phoenix Records has been launched under the direction of President John Apostol, Executive VP Andrew Frances, and General Manager Barbara Warren. Previously, Apostol operated the artist management firm Apostol Enterprises, while Frances served as Millennium Records' VP/Marketing. Phoenix kicked off its debut with a Gary U.S. Bonds single and LP, both titled "Standing In The Line Of Fire." The label will be distributed nationally by Alpha Distributing Corporation.



(Standing, I-r): Alpha GM Mel Fuhrman, Phoenix's GM Barbara Warren and Exec. VP Andrew Frances, and Alpha President John Cassetta; (seated, I-r): Phoenix dent John Apostol, Gary U.S. Bonds, and Alpha Chairman Nicholas Apostole

RAR Adds Four

The Radio Advertising Bureau welcomes Raymond Holbrook and L. Fred Standridge as Regional Directors for the Northeast and Southwest Regions, respectively. Before accepting this job, 35-year broadcaster Holbrook was GM of WTKC/Lexington, KY. Standridge spent four years as a Sales Manager for Blair/RAR in Dallas; he succeeds David Brandeburg, who moved to WIRE/Indianapolis as GSM. In other related activity, Alissa Fried and Frederick Hannaham Jr. join RAB's Communications Division as production coordinator and staff writer, respectively.

Mohr-Engledow Launch Firm

Former WIBC/Indianapolis Sales Manager Mark Engledow and AE K. Stephen Mohr have resigned to form Mohr-Engledow Broadcasting, Inc. The com-pany's first acquisition is WCTW & WMDH/New Castle-Muncie, IN. Mohr serves as the firm's Chairman of the Board; prior to WIBC he spent eight years with United Way of Greater Indianapolis. Seven-year radio vet Engledow doubles as company President and Station Manager of WCTW & WMDH.

Douglas Directs Fiction Promotion

John Douglas has been appointed Director of Promotion for the North Hollywood, CA-based indie label Fiction. His responsibilities will include promoting Fiction's two bands, Midnight Fiction and Hunter.



John Douglas

Smith Named WKLT GSM

Dave Smith has been appointed General Sales Manager of WKLT/Kalkaska, MI. He succeeds Dave Dudt, who took on Account Executive duties with WLAV/Grand Rapids.

WBLM Ups Rubins, Sambrook

WBLM/Portland has appointed Eve Rubins to the newly-created position of Station Manager. Rubins has been with WBLM since early 1976; she moved up to GSM in 1977. In other related activity, Mike Sambrook has assumed the duties of Local Sales Manager. He joined the station as an Account Executive in 1981.

Miscellaneous & Assoc. Formed

Randy Lavigne has established a new creative services company, Miscellaneous & Associates. Located in Nashville, the firm may be reached at (615) 383-7077. Lavigne formerly served as Product Manager for RCA Records.

Emergency Adds Tufel, LePew

Peter Tufel and Spanky LaPew join Emergency Records as Director/National Radio Promotion and Director of Publicity, respectively. Tufel was formerly Director of National Retail at Aria Records. LePew moves over from Emergency's Filmworks division.



A MONTH OF WIT FROM THE FABULOUS ERMA BOMBECK FOR FREE? WE MUST BE KIDDING !!!

She will . . . but we're not!

How would you like Erma Bombeck on your station every day in October, in delightful 60-second features about MOTHERHOOD: THE SECOND OLDEST PROFESSION? Completely free - no commercials, no barter, no contracts Great for drivetime and midday, or any time you choose.

Here's all you do: just record our digital feed from Satcom 1-R, Transponder 3, Channel 01 in 15 kHz format, and broadcast a month of marvelous entertainment. Thursdays at 3:15PM ET, Fridays at 12:15PM and 5:15PM ET, and Sundays at 11:15AM ET, we'll prefeed the following week's 7 60-second features starring the wonderful Erma Bombeck.

Questions? Call Leslie Com at Arielle Productions, 212-535-3581, and while you're at it, ask for free copies of Erma's bestselling book for giveaways. Need a crystal for Transponder 3? Call IDB Communications at 213-870-9000.

Erma Bombeck will delight your audience without your spending a cent or giving up a second of commercial time. And that's no joke!

Satellite distribution provided by the IDB Communications Group.

Produced by Arielle Productions International. 212-535-3581

R&R/Friday, October 5, 1984

C. Contemporary Hit Radio

6. Birch Radio measures how

7. Which of the following

A. Recruiting heavy listeners

B. Having the station GM/

C. Making format change

D. Following up with a

8. Which one of the following

9. Which of the formats below

generally garner higher 12+ shares in Birch than Arbitron? (check those that apply)

demos is not currently available

large-sample perceptual study

PD moderate the discussion

items should always be part of

the focus group process? (check

D. Country

A. 45

B. 79

C. 94

D. Other

those that apply)

to your station

from Arbitrends?

A. M18+

B. A18-49

C. W18+

D. Teens

A. AOR B. Classical C. Talk

D. Country

groups

decisions

many markets monthly?



Annual Research Quiz Revisited

Yes, boys and girls, it's time for that annual favorite — R&R's Annual Research Quiz. Hundreds of entries cross my desk each year, so this has apparently become quite a popular feature, with everyone from group heads to air personalities getting in the act. If you've entered before but haven't won, give it a try again — and if you're seeing this for the first time, why not test your research mettle?

The ground rules this year are as follows:

1. Since there were four entrants last year who scored 100% on the quiz, it occurred to me that you folks are definitely becoming more research-wise. Therefore, this year's test is designed to be tougher than the '83 version.

2. The sources for the questions/answers are my columns over the last year, as well as the semi-annual R&R Ratings Reports.

3. Entrants should send in to me either the quiz column or a duplicate thereof, with business card or name/address/station noted prominently on the entry blank/column.

4. Be sure to fill in as many of the questions as you can, including the tiebreaker.

5. No fair calling the ratings services or other outside sources to help fill in the blanks - just give me your best feedback. The average score over the last few years has been approximately 80% correct.

6. Entries must reach my desk at R&R in L.A. by October 24. Entries arriving after that date will not be examined or considered.

7. The winner will be announced, and the correct answers revealed, in my November 2 column.

Good luck to all!

1984 Annual Research Quiz

1. Arbitrends is currently available to broadcasters in how many markets?

Week In Review

Revised Birch Address

The address listed in R&R's 9-21 issue for the new Birch Radio office in the New York City area needs to be revised due to an updated zip code. The headquarters for Birch Radio President Dick Weinstein, Senior VP/Sales & Marketing Bill Livek, et al., is 120 Van Nostrand Avenue, Englewood Cliffs, NJ 07632. Call (201) 585-7667.

- A. 10
- B. 14
- C. 18 **D**. 23
- E. Other

2. Individual Focus Sessions is a research technique that involves (fill in)

3. Birch Radio generally surveys a market how many weeks per month?

- A. 4
- **B**. 3 **C**. 2

4. A "share" is a percentage of (fill in)_

A "rating" is a percentage of (fill in)

5. Which one of the following formats did not rise in overall 12+ share in the spring '84 Arbitron results compared to the Ratings Report tally for the spring '83 Arbitron sweep?

> A. Adult Contemporary B. Album Oriented Rock

Amek Broadcast The MX Commercial Production Mixer eatures include odular Construction alitht it t of Mids Tabe Monitors MX 8 Buss Outputs/ Model as shown \$6990. oups / Cue Sends With transformer balanced in and out Send Masters with AFL nd VU meters 16 × 4 ^{\$}8990. less Mic Pream 16 × 8 \$9900 d 5532 and TL Slate and Talkback ith Buss output Call or write for a free brochure and 22 Output Level Options ers available on all inputs and outputs In the US: Amek Consoles, Inc. • 10815 Burbank Boulevard, Nort ers available ult, St-Hubert, Qué., Canada J3Y 7T9 • F udio Concept In the UK: Amek Systems & Controls, Ltd.

Islington Mill, James Street, Sattord M3 5HW, England
Phone 061-834-6747

10. How can you determine, in the spring '84 Arbitron books, what the usable sample size was for each demographic?

(fill in)

Tiebreaker: Which of the following phonetic spellings equates to the correct pronunciation of my name?

- A. Jan Hibber
- B. Juan Heeber
- C. John Highber

There you have it, my friends. Get those entries in by October 24, then tune in to the November 2 column for the answers and the announcement of the lucky winner. Have fun!

R&R/Friday, October 5, 19



REED BUNZEL

IN SEARCH OF A DEFINITION

You Say Exclusive, They Say Elusive

Exclusive (eks-klu-siv) *adj* 1. Excluding or having the power to exclude; 2. Limiting or limited to possession, control, or use by a single individual or group; 3. Excluding others from participation; 4. Snobbishly aloof; 5. Accepting or soliciting restricted patronage. – Webster's Seventh Edition.

Depending on how it's used in conversation, "exclusive" has several varied definitions. In radio – or any other form of entertainment programming – exclusive shares similarly nebulous definitions, which can lead to puzzling frustration and/or unsettling despair. An exclusive deal, an exclusive interview, an exclusive program... and an elusive meaning for all three. Just what does the term "exclusive" really mean, and how does it affect the world of radio and networks? This week's column takes an exclusive look at network exclusives.

What Value Exclusive?

In the radio network business (and for the purposes of this column), exclusivity is usually applied to either concert programs or interview features and covers a specified period of time over which a company retains exclusive coverage of an artist or act. If Network "A" obtains the rights to all "Chrome Kittens" concert broadcasts for one year, no other network can broadcast an authorized Chrome Kitten concert until that agreement expires. Exclusivity for interview material doesn't necessarily work along the same lines; if Network A obtains an exclusive interview with "Billy Keenan and the Metric Geese," this could mean the network either paid for that particular interview, or simply had the only tape recorder in the room at the time.

"Exclusivity means different things to different people," explains Frank Cody, Director/Programming at NBC's Source. "If you have an act exclusively, it means you have negotiated an act that will appear only on your network for a specified length of time. But if you have an exclusive interview, it may mean that you are the only network with that particular interview, or that you got it first, or that the artist will talk only to you. The word 'exclusive' really doesn't mean anything any more; it's like 'new and improved. 'Everything these days is new and improved, and everything is exclusive."

In acquiring the rights to an exclusive feature, the negotiating terms typically involve monetary compensation in exchange for a window of exclusivity. This insures the network or syndicator that no other company can broadcast similar programming from the same artist within that window, and cements a deal that adds a marketing punch to the network's programming.

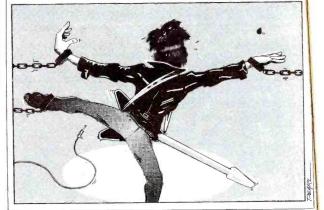
Who Benefits?

According to Westwood One President Norm Pattiz, an exclusive deal is beneficial to both the network and the artist. "When we sign an exclusive deal with an artist, it goes far beyond the dollars that we pay them," be says. "We look at it more as a marketing vehicle that locks in our position as well as that of the artist. An exclusive deal keeps a concert from being overexposed, and most major artists today are more worried about overexposure than underexposure."

The obvious thinking behind this is if an artist is featured in concert on four different networks, listeners may get burned out, and the affiliate stations aren't going to want to clear them all. Since many of the stations the networks do usiness with are affiliates of more than one network, if more than one features the same concert (or act), both the artist and the network could end up weaker than if an explusive daw was involved.

than if an exclusive deal was involved. Says NBC's Cody, "We definitely like to see some sort of agreement as to a specific period of time if we are broadcasting a concert, so they don't end up appearing on four or five other networks or syndicators at the same time. When that happens, no one wants to carry any of the shows, and the audience says 'Oh, no – not another show from Wee Willie And The Don'ts. "

Dave Roberts, Vice President/Programming at RKO Radio Networks, agrees that an exclusive "window" is necessary to



maintain audience and station interest in an artist, but feels that paying for that exclusivity can be harfmfult oall parties concerned. "Checkbook exclusivity can definitely be damaging to acts," he says. "Artists can price themselves out of the market, and the network can end up paying a fee that just doesn't make sense economically. The artists are really a pretty homogeneous group — there aren't very many real superstars in the business — and if they all start signing longterm exclusive contracts they'll be limiting their exposure and leaving very little for the other networks."

ing very little for the other networks." In addition, artists could possibly hurt themselves by submitting to an arrangement that restricts their promotion and visibility. Ed Salamon, Exec. VP/Programming at United Stations, comments, "Artists are certainly free to trade exclusivity for compensation, but what they also trade away is promotional opportunity.

"Except for Michael Jackson, there probably isn't one artist who is constantly in the press and on TV and radio 365 days a year. Most artists are simply trading away exposure, which isn't particularly beneficial."

Checkbook Journalism

In contrast with concert rights, interview exclusivity (as noted above) carries with it an aura of confusion and uncertainty. At a time when several different magazines and networks all claim to have "an exclusive interview" with the same artist, one has to question just what that means and what the advantages are. "Exclusive doesn't really mean a lot when you're talking about an interview anymore," says Pattiz. "It could mean you have the only interview for that year, in which case it is the exclusive for 1984. When somebody says they have an ex-clusive interview, what they are talking about is that they were the only one in the room at the time doing an interview. This type of interpretation generally just bastarzes the phrase.'

"An exclusive interview is usually one that is done for the project involved." adds Salamon. "But what often happens is that some companies sell artist interviews and distribute them to more than one producer, which is something entirely different. When we feature an exclusive interview, we are referring to one that is done for our company. That is important to us because you don't end up hearing the same old tired interviews that everyone else has."

Should networks pay for interviews, exclusive or not? "It really doesn't make much sense," comments Cody. "It does make sense for concert performances, but the idea of selling interviews or press conferences can become very troublesome. I think it is dangerous when the press, or suppliers, are being sold the right to talk to someone. It doesn't feel real, and the press is being manipulated. I just can't imagine that it would be good for any network, syndicator, or station to pay money for an interview."

One alternative to checkbook journalism or exclusivity, RKO's Roberts feels, is offering more to the artist than a monetary deal. "The future of the business lies in the program supplier who comes in with a package that deals with more than money. Artists will begin to realize that network promotions and other elements will do more in the long run than simply collecting a fee that really doesn't add up to very much in the end."

The Elusive Exclusive

Judging the degree of exclusivity of a radio program is similar to testing the authenticity of an oil painting: Is it the real thing? If a concert is labeled "exclusive," just what does it mean? If a network is featuring an exclusive interview, what sort of exclusivity is it talking about? And how can a group that is featured exclusively on one network also be exclusive to another?

For answers to these and other important questions, always remember to check the fine print. If exclusivity is important to you and your listeners, make sure you know what you're getting. Read the label first.

And read this column, too . . . exclusively yours in R&R every week.

Network Spots

 The third edition of the "Radio Programs Source Book," published by the Broadcast Information Bureau in New York, is an up-to-date directory of network, syndicated, and independently-produced radio programs and services. Program features are classified for quick reference by title, main category, and subject category. For more information on the "Source Book," contact Liz Doris at (516) 496-3355.

• "Paul McCartney: The Beatles And Beyond," co-produced by Mutual Broadcasting and Popular Media Productions, is a new Thanksgiving weekend special available to Mutual affiliates. The show highlights the life of McCartney both before and after the Beatle era, and includes a recent interview conducted at EI Street Studios in London where Paul recently completed an upcoming album and motion picture, "Give My Regards To Broad Street." Further information at (703) 685-2000.

 In a special one-hour live radio tribute to the late John Lennon, MJI Broadcasting is broadcasting a birthday celebration featuring Yoko Ono and Sean Ono Lennon. The program, "Every Man Has A Woman Who Loves Him: A Birthday Party For John And Sean Lennon," will include guests Elvis Costello, Harry Nilsson, Eddle Money, Roberta Flack, and Rosanne Cash. Contact (212) 245-5010 for further details.

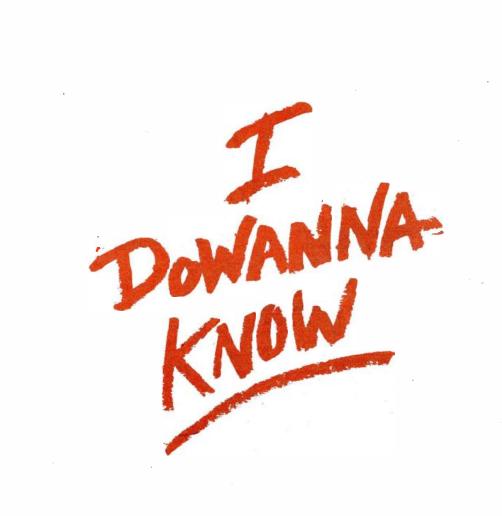
 Bob Dylan is the subject of an upcoming Westwood One music-interview program, "Dylan On Dylan," slated to air November 17. In an exhaustive, exclusive interview, 43-year-old Dylan reflects on the many sides of his life and times, and sheds light on his writing, performing, art, and his impressions of today's music and his place in it. The show will also spotlight songs from Dylan's 25 albums. For more information call (213) 204-5000.

 Later this month (10/26-28) United Stations will be presenting the "Merie Haggard Story," a three-hour radio special documenting Haggard's legendary life and career. The program, hosted by Lori Pinkerton, features music and interviews in an account of Haggard's career in Country, Call (212) 869-7444 for details.

 Arielle Productions is offering a series of features, "Motherhood: The Second Oldest Profession," cost-free to radio stations throughout October. The 31 vignettes, featuring the wit and wisdom of Erma Bomback, may be run in any daypart and as often as desired. "Motherhood" is being distributed on Satcom 1-R by IDB Broadcesting. For more information call (212) 535-5351.

Looking for an interview? Contact the Interview Factory, which offers air-quality interviews with artists ranging from Fleetwood Mac to Dottle West to Chuck Manglone, Call (818) 988-2045 for further details.

 CRN Incorporated, parent company of the Creative Radio Network, has announced the formation of a new consulting and radio resource company, Communications ResourceNet. The new company was developed to provide full-service answers in radio programming, including market positioning, packaging, promotions, and music research. For further information, contact Tom Showan at (818) 888-2866.



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The Weekend

OCTOBER 13-14

American Christian

Page 15 NEWS & INFORMATION FEATURES

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RER M	USIC	C A	LEN	DAR

3

(CW)

Tuesday

Country Calendar

Rare Trax

Judas Pries

Sound Check

mmy Haga

Bare Trax Deep Purpl

Sound Check

Thursday

Country Calendar

Rare Trax

Deep Purple

OCTOBER

Clain/Mickey Gilley

OCTOBER

ne Stree

OCTOBER

ednesday

OCTOBER **Country Calendar**

16

(CW)

(CW)

(RKO)

17

(CW)

(CW)

(RKO)

18

(CW)

(CW)

(RKO)

19

(CW)

(CW)

(RKO)

Saturday

Country Calenda

OCTOBER

OCTOBER 7-13 News/Talk/Sports Lifestyle (PRN) Lifelines w/ Bill Fantini (ABCR) News Blimp Mining the moon/industrial v Fliss Celli/Pasta Diet (10/8-9) Berman/Six Demons Of Love reincarnation/Olympic anthrop oav. (10/10-12) abandoned summer pets (10/8-12) (NBC) Newsline Playboy Advisor (WO) Man Hunt (10/8-12) Friend wants threesome/first-time Sporting News Report (CW) fentasies/she's."bther woman"/ World Series Memories (10/8-12) painkillers/exercising with blisters/ they want threesome/he fights too much sking injuries comfortable handcuffs/ she likes tall blondes (10/8-12) General Informatio (WO) Spaces & Places Starting A Business (10/8-12) Comedv (DCA) **Daily Feed** Debate slightly edited/more 1st Amendment/VP debate/Mondale polit ault/October surprise (10/8-12)

Jack Carney's (CW) **Comedy Show** George Burns (10/8-12)

Entertainment

(CBS) Entertainment Update eth Williams/"River Rat"/ Michael Spound/Gary Busey/Joe Penny (10/8-12)

Rock Notes With (ABCR) Pat St. John Jim Capaidi's new album (10/8) John Lennon's birthday (10/9) Darryl Hall's birthday (10/11)

Screen Scenes Evil That Men Do (10/8) Wild Life (10/9) Wild Life (10/3) Secret Honor (10/10) Old Enough (10/11) Weekend Hits & Misses (10/12)

Brad Messer's Daybook (WO) Chicago fire/space treaty/Roosevelt (10/8-12)
Computer Program (PRN) Data storage/data cassettes/floppy discs/ hard discs/disc drives (10/8-12)
Getting Ahead (YRN) Profiting With Antiques/Collectibles (10/7)
Health Care (PIA) Attzheimer's Disease (10/7)
Mediscan (PIA) Teeth & Exercise (10/8) Health Information (10/9) Swalkowing Pills (10/10) Cooking With "iron" (10/11) Concer Prevention (10/12) Concer Prevention (10/12)
Minding Your Business (NP) Executive Compensation/National Paging Network (10/8) An Ounce Of Prevention (10/9) Bankers & Beiters (10/10) Enterprise High School (10/11) Computers Bought By Bosses/American Food In London (10/12)
Public Affairs (PIA)

Airline Safety (10/7)

(PRN) Sound Advice s power/h ing loss (10/8-12)



(SOU)

PARTON MY APPEARANCE — RCA recording artist Dolly Parton recently appeared as a guest on AP's Music Country Radio Network in Nashville. Pictured at the program's studios at Opryland are (I-r) Parton and program host Charlie Douglas.



SQUIER ABOUT TOWN - Capitol recording artist Billy Squier dropped by NBC's Source studios recently to record a segment for "The Rock Report." Pictured (I-r) are Source's Chuck Schwartz and Rona Elliot, and Squier.

Countdown Watchman	(SP)	Dick Bartley's Solid Gold	
American Gospel Rock Countdown Scam Band	(SP)	Saturday Night Gary Lewis & the Playboys	(RKO)
Scam Band Captured Live Rod Stewart	(RKO)	Rare Trax Judas Priest	(CW)
Countdown America w/ John Leader Fixx	(RKO)	Silver Eagle Hank Williams, Jr.	(ABCE)
Dick Clark's Rock, Roll, & Remember Sly & The Family Stone	(US)	Sunday	14
Dr. Demento Request Songs	(WO)	OCTOBER	
Gary Owens' Supertracks Hootenany Special	(CRN)	Country Calendar Bill Monroe	(CW)
The Great Sounds Helen Ward	(US)	Radioscope	(LBP)
Guest DJ R.E.M.	(PFM)	Johnny "Guiter" Watson/Change Roiling Stones' Continuo	us
Hot Ones Fixx	(RKO)	History Of Rock And Roll Platinum Rock	
Metalshop YāT	(MJI)	Monday	15
Music & Memorles Jefferson Starship/Franklin Cover/ George Gobel	(SBS)	OCTOBER	13
Music Of The City They Call It Rock & Roll Part 1	(SI)	Country Calendar Eddie Rabbitt	(CW)
Rare & Scratchy Rock & Roll Sth Dimension	(PIA)	Rare Trax Judes Priest	(CW)
Rick Dees' Weekly Top 40 Twisted Sister) (US)	Retro Rock Tubes	(CW)
Rock Album Countdown	(WO)	Sound Check Culture Club	(RKO)
Rock Chronicles Bass Players	(WO)		
Rock Over London Adam Ant/Heaven 17 debut	(RI)	NETWORI	í .
Solid Gold Country Ronnie McDowell	(US)	PROMOS	
Solid Gold Scrapbook Four Seasons	(RKO)	Donald Sabatini has be Manager/Programs for	
Source Special Lost Tapes	(SOU)	Radio Network. He had to ciate Director for the net	oeen Ass
Weekly Country Music Countdown Reba McEntire	(US)	1980 CBS RadioRad moted Marilyn Dracker to Sales Service. She has CBS for 23 years A	io has probable Manage been wi ssociate
		Press has appointed Burt	A

The Week Of

OCTOBER 15-19

Country Closeup	(NP)
Country Music Month Special Part 3	
Earth News David Bowie/Bananarama/Patrick Swi	(WO) Byze
Innerview Cars	(IN)
Live From Gilley's Lacy J. Delton	(WO)
Music Makers Mel Torme Part 2	(NP)
Off The Record Dave Edmunds/Iron Maiden/Zebra	(WO)
Off The Record Special Cars	(WO)
Pop Concert Juice Newton	(WO)
Special Edition	(WO)



has been named Account Executive for the RKO Radio Networks. He

comes to the network from John Blair & Company, where he spent

15 years as a Senior Account Ex-

ecutive



NP = Narwood Productions NSRA = NSRA Productions PFM = PFM Inc. PG = PG Prod. PIA = Public Interest Aff RI = Radio International RKO = RKO Radio Net RKO1 = RKO One RKO2 = RKO Two SBS = Strand Broadcas SI = Syndicate It SOU = NBC The Source = "The Spint" Productions TRAN = Transtar US = The United Stations

WO = Westwood One YRN = York Radio Network





A REP'S POINT OF VIEW

Creative Selling By Andy Rainey

If you live by the numbers, you die by the numbers. How many times have we all heard that motheaten cliche? Yet no matter how smart any of us think we are, too often we let the numbers determine our course of action. We use them as an excuse for getting a lower rate than we might have, for not getting on the buy or, in some cases, for not even pitching a station.

On the other hand, maybe that big order you got was strictly the result of big ratings, not a superior sales effort on your part. It's nice to get those. But isn't it more gratifying to write up an order that you had to fight for? Admit it, vou're a radio salesperson because you thrive on challenge otherwise, you'd probably be working for a TV rep!

But the numbers are here to stay. If a buyer calls you and says, "I'm buying markets W, X, Y, and Z based on women 25-49 cost per point," only a fool would walk into his office without that information. But the fact remains, whether your chances look good or



bad on the basis of what that buyer requested, every station de-



	Model	Width	Capacity	Natural Finish Price	Walnut Finisl Price
For 5" Tapes	TC0524	24"	310	190.00	261.75
	TC0536	36''	465	230.00	314.25
	TC0548	48"	620	270.00	366,75
For 7" Tapes	TC0724	24"	248	190.00	261.75
	TC0736	36"	372	230.00	314.25
	TC0748	48"	496	270.00	366.75
For 101/2" Tapes	TC1124	24"	155	180.00	246.75
	TC1136	36"	232	220.00	299.25
	TC1148	48"	310	260.00	351.75

and come up with something unique that will help make the buyer think about why your station should be looked at in a different way: "A doesn't equal B, but here's why Z is better for you.

Maybe you'll take a fling at pitching an account which all reason dictates you'll never get. Pitch your teen station for a women 25-49 target, because those kids have mothers who probably can't avoid listening to the radio. Pitch your male-oriented AOR station for a cosmetic product, because that young guy probably has a girlfriend sitting next to him as he listens to the car radio. Chances are most of your complacent competitors will come in and pitch their cost per thousand, but the buyer just might find a reason to buy your story. Even if he or she doesn't say yes right away, who knows? Maybe the top-rated station the buyer really wants can't clear the schedule. And when he goes back to rethink the plan, he'll remember you because you thought of something different.

serves to be pitched. That's a

rep's job; in reality, our reason

for being. Because you're not only

a mean and hungry salesperson, but a smart one, you'll also have

reasons why your station should

be on the buy. And this is the real

topic of this article - creativity.

Creativity Is . .

Just what is creativity or crea-

tive thinking? Creativity certainly

has its basis in what we know.

However, there's a catch: Crea-

tive people are usually very knowledgeable, but all knowledge

able people aren't creative. We all

know people whose heads are chock full of facts and figures.

Those are the folks who store data

in their brains (probably waiting

for someone to ask them to play

"Trivial Pursuit"), but never think about things in any new or

different ways. What really

makes you a creative person is how you manipulate what you

know and merge it with your own

experiences to devise a new way

of solving a problem. Even the most off-the-wall notion can be us-

ed as the starting point to come up

with a workable new approach. Don't limit yourself to "A equals

B" thinking only. Break the rules

There's another key to creativity, and that is thinking. Thinking is the key to unlocking your creative process. But where do you learn how to do it? We have all kinds of schools and courses to teach us how to do any number of things but think. We learn how to search for needed information, which kinds of ideas to pay attention to; we learn concepts that we use to order and understand our little section of the world.

The "Right" Answer

The problem is that as we grow from children, who are inherently open and creative, nearly all our education is geared to teaching us there's a "right" answer. By the time the average person finishes school, he's taken so many tests that he's literally become obsessed with the need to deliver that one right answer. But in most real-life situations, including many radio sales pitches, there's usually more than one way to go and still be "right." Since it's been ingrained in us that there's only one answer, we're inclined to stop thinking about our problems as soon as we've come up with that one solution. Thus, many opportunities are lost that could have been turned into orders.

If you think a buyer is only looking at cost per point, and you don't think about why your station might be good even though your CPP is out of line, then you deserve the order he gives you. Rethink the opportunity. Is there just one station that's right for the account to buy? No. It's up to you as the salesperson to give the buyer the "right reason" to choose your station and help him justify that decision.

To determine whether you've really hit on a great idea, you have to examine it in relation to other ideas. Otherwise, you won't be able to weigh its relative strengths and weaknesses. Learn to look at a "problem" from several different points of view (yours, the buyer's, the station manager's). You'll find you're a more effective salesperson

One-idea thinking also tends to make proposals conservative.

R&R/Friday, October 5, 1984

Since you've got (in your mind) just one shot, you go in with the sure thing rather than take a chance. The buyer says the CPM has to be \$2.50; my rate has to be "X." That's one-idea thinking.

Creative Expansion

Here's an example of multi-idea thinking. During a recent meeting, a station manager said his station is expensive, but damn well worth it. That's a gutsy statement from a station that really just delivers men (18-34). Yet we consistently put his station among the top billing stations in his market. Because he forces us to look beyond his numbers. We emphasize his coverage, his track record; even his marginal demographics - and it works.

One letter of the alphabet can expand your creative capacity. Just add an "S." Instead of looking for the right answer, train yourself to ask what the answers are. You'll think a little more deeply and come up with more than one idea. You don't need to be a fountain of facts. Use your common sense and own life experiences to make your buyer relate to what you have to sell, as opposed to what she thinks she wants to buy.

Look for the second right answer, which, though it might be offbeat or unusual, is exactly what you need to solve a problem in an innovative way.

It's In The Pitch

Don't limit your "creative" thinking to simply whipping out Simmons, Qualidata, or International Demographics. Qualitative research is great backup, but it's still just another number. Remember, research basically shows the profile of an audience and isn't an accurate study of who really uses or buys the product.

There is a fallacy in some of this data. For instance, every airline account in the world will buy a Classical station first and justify its low numbers because research shows the format reaches the up scale, professional/managerial male who frequently travels on business. That particular business traveler usually tells his assistant to make the plane reservations. Next time you've got a buy up for an airline account, and you're thinking of not pitching it because you've got a soft rock station or a heavily-female skewing A/C, try pitching this concept.

Are you creative? If you think you are, you probably will be. Pay attention to your little ideas, because you never know when a small idea can lead to a breakthrough. You have to believe and take a chance on making that hap pen. If you're writing a pitch and think of an angle, relate it to the buyer, no matter how crazy it seems. He may laugh you out of the office, or he may find a way to buy your station! Take the time to be creative. Be the winner that you really are.

Andy Rainey currently serves as Sr. VP/ Marketing, Selcom Radio. She is a 14-year asles veteran who first joined Selcom's Radio Marketing. Division in 1978. A year later Rainey assumed the post of VP/Research & Marketing. Kets ney ses 'reting.



Page 18

Transactions Continued from Page 3 owns three TV stations. Infinity retains WKTU & WJIT/New York, WYSP/Philadelphia, WBCM/ Boston, KX27/Houston, KCBO-AM & FM/San

Diego, and KOME/San Jose. Blackburn & Co. brokered the transaction.

Franklin Buys WMTN &

WAZI For \$1.1 Million

Franklin Communications has reached terms to purchase WMTIN & WAZIMorristown, TN from East Tennessee Broadcasting for \$1.1 million, following FCC approval.

The stations are the first properties for Franklin, while East Tennessee President George Guertin is a minority stockholder in WBNT-AM & FM/ Oneida, TN.

Modern Country-formatted WMTN is a 5 kw daytimer on 1300 kHz; WAZI uses A/C programming with 530 watts on 95.9 mHz at 760 feet. Blackburn & Co. served as broker

ABS Acquires KROD & KLAO For \$2.5 Million

ABS Communications will purchase KROD & KLAQ/EI Paso from Rex Broedcasting for \$2.5 million. No broker was involved in the transaction, which includes a \$1 million non-compete agreement.

ABS is headed by Burkhart/Abrams/Michaeld/Douglas & Associates VP/Research & Development Jon Sinton and Shortpump Productions President Ken Brown. The acquisitions are the company's first properties. Rex retains ownership of KKUB/Tucson and KRUX/Lubbock. KROD operates with 5 kw at 590 kHz; KLAQ

broadcasts with 100 kw on 95.5 mHz at 1700 feet.

FCC approval is expected around November 1

Holder Purchases WHBB & WTUN

Holder Communications has acquired WHBB & WTUN/Seima, AL from Taiton Brosdcasting for \$1.4.5 million, pending FCC approval. Taiton no longer owns radio properties, while Holder currently operates WLOR & WTUF/Thomasville, GA.

WHBB airs a Country format days with 1000 watts and Urban Contemporary at nights with 250 watts over 1490 kHz, while A/C WTUN has 2500 watts on 100.1 mHz and antenna height of 320 ft Blackburg & Co. brokered.

Roberts Sells WUHN & WUPE For \$2 Million

H & D Media has agreed to buy WUHN & WUPE/Pittsfield, MA from Roberts Broadcasting for \$2 million, subject to FCC approval.

H & D principals Joel Hartstone and Barry Dickstelin jointly own WDOV & WDSD/Dover, DE. Roberts also operates WINN & WFPG/Atlantic City.

Music Of Your Life outlet WUHN is a daytimer with 1 kw on 1100 kHz; it holds a CP for 5 kw. A/C-formatted WUPE has 710 watts on 95.9 mHz at 560 feet.

Blackburn & Co. brokered the transaction

Pugh

Continued from Page 3 Before joining WTUE, 12-year radio veteran Pugh was an air personality at WDCW/Defiance, OH; WVUD/Dayton; and Columbus stations WCOL-FM and WLVQ, It was also announced that Hank Bonecuter will remain as Asst. PD of the Gold-formatted AM, while David Hall stays on as Asst. PD/MD of the FM.



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Summer Quarterly Arbitron Results

Chicago

Unconfirmed Advances WGN Takes Pennant With Cubs; WLOO Moves Up To Second; WBMX Passes WGCI-FM

	Spr. '84	Sum, '84
WGN (Talk)	8.8	11.4
WLOO (BM)	5.6	6.8
WBMX (Bk)	4.8	5.2
WBBM-FM (CHR)	4.6	5.0
WGCI-FM (Urbn)	6.1	4.7
WBBM (News)	4.5	4.0
WCLR (A/C)	4.1	4.1
WIND (Talk)	2.7	3.4
WKQX (CHR)	4.6	3.3
WLAK (A/C)	3.2	3.2
WMAQ (Ctry)	4.1	3.2
WMET (AOR)	3.3	2.9
WUSN (Ctry)	2.7	2.9
WLS-FM (CHR)	3.5	2.8
WLS (CHR)	3.2	2.7
WJJD (BBnd)	2.9	2.5
WFYR (A/C)	2.7	2.4
WXRT (AOR)	2.4	2.4
WAIT (BBnd)	2.0	2.3
WJMK (Ctry)	1.7	1.9
WOJO (Span)	2.0	1.9
WAGO (CHR)	.6	1.7
WFMT (Clas)	1.6	1.6
WJPC (Urbn)	1.4	1.5
WGCI (Blk)	1.2	1.0
WVON (Blk)	1.0	1.0

Scherner New KSFO & KYA GSM

After five years as General Sales Manager at KGW/Portland, Robert Scherner has transferred to the vacant GSM post at King Broadcasting sister stations KSFO & KYA/San Francisco.

VP/GM Ron Saito commented, "Having worked with Bob at KGW, I'm pleased to have someone of his caliber to help us enhance the restructuring of the sales department."

Before joining KGW, Scherner spent a year in the local sales department at crossstown KUPL-AM & FM. Regarding his transfer, Scherner said, "It's not easy to

walk away from Robert Scherner a situation like that now because there's such a positive momentum, and morale is so high. But at KSFO & KYA there is a brand new opportunity to work with an extremely talented group of people, not to mention one of the best GMs in the business. The challenge is helping build two already good stations into properties of which we can all be proud."

San Diego

Unconfirmed Advances KFMB, Padres Take First; KGB Climbs into Tie For Second With KJQY; KFMB-FM Up 2

		- F-
	Spr. '84	Sum. '84
KFMB (A/C)	8.0	9.4
KGB (AOR)	7.6	9.2
KJQY (Easy)	8.4	9.2
KFMB-FM (A/C)	4.2	6.2
KSDO (N/T)	4.6	5.8
KSDO-FM (CHR)	6.5	5.0
XHRM (Urban)	5.5	4.4
XTRA-FM (AOR)	4.1	4.4
KYXY (A/C)	3.6	3.7
XTRA (CHR)	2.9	
KBZT (A/C)	2.9	
KIFM (A/C)	2.7	2.7
KMLO (BBnd)	2.4	
KLZZ (A/C)	3.5	
KPQP (BBnd)	4.0	
KSON-FM (Ctry)	3.1	
KEZL-A&F (A/C)	2.6	
KFSD (Clas)	2.6	
KSON (Ctry)	.9	
KCBQ-FM (Ctry)	2.0	
KOGO (Talk)	1.5	
XHZ (AOR)	1.2	
KCBQ (Ctry)	2.5	
KKOS (A/C)	1.0	1.1

Philadelphia

Unconfirmed Advances WEAZ Slips Past KYW For Lead; WMGK, WMMR Post Gains; WCAU-FM

Off Slightly

	Spr. '84	Sum. '84
WEAZ (BM)	7.5	7.1
KYW (News)	8.0	6.9
WMGK (A/C)	5.4	6.6
WMMR (AOR)	5.5	6.2
WUSL (Urbn)	6.2	6.1
WDAS-FM (Bik)	5.7	5.6
WCAU (Talk)	5.6	
WPEN (BBnd)	4.3	
WCAU-FM (CHR)	5.5	4.7
WIOQ (AOR)	4.4	
WYSP (AOR)	4.1	
WIP (A/C)	3.3	3.5
WWDB (Talk)	4.4	
WXTU (Ctry)	2.6	
WSNI (A/C)	3.2	
WKSZ (A/C)	2.3	
WFIL (Gold)	1.8	
WZGO (CHR)	2.8	
WDAS (Bik)	1.6	
WHAT (Bik)	2.0	
WJBR-FM (BM)	1.2	1.1

Baker Named WPRO's GSM

WPRO/Providence acting GSM Earl Baker has been officially named to the position at the Capital Cities outlet. Baker succeeds Tim Gorman, who was named President/GM at sister station WKBW/Buffalo in August.

Baker stated, "I've worked for many companies during my career, and I wanted to return to a group that had the same operating philosophies that Cap Cities does. The best thing to do was to come back here. While the company is certainly profit-oriented, they're not so concerned with numbers as they are with the quality of people."

Baker is on his second stint with the station, having worked there between 1963-69. In between, he held GSM positions at WPRI-TV/ Providence and WJR-AM & TV/ Detroit.



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Look for BCA VP/Promotion EDDIE MASCOLO to endorse the hiring of BRUCE WENDELL as a permanent part of the RCA team. Bruce, who's been consulting "Nipper" on a retainer since he exited Capitol, will be based in Los Angeles

After two years as General Manager of WYDE/ BIRMINGHAM, RISH WOOD has accepted the post of Station Manager for WQEN-FM (Q104)/GADSDEN, AL. Q104 President (and former Z93/Atlanta GM) BUD POLACEK made the announcement of Wood's move to Gadsden, saying, "We are pleased to add Rish to our management team . . . (he will) strengthen Q104's market leadership position."

WNBC/NEW YORK VP/GM JOHN HAYES wants to hire a PD. The position has been open since the end of February when KEVIN METHENY went to MTV. John needs a creative programmer with some new ideas for a very competitive situation. Take your shot, ASAP



It should be official by next week: JOHN SCHOENBERGER will be promoted to VP/AOR Promotion at MCA. Our congratulations in advance

Widespread reports indicate K-TEL INTERNATIONAL plans to file for bankruptcy reorganization. The company admitted to being in a "difficult financial position" in

John Schoenberger Tuesday's (10-2) Wall Street Journal, but did not indicate what specific steps, if any, were being planned

Well, the missing CRAIG HUNT (Street Talk 9-28) has returned to KWSS/SAN JOSE to work out his agreement with the station, which ends June 1, 1985. Interestingly enough, since Craig's departure five weeks ago, four more of the KWSS airstaff have since departed. MARK TODD went to KMFL/San Francisco. STEVE SEAWEED went to KROR/San Francisco, ROD PRAHIN returned to Detroit for personal reasons, and RANDY CHAMBERS left to program KREO/Santa Rosa. Sounds like PD DAVE VAN STONE has his station parked a little too close to the San Andreas fault



KFRC/SAN FRANCISCO morning man DR. DON ROSE, who's flat on his back recovering from a broken leg. The break, complicating a previous injury, will keep Don down for a spell, but not out. As he's done in the past, DDR will broadcast from his bed at home with the able assistance of engineer GEORGE ZEMA.

Get-well-ouick wishes to

Dr. Don Rose

After just six issues, RECORD WEEK magazine has closed its doors. The magazine, which was attempting an open and verifiable measurement of retail record sales was apparently underfinanced. Editor DAN AARONSON will now offer his marketing research talents through his own "Compunit" consultancy in Los Angeles

In the continuing saga of STEVE DAHL & GARRY MEIER at WLS/CHICAGO, ABC was granted a temporary restraining order which prevents the no-show afternoon duo from taking their act anywhere else. A resolution on this one appears close. Believe it or not, Steve & Garry are keeping their fans updated on the situation via a 24-hour phone line. Interested? Just call (312) 976-4242.

DOUBLEDAY is still searching for an Operations Manager for its WAPP/NEW YORK. The position represents a sharing of duties with new PD MICHAEL ELLIS. Those still interested in this desirable off-air position should contact either VP/Programming DAVID MARTIN or Michael Ellis

Looks like the Buzzard has scored a pretty hefty coup. WMMS/CLEVELAND is the official host of the JACKSONS' Cleveland dates, reportedly the only station in the country to land that designation in its market. WMMS gets its calls on every pair of tickets and the ticket envelopes. What makes the story even more interesting is that the station has reportedly guaranteed the promoters, Cleveland Stadium Corporation, a complete sellout. That would mean MALRITE is willing to cover CSC for 90,000 times \$30 (two shows of 45,000 each!) . . . sure looks like a cool \$2.7 million to us!

Would you like to head up a three-person news department at a Country combo in the nation's 64th largest market (no wintert)? Call KCUB & KIIM/TUCSON GM JAY PRICE.

CHR-formatted KROK/SHREVEPORT joined its Country sister station KWKH on September 27, becoming KWKH-FM and adopting a Country format. The two GREAT EMPIRE stations will simulcast only the all-night "Interstate Road Show" program. KWKH-FM will feature a "more music" approach compared to the more traditional AM

Congratulations to FMR ASSOCIATES on moving into its newly-built headquarters in Tucson (6045 East Grant Road, Tucson, AZ 85712). BRUCE FOHR, President of the radio research firm, also tells us MIKE SAMOLIS has joined the company as a Research Associate. Samolis, a radio veteran of Rochester, Knoxville, and Tallahassee as Mick St. John, was most recently Assistant Director of Florida State University's Communication Research Center

The consulting firm SHERWOOD, HENNES & ASSOCIATES has reformed under the new title BILL HENNES & ASSOCIATES. The new company, obviously without BURT SHERWOOD, but with BILL HENNES as President, remains headquartered in Mt. Prospect. IL.

Longtime KKXL/GRAND FORKS PD DON NORDINE is taking an unscheduled vacation at United Hospital in Grand Forks. Our best wishes for a speedy recovery to one of the Midwest's most respected programmers



DC101/WASHINGTON morning star THE GREASEMAN has been inked to a longterm contract in excess of the reported \$200,000 a year he was already earning, according to the Washington Post.



JOHN CANTERBURY has joined WXBM/PENSACOLA, FL as Operations Manager/morning drive personality. Before joining

the 100kw Country outlet, John The Greaseman programmed crosstown WOWW, and most recently headed his own Canterbury Productions, which he'll continue to operate

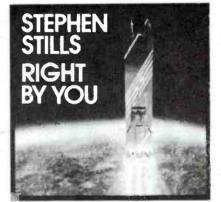
WISE/ASHEVILLE will transfer its CHR format to new FM sister station WKSF (KISS-FM). PD/MD of both stations is JOHN STEVENS. WISE will move more A/C as the

Continued on Page 23



Destined To BeThe **Classic Ballad** Of Fall '84!

STEPHEN STILLS (FEATURING MIKE FINNEGAN)

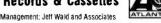


8017

"CAN'T LET GO"

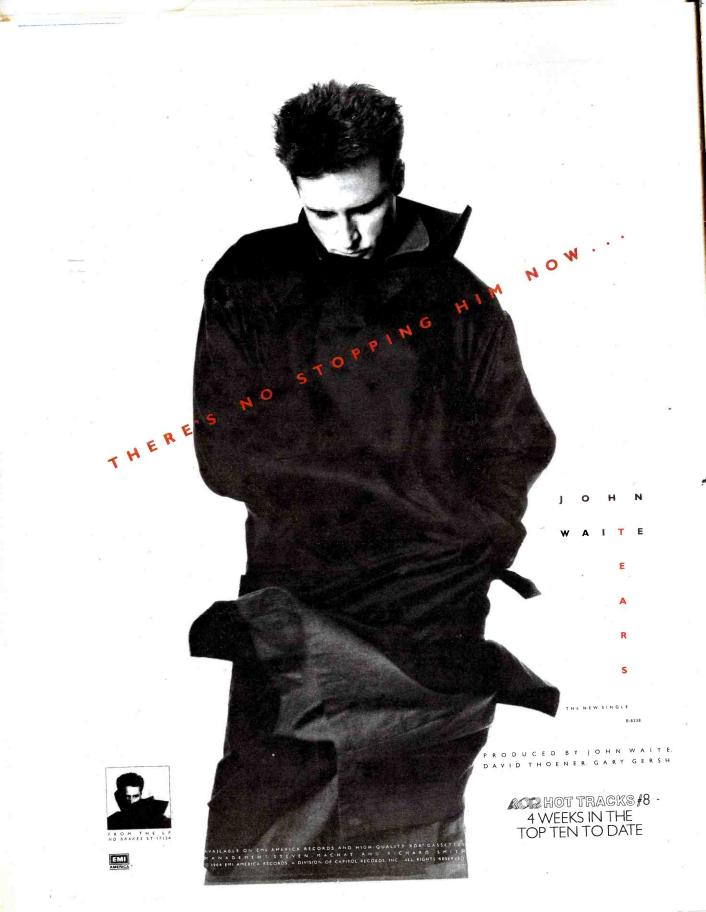
WHTT	WFMI	WJBQ
WPHD	WQUE-FM	WJAD
KIMN	WRNO	Q104
кмјк	KTFM	KTDY
KWOD	WJXQ	KNOE-FM
Q100	ZZ99	WPFM
WVSR	WRQN	KDVV
WERZ	KKRD	KFMW
WKEE	КО93	KCDQ
WPST	KSKD	KBIM
WRCK	KHYT	SLY96
KW1C	WOAY	KIST
WJZR	WQCM	OK95
KKQV	KQCR	WAZY-FM
WHSL	Y94	WSPT

On Atlantic Records & Cassettes



Produced by Ron Albert and Howard Albert for Fat Albert Productions, Inc. and Stephen Stills © 1984 Atlantic Recording Corp. A Warner Communications Co

months go on.







Continued from Page 21

T94(WJST)/PANAMA CITY has named DAVE MACEY to the Operations Manager's post.

In an upcoming episode of CBS's "Knots Landing," look for cameos by five winners from KMJK/PORTLAND's "Lucky Star." MD STEVE NAGANUMA gets in the act too. While none of the winners have speaking parts, WB rep GREG LEE (who arranged this promotion) also gets on camera; he's the one sitting at the bus stop reading R&R. Thank you, Greg!

Congratulations to WKDD/AKRON PD MATT PATRICK and Belynda Sefert, who are getting married October 20.

Wedding bells, too, for KXZL/SAN ANTONIO PD RAY ST. JAMES and Donna Driessler.

DAVID LEACH has left his Northeast Regional promotion post at POLYGRAM to join FRED DISIPIO's Central Marketing & Promotion firm.

Widely-respected MD JOHN MRVOS is leaving WXRT/CHICAGO to pursue other opportunities, and can be reached at (312) 421-3248. His replacement is LIN BREHMER from WQBK-FM/ALBANY.



After seven years with POLYGRAM, National Singles Director JOE GROSSMAN has resigned to join TONY (A.D.) MUSCOLO PROMOTIONS as VP/ Promotion. Joe will officially join the independent promotion firm October 22.

Industry veteran STAN MONTEIRO has joined forces with FLORENCE SEMON, longtime

Joe Grossman FL

personal manager, to form SEMONIMONTEIRO PERSONAL MANAGEMENT. The Los Angeles-based firm is up and running with several acts. The phone number is (213) 850-0971.

WYDD/PITTSBURGH MD GEORGE (ANTHONY) CANTAFIO is the latest radio person to join the record ranks, as he takes on the Midwest Regional promotion duties for ISLAND RECORDS.

ATLANTIC National Singles Director SAM KAISER makes his TV debut on NBC's "Bloopers And Practical Jokes" on Monday, October 15. Sam plays a network exec looking to hire the Source's DAN NEER. The twist is that Sam has his two children with him at the office, and Dan has brought good friend CYNDI LAUPER along for moral support. The interview goes well, Sam and Dan exit for a moment, leaving Cyndi with Sam's two little angels, who soon become monsters. They take Cyndi's autograph and shred it, they destroy one of her cassettes, and when she begins to protest, they threaten to tell "Daddy," which would cost Dan the job. Cyndi was a great sport about it, and didn't say a word about the brats in an effort to help Dan get the gig. At WMUS/MUSKEGON, MI, DAN MASON, formerly of WCXT/HART, MI, is the new PD. He replaces MICHAEL MURPHY, who was named PD at WFMK/Lansing three weeks ago. Also at WMUS, evening talent CHRIS ROBERTS is now Asst. PD/midday man, while JOHN ALAN joins WMUS from WCXT for evenings.

BRYAN GERONIMO, afternoon personality at Q100/ALLENTOWN, has been upped to PD, replacing DAVE DILLON, who moves to WEZS/RICHMOND.

One of the Motor City's best-known air personalities, JOEY RYAN, has joined WHND/DETROIT to handle weekends and swing.

WXUS/LAFAYETTE, IN PD JIM LEVEN exits as the A/C station goes in for "humanation" for hight hours. He's available at (317) 743-1349.

RON SMITH is the new MD at INFINITY'S WJMK/ CHICAGO.

TOM O'HARE has shifted from weekends to late evenings at KFI/LOS ANGELES, and L.A. radio veteran NANCY PLUM has joined the 50 kw A/C outlet for weekends.

DANCIN' DANNY WRIGHT and Q107/WASHINGTON have parted company over philosophical differences. PD ALAN BURNS is looking for a new afternoon talent, and Danny is looking to relocate. Contact Q107 if you want Danny or Danny's dio.

PAT GARRETT is the new PD of KEZY-AM & FM/ ANAHEIM. Pat, who once served as the stations' Production Director, succeeds former PD DAVE SYMONDS, who exits along with morning personality BILL DAVIS.

TOM MAILEY has been promoted to the newlycreated post of Operations Manager at WENY & WLEZ/ ELMIRA, NY. Tom will continue to handle his morning show on A/C-formatted WENY.

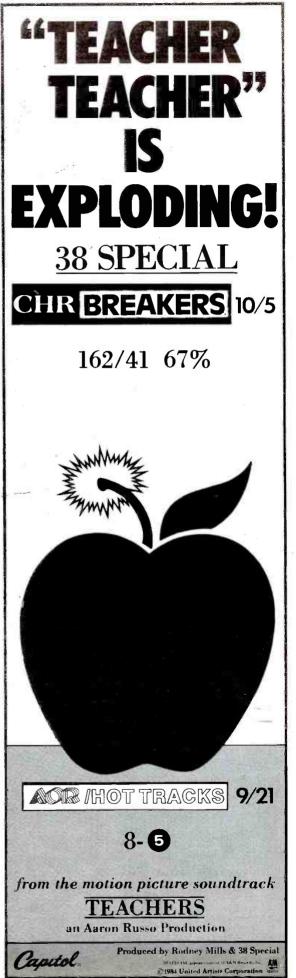
In our item last week about the "tightly-knit" staff at WTPI/INDIANAPOIS, we made a couple of goofs. PAM CARR is an Account Exec. at WTPI, not GSM; and she is married to WTPI afternoon personality STEVE COOPER. We incorrectly had Steve employed at crosstown WFBQ. Incidently, "the new WTPI" debuts on October 15.

STORKSTOPS: MULTIMEDIA RADIO VP PAUL FIDDICK and his wife Julie recently had their first child, Lea Elizabeth ... WBYG-FM/KANKAKEE, IL News Director STEVE DAGGERS and his wife Renee welcomed Nicholas Jay on September 10 ... Born to new WHAS & WAMZ/LOUISVILLE Station Manager SANDY GAMBLIN and his wife Tricia on September 19, Brandon Roy ... KDKB/PHOENIX Senior VP/GM TOMMY VASCOCU and KDKB Station Manager ELIZABETH YOUNG became parents September 26 when Nicholas Raney Young Vascocu arrived ... ARISTA's NE Regional promo rep JEFF BACKER and his wife Susan are the proud parents of Jenna Michelle Backer.



Manchester Moves With MCA

Following her appearance at the NAB/NRBA Convention in Los Angeles, Melissa Manchester announced her new association with MCA Records. Smiling backstage were (I-r): Westwood One President Norm Pattiz, MCA President Irving Azoff, Melissa, MCA Executive VP Richard Palmese, and Melissa's manager Michael Lippman.





KEN BARNES

9

The First (And Maybe Last) Annual On The Records Multiple Choice Pop Quiz

As R&R approaches its 11th anniversary, what could be more appropriate than a lavish, no-expenses-spared, full-page quiz? (Probably a lot of things, but a quiz is what I'm going to do anyway.) Countless games have made trivia a respectable pursuit, and I'm interested to see who the swiftest pursuers are. The ever-generous R&R Prize & Gratuity Department has graciously offered me a budget that will allow me to print the best quiz performers' names in a forthcoming issue.

This quiz is designed to amuse, confuse, and bemuse, so watch out. There are no overt trick questions, but there may be a few puzzlers, and occasionally more than one answer is correct. All decisions of the judges are final; scoring conforms to an entirely arbitrary pattern devised by me (actually, five points per question plus ten for the mix-and-match in the upper right cor-ner); and, because of the extraordinary value of the prizes, **R&R** employees and their families are just as eligible as anyone else. You can enter by writing on this page or a Xerox copy and tearing it out, or jotting down your answers on a separate sheet of paper, like Lon Helton's column (just kidding, Lon). Mail it to me here at the paper. Go get 'em!

1. Cyndi Lauper's first group was called

- A. The Fun Girls B. Incompetent by most critics
- C. Blue Angel
- D. The Female Wrestlers
- E. Every five minutes by neighbors complaining about their loud rehearsals

2. What do Prince, Jimi Hendrix, the Collectors, and Nino Tempo & April Stevens share?

- A. The same cologne B. Songs involving the color purple
- C. A bathroom at the end of the hall
- **Records on WEA labels** D.
- E. General Motors preferred stock

3. Willie Nelson has sung with everyone in the entire recording industry except

- A Julio Iglesias
- B. Dolly Parton
- Walter Yetnikoff
- D. Michael McDonald
- E. Carlos Santana



4. At the end of September, all nine singing members of the Jackson family were represented on the Black/Urban chart. This has to be considered

- A. Ridiculous
- B. A lot of Jacksons
- C. A monopoly, subject to antitrust law
- D. An alltime record
- E. Overkill

5. The original version of Rod Stewart's "Some Guys Have All The Luck" was performed by Trained seals B. Robert Palmer The Persuasions Tone-deaf janitors D E. The Persuaders When the Commodores started out, Lionel Richie used to play A. Basketball B. Keyboards C. Silently D. Saxophone E. Vibraharp 7. The Sex Pistols did a song about a record company. What was its title? A. "Casablanca" "WEA Family" B "EMI" C.



- 8. Peter Wolf was a jock for A WOR-FM
- The Boston Patriots B.
- C. WBCN
- D The fun of it
- E WMEX

9. Before "General Hospital," Rick Springfield appeared on TV in A. A deodorant commercial

- B. A "Dating Game" lineup
- "Three's Company C.
- "Battlestar Galactica" D E.
 - "Mr. T & Tina'

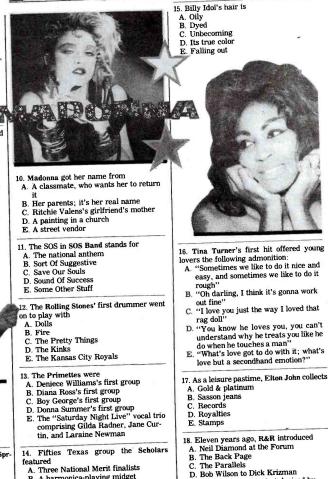
Spot The Artist Bonus Question

Scattered through this box are ten photos of prominent contemporary artists in their early days. Match the number attached to the photo to the letter attached to the artist's name below. Complaints of eyestrain will be disallowed; we don't exempt anyone from reading the AOR station listings, do we?

A. Kim Carnes Dennis DeYoung в. Barry Gibb C.

- D. Daryl Hali Rick James F
- Billy Joel E.
- Cyndi Lauper G. Huey Lewis H.
- John Oates





- A John Denver contest devised by former Editor Mark Shipper whose
 - concept I "borrowed" for this quiz
- B. A harmonica-playing midget
 - A young David Bowie
- D. An old David Bowie E. A young Kenny Rogers

HOW MANY OF AMERICA'S BIG THREE CAR MAKERS ARE GOING WITH THE MOTOROLA C-QUAM® AM STEREO SYSTEM?

ALL OF THEM!

Ford's aboard! The Motorola C-Quam AM stereo bandwagon continues to pick up steam and decision makers. Chrysler, Ford and GM are all on board.

Meanwhile, leading manufacturers of AM stereo receivers are adding to our momentum...Pioneer, Jensen, Marantz, and McIntosh opted for Motorola C-Quam AM stereo. Another then another climbed on the bandwagon—Concord...Potomac...Samsung...Sherwood...

That's good news. Now the fantastic news. Motorola is now producing IC's for C-Quam system receivers in volume. Toshiba signed up as an alternate source. Another will be announced soon. That means hundreds of thousands of sets for the Motorola system this year alone. Next year, we project *millions!*

If your station is still on the fence instead of the bandwagon, call Dick Harasek at 312-576-2879. He'll give you the information that helped swing the decisions of leading car makers and radio builders to Motorola C-Quam AM stereo.

MOTOROLA AM STEREO. THE WINNING SYSTEM.

Page 26

Upward **Mobility!**



CYNDI LAUPER "All Through The Night" CHR CHART Debut

90% Signaly drifter



JOHN CAFFERTY AND THE BEAVER BROWN BAND

"On The Dark Side"

From The Original Soundtrack Album "EDDIE & THE CRUISERS" CHR CHART **B** 95%

Distributed by CBS Records

Scotti Brothers

Rock Activism #1

Another Jackson birthday but not, perhaps, one that you'd quite expect. Rev. Jesse Jackson, probably the only one of 1984's presidential candidates who has much business in a rock datebook, turns 43 today. Jackson became a figure of concern in the music industry in the mid- 70s when he embarked on a campaign against what he considered immoral song lyrics on Black radio. (Two of his chief complaints were with Jimmy Jones's "Ain't Nothin' Wrong With Makin' Love The First Night" and KC & The Sunshine Band's "Shake Your Booty.") Two summers later, Jackson embarked on a much better-known campaign against the Rolling Stones' comments on the sexual proclivities of black women in "Some Girls." Jackson was saluted earlier this year in Grandmaster Flash & Melle Mel's "Jesse" . . no word on how he felf about that one.

Datebook

MONDAY, OCTOBER 8

Rock Activism #2

TUESDAY, OCTOBER 9

At the time of his death, John Lennon had at least two projects . . . both of them related to Yoko Ono and at least one of which came to fruition without him. Completed just in time for the day that Lennon would have been 44, "Every Man Has A Woman Who Loves Him" features the star covers of Ono songs that Lennon had hoped would finally get his wife taken seriously as a rock songwriter. Besides Lennon's version of the title track (recorded by Ono on "Double Fantasy"), "Every Man" also sports contributions from Eddie Money, Rosanne Cash, Nilsson, and an Elvis Costello version of "Walking On Thin Ice," the synth disco number that became Ono's closest bid ever for a CHR hit. Ono has also recently revealed that the couple was planning to go to San Francisco to participate in a march demanding equal pay for Orientals

Other birthdays: Jackson Browne 1948, John Entwistle 1944, Sean Ono Lennon 1975

WEDNESDAY, OCTOBER 10

Jump Shot

In the year that's passed since David Lee Roth's last birthday, Van Halen's top ten CHR output has bounded from one hit, the #10 "Dance the Night Away," to four. Although Roth is thought of a Californian, he was actually born in Bioomington, Indiana on this day in 1955. He was the final member of Van Halen to join, coming after the two Van Halen to join, c Halen brothers and Michael Anthony had already merged their Pasadena-area bands. Current Rolling Stone coverage links Roth romantically with Madonna.

Birthdays: Tanya Tucker 1958, Ivory Joe Hunter 1914.



THURSDAY, OCTOBER 11

Hall Marks Daryl Hall, very busy lately with vocals on Elvis Costello's "The Only Flame In Town" and INXS's "I Send A Message," writing and producing **Diane Ross**'s "Swept Away," and of course the new Hall & **Oates** single, "Out Of Touch," was born in Pottstown, PA on this day in 1949. Besides his best known partner, **John Oates**, Hall may at one time have been a group mate of Kenny Gamble, Leon Huff, and Thom Bell in Philadelphia. He's recorded one solo LP, "Sacred Songs," produced by Robert Fripp which RCA, after several years of hesitating, finally released in 1980. Every Hall & Oates single since "You've Lost That Lovin' Feeling" has hit R&R's back page; only "Your Imagination" has missed the top ten.

Other birthday: Dottie West 1932.

FRIDAY, OCTOBER 12

Moore Love The only thing worse than the general tendency of the consumer media to ignore anybody who's been off the charts for more than ten minutes is the circumstances under which such acts can come back. Tina Turner did it the easy way with her first hit records in a decade; Sam Moore, who turns 49 today, didn't get off so easy. He didn't appear in People until his recovery from cocaine addiction was made public. Between 1966 and 1968, Sam and Dave were probably Stax's most consistent hitmakers; when the label's artist roster was reorganized later that year, following Otis Redding's death, the two were essentially traded to Atlantic. The next decade and a half was characterized by multiple label changes, reunions and subsequent breakups, and a long series of singles that did not waver in quality and changed only slightly in approach. The last of the duo's reunions occurred in 1978 in the wake of the Blues Brothers' remake of "Soul Man.

Rock Activism #3

SATURDAY, OCTOBER 13

In the video for "I Can't Drive 55," Sammy Hagar drives 120 MPH on I-5, roughs up the cop who arrests him, trashes a courtroom, and eventually rocks his way out of prison. Contrastingly, those who've worked with Hagar insist that he's relatively easygoing for a hard rocker. After years of trying, Hagar first scored a minor hit in 1982 with "I'll Fall In Love Again" and followed a year later with "Your Love Is Driving Me Crazy." Although aggressive patriotism has been part of Hagar's act for at least five years (he used to destroy a picture of Ayatollah Khomeini on stage), it's only in recent months that his pro-military, anti-Russian stance has become a part of his public persona Other birthdays: Paul Simon 1941, Marie Osmond 1959, Robert Lamm (Chicago) 1944.

SUNDAY, OCTOBER 14

Still Almost Famous

Cliff Richard might seem like an odd duet partner for Janet Jackson until you consider that Janet's brother is America's most famous Jehovah's Witness and Richard is his European counterpart. Cliff was born on this day 44 years ago to British parents in Lucknow, India. He didn't see his homeland for years, moving to England at age seven. By 19 he was a British star, although it took another 17 years for "Devil Woman" (and Elton John's backing) to help him become successful in the United States. Despite Richard's image as a soft rocker, there have been departures in recent years, most notably the Terry Britten/B.A. Robertson-penned "Carrie" and "Wired For Sound.

Other birthdays: Justin Hayward 1946, Thomas Dolby 1958.

-Sean Ross



The last time JE COCKER

put his voice in a soundtrack theme, it hit No. 1 across the board.

History is about to repeat itself.

Edge of A Dream

(Theme from "TEACHERS")

The second hit single from the Original Motion Picture Soundtrack TEACHE

An Anryn Russo Produ

fuced by Keith Forse





DAN O'DAY

Rick Dees Pt. II: Transition To Stardom

R&R: When you were in Memphis and still building your reputation, how did you line up your personal appearances?

Dees: The first thing I did was ask the people at the radio station if they would print up some flyers. They said, "What for?" and I said, "Well, I'm going to put them up on the bulletin boards of businesses all over Memphis, saying I'll come to your office and we'll have a coffee break together, I'll bring record albums, etc."

R&R: This was a totally off-air promotion?

Dees: Yeah. I put the flyers up on bulletin boards in laundromats. I had high school kids put them underneath the windshield wiper blades on cars: "Rick Dees wants to come have coffee with you and bring you free albums."

People started calling and saying, "Hey, would you come out to International Harvester?" So the day before, I'd call the company and say, "I'm going to be coming out tomorrow and I'll be talking about you people on the radio." They'd put it on their interoffice memo so that the whole office staff would be listening

Well, you have to hit only about 50 major businesses before you realize that somebody out there has a diary. And my gosh, when the ratings book came out, the sales manager came in and his face was white - which was tough, 'cause he was a black man! He said, "I can't believe it! You are #1 in this city after six months!" And that's when it started. That's when the confidence kicked in and "Rick Dees" really was born.

That triggered interest in me from other people. When I'd go out and do appearances, I'd try to give them a show. So I did "The Rick Dees X-Rated Puppets" and a lot of things I have to ask forgiveness for from time to time! Finally Estelle Axton of Stax Records called and wanted me to do a couple of comedy songs that they would release locally. I did one called "The Na-tional Wet-Off." It was about wet T-shirts, and it was terrible, just awful.

The disco thing was starting to hit, so I came up with an idea. There was a song called "Do the Duck" back in 1966. It didn't have any quack-quack in it, but I remembered it and thought, "Gee, what great alliteration: 'Disco Duck.' "We released it locally. They played it on WMPS one time, and the phones burned out. Roy Mack, the Program Director, flew to L.A. and met with Al Coury of RSO Records. Al Coury took it home and played it for his kids, who thought it was the greatest record ever recorded. He bought the master, released it internationally, and by now it's sold nearly four million copies worldwide.

R&R: How did WMPS feel about all this? It certainly sounds as if they backed you with the record in the beginning.

"I've said this over and over: I think AM is dead. I don't care how many Motorola AM Stereos they make, AM radio is dead."

Dees: Shortly thereafter, Roy Mack quit the station. When I mentioned that my record was #8 nationally but wasn't being played in Memphis - none of the other stations would play it because it promoted me WMPS fired me. They felt it was a conflict of interest.

R&R: With their morning jock having a national hit record, you'd think they'd be very excited.

Dees: I know. What happened was they had a general manager who made a judgment that it was a conflict of interest. The company that owns Plough Broadcasting is a drug company, and they're used to being extremely conservative.

R&R: And how long after being fired did it take for WHBQ to sign you?

Dees: A week.

R&R: I tell people that one of the most impressive things I have seen in modern radio history is that you pretty much took your ratings across the street with you. Is that accurate?

Dees: Yes, and it was wonderful. This was back in 1977, 1978. WHBQ had a 5 or 6 share in the morning before I got there. In the next book, they had an 18.3.

R&R: And I'd guess they played "Disco Duck.'

Dees: All the time! I could play it any time I wanted.

The KHJ Experience

R&R: And eventually you left Memphis for Los Angeles.

Dees; I came to KHJ based on the success at WHBQ. This was 1979. Dwight Case

'My attorney called all 80 stations in Los Angeles, begging them to put Rick Dees on the radio. And they all said, 'He's just not talented enough. He doesn't have what it takes to make it in the big market.'

"And now all those people from other radio stations come up to me and say, 'Gosh, if we had only known!" I think that's the greatest feeling in the world."

and Chuck Martin and Tim Sullivan were instrumental in bringing me out here. All three were very hard-working people who really wanted to win. But I've said this over and over: I think AM is dead. I don't care how many Motorola AM Stereos they make, AM radio is dead.

KHJ was "the station I used to listen to." Plus, I was working with my wife. I love my wife, but how would you like to be around your wife 24 hours a day?

R&R: Did that affect you personally or professionally or both?

Dees: Both. My wife before noon is the biggest jerk in the world. After noon, she's the most wonderful person in the world.

R&R: You were a huge success in Memphis. You came to L.A., you still were good, ou had the talent, but the ratings weren't there. How did that feel?

Dees: It felt just terrible. I wanted to make it in the big market so much. I got here and I found out I couldn't just come in and win over a market in 30 days.

R&R: Did KHJ think you could do it in such a short time?

Dees: I guess they did. I worked there for the 18-month contract, and they let my contract expire. I was sitting in the general manager's office and his secretary said, "We've decided not to renew your contract." His secretary! He (Neil Rockoff) was out of town. I was hoping he'd at least call.

got here and I found out I 4 couldn't just come in and win over a market in 30 days."

Vindication

That's when it changed for me in L.A. and for ten months I gave up radio. I said, "Doggone it, I'm going to be an actor. I'm going to be a comedian, whatever it takes." And I did it. I did voiceovers for CBS and made more money during those ten months than I'd made at KHJ the previous year. After nine months, Don Benson called from KIIS-FM. Now, this is the same station that had been called about 20 times by my attorney. My attorney called all so sta-tions in Los Angeles - including the Spanish stations - literally begging them to put Rick Dees on the radio. And they all said, "He's just not talented enough. He doesn't have what it takes to make it in the big market."

And now all those people from other radio stations come up to me and say, "Gosh, if



we had only known!" I think that's the greatest feeling in the world. It can all explode and blow up in our faces now, but they can't take away what's already happened. Once you've hit Number One on the charts, even if you're . . . Who's a one-time artist? R&R: Um ... Daniel Boone. "Beautiful Sunday."

Dees: Right. Even if you're Daniel Boone singing "Beautiful Sunday," they can never take away from him his one big hit. I mean, I could have dreamed a career like this. How can you dream having a 12+ share in Los Angeles? How can you dream having a contract with Paramount Pictures, of being on Atlantic Records?

R&R: I have a hunch there are lots of disc jockeys who see your numbers here, they hear your "Weekly Top 40," they see you hosting "Solid Gold" ... and they're saying, "Well, sure, all that just comes to him. If I were doing mornings at KIIS-FM, I'd be doing just as well." They seem to think all of these people just came to you and said, "Rick would you mind hosting this show, doing these voiceovers?" Is that how it happened?

Dees: No. It's a tremendous undertaking. I knew what I wanted to do and how I wanted to accomplish it, but it takes years. I wound up with a wonderful agent, Bernie Carneol, and the greatest manager in the world, Sandy Gallin. They put together a game plan, and we've stuck with it. It takes a long time. I've felt, "Gee, I've ac-complished this, I've accomplished that," but it's amazing how many people don't have any concept of what we're doing . including some radio people. There's so much competition in every market, there's no way to take time away from our own market to see what's going on in L.A. I think the thing that flatters me the most is people who tape our show.

Flatterv

R&R: Speaking of people from other markets taping your show, I hear a lot of Rick Dees ripoffs. How do you feel about that?

Dees: To me, it's a very sincere form of flattery.

R&R: What about the point of copying your homemade jingles? Do you think, "Hey, I created this! Where do these guys get off?'

Dees: It makes me feel like Coca Cola must've felt when they found out there was a C&C Cola. Well, Coke's always going to be innovative and go on to the next level, pro-bably before C&C Cola will. It's just a compliment. I'm always onto something new. NEXT: The final installment of the Rick Dees interview ... including KIIS-FM's "public apology," complaints from the Jewish Defense League . . . and more .





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They're So Excited



RCA executives join the Pointer Sisters to celebrate their opening performance at Caesar's in Las Vegas, and their gold LP, "Break Out." Pictured from left: RCA's Basil Marshall, Ruth, Anita, and June Pointer, and Pointer road manager Louie Lind.

Miller's Italian X-Rays



Steve Miller, two years after his last release, has completed his latest LP, 'Italian X-Rays,'' which will be out in October. Celebrating at a recent listening party are (I+r): Capitol Records President Don Zimmermann, Steve Miller, and CRI Chairman Of The Board Bhaskar Menon.

Greenwood Greetings



Lee Greenwood was greeted by label execs after a show in Los Angeles. Celebrating backstage were (I-r): MCA Executive VP Richard Palmese, MCA's Susan Koontz and Glen Lajeski, Greenwood, MCA VP Steve Meyer, and MCA's Billy Brill.

Ratt Found In Tower Records



Atlantic's Ratt found time to stop in Manhattan's Tower Records during their stay in New York. Here at the in-store appearance are: (standing, I-r) Atlantic's Bruce Tenenbaum, Atlantic VP Sal Uterano, Tower's Steve Harmon, Atlantic's Nick Maria and Danny Buch, Tower's Mellissa Pszenny, and WEA's Warren Pujdak and Andy Uterano; (sitting, I-r) Ratt's Warren De Martini, Juan Croucier, Stephen Pearcy, and Robbin Crosby.

No Wall Here



Columbia executives visited Roger Waters backstage after a recent show in New Jersey. Shown from left are: Columbia VPs Bob Wilcox and Arma Andon, Waters, Columbia Sr. VP/GM AI Teller, Waters's manager Peter Asher, and Columbia VPs Ray Anderson and Bob Sherwood.





Fans and friends of Vanity recently gathered to celebrate her ''Wild Anima!'' LP. Pictured (I-r) are: Motown's Peter Napoliello, WBLS DJ Ricky Ricardo, WKTU MD Neil McIntyre, Vanity, and WAPP PD Michael Ellis.

Briley May Be Dangerous



Martin Briley has finished his latest Mercury/PolyGram LP, this one titled "Dangerous Moments." Pictured at the studio are (I-r standing): Peter Lubin of PolyGram and Mike Lembo, Briley's manager; (I-r seated) Briley and producer Phil Ramone.

M&M - No Shades Of Gray



RCA recording artists M&M recently toured Manhattan clubs in support of their dance single, "Black Stations/White Stations." Pictured here are (I-:1: RCA's Wendy Goldstein and Johnny Dynell, M&M's Martha Johnson, RCA's Steve Stoff, and Mark Gane of M&M.

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Right By Annie's Side



Posing with big smiles after a show in Los Angeles were Annie Lennox and assorted friends. Pictured (I-r) are: RCA's Jeff Naumann, KROQ MD Larry Groves, KNAC PD Jimmy Christopher, CBS's Lu Davidson, KIIS MD Mike Schaefer, Annie Lennox of the Eurythmics, R&R's Yvonne Olson, KIIS Music Coordinator Gene Sandbloom, and RCA's Steve Leavitt.





Gary O', singer/songwriter whose work has been covered by the likes of Rod Stewart, Pat Benatar, and others, has now signed with RCA Records, with the ''Strange Behavior'' LP just out. Celebrating the association are II-ri: RCA's Brian Bell, Radio Active Music's Steven Glass, Gary O', RCA VP John Ford, RCA's Wendy Goldstein, VPs Pete Jones and Gregg Geller. Kneeling (I-r) are RCA's Jack Maher and Alan Wolmark.

Jakata Lights The Night



New Morrocco recording act Jakata has released a debut album entitled "Light The Night," and a single, "Hell Is On The Run." Pictured here are II-1: Motown/Morrocco VP Steve Barri, Jakata's Chuck Coffey, Jimmy Felber, Steve Kragan, and Chris Meyers, and Motown/Morrocco's Eddie Lambert.





A.-based band Animotion has signed with PolyGram Records and will release a debut album sometime this month. Conservation continuous resistance in a sugned when a provide an entry of the resistance of the signing were [I-1: PG Sr. VP Emile Petrone, Animotion managers John Johnson and Larry Ross, PG Sr. VP Emile Petrone, Animotion managers John Johnson and Larry Ross, PG Sr. VP Emile Petrone, Animotion managers John Johnson and Larry Ross, PG Sr. VP Emile Detrone, Animotion managers John Johnson and Larry Ross, PG Sr. VP Emile Detrone, Animotion managers John Johnson and Larry Ross, PG Sr. VP Emile Detrone, Animotion managers John Johnson and Larry Ross, PG Sr. VP Emile Detrone, Animotion managers John Johnson and Larry Ross, PG Sr. VP Emile Detrone, Animotion managers John Johnson and Larry Ross, PG Sr. VP Emile Detrone, Animotion managers John Johnson and Larry Ross, PG Sr. VP Emile Detrone, Animotion managers John Johnson and Larry Ross, PG Sr. VP Emile Detrone, Animotion managers John Johnson and Larry Ross, PG Sr. VP Emile Detrone, Animotion managers John Johnson and Larry Ross, PG Sr. VP Emile Detrone, Animotion managers John Johnson and Larry Ross, PG Sr. VP Emile Detrone, Animotion managers John Johnson and Larry Ross, PG Sr. VP Emile Detrone, Animotion managers John Johnson and Larry Ross, PG Sr. VP Emile Detrone, Animotion managers Johnson and Larry Ross, PG Sr. VP Emile Detrone, Animotion managers Johnson and Larry Ross, PG Sr. VP Emile Detrone, Animotion managers Johnson and Larry Ross, PG Sr. VP Emile Detrone, Animotion managers Johnson and Larry Ross, PG Sr. VP Emile Detrone, Animotion managers Johnson and Larry Ross, PG Sr. VP Emile Detrone, Animatica De Feldman

Twisted Sister Goes For Gold



Twisted Sister received gold medallions for the group's current album, "Stay Hungry." The ceremony took place after a show at Long Island's Nassau Coliseum. From left: Atlantic President Doug Morris, Twisted Sister's Jay Jay French & A.J. Pero, Atlantic S Jason Flom lin front), Twisted Sister's Mark Mendoza & Doe Snider, Atlantic Exec. VP/GM Dave Glew, and group's manager Mark Puma.





Tina Turner recently earned her first gold single since "Proud Mary" with "What's Love Got To Do With It." Shown presenting the award are (I-r): Capitol Records President Don Zimmermann, Tina, and CRI Chairman Of The Board Bhaskar Menon.

Jermaine's Dynamite Party



Arista President Clive Davis recently hosted a bash for Jermaine Jackson after a Jacksons show at New York's Madison Square Garden. Pictured while moving through the crowd are (I-r) Clive Davis and Jackson.

Love, Neon Style



Mentor Williams, writer of Alabama's number one song "When We Make mentor williams, writer or Alabams a latitude one song willer we make Love," was recently honored by Merit Music for his achievement with a special neon award. Pictured here are [I-1]: Merit Exec. VP Dave Burgess, Williams, and Merit Sr. VP Mel Bly.

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-

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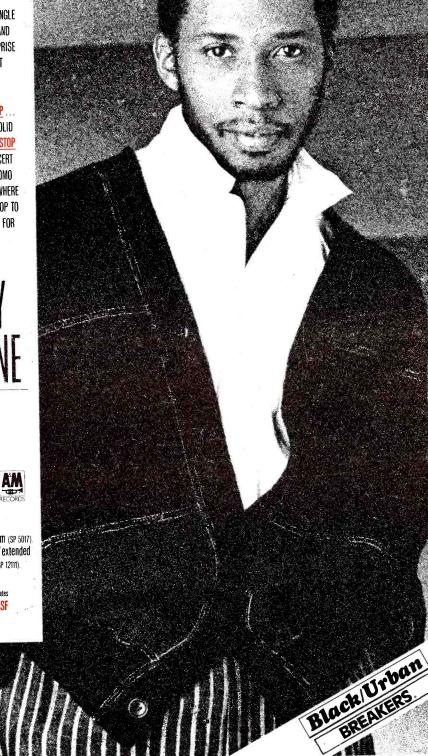
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JOEL DENVER

CHR Rolls On, And On, And On

One of the hottest topics at the NAB/NRBA RCPC was CHR and its impact on music, the marketplace, and other formats. I was asked to moderate a great panel of programming experts: Q107/Washington's Alan Burns, KKHR/Los Angeles' Ed Scarborough, WHTT/Boston's Rick Peters, Rob Balon & Associates President Rob Balon, KPKE/Denver's Tim Fox, Cat Michaels of Z95 (WZUU)/Milwaukee, WKTI/Milwaukee's Dallas Cole, and John Lander from KKBQ-AM & FM/Houston.

MTV Presence

One of the first issues discussed was the significance of MTV on CHR programming, and whether it should be looked upon as a threat or an ally. John said, "I don't view MTV as competition for us. I work with them as often as possible. Everyone knows about them and if anything, they help us stay on top of the trends."

Rob also spoke in a positive manner about the video service. "If anything, we've found MTV has helped to reinforce the positives of new records and artists. The only real negatives we see are the VJs themselves. Most people think they come off phony."

CHR Saturation

The topic of three, four, and more CHRs in a market came to the surface. There was some concern that due to overcrowding within CHR, the large shares would be fragmented and the format pendulum might swing the other way again. However, a confident panel pointed out that FM helped in the supposed demise of CHR, as most of it was on AM; now, most of CHR is on FM. The



format basics which used to work are still valid today. Most likely, the panel concluded, those sound principles will keep CHR strong for years. Gary noted, "We can look for the sur-

Gary noted, "We can look for the survivors in the format to be the ones who not only do it correctly, but who also are committed to the format and to winning." Most predicted that some of the latecomers to the format would fall by the wayside as the opportunities to find a unique niche within CHR dwindle.

Emotion Vs Science: Music Research

The battle continues: Is music programming a science, or emotion, or a combination of both? Moderated by Doubleday VP/Programming Dave Martin, consultants Jon Coleman and Bob Harper locked horns with RKO's VP/Programming Dave Roberts and Z100/New York PD Scott Shannon.

Jon stated, "When I first heard the title of this session, I had to say, quite frankly, that there isn't a choice. We've all heard the arguments about research and its role in selecting music, and I'm tired of them. In 1984, we should be seeking ways of gaining new knowledge and information, not arguing over the past. We need to know how listeners respond to music.

"The only music that should be played is what the audience likes and wants to hear. And the only way to do that is to gather information on the listener's attitudes and opinions about their music. To guess about what they like is an obsolete idea. The problems inherent in emotional programming are far more dangerous than those in possible problems with researched programming."

"Emotion and science are necessary," countered Roberts. "We call it gut, and it's a very important part of programming. I don't believe you can put all of your faith in the numbers. They must be tempered with your gut. GMs stifle PDs, saying, 'I paid for this research, so we're going to use it.' On the other hand, PDs who say, 'Research is no good' are a dysfunction, Your emotion is based on your experience and knowledge of the music, the artist, and the marketplace."



Pictured (I-r): Bob Harper, Dave Martin, Dave Roberts, Scott Shannon, Jon Coleman

Hit Radio — The Hot Format Of 1984

This lively panel, moderated by ABC's Rick Sklar featured input from broadcasters with solid backgrounds in CHR: Z100/New York PD Scott Shannon, "Countdown America with John Leeder" and "Hot Ones" producer/IS, INC. co-founder Jo Interrante, and WXKS-FM(KISS 108)/Boston PD/consultant Sunny Joe White.

Sklar began by telling the audience, "It is 30 years since Alan Freed spun the first rock 'n' roll record on the radio and Todd Storz invented a format based on playing 40 hit records. Hit music saved radio three decades ago, and in 1984, it is the comeback story of the year."

He said, "So much of the fun and spontaneity of radio left as programmers sought to specialize their formats in search of certain demographics. With most of the music listeners now on one band, FM, broadcasters are returning to mass market hit radio. To see it come back so fast, and leap right to the top in the biggest market is a great source of satisfaction. I've always believed that Top 40 was based on the most elementary principles of entertain ment — pleasing most of the people most of the time. I still believe this format is the foundation — the very backbone — of all music radio." Continued on Page 36



Pictured (I-r): Jo Interrante, Scott Shannon, Rick Sklar,

AM Stereo

Touching on the survival of AM CHRs (a topic which will be covered in depth next week in this column), panelists spoke of the disappointing profile that AM stereo receiver manufacturers have taken in helping to spread the word about AM stereo. Most agreed that a lot-more needs to be done if AM stereo is to make an impact. Ed dismissed the new technology, saying, "You can put AM stereo on the same shelf as FM quad." Rob sadly noted, "In our research, most people already think they have AM stereo."

Personality Points

A popular trend in CHR today is to have a morning team. Is one necessary, and are all those voices possibly confusing for listen-

CONTRIBUTING YOUR THOUGHTS

win," reasoned Dallas. "They can offer so much more versatility and entertainment than one person can." John, who is part of KKBQ's Q-Morning Zoo, pointed out that on his show there are a lot of voices and characters, but "each has its own distinct style and personality; each adds an important element to the overall mix." It may be 1984, and CHR may be on fire

ers? "A morning team is a real necessity to

as a format, but a member of the audience complained sbe was tired of hearing "women used in prime dayparts, as a rule, only as sidekicks to the main male talent." Ed, who doesn't have any females on the air, defended his position. "It's not by design," he said. "I look for the best possible person for the job. If it happens to be a woman the Continued on Page 36

unued on Page 30

The NAB/NRBA

RCPC: A Step In The Right Direction

Start with 5000+ eager broadcasters, add a few hundred hungry equipment/service/programming/syndication vendors and their staffs, sprinkle in some record promoters, and fold it all into downtown Los Angeles. Preheat this mix to 100+ degrees, spread the meetings out between two different hotels, stir well, and you've got the recipe for the combined NAB/NRBA "RCPC."

As could be expected at the first joint meeting between the two powerful radio associations, the results were at times a bit confusing and frustrating for attendees. Many broadcasters remarked that there was a certain sameness to the premise and subject matter of several meetings. Others commented that the panelis could have been strengthened if the moderators had been involved in the panelist selection process.

More Street-Level Input

One NAB offical privately admitted, "We really had a lot of ground to cover for this meeting, and unfortunately, a lot of it was planned from our 'ivory tower.' "This pretty well summed up a generally-held feeling that next year's RCPC should draw more from the knowledge and strength of those attending. The best way to tap into what people are thinking about is to involve a number of them in the planning process.

Putting a convention together of this magnitude is a monumental task, to say the least. The NAB and NRBA are to be applauded for melding their resources for the overall benefit of radio. There is no doubt in anyone's mind that their intentions were the best. With that in mind, please offer your viewpoints, suggestions, and help for next year's joint RCPC to both organizations. Then make sure to attend the October '85 conference in Dallas. I'm certain the improvements will make it even more worthwhile than this year's convention.

while

tant and strong promotion director are key elements to winning." Gary feels that "sounding bigger than life to your listeners

is a necessity. I like a lot of processing. I

love it when the competition wants to be

clean-sounding." Tim said, "Doing the im-

possible and stretching the limits of your

imagination are great qualities. You'll beat

everyone else all the time. The higher you

set your goals, the better off you'll be." Alan spoke of "having the autonomy and

Dallas observed that "associating with win-

ners provides a winning attitude which rubs

tools to do what must be done to win,"

off on everything within the station."

CHR Rolls On, And On, And On

Continued from Page 35

next time, that's who I'll hire." You can be sure Ed will get a lot of female job applicants.

As the PD who's logged the most time at his current station, Alan talked of helping to develop your staff and station to its fullest potential. "Staying in one place for as long as I have has given me the opportunity to see the fruits of our labors develop. Sure, moving around from city to city helps round you out, but there is something to be said for longevity in a situation. It helps you get to know your people and help them grow as professionals, which is beneficial for the business."

There were thoughts about the continuing problems of the small talent pool from which future personalities will be drawn. It was suggested that each programmer take in a few neophytes as personal projects and help them grow and develop. I, for one, feel it would have a positive long-range effect on our business.

Promotional Involvement

Everyone on the panel agreed with the need to promote and be active within the marketplace. So where do concerts stand in today's CHR station? Alan said, "Concerts are very important to the profile of Q107. We make every effort to be a part of as many as we can. We've even arranged for the security shirts." Dallas pointed out, "Concerts are less important now than in the heyday of AOR, but we still like to be involved." And for Tim, they are more of a seasonal focus. "In the summer, it's concerts; in the winter, it's skiing which is the important leisure activity in our market."

Research Vs. Guts

In the ongoing battle between research and guts, it would seem that guts are winning out. Panelists acknowledged that CHR overresearched itself, and was "far better off returning to the active methods of au-

Hit Radio -

Continued from Page 35

"When I was a little kid, I knew I wanted to be a disc jockey, and I've been fascinated with the Top 40 CHR format ever since," said Scott. "Many of the teachings of the great programmers of the '60s are still very relative today, and I use them in my work. I don't ever think the format went away. Those stations that did it well continued to prosper." He then played a great aircheck of the Z100 Morning Zoo.

Next, Jo explained the value of making one's station different, once all the regular elements were in place, by looking into syndicated or feature programming from national sources. To pick the best ones, "use your ears as you would for selecting an air personality or promotion. Does it fit your format, does it promote the station and stay consistent with the station's personality? Can the station make money from it?"

Sunny Joe followed by describing his station, then played a very entertaining tape of KISS 108, which began with a great listener testimonial montage, followed by a sampling of each personality's show. "The secret behind KISS 108 is big-dollar promotions combined with hits and a few oldies, similar to WABC and WFIL."

The panel touched on TV advertising, with Sunny Joe and Scott both describing meager expenditures — by comparison to some stations — in TV. "We just finished our first TV imaging campaign in a long time," said Sunny Joe. "We had no time to even think about TV whon we cranked up Z100," recalled Scott. "We did end up running a limited ten second flight in the beginning, but I've never been a huge believer in it anyway as a great vehicle for radio. If the product is right, a station will do well."

From the audience, consultant **Donna Halper** asked Scott and Sunny Joe about being first with a format in a market, and if CHR was a cyclical thing. Scott said, "It helps to be first, but it helps a lot more to be the best. My job is going to be a lot tougher with Sunny in there and the **Doubledsy** people, but I feel I'm pretty good at what I do. When the smoke clears we'll be on top."

Sunny added, "In New York, it is not our position to go in and directly carbon-copy Z100. It is our intention to find a niche using the hit radio philosophy. What's unfortunate is that some go in to try and outdo the leader. The answer is to find your own way of satisfying the audience."

Emotion Vs Science

Continued from Page 35

Bob Harper agreed with Roberts. "To win in the '80s, a programmer must be part artist and part technician, sensitive to the fact that research can create tools for the programming artisan to fashion his or her product. Each program manager must find the balance between using his guts and having the guts to ask his listeners questions."

Dave Martin talked about the importance of hiring good people to do the research. He pointed to Q107/Washington MD Mary Taten, and to Michael Elile, who had worked for Scott but just joined WAPP/New York as PD. "I don't think a PD can pull all of these things together without some help. It's nice to talk about all of these request and retail sales tabulations. But without the help of a strong assistant, it wort' be accurate."

When Scott was asked whether he preferred guts or research, he replied, "I've programmed stations for ten or 11 years, and most of them were number one without using a lot of research. But I don't want to interfere with anybody's way to make a living or influence young programmers to do it my way.

"I have a very unorthodox way of programming," he continued. "I don't use any research, and to hear them tell it, I'm an idjot because I don't. Somehow I manage to get along without it, and somehow it's been hard to justify requesting a large research budget when I've never used it before. I'm not trying to sound cocky or say I don't believe in it. It's just that with my style of programming I don't feel it's worth the money it takes to do it."

Jon Coleman asked Scott if he played hits, and how he knew they were hits. Scott replied, "Because my listeners call me up, and I play what they want to hear." Jon then asked Scott if that wasn't research. Scott answered, "I don't pay them for it. A tot of hard work goes into the framework of 2100, and the more work you do on it the stronger you are. We have one of he most impeccable music systems in America, calling over 150 stores. They are watched for hype and rotated to mix the sample. It's all then broken down into five different categories, along with a lot of request data." He quipped, "I do in-house research, as opposed to outhouse research." dience preference." Rick said, "The backlash to research comes from the tendency to look only at the results, instead of what went into making up the results. Research is not the end-all to every programming problem. A good balance of gut programming is what's needed." Tim noted, "Callouts, like retail sales and requests, are simply tools which need to to be looked at for fear of putting everything into one basket."

The Winning Methods

To the subject of what makes a winning station, John stated, "Having a good assis-

Motion

For the record, Billy Kelly segues to the Production Director chair at KUDO/Las Vegas from crosstown KLUC ... Sean Stevens, middays at WGRD/Grand Rapids, has been promoted to MD, following J.J. Duling's departure to WXMG/South Bend as PD. Lise Georgis is now doing nights at WGRD from WBNQ/Bloomington, IL . . Bradford from Y106/Atlanta to KMGX/Fresno to do wake-up service . . . WMGZ/Youngstown has redefined its format, shifting from Urban-A/C to, you guessed it, CHR under acting PD/afternoon personality Dave Arbogast. Dave replaces outgoing PD Tom Oliver, Also new to the station is GM Bruce Markham from the Sales Manager's slot at WXUS/Lafayette, IN . . . Tom Chase exits the 9pm-1am slot at Q103/Denver . . . Lee Gillette is out at WGCL/Cleveland and is available at (216) 651-3710 ... Pet Hines returns to KEARTH/Los Angeles as Director Of Creative Services . . . Jeff Coleson is leaving afternoons at KLUC/Las Vegas to handle an unnamed programming position.

WASH-FM/Washington welcomes Kid Curry to nights. He replaces Quincy McCoy, who exits for the Asst. PD post at WKTU/New York Roger Peters takes on weekends at WZOK/ Rockford, IL.... At WAZY-FM/Lefayette, night owl Fred Sperrow moves to nights, and Dr. Dave (David Gross) exits for mornings at WYHY/ Nashville... Former K104/Dallas personality Kris McCoy joins KWES/Odesse, TX for nights replacing Peter O'Brien, who heads north to KOPA/Phoenix ... th's all in a day's work for weekender Terry Shea, doing time at both KHJ/ Los Angeles and Q105/Oxnerd-Ventura from KXFM/San Bernardino.

After three years as MD/midday man for KGGI/Riverside, Steve O'Nell signs on at the Transtar Network and fills in at KOST/Los ... Tommy Bonzini segues from WEYQ/Marletts, OH to nights at 95XIL/Parkersburg, WV, moving Greg McCollugh to AM drive, McCollugh replaces Alan Jones, who exits for a news anchor spot on WTAP-TV ... Former WTWR/Toledo overnighter Dwayne Carver joins WFXZ/Seginaw for mornings with Jim Biggins ... T94/Panama City welcomes Dave Macey to the Operations Manager chair Afternoon driver Mike Bradford exits Y106/Atlanta to take over mornings at KMGX/ Fresno from Jim Kirk, who becomes Production Director

Vicki Mann moves west from WFYR/Chicago to fill the Promotion Director slot at KFRC/San Francisco . . . Patti Gaver has been upped to Promotion Coordinator at KPKE/Denver KITS/San Francisco welcomes Harry O. to Production Director/afternoons from the educational coordinator post at the Bailie School of Broadcasting Rick Gillette segues to fulltime OM at FM102/Sacramento, leaving afternoon drive to former weekender Roy Kinski Tom Messner, former midnight man for Q92/Rochester, moves up to MD at the station . . . At KOFM/Oklahoma City, all-nighter Stave Summers moves to nights, replacing new nightclub owner Les "Boogle" Michaels; Gary Matthews takes on overnights . . . WHYT/Detroit Production Director JIm Cutler moves East to take on the same gig at WZOU/Boston.

Bits

 And They Thought No One Was Listeningt KELI-AM & FM/Tulsa had to change its request line after at least a million calls were logged by Southwestern Bell during the station's "Thousand Dollar Thursday." The promotion offered \$1000 to the 100th caller who heard the replay of the day's money-winning song.

 Play Ball, Win Listeners! At least that's what KHTR/St. Louis and WLS/Chicago discovered. When the Cardinals played the Braves, KHTR gave away "Hitradio Baseball ards, a KHTR-Cardinals batting glove, and other prizes, With each paid admission, every child under 15 received a glove compliments of KHTR.

• WLS/Chicago recently sponsored two sports events. Its second annual Pro Volleyball Tournament opened the station's threeday summer beach party. With over 10,000 spectators on hand, WLS also chose a "Miss Miller High Life." And for the second year, morning man Larry Lujack(aka the "Golf Commissioner") challenged listeners to worke in 25 words or less why they're good enough to play in his "Memorial Golf Classic." The 25 winning listeners enjoyed a day of golf and fun with Larry. Prizes were presented at various holes; capping the day was a barbeque and the winners' awards ceremony. • Rock 'N' Roll Vacation. WABB-FM/Mobile, along with Schiltz Breweries, sent two happy listeners on a truly "Rock 'N' Roll Vacation." The trip included.airfare to Honolulu, hotel accommodations at the Sheraton, concert tickets to see Huey Lewis & The News, a beach party, and admission to all of the top rock clubs in Waikiki. What a fun way to go!

• Say, Did You Hear The One About ...? WGCL/Cleveland, in conjunction with the Showtime cable channel, is searching for the "Funniest Person In America." Funny listeners are invited to perform three to eight minutes' worth of material in front of a live audience and Showtime's cameras. All tapes will be judged at a later date. The search covers 20 major U.S. cities.

• Acapulco Here We Comet KLBQ/EI Dorado, AR recently sent a very lucky listener and her husband for six days and five nights - all expenses paid - to Acapulco. Listeners called in to win the station's largest-ever contest.

 Stiff Competition! WITZ/Jasper, IN went to the local high schools to find winners for its "Guest D.J. Contest." Each high school chose a person to be on the air for one hour on the night shift. Winners received alburns and a tape of their show. Look for these kids' tapes in your mail slot soon.





NBC Radio's Young Adult Network

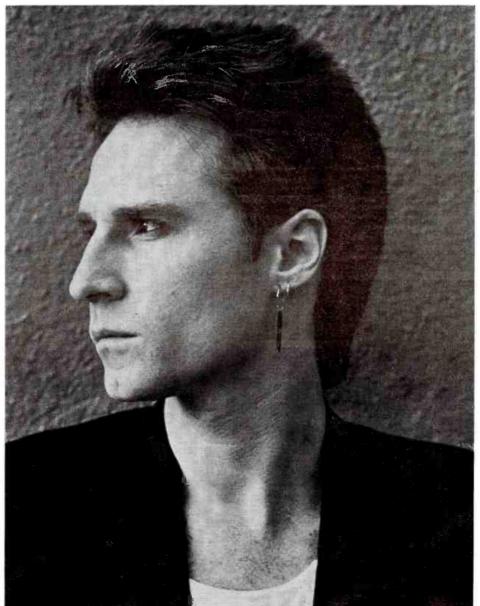
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R&R/Friday, October 5, 1984



In my callow youth, I thought "quarter-hour maintenance" referred to the cleaning crew's work schedule. Thankfully, a generous soul enlightened me by way of a beautifully clear analogy. When you're a retailer, you want a customer to spend more dollars once he's in your store. When you're a radio programmer, you want a listener to spend more time listening once he's tuned into your station. Neat, eh?

If you look at the column headed "Turn-over/average minutes listened" in R&R's Spring Ratings Report's market charts, you'll find that most AORs keep their audience tuned in for between an hour and 90 minutes per day. There are some AORs, though, with unusually long average listening spans (see accompanying chart), and it's worth our own "time spent listening" to ask these PDs for some tips on how to extract those extra few quarter-hours.

Oh, You Tease

The cheapest and easiest form of extending time spent listening is simply reminding listeners not to touch that dial because something delightful awaits them just around the bend. WFYV/Jacksonville PD Chris Jones explains, "We're always teasing ahead to exciting things that are coming up to get them to stay with us. It's built into the liners, but it's really up to the disk jockey to think on his feet and inspire listeners to not turn us off."

Special programs deserve special advance mention, says Jones. "For instance, our afternoon guy does a 'Top Five At 5' countdown every day. When he plays one of those songs during his show, he'll tease the countdown.'

Holding Hot News

KMJX/Little Rock PD Tom Wood doesn't just blurt out an announcement upon receiving it. Instead, he stages it for maximum effect. "If we're privy to any hot information, such as concert dates, we pump it by the minute. We'll



Tom Wood say, 'Thirty minutes from now, you'll hear about ...' and then, 'Fifteen minutes from now ...,' right up until we actually let it go."

In the case of a news story, a tease can be a matter of circumstances, as when the story on the John DeLorean verdict came in bits and pieces over the course of 45 minutes. First, the newswire relayed that the jury had finished deliberations. Then came word that there'd be a wait for DeLorean to arrive, who was delayed initially by traffic and then by the crush of reporters surrounding the courthouse. Morning newscasts at KMJX are bill-

boarded in a traditional manner, with personality Brian Gallagher teasing in advance the headlines of the stories that News Director Paula Rice will elaborate on durhour

Holding Hot Vinyl

In order to build anticipation, Wood also will hold off playing a hot new record he's received. "If we know we're the first in town to get a record, we'll juice it for a



while. If we're confident that we're the only ones in town who have it, we'll sometimes hold off for hours.

Wood's teased certain concert dates for as long as two weeks, using produced promos to build audience curiosity. The announcement will be teased first on a day-byday basis, with mentions updating how many days away the mysterious announcement is, and then hour-by-hour when the day arrives.

I Break For Extra Quarter-Hours

Common programming wisdom says to place stopsets in the middle of quarterhours, at approximately :07, :22, :37, and :52. It's proposed that the diarykeeper who habitually tunes out during spots and then comes back immediately afterwards may conceivably register as many as eight quarter-hours for the same hour.

That's possible, in theory, because Arbitron awards a quarter-hour for each noncontiguous entry of at least five minutes during a given quarter-hour. Many pro-grammers I spoke with subscribe to this theory and position their breaks accordingly.

But as WNOR/Norfolk PD Ron Regen observes, "That works only if people fill out diaries religiously, minute-by-minute, which they don't. They do it by a rough approximation of how they view the passage of time." Reger says he changes the time of his stopsets daily in order to make it difficult for his competition to counter-

program him. PD Ted Utz of KTXQ/Dallas is also a skeptic on the issue of breaking in the middle of quarter-hours, and prefers instead to beat the competition into spots by as little as possible, and then get back into music by as much as possible." Rad Messick at WDIZ/Oriando does the same, moving his breaks around to ensure that he's out of music while his competitors are still playing commercials.

WYNF/Tampa PD Carey Curelop places his breaks so that his almost 30-minute sweep starts around five minutes before the top of the hour and goes until about 24 minutes after the hour. "People think in terms of hours," he believes, "and if you can get them to start listening before the hour and take them close to the bottom of the hour, they may report that as a full hour when filling out a diary."

Pre-Selling The Next Song

That ole tease himself, Tom Wood, doesn't engage in preselling the songs that follow spots; most of the other programmers I spoke with agree with his approach. He reasons, "If I say I'll be back in a couple of minutes with Pat Benatar, I don't want to take the chance that somebody who doesn't like her will immediately tune out." Ron Reger teases the tune that's coming up "only if it's something special, like an extremely hot current or a new record by a major act.'

KSTM/Phoenix

WBCN/Boston

WHJY/Providence

AOR Time-Spent-Listening Leaders

110

108

400

These AORs bear listening to - they all averaged at least 100 minutes per day in the

spring '84 Arbitron.		108 WTUE/Day	
123) WD 120 WFYVJ 116 W 114 Ki 112 W 112 Ki	Station 105 Station 105 /Little Rock 103 NZ/Orlando 102 acksonville 102 vWCK/Flint 100 CT/Wichita 100 KDJ/Fresno 100 MJ/Knoxville 100	5 WLAV-F1 13 12 W 12 W 11 W 11W	W/Grand Rapids WPY X/Albany (RXL/Richmond NOR-FM/Norfolk VAQX/Syracuse NOklahoma City KLBJ-FM/Austin KLAQ/EI Paso



THIS BUD'S WITH YOU — Larry "Bud" Melman of "Late Night With David Letterman" swap-ped recipes for "Toast On A Stick" with a few Bud-boosters from KSJO/San Jose. Pictured are (I-r): PM driver Mandrax the Magician, Promotion Director John Cotter, Melman, and night rocker Michael Foxx.

> Chris Jones suggests plugging brand new records well in advance of their airing. You do a sales pitch: If you've got the new David Bowle coming up, tease it an hour in advance. Presell it right before it comes up, and, of course, introduce it as you play it." **Cross-Promoting Other Jocks**

For recycling listeners from one daypart to another in order to rack up even more quarter-hours, Jones advocates jocks mentioning one another on the air. "We've taken steps to get the airstaff close to one another, since the morning and evening guys may not normally see a lot of each other. I want them to refer to one another in a positive light. If you're going to talk about the afternoon guy out drinking the night before, don't paint him as a total boozer. You can be just as responsible for develop-ing his image as he is."

Teasing ahead is built into the liners, but it's up to the jock to think on his feet and inspire people to not turn us off."

> Chris Jones. WFYV/Jacksonville

Jones also runs daily promos that feature highlights from the morning show. That both reinforces bits with listeners who heard the show, and encourages people who missed it how to listen in the future. He also uses the same gambit for special programming, offering samples of shows such as Dr. Ruth Westheimer and an "Electric Lunch" oldies program when doing produced pro-

mos. Positioning Song Categories

Another ploy is coming out of stopsets with power currents. "It's a subliminal reward for having sat through the commer-cials," says Tom Wood. "Coming out of a stopset with an old Jefferson Starship cut is just not as powerful right now as using Billy Squier's 'Rock Me Tonite.' "

Tom also places particularly strong records, both current and gold, as the last element going into his stopsets at :07 and :35. 'I adhere to the theory that your most-listened-to quarter-hours are the first and third. Things start at the top and bottom of hours - alarm clocks go off, work begins or ends, lunch hours start."

Spot Sequencing

Stacking spots from longest to shortest in length can make a stopset seem psychologically shorter in length. Given two :60s and two :30s, it makes sense to lead with the Continued on Page 40



Time Spent Listening

Continued from Page 38

:60s and close with the :30s. The listener's patience decreases every time an additional spot begins, it's thought, so when his patience is low after two or three spots, better to play a :30 instead of a :60.

Placing the least objectionable spots first in a set, such as concert or movie spots, is automatic at many AOR stations. The same treatment is accorded station promos, so that, in the words of Ted Utz, "if somebody unes out during the break, at least there's a chance he'll hear about our product first."

Bill Bruun, PD at KICT/Wichita, believes in more breaks of shorter duration than fewer breaks of longer length. "Following 30 minutes of non-stop music with four or five spots changes the whole context of what you're trying to do," he proposes. Meanwhile, Utz argues the other side of the coin, saying. "The fewer stop sets you have, the less chance you have of losing buttonpushers."

One Zillion In A Row

While allowing that "X In A Row" music guarantees are fun and create excitement, Ut is a bit skeptical of the gimmick that awards cash to listeners who catch a station not playing a minimum amount of songs bornetween spots. "You're not going to get some-

"We're a fun, diverse radio station where something unexpected is always happening. If you tune out, you never know what you're going to miss."

Oedipus, WBCN/Boston

body to listen for an hour if they only have 35 minutes available. People don't live by the radio. Instead, let them know that your station is interesting enough to come back the first chance they have." Additionally, he warns not to offer the guarantee in place of spending dollars on outside advertising designed to attract cume.

Forced Listening

All of Tom Wood's giveaways use forcedlistening. "You've got to listen to win," he declares. "You can't just happen to pop in and call just because the jock said to."

When awarding tickets to Razorback college football games, KMJX airs the sound of the "hog call," a yell that fans do at the games. Tickets for "Indiana Jones" were

up for grabs at the sound of a bull whip being cracked.

In addition to a standard secret song contest, WYNF/Tampa PD Carey Curelop used a "Triple Tracks" promotion. Game cards with some 200 different sequences of three song titles were distributed at 7-11s. Each time one of the sequences aired, the first caller holding the correct card won cash triple the card's face value and/or a key that might open one of two Corvettes the station was giving away. The first song in the sequence was usually a high-rotation song, assuring that card holders were frequently drawn into sticking around for the next two songs.

WWCK/Filnt did a music recall promotion "that worked like a charm," recalls PD Mark Miller. Upon hearing a sounder, listeners had to recall anywhere between the last five to 20 songs that had been played prior to the sounder. Even when asking for as many as the last 20 songs, the station had no trouble getting a winner who had been tracking files all the while.

This is the second time this gambit produced results for WWCK. Last fall, the station did it only during the second month of the book, and breakouts showed considerably higher numbers for that part of the sweep.

And Now, These Final Words

A few points to keep in mind: First, a station that's the lone market outlet for its format can understandably expect to have a healthier listening span than one that has direct competition.

Second, though many of these ideas are time-tested basics, they're still worth reviewing as you head into the fall sweep. If you're already familiar with the particular techniques cited, then perhaps you'll be spurred to think of some new variations. Let me know of 'em.

Third, and most important, superior programming is always the best device for increasing listening. On-air excitement and the right musical balance and rotations will take you much further than fancy gimmicks and techniques.

PD Oedipus's view of WBCN/Boston's quarter-hour maintenance success sums it up nicely: "We're a fun, diverse station where something unexpected is always happening. If you tune out, you'll never know what you're going to miss: a concert announcement, a band stopping by, a programming feature, a jock with something clever to say. Also, our music is unpredictable and always changing, just like New England weather — if you don't like it one minute, you'll like it the next." Bahakel Broadcasting assumes ownership of KILO/Colorado Springs and Stuart Broadcasting takes over KAWY/Casper... Bill Kepler becomes VP/GM of WBOW & WZZQ/Terre Haute after serving as GSM of WDZQ/Decatur, IL.

KSQY/Rapid City brings on Jack Daniels (a market vet, not the one from Charlotte) as PD ... Roger Mayer from KFMU/Steamboat Springs, CO Joins WIZN/Vergennes, VT for PD duties, as Russ Kinsley exits ... Michael Davis is named MD at KFMG/Albuquerque ... Reggie Jones is WQMF/Louisville's new MD ... Inr Goldfarb is appointed MD at WPLR/New Haven.

Afternoon drive at KLOL/Houston is now handled by Harvey "Dr. K" Kojan from WGRQ/Buffaio

KGB/San Diego brings back Michael Berger after his stint as KLPX/Tucson PD. He'll bo middays, replacing David Good, who exits along with late-nighter/former Research Director Kerry McCall, as John Leslie moves to 10pm-2am from overnights, which now belong to ex-weekender Keith Royer ... Over at KLPX, OM Jim Ray will assume the programming duties. John Hutchhson from KWK/St. Louis joins for mornings. Hank Cookenboo from KZZP/Phoenix takes over middays, and Margle Wrye handles evenings. Dele Ketty joins KFU/Modesto for middays and promotions from KZAP/Sacramento ... Former KSQY PD Greg Olsen has elected not to take over all-nights at KEZE/Spokane ... Rick Woodeli leaves WCKN/Greenville momings for PM drive at WKGB/Charleston ... That's Scott Richards, not Scott Morgan as reported, doing KOMP/Las Vegas nights ... Terry Jacobs from WGB/F/Evransville comes aboard WZZQITerre Haute for mornings ... Mark West joins WPDH/Poughkeepsie for overnights from 92/KMiddletown ... Dave "Ace" O'Connell is new to WHMD/Hammond mornings ... John Hayes leaves K97/Edmonton for Q107/Toronto atternoons, and is replaced by Dave Korchin.

Mark Thompson moves from WQFM/Milwaukee to WLLZ/Detroit as Executive Producer.

KMBY/Monterey PD Mark Kauffman and wife Lise had Michael Colin on 9–29... Wedding bells for KXZL/San Antonio PD Ray St. James and wife Donna Driesster, and for WGIR/Manchester PD Bob Cox and wife Janice.

Independent promoter Larry Harris has relocated to 8255 Sunset Boulevard, Suite 103, Hollywood, CA 90069, Reach him at (213) 654-6661.

RADIO ACTIVITY

SEGUES

I Can Dream About You KCGL/Salt Lake City gave Eurythmics tickets to listeners who wrote in with their favorite "Sweet Dream" involving a station personality.

A Month Of Freebies

KLYV/Dubuque's "Live Free For A Month" promotion will pay for a listener's fixed expenses for a month: car payment, rent or mortgage, ultilities, property tax, and allowances for groceries and gas. Listeners sign up at participating sponsors, which include a local savings and loan.

Rocktober In Rhineland

KLOS/Los Angeles is sending morning fraulein Shana to Munich, Germany to broadcast her show from the Hofbrauhaus Beirgardens. Ten pairs of listeners will accompany Shana on the trip, which'll include visits to local rock clubs, the Olympic Village site for the 1972 games, and the BMW factory.

Doc Rock

WMMS/Cleveland personality and rock 'n' roll historian Denny Saunders joined with EMI artist Michael Stanley and other experts to present a day-long course on the history of rock music at Lakeland Community College.

Fuzz Detector

Every time KQRS/Minneapolis played a Sammy "I Can't Drive 55" Hagar song over a weekend, listeners called for a chance to win a radar detector.

Beach Blow-Out

WNOR/Norfolk helped draw over 40,000 people to the area's East Coast Surfing Championship. For the first time in the event's 22-year history, the crowd was so huge that cars had to be turned away.



First 45 Days Out, A	nd Already On These Key
Stations:	

KMET	Los Angeles	WNEW-FM	New York
KGB	San Diego	WHYT	Detroit
KBPI	Denver	WGRQ	Buffalo
Z93	Atlanta	WMMR	Philadelphia
WDVE	Pittsburgh	B104	Baltimore
WOFM	Milwaukee	WZUO	Boston

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BRAD MESSER

Tools For New News Readers

Two of the more common mistakes made by inexperienced news readers are running stories together and failing to emphasize important words.

Story separation is easy to teach in a day or two. Merely recognizing the problem is half the cure. Simply have your new newsperson place a blank sheet of paper between every story in the newscast. The physical act of removing the blank takes a bit of time, but the real effectiveness of the technique is the repeated mental reinforcement of the lesson that there must always be a pause separating stories.

Key word emphasis is much, much tougher. Putting the right amount of emphasis on important words requires combinations of several vocal techniques, but just as with storyjamming, defining the problem and suggesting one solution accomplishes a great deal in a short time. A neophyte announcer is likely to consider a sentence as just a sentence, without realizing some words are absolutely vital while others are almost throwaways. Have your new news reader underline the important words in his stories and he will awaken to the need to consciously search each sentence for the key words. A few days of underlining accomplishes a lot, opening the way for introduction of the two basic techniques of key-word emphasis, the ... pause, and PUNCHing.

One of my old mentors used to grumble that radio would serve up a much better product if beginners skipped the "tricks of the trade" and went straight to learning the trade itself. I pass along these basic techniques for teaching story separation and key word emphasis as tools, not tricks.

If you have found other useful training tools, I'd welcome your input. Heck, I'd even appreciate learning some new tricks.

National Fire Prevention Week

MONDAY, OCTOBER 8 — Two of America's worst fires began on this date in 1871. The Chicago fire burned three days, killed 300 people and left 900,000 homeless. Legend says it was started when Mrs. O'Leary's cow kicked over a kerosene lantern, but modern historians believe it was actually touched off by a man who had snuck out to her barn to have a smoke. The other fire which began the same day got little publicity, despite being the largest and deadliest in U.S. history: it was a Wisconsin forest fire which raced across 400 square miles, killing an estimated 1500 people as it burned through several villages.

San Francisco settled 1776. Safety pin invented 1849. "Give My Regards To Broadway" premiered in George Cohan play "Little Johnny Jones" 1904.

Columbus Day observed. Cornelius Crane "Chevy" Chase 41. Rev. Jesse Jackson 43.

Loudest Musical Instrument

TUESDAY, OCTOBER 9 — The world's loudest unamplified musical instrument was patented in 1855. The calliope (cuh-LY 'o-pee) is similar to an organ. but is driven by steam rather than air. Thunder registers about 90 decibels, a jet plane on takeoff is 100 decibels loud, while a calliope produces 135dB... right on the threshold of physical pain. Only about 75 calliopes were ever made and most were used by circuses.

Norwegian explorer Leif Erickson is thought to have landed in North America on this date in the year 1000, about 492 years before Columbus. His settlements didn't survive because his colonists had trouble with Indians and simply packed up and went back home. In Norway this is Leif Erickson Day.

Full Hunters' Moon tonight. Jackson Browne 36. Watergate burglar E. Howard Hunt 66.

Why U.S. Doesn't Own The Moon

WEDNESDAY, OCTOBER 10 — Traditionally when an explorer found a new land, he would plant his flag and claim the territory for his nation. If space exploration worked that way, America might have claimed the moon when we landed there in 1969, but two years earlier — on this date in 1967 — we ratified the Space Treaty, agreeing not to make extraterrestial land claims. The treaty also prohibits establishing military bases and testing nuclear weapons in space. The United States and the Soviet Union are among 84 signatories to the Space Treaty.

U.S. Navel Academy opened at Annapolis, MD 1845. Tuxedo introduced 1886. Laundry detergent marketed 1933. First international direct-dial telephone call 1951. Vice President Spiro Agnew forced to resign 1972.

Tanya Tucker 26. Martina Navratilova 28. Ben Vereen 38. Lee Grant 53.

First Radio Giveaway Show

THURSDAY, OCTOBER 11 — Radio's tradition of giving away cash and prizes began on this date in 1936, when the CBS network introduced "Professor Quiz." Although the first quiz show inspired many imitators, including "Professor I.Q." and "The Quiz Kids," the format has disappeared from radio. Quiz shows aren't dead, they've just moved to daytime television.

City of Baltimore founded 1730. Tom Edison filed for his first patent in 1868. His "electric vote recorder" worked but the intended customer, the U.S. Congress, didn't purchase one. First in-flight meals (simple box lunches) served 1919. Fiberglass patented 1938. Unmanned U.S. Pioneer-1 first rocket to moon 1958.

Daryl Hall (Hall & Oates) 35, Dottie West 52.

National Amateur Golf Tournament

FRIDAY, OCTOBER 12 — Competitors wearing ties and jackets concluded the first U.S. National Amateur golf tournament in 1893 (Charles MacDonald winner. Newport Country Club, Rhode Island). Back then the golf clubs were all-wood, balls didn't yet have rubber centers, and the tee was no more than a little pile of sand; the wooden tee was patented six years later (1899).

Christopher Columbus arrived in the New World on this date in 1492, probably in the Bahamas. When he returned to Spain, he took several kidnapped "Indians" with him. to show around as proof that his expedition had reached a strange land.

Luciano Pavarotti 49. Sam Moore (Sam & Dave) 49. Dick Gregory 52.

Tomorrow (10-13) Marie Osmond 25, Craig McGregor 35, Anita Kerr 57, British PM Margaret Thatcher 59. Sunday (10-14) Justin Hayward 38, John Dean III 46. Roger Moore 55.

Brown Promoted To KGW GSM

KGW/Portland Account Executive Kenn Brown has been promoted to General Sales Manager. Brown joined the KGW sales team in 1982, having previously worked as Sales Manager at KEZE/Spokane.

Station Manager Alan Mason said, "Kein brings a lot of excitement to KGW's already-dominant sales team. He's a leader, motivator, and an innovator."

Brown told R&R, "I look forward to meeting the challenge of excellence that has made KGW a leader in this market, and some



Kenn Brown

exciting possibilities for new ways to present radio in the future."

RCA/Motown International Pact



RCA will distribute Motown Records outside of North America and Africa under the terms of a new agreement. The pact extends RCA's current Motown distribution charter, which has covered Mexico and England in recent years and in 1984 encompassed all of Europe. In certain territories, the pact will take place following the expiration of current deals. Pictured (I-r seated) are Motown President Jay Lasker and RCA Exec. VP Jose Menendez; (I-r standing) Motown VP Lee Young Jr. and RCA VP Ekke Schnabel.



KKGO AWARDS TRIP — Listener Tina Mollis (sealed right) is presented tickets to Montreal by KKGO/Los Angeles morning man Joe Huser. Joining the presentation are standing (I-r) Air Canada's Jim Gould, KKGO's General Sales Manager Bob Bordonaro, and Quebec L.A.'s Director of Tourism Alah Famy.



Meeting Of The Minds

The first merger of the NAB and NRBA radio meetings was the best gathering yet for blacks working in Black and Urban formats. I'm sure there are things that could have made it even more effective for black broadcasters, but the exchange of conversation in itself was music to my ears.

New Faces In The Crowd

I've been attending both conventions for years and have always learned something to help continue my quest for excellence in my chosen profession. I must also admit that, while I was always treated with the utmost respect from my fellow broadcasters, it was also intimidating to be one of only a handful of blacks present.

So last year after the NAB programming conference in San Francisco, I mentioned the need for black broadcasters to attend such functions in order to acquire program/management skills sorely needed in Black/Urban radio. I suggested that managers invest in their black employees by sending them to such events. Obviously, someone must have agreed with me. It was great to see both blacks and whites from the format in attendance; this is the first time this sort of thing has taken place.

The numbers were still admittedly lopsided, but more encouraging. Out of the estimated 5000 persons attending, roughly 35 to 45 blacks were there. Most important, some of the corporate folks of both races who control the destinies of Black/Urban stations were present for the minority sessions. This at least is a beginning for all of us to be proud of!

I even heard one black broadcaster say, "This is the first time in the 12 years I've been in the industry that I've attended a conference like this one." Such eye-opening enthusiasm explains why I advocate knowing what's going on around you; we don't live in an all-black world.

Session Highlights

Two minority sessions took place – one on Sunday (9-16) and another on Monday (9-17); both were well-attended. The Sunday meeting devoted 90 minutes to minority ownership (see accompanying article); an additional hour featured discussions on programming and syndication. Monday's session dealt with the Urban format.

Sunday's programming/syndication panel had some spirited exchanges with audience members. The panelists included Syndicate-It President/founder Bob Dockery, BRE Publisher/founder Sidney Miller, KDAY/Los Angeles PD Jack Patterson, and myself.

Who Gets The Money?

There was an interesting discussion between WTMP/Tampa President Paul Majors and Bob Dockery about the amount of dollars being spent by national advertisers with syndicators and local radio. Majors contends that dollars that would normally be spent on Black/Urban radio through local buys are being directed to syndicators with minority-oriented programming. Dockery and I disagreed with Majors, citing the separate budgeting processes that take place for syndicated and local buys.

Commercial Quality

There was also a lively debate about the quality of commercials on Black/Urban radio. Specifically, programmers lamented the demeaning black commercials that we've all heard at one time or another on Black radio (e.g., the Spiritual Advisor, Palms Reader, the Kingfish BBQ spot, and especially abortion commercials). Confronted by both a college broadcaster who cited the need for Black radio to project a better image and an advertising exec who saw abortion commercials as a public service, Patterson responded that while he didn't object to all abortion commercials. "The ones that mention tubal ligation and band-aid sterilization are gross." ties choose to program them with a Black or Urban format. Most seemed to agree with the point that the format should be decided by what's *needed* in the marketplace. That is, it shouldn't matter what the format is as long as the operator can have a profitable financial venture. In conclusion, what color one may be has nothing to do with what the format should be.

The Urban Meeting

In the Urban Format room, there was an impressive turnout by blacks and whites who were interested in the format itself. In attendance was a veritable "Who's Who' of Black/Urban radio. Among the group heads, GMs, PDs, and MDs were WKYS/ Washington PD Donnie Simpson and VP/GM Bart Walsh, WZAK/Cleveland Bernie Moody.

Also appearing were KDIA/Oakland PD Jeff Harrison, KYOK/Houston PD Steve Hedgewood, Nash Communications President Kendall Nash, and WJAX/Jacksonville PD/MD Chris Turner. I'm happy to report that this list could go on for at least another paragraph.

A Healthy Exchange

The conversation included comments about how to keep the Urban format healthy, marketing the format to those who don't understand its audience makeup, better salaries for those employed within the format, and several other issues. The panelists were KACE/Los Angeles PD Alonzo Miller, WUSL/Philadelphia PD Jeff Wyatt, WZAK/Cleveland OM Lee Zapis, and myself as moderator.

"The exchanges between the panelists and the audience were tremendous because everyone gave their true feelings. Let's do it again next year!"

Choosing The Right Format

Also discussed was the fact that the majority of blacks who managed to obtain facili-

The panel for the Minority Ownership ses-

sion consisted of Storer Minority Business

Investment Corp. President Larry Edler,

KGFJ & KUTE/Los Angeles VP/GM Bill

Shearer, BROADCAP President John Oxen-

dine, FCC Mass Media Bureau Legal Assis

tant John Kamp, attorney Chris Hart, and

moderator Zora Kramer, FCC Director/Minori-

These panelists specalize in the different

fields that are central to the property-buying

process. One of the most dynamic moments

of the session came when John Kamp said, "If

you don't have \$50,000 to put up - maybe

even throw away if you don't get a license -

you're not a serious candidate for ownership."

That, according to Kamp, is what it will take to

put the legal gears and other machinery in mo-

tion to file your application.

ty Enterprise.

The Ownership Direction

session, there were a number of blacks in attendance who had little or no

radio experience at all, yet obviously have money and interest in acquiring

broadcasting facilities. They, too, have heard of the Docket 80-90 proposal.

It's important for all black broadcasters to know that in the ownership

President Xen Zapis, BENI Broadcasting President Chuck Schwartz, WGCI/Chicago President/GM Marv Dyson, KSOL/San Francisco PD Marvin Robinson and OM

A number of other people apparently

shared my appreciation for Kamp's honesty

about the real cost of testing the ownership

waters. Chris Hart was also very up-front

about the prospective costs of breaking into

broadcasting; he repeatedly emphasized the

importance of lead time. Too many prospec

tive owners, Hart suggested, try to enter the

The one thing the six panelists had in com-

mon was their desire to somehow reverse the

numbers that generally stack up against

minority owners. The ownership opportunity

clearly will not come to you, but there are peo-

ple for prospective station owners to go to

if and when you want to get serious.

market, but do so at the last minute.

Overall, the exchanges between the panelists and the audience were tremendous because everyone gave their true feelings about whatever they were commenting on. At one time or another, each panelist was challenged by someone in the audience who happened to disagree – a learning process which is healthy for us all.

Selling Your Real Value

Marv Dyson, who gave the group a good stern lesson in black pride, commented on the syndrome of rate-cutting. Marv said, "Advertisers are going to have to learn to pay top dollar for Urban stations which have the numbers. But the only way it will happen is for top-level management to hold the line."

Jeff Wyatt also commented on the importance of a station being able to sell its numbers, theorizing that if the company makes more money from advertising, it should be more amenable to paying higher salaries to its "product" – i.e., the talent! We all concurred.

Alonzo Miller stated at one point that even though his station doesn't have large numbers, it stays profitable through its heavy retail sales efforts. Lee Zapis added some constructive input on maintaining one's station image in a positive light.

All in all, there were good ideas from everyone in the room, and I'm proud to say I was connected with the RCPC in a small way. Let's do it again next year and make it even bigger and better!



URBAN FORMAT ROOM PANELISTS— Seated (I-r): KACE/Los Angeles PD Alonzo Miller, WUSL/Philadelphia PD Jeff Wyatt, PD, WZAK/Cleveland Operations Manager Lee Zapis, and R&R Black/Urban Radio Editor Watt Love.



R&R/Friday, October 5, 1984



FALL PREVIEW

Digging Up The Most Competitive Adult Markets

he fall book is underway, and a quick scan around the country uncovers some sizzling radio battles. Many of you are interested in what's happening in markets other than yours, so here are a geographic sampling of metros where the outcomes are anybody's guess.

All of the figures refer to Arbitron average quarter hour share of 25-49 adults, Monday-Sunday 6am-midnght, metro survey area. Due to the ratings company's policy, the numbers have been rounded off.

Anchorage

Station			2	5-49 sha	ire
KFQD				0	914
KKLV				0	010
	41.4	4.34		KEOD	hae

Seeing that AM competitor KFQI lost 9 shares in the last three years, KKLV seeks to dominate the adult radio market this time around. The FM upstart debuted with an eclectic-oriented format last year, but has since moved towards mainstream A/C. KKLV has gained at least three shares in each of the last two books.

A tlanta

Station		25-	49 share
WSB-FM			@7
WRMM			@7
WSB			@5

Although there are only three stations listed here, a fourth competitor has readied itself for the fall battle. Shamrock's WFOX debuted just a few weeks ago with a goldoriented A/C.

Progress

Bob MacNeil is the new ND at WROR/Boston . Managing the agribusiness at WCCO/Minne apolis is David Haeg . . . Making the move from KVKI/Shreveport to WTIX/New Orleans, Brian Chase continues to drive afternoons . At WKYE/Johnstown, Mike Porter is new ND from WCRO ... WLHT/Grand Rapids picks Bill Ashford from WXUS/Lafayette as PD to replace the exiting Steve Brooks, who moves to KEYN/ Wichita, KS as Station Manager ... Barry Stew-art is now officially MD at WWNR/Beckley ... WCFX/Clare, MI PM driver Jim Hamilton adds the Production Director title, and Laura Broa moves from overnights to middays/Promotion Director, while parttimer John Jancison goes to overnights ... WASK/Lafayette taps former KYNO/Freeno's Don Pratt as new morning man WBEC & Rock 105/Pittsfield promote AM driver Joanne Billow to PD. Joining the team are Kathy Gollogly as news anchor & Marc Knight in the evenings . . . KKPL/Spokane's evening man Steve Keller was K99/Greet Fails's MD. Handling K99's music is Wes McShay.

Baltimo	ore
Station	25-49 share
WYST-FM	@6
WFBR	@ 6
United's WYST-FM has	s been on top for
veral sweeps now and i	it's shoring up its
with the stars theme. U	VERD will try to

strength to stay there. WFBR keep pace without Orioles baseball.

	Baton	Rou	ge	
Station				9 share
WQXY				@13
WAFB				09
		AND A STREET		uncot bu

Longtime leader WAFB was up former Beautiful Music outlet WQXY in the spring. 'QXY was one of the country's topdebuting A/C stations and it landed among A/C radio's Top 100 as well.

	Boston	
Can the second	Doston	25-49 share
Station		
WVBF		@8
WBZ		• @7
WROR		@6
WHDH		@6
WMJX		@5
WSSH		@3

This is A/C radio's most receptive top-ten market. WVBF's surge to the top took a lot of people by surprise; its four-point rise was easily the best of any major market A/C station. The seesaw battle between the full-service AMs was won by WBZ last spring.

Charlotte

Station	-	25-49 share	
WBT		Ø 9	
WEZC		@9	
THE LEC			

Played on the field of an enlarged metro, this AM vs. FM contest ended up with only a tenth of a point separating the two stations. The closeness was a result of a slight tumble by WBT. This is only the fourth sweep for WEZC in its A/C incarnation.

	Cleveland	
Station		25-49 share
WMJI		@10
WLTF	•	09

This close battle features a head-to-head battle between two of A/C's most prominent consultants, Mike McVay (WMJI) and E. Alvin Davis (WLTF). McVay will be close to this situation after losing programmer Dave Popovich recently; he is still seeking a replacement.



SAY CHEETAHI - K101/San Francisco and morning man Tom Parker (yes, the one on the left) added Marine World/Africa USA recently, working to save the animal park from closure Although the park is scheduled to reopen in a few years, the station is heiping to reduce the trauma the now-uncaged animals will suffer while being stored in zoos until the park reopens.

Denver 25-49 share Station KMJI 07 KHOW @ 7 No longer encumbered by any direct FM competition, KMJI is smiling. KHOW was

up last time, too, and it has Broncos football in the fall

Grand Rapids

01.411	and a strange state of the stat
Station	25-49 share
WOOD	@12
WLHT	Ø 9
WJFM	@ 8
WKLQ	@ 4
New A/C WLH	r made a booming debut
in the spring boo	k, but WOOD remains a
steady market for	rce.

Indianapolis

	A			
Station			25-49 share	
WIBC			@15	
WENS			@12	
WNDE			04	
	NS made s	strong	showing in its	

drive toward dominance in this market. Full service WIBC is still strong, however, and it broadcasts the games of the In-dianapolis Colts – a hot item in town. New FM WTPI debuts this fall, featuring music against a full-service backdrop.

	Kansas	City	
Station		25-49	share
KLSI			@11
KUDL			@ 6
WHB			@ 5

Three strong competitors are involved in this battle, but the question is whether KUDL can continue its drive towards leader KLSI. However, the George Johnsconsulted station remains one of his - and major market radio's - most successful A/C efforts.

		_
Miami		
	25-49 shar	е
	-	-
	Ø	2
		25-49 shar 0 0

Here is where CHR thoroughly dominates the adult demos that A/C's normally win. WAXY leads the A/C stations with 97AIA close behind. WWJF announced its drive toward older demos by affiliating with Transtar's Format 41.

New Orleans

Station		25-49 sha	re
WAJY		Ø	8
WLTS		Ø	5
WTIX		Ø	5
WSMB		Ø	1
17	 monitori	dominated	her

Yep, another market dominated by CHRs. Market-leading WAJY affiliated with the Format 41 service before the beginning of the book. Former Urban outlet WLTS will be going through its first full sweep as an A/C.

	Phoenix
Station	25-49 share
KKLT	Ø 9
KOOL-FM	Ø 9
коч	@ 7
KLZI	@ 4
KOOL	@ 1

This market will soon prove to be one of the country's most congested A/C markets. Longtime leader KKLT is being threatened by KOOL-FM. KOY is looking to continue an up trend begun last spring, while another FairWest outlet, KLZI, is sprouting up.

	Portland	
Station		25-49 share
KGW		@12
KKCW		@ 7
KCNR-FM		Ø 5
KEX		@ 4
KKSN		Ø 3
KKRZ		Ø 3
KCNR		Ø 1

This is one of the few remaining major markets where a music-oriented AM dominates. A former CHR powerhouse, KGW successfully converted to A/C a few years back, and no other A/C station has come close. A new FM, KKCW, has made a dent however, showing up number two in its debut book last spring.

-		
Can	lira	ncisco
JUIL	1° / 41	ilwid

Station	25-49 share
KYUU	Ø 5
KNBR	Ø 5
K101	Ø 5
KLOK-FM	- @ 3
KLOK	02
KSFO	@ 2
KEZR	Ø 1

This city is quickly gaining reputation as an A/C market. Although no station has claim to a longterm victory, CHR-oriented KYUU has been strong for the past few years. Three of these stations, KYUU, K101, and KEZR, have had new programmers join their ranks over the past few months.



FORMAT ROOM RAMBLINGS

RCPC Wrap-Up

Another convention has come and gone, and for those who weren't able to attend, it's time for another post-mortem to fill you in on what you missed – at least in the 75 minutes allotted to the Country format room. The panelists were WPOC/Baltimore PD Doug Wilson, WNOE/New Orleans PD Ron Harper, consultant Bob Cole, WHN/New York PD Joel Raab, WSM/Nashville and Gaylord Broadcasting National PD Gregg Lindahl, BPI President Bob English, WSOC/Charlotte PD Don Bell, and yours truly as moderator.

The panel took on a different look than occurs at most of these gatherings. Instead of making individual eight-minute presentations, the panel members were used as "conversation catalysts." The meeting took on the shape of a discussion, as panelists were presented with questions covering areas of concern to all Country broadcasters. Following the answer or discussion, specific members of the audience were then called upon for their comments. Questions from the audience were also a major part of the session's makeup.

A number of topics were covered, including the following: How Country stations could attract more people to the format at a time when CHR music/radio are hot items, the marketing and positioning of Country stations today, syndication, and use of consultants.

One caveat for those who attended as well as for those reading this who are looking for answers: In that type of forum, it is impossible to present hard-and-fast answers of any kind.

Everyone in the room was in a different situation. Some are running 50 kw AM giants in large cities, others have Class C FMs in medium markets, and still others work in small-market stations powered by 1 kw days/250 watts nights. Everyone had different needs, therefore different questions. As I said at the start of the session, more questions are usually raised than answered.

The purpose of the discussion was to get people to realize there are ideas and ways of doing things that are different than their own. The goal is to make people think, to question what they are doing and why, so intelligent decisions can be made as to what is right for their individual market. No one can tell you what will work in your town – you have to supply your own answers based upon all available information. This session was designed to offer a variety of input from a myriad of sources.

Increased Competition

The session began with a discussion of the down trend in the spring Country shares and these questions: "What can you do to get more people to sample your station? What can you do to raise the cume? How do you get the shares to grow?" The point was made early that in these times of increased competition for the 25-54 listener, one must decide what percentage of his time and resources he's going to spend on either attracting a "fringe audience" or focusing on the core. Gregg Lindahl felt that you really should spend the bulk of your energies on the core, and if you become the second or third choice for "pop" listeners, that's just gravy.

Another point made from the floor was that in the quest for listeners. Country stations had to either "attack or be attacked." The gist of the remark was that every market is so competitive that, for Country stations to get their share of the audience, they had to be every bit as aggressive in their advertising and marketing campaigns as the contemporary music outlets. When the rhetorical question was raised as to whether Country stations are generally outmarketed and promoted, there were an awful lot of heads nodding affirmatively.

Michael Who?

The question of how stations should respond to the cultural influence of rock also came up. Does one get involved in it, acknowledge it, and try to position it for one's audience, or just avoid it completely? In other words, do you ignore Michael Jackson as a cultural phenomenon just because you don't play his records on your station? Joel Raab commented that at one point he was considering giving away Jacksons concert tickets, but opted not to for fear of clouding his image - or the promotion being a negative - among listeners. However, he cited an example of a 25-49-targeted station which did give away those tickets and made it a positive through positioning. The station liners played upon the theme of parents being a "hero to their teenagers" by winning the tickets and letting the kids go to the show. With this kind of tie-in, you can take advantage of the promotional benefits without the attending negatives involved in dealing with an artist outside your format.

When the discussion turned to knowing who was "safe" and would not present a large negative to the audience. Charlie Cook said that using People magazine as a guideline can be a relatively safe way to go. If it's in People, you can figure the subject is familiar to the bulk of the population. Other barometers include the TV network morning shows and the syndicated variety shows.



UP, UP, AND AWAY — Bob Reader, PR director for UTA French AirLines, congratulates Tom and Charlotte Pearson (far left) who were just presented with an all-expense paid trip to Tahiti by Crystal Gayle and Eddie Rabbitt as the culmination of a monthiong promotion by KZLA/Los Angeles. Also on hand for the presentation is KZLA PD Bill Mayne (far right).

Talkin' Country

On-air use of the word "Country" also came up. It wasn't that long ago that Country stations didn't say that word on the air for fear of alienating those who might listen to the station but really didn't think of themselves as "Country." In the effort to be more mass apppeal, perhaps Country stations relinquished a bit of their identity in the process. It seems to be a different story today, however. When the audience was asked if anyone was not using the word "Country" on the air, nary a hand was raised.

Beyond The Playlist

Among the examples of elements other than music which can be used to attract an audience and/or build an image for a Country outlet, the talk turned to syndicated programming. United Stations VP/Programming Ed Salamon pointed out these shows can be utilized to build a favorable image for a station through association with Country stars. You can position yourself as the "home of the stars" not only by airing the shows, but by talking about them during the week. Thus, even though a listener might not hear the actual show, the station can benefit by the use of the stars' names in conjunction with the perception of their "appearance" on the station during the show's time slot.

On the subject of outside programming, KZLA/Los Angeles PD Bill Mayne suggested that stations who select shows for airing "shouldn't bury them in obscure time slots." He felt if the shows are good enough to air, they should be showcased and turned into a positive programming element.

A Friendly Ear

Wrapping up the session was a brief discussion of the role consultants play in Country radio. The point was made that in any given market, many of the contemporary stations are aided in the ratings battle by top-notch consultants, whereas Country stations seem to be lagging in this kind of support. It was mentioned that all levels of station management can benefit by having another party – especially one with Courtry experience – available for various kinds of assistance, including just being there to bounce ideas off of.

Again I want to thank those on the panel for their time and thoughts. I must say I would've preferred to have written more about what people said specifically, and I wish that I could tell you to get the tapes so you could listen in for yourself. However, the Country format room was one of the few sessions that did not have microphones for the participants, so the meeting was not recorded. It was for this reason the recap was necessarily written on the recollections of a few of the participants and myself.

Overall, the response to the Country session was good, and I hope this overview serves as a thought-provoker for those of you who weren't able to be there.

Have You Heard

. There's some more help on the horizon for Country air personalities. Former KFOX/Long Beach and KHJ/ Los Angeles personality Terry Moss, who's currently on the Transtar Country Network, has just purchased Galaxy from Dan O'Day. Galaxy is a show preparation service which is published twice a month, and the big news is it will soon include a country music edition. The kickoff country issue will be out sometime in October and will feature about 30 artists. Larry Boxer, writer and editor of "Coors Country News" and "Country Music's Top Ten," has been named as Country Editor. Terry says you ought to be watching your mail box for the free stuff that's on the way to you ... Chris Michaels has been upped to PD at WAMS/Wilmington, DE

... WOKK/Meridian, MS MD Van Mac has been upped to OM for the Country outlet and its AM sister WALT. Jessica James remains as WOKK PD, Van replaces Tommy Lee, who has moved to WDNG/Anniston, MS to do mornings

Dan Mason is the new PD at WMUS/Muskegon, MI Ross Brooks is now PD at WKZF/Huntsville (formerly WIXC) ... KWEN/Tuisa personality Jim Davis has been upped to Asst. PD/MD ... Filling those same slots at KOMA/Oklahoma City is Dan Robins, who comes from KSAL/Salina, KS ... Len Spencer is now programming KIGO/St. Anthony ... What have you heard lately?



THE MAGNIFICENT SEVEN — OK, that may be overstating the case a bit, out these are the panelists that made the Country format room at the RCPC one of the most informative in years. Left to right are Doug Wilson, Ron Harper, Bob Cole, Joel Raab, Gregg Lindahi, Bob English, and Don Bell.



"Countryline" Showcases Videos

ntil now there's been no major outlet for country videos, but now there's a television show, "Countryline," to fill that programming gap.

"Countryline" is being launched with a two-hour special airing in major markets around the country. The pilot was produced by RCA Video Productions, Inc. and is being distributed in syndication by Syndicast Services. Sam Riddle and Bob Fead served as Executive Producers.

The show will provide music videos by some of the top names in country music combined with a behind-the-scenes look at their production, in-depth interviews, and footage of five artists fielding phone calls from their fans around the country. You'll see Deborah Allen, Earl Thomas Conley, Waylon Jennings, Ronnie Milsap, and Sylvia answer questions on a variety of subjects, and music videos from Alabama, Earl Thomas Conley, Waylon Jennings, Ronnie Milsap, the Judds, Juice Newton, Dolly Parton, Kenny Rogers, Sylvia, and Steve Wariner

The "Countryline" pilot is hosted by Ty Herndon, who was discovered on "Star Search

President of RCA Video Productions Tom Kuhn said, "....We hope to develop "Countryline" into an hourlong series in 1985, with country artists from many different labels." More than 60 stations have already scheduled the two-hour pilot.

Another Television Special

The older I get the faster it seems time flies. It's already fall '84, and time to start thinking about the "holiday season." In fact, Gaylord Productions just announced "Happy New Year's From Opryland," a 90-minute syndicated television special.

Buck Owens and Roy Clark will cohost the special, airing live nationally from the Opryland Hotel on December 31 at 11:30pm

CST. "The special will feature music, guest stars, and comedy," said Producer Sam Lovullo. "It will be a fun-filled entertainment event to ring in 1985." He says the special has been cleared in 17 of the country's top 20 Nielsen markets, which means it should be seen in more than 60% of the nation's television homes. Lovullo expects that other stars from "Hee Haw" will appear, but is unsure as yet who the guest stars will be

In Memory Of

Singer/songwriter Steve Goodman died in Seattle recently from complications brought on by a bone marrow transplant. Goodman 36, had been battling leukemia. The Chicago native wrote Willie Nelson's #1 song "City Of New Orleans," which was also an Arlo Guthrie hit in the '70s. You may also remember that he wrote and was referred to in David Allan Coe's "You Never Even Called Me By My Name" ... among others

Bit & Pieces: Often country artists adopt a "new image" by changing hairstyles and attire, but even I was amazed to see Willie Nelson appear at the Tennessee State Fair in Nashville, without the legendary pigtail

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CONLEY ON "COUNTRYLINE": - RCA's Earl Thomas Conley (I) talks with Ty Herndon, host of the new syndicated Country video series "Countryline



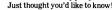
WILLIE ON BILL OF FAIR — Willie Nelson played at the Tennessee State Fair in Nashville, and was joined before the show by CBS/Nashville Sr. VP/GM Rick Blackburn (I) and (center) CBS VP Bonnie Garner.

and beard. We're talking drastic here not even a moustache! Nelson's one-night appearance in Nashville, was preceded onstage by friends Billy Joe Shaver and David Allan Coe... Let's chalk one up for country. MTV just added Hank Williams Jr's latest music video, "All My Rowdy Friends Are Coming Over Tonight" T.G. Sheppard and actor Hal Needham have linked up in a new \$2 million NASCAR racing team which will run the full Grand National schedule next season ... Lee Greenwood and Ricky Skaggs stepped in to coheadline the Alabama Sheriffs' Boys & Girls Ranch benefit on October 13 for Barbara Mandrell. For the past six years Barbara has performed for the service organization, which provides a ranch home for underprivileged youngsters. While Barbara is recuperating from her recent

automobile accident, Lee and Ricky are glad to lend a helping hand in Birmingham You can add three artists to the list for

this year's CMA Awards Show: Bill Monroe, Eddy Raven, and Tammy Wynette Janie Fricke presented a premiere showing of four items from her women's casual ready-to-wear clothing line to fashion buyers October 1 at the Dallas Apparel Mart. Her entire 36-piece collection will debut at the Women's and Children's Spring '85 Apparel Market October 25-31 in Dallas

We at R&R send congratulations to Waylon Jennings and Jessi Colter. We hear they're expecting another baby . . . Look for Gene Watson to sign with CBS when his contract is up at MCA . . . Rumor has it that one of country's super-groups may lose one of its members. I'll keep you posted





+



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Special Issue #5:41 features SEATTLE! CHR's KHIT, KPLZ, KUBE & KNBQ, A/C's KJR, KLSY, KIXI & KVI. AOR's KISW & KZOK, plus VANCOUVER'S CHR'S CFUN & CKLG 90-minute cassette, \$5.50

Classic Issue /C-47 features KFI/Ken Marvin-1963, KGB Chartie Van Dyke-1971, KRLA/Tom Murphy-1971, KFRC/ Jack Murray-1969, KKDJ/Charlie Tuna-Humble Harv-1974 K100/Eric Chase-1975, KMET/B. Mitchell Reed-1978, plus KYA-1976. Cassette, \$10.50.

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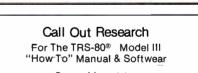


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ago metro A/C now accepting applications for future ning. T&R: Jim Holly, Z-107/WZVR, 1000 E. 80th Pl., nilvills, IN 48410. No beginners. EOE M/F (10-5)

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KQCR-FM looking for PM drive/communicator. Let me hear what you can do. T&R: Gary Dixon, Box 876, Cedar Rapids. 1A 52408. EOE M/F (9-28)

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KKHR looking for energetic, creative news talent for part-time/fill-in work. No Beginners. T&R: Jim Chanevey, KKHR/-CBS, 8121 Sunset Bivd., Los Angeles, CA 9002B. (10-5)

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We have an IMMEDIATE opening for a great opm-10pm announcer. Foreground communicator with production back-ground desired. Also considering tapes for possible morning drive opportunity. HEAVY PRODUCTION SKILLS and PHONE EXPERTISE ARE A MUST

Cassette airchecks only along with resumes to

DaveLogan

Program Director 900 North Point San Francisco, CA 94109

Looking for perttimer, must live in L.A. Females encourages for future openings. T&R: Barry Richards. KGFJ, 1989 River side, Los Angeles, CA 90039. EOE M/F (9-28)

immediate full & partilime openings on the beautiful California coast. T&R: Laure Seaton, KIDD, Box 1799, Monterey, CA 93942. EOE M/F (9-28)



Chain of 6 California stations including San Francisco's fastest growing AMFM needs a marketing talent to grow with us. If you've got advertising, promotion and PR experience good. If you're a self-motivated "idea" person that can innovate and follow through _____ great. If you're the best _____ you're hired. Resume, writing samples and other materials to:

Bill Weaver, Executive VP/GM, KLOK-AM/FM,

1177 Polk Street, San Francisco, CA 94109.

perations Manager

We're also looking for an experienced Operations Manager for KWIZ-AM/FM Orange County. Send resume to

Equal Opportunity Employer - Male/Female

(415) 788-2022

DISC JOCKEY

ASSIGNMENT – JAPAN

Osaka FM Broadcasting Co. is seeking skilled American applicants for a position in Japan starting March 1, 1985 for one year. West Coast applicants preferred.

Place of work: Osaka City

Working hours: M-F. 40 hrs per week.

Salary: \$30,000 U.S. a year (paid in yen) plus round trip airfare and furnished apartment.

Qualifications: Minimum of 5 years broadcasting experience. Knowledge of modern and pop music of U.S. and Europe.

Applicants requested to send demo tape of on-air performance with resume and picture. (Tapes can-not be returned). Successful candidates will be informed of personal interviews to be held in Los Angeles. Deadline Oct. 31.

One Inch Video Productions, Inc. 4710 W. Magnolia Blvd. Burbank, CA 91505 For More Information Call Miss Young (818) 760-6900

above address.



Openings

Page 50

Lost personality to larger market. Experience needed to fill shoes in rere superstation opening, T&R: Wes McShey, K99, Box 3129, Great Falls, MT 59403.

DRIVE TIME

Work and grow with a regional #1 Country Station. Competitive market in the mountains, good production. Tapes and resumes for tuture opening. Mail to Radio & Records, 1930 Century Park West, Box #806, Los Angeles, CA 90067.

Positions Sought

Indianapolis jook looking for PD job in Indiana region. Nine-yeer veteran prefera A/C, Oldies or Country. DAVE: (317) 898-5875 (10-5)

Joe Pyne was my hera. Talk show host stuck in other formats too long seeks_fulltime talk gig. ANDY BUDNICK: (904) too long seeks f 744-5750 (10-5)

I'm tired of being autome (217) 875-1880 (10-5) nan. Gotta rock live to survive. DAVID:

BOB BRILL. 11-year pro is looking for news/aports position. Have excellent reputation & prefer L.A. area only, (818) Have excellent m 361-2478 (10-5)

SMILING BARRY SCOTT. Why does he smile so early in the morning? Call today to find out. Smooth, entertaining & hu-morous without risk. (212) 221-3703 (10-5)

CAL SHIELDS. Former PD/OM et KACE/L.A. seeking position particulation on he maximized. (213) 215-9811 (10-5)

Warm, taleinted, poettive, dedicated, unemployed 8 six-year pro wants to join your winning team. Will re right gig. STEVE: (503) 776-2293 (10-5) id & starving Il relocate for

Cell me if you're looking for an experienced e veteran. I've programmed, produced, played & pn formets. STEVE THOMAS: (601) 234-9361 (10-5)

Serious talkhost available. Issue-oriented, humorous, intelli-gent, educated & good ratings. Formerly KEX/Portland, ED ANDERSON: (208) 892-8491 (10-5)

Four-track pro from Phoenix seeks production/sirshift years on-sir experience & have own studio. Medium m considered. BRUCE ARTMAN: (802) 997-8155 (10-5)

Young energetic A/C afternoon drive/MD is looking to me switch back to CHR/AOR, MARK: (801) 842-2926 (10-5)

mings have never been wilder then McCAY's morning . Humorous voices & personality for CHR/AOR. (408) 200. Humorous 270-0706 (10-5)

TOM MCGUIRE. Successful 15-year medium & major man pro as air person, PD & promotion. Top 100 markets or (319) 332-7810 (10-5)

nced fen le ready to explode on your CHR. GINA T.: (305) 949-2566 (10-5)

Versatile performer seeks fultime on-sir job. Currently work-ing pertime in medium market. DAVE MURDOCK: (305) 275-6054 (10-5)

Serious about news? Award-winning pro seeks executive news slot in NE or mid-South. Eight years experience, one in public relations. RANDALL BARGAR: (304) 475-4712 (10-5)

nt. 17 years comun-Two-man PBP team seeks new assignmed footbell, besketbell & college bowl (419) 734-4792, efter 2pm cdt. (10-5) wiex

Jook looking for a new challenge. Prefer CHR, but will consi-der all offers. Five years experience. RICH STEVENS: (305) 583-3825 (10-5)

Moming specialist looking for MW medium CHR that's not efreid to win & have fun! Excellent numbers among woman & little animale. WAYNE: (502) 827-8490 (10-5)

Experienced, casual, emooth, creative & witty delivery. Good on phones & excellent references. JACK: (715) 845-7772 (10-5)

LEE GILLETTE. Middey/production pro is out at WGCL/Cleve-land, Will relocate. (216) 851-3710 (10-5)

Musical

Ron Cutler produces quality . . .

(Hosted by the award-winning Chuck Southcott)

Positions Sought

Scott Shannon style CHR programmer seeks aggressive com pany needing top programming, promotion, ratings & revenue. Ten years experience. MIKE: (616) 547-5581 revenu (10-5)

Adult personality looking for PD/airshift in NW, Family man, 12 years experience & evailable immediately. RICH: (707) 442-4865 (10-5)

sperienced newscaster wants to relocate to smell/m arket on East coast. Hard working writer has organize lligent delivery. EDDIE: (617) 544-2214 (10-5) nized & in-

This unemployment just len't working. Entertaining personali-ty needs station to display his wares . . . where are you? 15 years experience. (702) 871-7595 (10-5)

College grad wents fultime position. Mejor market internation & 1% years experience in medium market. TOM: (913) 357-0912 (10-5)

Intly employed Urban/CHR air personality available ately, PD, MD & on-air slot considered at major/medi ats only. TERRY TROUYET: (301) 542-4127 (10-5)

Four years experience in AOR/Oldies/Country/Progree Versatile, enthusiastic, licensed & persevering bro Prefer S/MW, JANET: (502) 895-5208 (10-5)

I have the education & experience, all i need is the job. Prefer East. NANCY FLAHERTY: 265 West St., Duxbury, MA 02332. (10-5)

Announcer/sportscenter with eight years CHR, four years PBP southern Rockies. West coast. Leave messages: (303) 651-1167 (9-14)

Bright, positive & solid five-year pro seeking position with stable company. Winning stitude a must. DON: (316) 276-2366, strer 3pm cst. (10-5)

Announcer has 2½ years programming & production ex-perience at small/major market CHR, Will relocate to A/C, TOM: (612) 823-1439 (10-5)

New York, I'm coming home! Four years Country/Rock copy-writing, production & remotes experience. Prefer upstate market. DAVE ELLIS: (813) 369-2625 (10-5)

ND in small market seeks to become part of a news team in South or West. Two years experience & college degree. MARK: (414) 248-1550 (9-28)

Cell me before General Hospital drives me crazy! Looking for CHR or Country middays/afternances CHR or Country middays/afternoons. Ten years experi-ence, KEVIN: (808) 358-4925 (9-7)

ENTRY LEVEL POSITION **EMERSON COLLEGE GRAD**

Seeking an entry level position in radio. Wealth of ex-perience in TV & radio. Exceptional knowledge of broadcasting industry. Complete and thorough experience/knowledge in music industry. Will consider all inquiries. Music Director and/or airshift desirable too. Will consider most anywhere. California. East or Northeast preferably. No Country or News formats, please. Available now! Highly organized, reliable and motivated! Call or write: Mr. Mark c/o 19 Lyon Road, Chestnut Hill, MA 02167 (617) 322-5646.

DJ needs first job. NYC broedcast graduate will learn sales your way, any format & anywhere. Skills include production, copy & news. JOHN: (718) 837-1373 (9-28)

Eight-year Country afternoon personality looking to relo within four hours of Minneapolis. Will consider A/C or Co try, MIKE HUBER: (612) 934-2414 (9-28)

JOHN PHILLIPS. Upbeat air personality looking for small/me-dium market position. Great production, natural voice & \$900-cheap! (406) 265-2055 (9-28)

Energetic & versatile Creative Director seeks challenging o portunity. Extensive experience in promotion, productic seles, copywriting & management. (509) 448-1960 (9-28)

Award-winning newarinan/interviewar seeke chellenge v atation/group/network. Professional hes 18 years execut anchor/street experience. (602) 234-1141 (9-28)

• The Rick Dees Weekly Top 40

Positions Sought

"Move over Bob Costes & Al Michaels, he's headed for the networks," said media critic recently of my PBP work, Heer-ing is believing. (518) 459-6817 (9-28)

Programmer will add dollars to your bottom-line. Have go job & looking for better. Seeking PD/Assistant PD/promoti position in any format. HARVE: (516) 293-7947 (9-28)

ed pro offers guid-I take no prisonersi Take-charge, sessoned pro offers ance & direction in PD/OM positon. Great references. ANDREWS: (904) 744-5750 (9-28)

Let's talk about making money. Recent marketing graduate seeks AE position. Four years experience as GM of college station. DANIEL: (912) 452-8907 (9-28)

I'm Being Strangled By **Time & Temperature**

Set me free. Nine years in radio, two years fulltime. CHRIS (616) 775-2762.

Your troubles are over. What I do, I do well. What I don't know, I learn quickly. RALPH MOORE: (212) 623-6368. Cel days, edt. (9-28)

Eight years as medium merket jook, looking for top 50 A/C or CHR, Best numbers and award-winning production. BiLL: (716) 664-2313 (9-28)

position, Can get the upper demos that you need & save the budget. (205) 342-5803 (9-28)

15-year veteran of Country & Essy Listening looking for PD/ MD/DJ position in Texas, Available immediately. WALT: (817) 755-0100 (9-28)

Multi-purpose, self-contained & mobile unit seeks position at Fiorida AOR as PD/MD/sirshift, First ticket & highly experi-enced, BRETT: (901) 725-5387 (9-28)

KENNY DAVIS. Ten-yeer veteran looking for in position, will do CHR. (213) 777-5511 (9-28

Street reporter looking for a move up. Nine years experie in small/medium markets. Strong, authoritative deliver prefer MW. (319) 386-8977 (9-28)

Get me out of L.A.I Recent greduate seeks first program-ming/promotion job in Rocky Mountains or NW. Have syn-dication experience. MICHELLE: (213) 541-3106 (9-28)

I miss being a starl Ex-KNBA/Vallejo jock seeks gig in N. Cali-fornia with music to curl your hair by, Satisfaction guaran-teed, FRANK BUTERA: (415) 223-9928 (9-28)

Air traffic talent. Three years experience, clear voice & ready to move. Like CHR & Country. JANET YACKLE: (712) 362-2033 (9-28)

Black femele announcerinewscasteritalikhost is looking to do news. Have ten years experience in major markets. WENDY WHITE: (213) 388-2853 (9-28)

Used pro svallable. 12-year broadcast vateran looking for an-chor/reporter/ND position. TERRY CORBELL: (801) 363-3189 (9-28)

Changes

RADIO

Don Rast named Account Executive KGO/Sen Francisco

Neil Maberry appointed Account Executive K-PLUS & KVI/Seattle from KISW.

John Cowan promoted Director Of Sales Training KHOW/

Felicia Trader appointed Business Manager KGW & KINK/Porti

Millie Lipkowitz appointed Marketing Consultant

Lynn Swistak named Business Manager WBEC/Pittsfield.

Two Of America's Most

Acclaimed Radio Shows

Changes RECORDS

Karen Moss named Publicity Coordinator Warner Bros.

Craig Melone eppointed International Promotion/ Marketing Coordinator Capitol Records/Hollywood.

INDUSTRY

Robert M. Turner appointed Account Executive Ketz

Neal Maziar named Account Executive Eastman Radio/St.

Miscellaneous

Tokyo Ceble Redio needs Jazz & A/C service. Rick Bellairs. KTYO, Wakebe Royal 605, 1-22 Wekabe, Shinjuku-ku, Tok-yo, Japan 180.

KTSJ/New Haven needs CHR record service. Contact: Bill Elliot, 71 Bay Path Way, Branford, CT 06405. (203) 481-7245 (9-21)

Country & Gospel record service needed. Contact: Mike St. Jonn, WAXI, Route 4, Box 20, Rockville, IN 47872. (317) 569-2026 (9-21)

WBTE & WDJB/Windsor, NC needs Black & Country record service. Contact: Bill Benjamin (919)794-3131.

ing for better Country record sevice. Contect: Dade PD, WDDT, Box 1814. Greenville, MS 38701.

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 redio stations and record companies in Openings. Free listings of the same length are also available to individual seeking work in the industry under Positions Sought. All other advertising must run display. Changes must be mailed in on company letterhead

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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 accom-

panied by check mailed to our office in ad-

For Opportunities you may place your free

listings by phone only on Wadnesday,

Thursday & Friday 9am-5pm (PST) (213) 553-4330 or mail to: R&R Opportunities,

1930 Century Park West, Los Angeles, CA

RON CUTLER

10822 Ohio Ave.

Los Angeles, CA 90024 (213) 475-6182

90067

The Music Section

National Music Formats Added This Week

Satellite Music Network

George Williams (214) 343-9205

The Starstation

MADONNA "Lucky Star" LIONEL RICHIE "Penny Lover" HALL & OATES "Out Of Touch" BARBRA STREISAND "Left in The Dark" CULTURE CLUB "The War Song"

Country Coast-To-Coast

RAY CHARLES & B.J. THOMAS "Rock 'N' Roll Shoes" EDDIE RABBITT "The Best Years Of My Life" WAYLON JENNINGS "America" DAVID FRIZZELL & D'OTTIE WEST "It's A Be Together Night"

Rock America

STEVE PERRY "Strung Out" CYNDI LAUPER "All Through The Night" CULTURE CLUB "The War Song" LIONEL RICHIE "Penny Lover"

Media General Broadcast Services Bob Dumais (901) 320-4433

ACtion

LIONEL RICHIE "Penny Lover" JULIO IGLESIAS "Moonlight Lady" JOE JACKSON "Be My Number Two" SHAKIN' STEVENS "A Love Worth Waiting For"

Your Country

BELLAMY BROTHERS "World's Greatest Lover" EDDIE RABBITT "The Best Year Of My Life" WAYLON JENNINGS "America" JUDDS "Why Not Me" GEORGE STRAIT "Does Fort Worth Ever Cross Your Mind" STEVE WARINER "Don't You Give Up On Love" VINCE GILL "Turn Me Loose"

Hit Rock

PRINCE "Purple Bain" SURVIVOR "I Can't Hold Back" CYNDI LAUPER "All Through The Night" ROMEO VOID "A Girl In Trouble (Is A Temporary Thing)" COREY HART "It Ain't Enough" MARIA VIDAL "Body Rock"

Concept Productions Dick Wegner (916) 782-7754 CHR

CYNDI LAUPER "All Through The Night" CULTURE CLUB "The War Song" LIONEL RICHIE "Penny Lover" PAUL MCCARTNEY "No More Lonely Nights"

STEVE MILLER "Shangri-La'

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

PAUL MCCARTNEY "No More Lonely Nights" ROMEO VOID "A Girl In Trouble (Is A Temporary Thing)" LIONEL RICHIE "Penny Lover" SAMMY HAGAR "I Can't Drive 55"

TM A/C

LIONEL RICHIE "Penny Lover

TM Country

GEORGE STRAIT "Does Fort Worth Ever Cross Your Mind" TOM T, HALL "P.S. I Love You" BELLAMY BROTHERS "World's Greatest Lover" BRENDA LEE "A Sweeter Love (I'll Never Know)"

Century 21 Greg Stephens (214) 934-2121

The Z Format

PAUL McCARTNEY "No More Lonely Nights" DAN HARTMAN "We Are The Young" STEVE MILLER "Shangri-La"

The A/C Format

COREY HART "It Ain't Enough" CYNDI LAUPER "All Through The Night" STEPHEN STILLS "Can't Let Go" JULIO IGLESIAS "Moonlight Lady" BAND OF GOLD "Love Songs Are Back Again"

Super-Country

MOE BANDY & JOE STAMPLEY "The Boys Night Out" DEBORAH ALLEN "Heartache And A Half" JOHN CONLEE "Years After You" REBA MCENTIRE "How Blue" GAIL DAVIES "Jagged Edge Of A Broken Heart"

Transtar Chick Wetkins (303) 578-0700 Adult Contemporary

LIONEL RICHIE "Penny Lover" BARRY GIBB "Shine Shine"

Country Tom Cesey (213) 460-6383

ANNE MURRAY w/DAVE LOGGINS "Nobody Loves Me Like You Do" LOUISE MANDRELL "Goodbye Heartache" MICHAEL MARTIN MURPHEY "Radioland" WHITES "Pins And Needles"

Peters Productions, Inc. Debbie Weish (619) 565-8511 Country Lovin'

BRENDA LEE "A Sweeter Love (I'll Never Know)" GEORGE JONES "She's My Rock"

The Great Ones

LIONEL RICHIE "Penny Lover" WHAM "Wake Me Up Before You Go-Go" STEPHEN STILLS "Can't Let Go" DARYL HALL & JOHN OATES "Out Of Touch" SHAKIN' STEVENS "A Love Worth Waiting For" BAND OF GOLD "Lôve Songs Are Back Again" JOYCE KENNEDY & JEFFREY OSBORNE "The Last Time I Made Love"

Drake-Chenault Bob Laurence (818) 883-7400

XT-40

COREY HART "It Ain't Enough" CYNDI LAUPER "All Through The Night" CULTURE CLUB "The War Song" PAUL McCARTNEY "No More Lonely Nights" SAMMY HAGAR "I Can't Drive 55" TOMMY SHAW "Girls Without Guns"

Contempo 300

WHAM "Wake Me Up Before You Go-Go" PAUL MCCARTNEY "No More Lonely Nights" LIONEL RICHIE "Penny Lover."

Great American Country

CHARLY McCLAIN "Some Hearts Get All The Breaks" DAVID FRIZZELL & SHELLY WEST "it's A Be Together Night" BELLAWY BROTHERS "World's Greatest Lover"

Radio Arts John Benedict (818) 841-0225 Country's Best

WAYLON JENNINGS "America" JUDDS "Why Not Me" ATLANTA "Wishful Drinkin""

Soft Contemporary

AL JARREAU "After All" CYND! LAUPER "All Through The Night" JULIO IGLESIAS "Moonlight Lady" STEPHEN STILLS "Can't Let Go"

Sound 10

PAUL McCARTNEY "No More Lonely Nights" COREY HART "It Ain't Enough" LIONEL RICHIE "Penny Lover" CYNDI LAUPER "All Through The Night" JULIO IGLESIAS "Moonlight Lady"





"Breakers" are those newer records that have the greatest level of station activity on any given week

JEFFREY OSBORNE Don't Stop (A&M)

76% of our reporting stations on It. Rotations: Heavy 41, Medium 24/7, Light 32/15, Extra Adds 1, Total Adds 24 including WAMO, WDJY, WEDR, WYLD-FM, WTMP, WGCI, WBLZ, WZAK, WDRQ, JET94, K94, KHYS, WANM, KDKO. A most added record. Debuts at number 31 on the Black/Urban chart.

PRIME TIME

PRIME TIME I Owe It To Myself (Total Experience/RCA) 69% of our reporting stations on it, Rotations: Hasys 10/0, Medium 25/1. Light 20/7, Extra Adds 0, Total Adds 8, KDAY, KSOL, WRDW, KNOW, JET94, KIIZ, WLOU, WANT, Moves 36-30 on the Benefit diverse in the state of the stat Black/Urban chart.

NEW & ACTIVE

EVELYN "CHAMPAGNE" KING "Juss For The Night" (RCA) 48/15 Rotstons: Heevy 1/1, Medum 19/4, Light 24/8, Etos Adds 2, Tosia Adds 15, WhitR, WYEE, KKDA-FM, WZAK, KDAY, XHRM, WGMG, WKX1, KCB, WLOU, WWRU, WAYT, VOY, KKXA, WYOM, Medum: WWN-FM, WXYV, WDAS, WAOK, WDIA, KJUH, KSOL, WHHC, KNOW, WATV, 233, WFXC, KAPE, WAAA, WDAO. MADONNA'' Lickty Start" (StarWB) 86/2 Rotstons: Heevy 21/6, Medum 19/1, Light 6/1, Extra Adds 0, Tosia Adds 2, WJMI, KHYS, Heevy: WILD, WDAS, WUSL, WAMO, UDY, WYLCPM, WHEZ, KANY, WHICK, KNOW, WATV, 233, JET84, WOMB, WIAA, WUGK, WORL, WANM, WGKS, WLUM, Medum: WMINFHA, WIKS, KKDA-FM, KNOK-FM, WTIMP, WGCI, KACE, KOXL, WXCK, WPEG, WFXC, WJJS, WBLX, WHAZ, WYLO, MAAA, WWAM, WKYM, Menve 22/8 on the BlackUblan chart.

WTLL, WAYI, WAVI, WAVI, WAVI, WAVI, WAVIS 47-20 th the back/urban chain.
SMOKEY ROBINSON '1 Can't Find' (Tramla/Motown) 4,3/2
Rotations: Hewy 12/0, Medium 18/0, Light 12/1, Extra Adda 1, Total Adda 2, WANT, WWDM, Heevy: WVEE, WDA, WBMX, WGCI, WATV, WOMG, WAXI, WBLX, KAPE, WAMIN, WTLC, WWWS, Medium: WMH-FM, WYYY, WDAS, WAOK, KRNB, WHIEK, WTMP, WDMT, WZEN-FM, KJLH, XHRM, KSOL, WRDW, WENN, WPDQ, WPLZ, KHYS, WLUM, Mores 40-38 on the Black/Urban

chart.
PBINCE "Purple Rain" (WB) 42/29
Contained the synthesis of the synt

KIIS, Kés, WYKO, Medium: WAYT, WLUM, KKUM, Dobuts at 32 on the Black/Uban chart. DA2Z BAND ''Let It All Blow'' (Motorwn) 42/25 DA2Z BAND ''Let It All Blow'' (Motorwn) 42/25 WROR, KKUM, KDAY, XHRA, 253, WYKC, WLAX, KKRE, WYOK, KUKO, Hawy: WYEE, WZAK, Medium: KKDA FM, KNOK, FM, WGC), WZEIN-FK, KACE, KSOL, WYOM, WLUM, WWWS, KKOC, KLUL, APOLLONIA, 6 ''Sax Shoorte'' (WB) 40/8 Rotston: Heavy: 80, Medium 117, Light 156, Extra Adda 1, Total Adda 8, WXYV, WISL, WHOX, WYEE, KKOA-FM, KNOK-FM, WTMP, WDMT, WLB, KSOL, WPEG, KAPE, WXDM, WOKS, WWWS, KUKQ, Debuts at 38 on the Black/Urban Martine, WTMP, WDMT, WLB, KSOL, WPEG, KAPE, WAS, WWDM, WOKS, KWWS, KUKQ, Debuts at 38 on the Black/Urban

chart. RODNEY SAULSBERRY "I Wonder" (Allegiance) 40/3 Rotations: Heavy 60, Medium 160, Light 153, Estie Adde 0, Total Adde 3, KSOL, WLOU, WPLZ. Heavy: KKDA-FM, KIZ, WEAS, KKOL, WYDM, KIKOL, Medium: WWN-FM, WILD, WAMO, KNAD, KINB, WEDR, WZAK, KACE, XHRM, WHIC, WENN, WREG, WPDQ, KHYS, WAAA, WYLC. JUNIOR "Somebody" (London/PolyGram) 38/8 Rotation: Heavy: KOAY. Medium: WGCI, KACE, XHRM, KSOL, WNHC, WFXC, WLOU, WANM, WGKS, WAAA, WWNS, WYDM, Heavy: KOAY. Medium: WGCI, KACE, XHRM, KSOL, WNHC, WFXC, WLOU, WANM, WGKS, WAAA, WWNS, WYDM, Heavy: KOAY. Medium: WGCI, KACE, XHRM, KSOL, WNHC, WFXC, WLOU, WANM, WGKS, WAAA, WWNS, WYDM, Heavy: KOAY. Medium: WGCI, KACE, XHRM, KSOL, WNHC, WFXC, WLOU, WANM, WGKS, WAAA, WWNS, WAYA,

KOKO. JOCEL YN BROWN ''I Wish You Would'' (Vinyl Dreams) 38/3 Rotsion: Hewy 40, Medium 272, Ligh 717. Extra Adde 0, Toral Adde 3, WOLY, WANT, WKWAL, Heavy: WILD, WGCI, WZEN-RA, WICU, Medium: WWINFAK, WODS, WUSL, WYNG, WYER, WCH, WYOH, WYAK, WILB, KNJM, KDAY, KLIH, SYEM, WENN, 233, WREG, WRXC, WPDD, KIZ, WBLX, KIYS, WOKS, WAAA, WTLC, WVOI. Remains et 38 on the Bleck/Urban chart. BAR-KAYS ''Sex-O-Matic'' (Mercury/PolyGram) 37/8 Rotsions: Hewy 40, Medium 1856, Light 173, Extra Adde 0, Toral Adds 8, WORQ, XHRM, WRDW, KOXL, JET94, WANT, WCM, WAAA, MCK, WYCE, WDIA, WJML, Medium: WAMO, KRMS, WTNP, WDNT, KDAY, WATV, WLOU, WODK, WYOM, WANAM, WCKS.

RJ'S LATEST ARRIVAL "Harmony" (Golden Boy/Quality) 37/6 Rotations: Heavy 20, Medium 14/0, Light 19/4, Extra Adda 2, Total Adda 6, WXVV, KNOK-FM, WXND, WENN, WQMG, WVOL Heavy: KOKA, WWWS. Medium: KYOK, KRNB, WDMT, WZAK, XHRM, WATV, WPEG, WJAX, WPDQ, WQGK, KAPE, WDAO, WTLC, KDKO.

LOBEL RICHIE "Penny Lover" (Motown) 35/31 Restora: Heev 54, Medun 13/11, Uget 17/16, Erts Adds 0, Total Adds 31 including WWN-FM, WUSL, WAMO, WHUR, WEEL, KICA-HWIN, WHEN, WOLL, WELL, WEAL WEEH-FM, KACE, KDAY, 2019M, KSOL, Heavy: WVKC. Medun: KNOK-FM,

WHIC: DARYL HALL & JOHN OATES "Out Of Touch" (RCA) 34/14 Relations: Heavy 31, Medium 14/5, Light 17/8, Extra Adda 0, Total Adda 14, WAMO, WDJY, WHUR, KRNB, XHRM, WNNC, KOXL 283, WJAX, KEZ, KUCS, WANT, KOKA, WWWE-Heavy WZAK, SET44, Medium: WWIN-FM, WWEE, WDA, WHRK, WBLZ, KSOL, WYKO, WLUM, KUKC. PHILIP BAILEY "Photogenic Memory" (Columbia) 34/6 Relations: Heavy 20, Medium 130, Light 122, Extra Adda 1, Total Adda 6, WXTV, WZAK, KUCB, KHYS, WANM, WAAA, Heavy: KNJO, WJAX, Medium: WAMO, WAOK, KYOK, KINB, KDAY, XHRM, KSOL, WATY, WENN, WFXC, WOOK, WPLZ, KOKA, WJAX, WJAX: Medium: WAMO, WAOK, KYOK, KINB, KDAY, XHRM, KSOL, WATY, WENN, WFXC, WOOK, WPLZ, KOKA,

WUAD, WWWS, KUKU, WWHOWHAL, MAR, Esta Adda 0, Tokal Adda 8, WHUR, WAOK, KMJQ, WBNX, WFXC, WPLZ, H WHODINI "Friends" (Jive/Arlieta) 34/6 Rossions: Heavy 140, Medium 110, Uph 947, Esta Adda 0, Tokal Adda 8, WHUR, WAOK, KMJQ, WBNX, WFXC, WPLZ, H WRS, WAAD, WVEE, KNOK-FM, WDMT, WZAK, WNDQ, WJLB, KDAY, KIZ, WCDK, WDAO, WWWS, WYOI Medium: WBLZ, KJLI, AHRM, KSOL, WHIC, WJAD, WAAT, WAAA, WKWM, KOKO, Debuta 87 on the Black/doen chart. WHI D

WBLL, CUCK, AMWAR ASUL, WIRKL, WUARL, WAARL, WKAM, WKWM, KDKO, Debuts at 37 on the Black/Urban chart. GRANDMASSTER MELLE RIEL & FURIOUS FIVE "1W Don't Work For Free" (Sugar Hill) 34/2 Rotsion: Heavy 20, Medium 18.0, Light 17.2; Evra Adat 0, Total Adat 2, KAPE, KOKA, Heavy; KMAD, WCEH, HM, Medium: WYV, WDAS, WACK, WHOL, NHWR, KSDL, WHER, KNOW, WFES, WUAR, WGSL, WESS, WAAW, WTLC, KDKO, KURTIS BLOW "18 Million Stories" (Mercury/PohyGram) 32/5 Rotsion: Heavy 70, Medium 130, Light 12,6; Evra Adat 0, Acta Adat 5, WVES, WANN, WHAC, WFXC, WKWM, Heavy; KSDL, 2FDA, WKL, MAY, JOHM, WFED, WOCK, WWWS, Medium: WDAS, WUSL, WAND, KNOK-FM, WDIA, WTMP, WGCI, KSDL, 2FDA, WKL, MAY, JOHM, KRC,

Node, 25 (F. Trout, 1976), Troum, 1960) FORCE MD'S (Taese'', Tommy Boy) Roleton: Henry BO, Nedelm BO, Light 123, Extra Adda 1, Total Adda 4, WXIV, WHUR, KSOL, WOKS, Neevy: WILD, WRKS, WALD, WAOK, NAOK, LACE, IXAY, LUK, WHIC, WHCS, Median WDAS, WUSL, WDA, WDMT, WZEH-HA, WXIND, WOOK, WANT, WTLC

WILC. JERMAINE STEWART ''The Word is Out'' (Arista) 30/12 Rotations: Heavy 440, Medium 7/2, Light 18/9, Extra Adds 1, Total Adds 12, WXYV, KKDA-FM, KNOK-FM, XHRM, WKND, WENM WRXC, WJJS, KHYS, WTLC, WVDI, KUKC, Heavy: KYOK, WDNT, WLOU, WOKS, Medium: WZAK, KNOW, WWDM, WKWN

WWWS. KENNY ROGERS W/K. CARNES & J. INGRAM "What About Ma?" (RCA) 28/7 Rostons: Heavy B1, Medum 9/1, Lipht 146, Extra Addio, J. Total Addir J. WHEE XHRM, WIND, KOXI, WJLS, WWWS, KUKO, Heavy: KINK-RK, KACE, KOKK, WAMM, Medum: WWH-FM, WAMG, KKDA-FM, WTAR, WEAK, WINC, WCKS, KOKO. BEAU WILLIAMS "You Are The One" (Capitol) 28/1 Rostons: Heavy, GO, Medum 130, Upht 16/1, Extra Addio, J. WDAO, Medum: WAOK, KINB, WDA, KACE, WEDR, WXOK, WENN, WKOI, KLOE, KAFE, KOKA, WAMM, WWWS, WICK, KENN, WKOI, KLOE, KAFE, KOKA, WAMM, WWWS, WICK, BEICH, Calacter J. Address and Extra Addio 1, Total Addia 1, WDAO. Medum: WAOK, KINB, WDA, KACE, WEDR, WXOK, WENN, WKOI, KLOE, KAFE, KOKA, WAMM, WWWS, WICK, BEICH, Calacter J. Address and Extra Addia 1, WDAO. Medum: WAOK, KINB, WDA, KACE, WEDR, WXOK, WENN, WKOI, KLOE, KAFE, KOKA, WAMM, WWWS, WICK, BEICH, WEDR, WICK, KAFE, KOKA, WAMM, WWWS, WICK, KINB, WICK, KAFE, KOKA, WAMM, WWWS, WICK, KINB, UKCH, KAFE, KOKA, WAMM, WWWS, WICK, KINB, WICK, KAFE, KOKA, WAMM, WWWS, WICK, WI

Tradit, Wolar, Michael, Ooze, Kuck, Wolar, WWW, WWWS, Cook The Other Way" (CBS Associated) 27/24 Enne ELEV, CHWS JAPPER, MAPPIN ISLEY "Look The Other Way" (CBS Associated) 27/24 Notations: New York, Mapping Cook, Cook and Coo S, WAOK, WVEE, KKDA-FM, MOST ADDED .

LIONEL RICHIE (31) Penny Lover (Motown) PRINCE (29) Purple Rain (WB) DAZZ BAND (25) Let It All Blow (Motown) E. ISLEY, C. JASPER, M. ISLEY (24) Look The Other Way (CBS Associated) JEFFREY OSBORNE (24) Don't Stop (A&M)

STEVIE WONDER (51) I Just Called To Say I Love You (Motown) PRINCE (44) Let's Go Crazy (WB) CHAKA KHAN (43) | Féel For You (WB) NEW EDITION (29) Cool It Now (MCA) BILLY OCEAN (18) Caribbean Queen (No More Love) (Jive/Arista) DIANA ROSS (18) Swept Away (RCA)

HOTTEST

DREAMBOY ''I Promise (I Do Love You)'' (Qwest/WB) 27/7 Restone: Heavy 20, Medium 10/1, Light 19%, Extra Adda 0, Total Adda 7, WWN-FM, WDAS, WVYE, KKDA-FM, WKND, WATV, WDCS, Heavy, WZAK, WDGA, Medium WTINP, WAND, WAS, MANDA, WMDA, WKNM, WKNM, WKNS,

WOIS: Heavy: WZAK, WOOK, Medium: WTMP, WORD, WLB, KDAY, SHIBH, WTW, TURG, WICH, MUD, WALD, KNOK, HEAV, SHIB, WZAK, WOOK, MAG, WATV, MTR, T' HF, T' S Commandmanti' (Columbia) 27/3 Rotatione: Heavy 100, Medium: 800, Liph: 182, Exter Adds 0, Total Adds 3, KOXL, WATV, KDAY, Medium: KNOK-FM, KYOK, WHAC, WFGS, EF14, WCOV, WOOK, KOKA. MIIKKI ''Love Emergency'' (Pog Arts) 27/2 Rotatione: Heavy 30, Medium: 110, Liph: 132, Exter Adds 0, Total Adds 2, WHUR, WYEE, Meavy: WDAS, WPEG, WTLC. Medium: WWN-FM, WAAO, WEDR, WBMX, WORT, WZEN-FM, WCX, WPDQ, WOOK, WAMM, WAAA. JAZZY JAY ''SOn Of Beats Street'' (Attinitic) 28/2 Rotatione: Heavy 20, Medium: 100, Liph: 142, Exter Adds 0, Total Adds 2, WOUA, WWWS, Heavy: KMJQ, WJAX. Medium: WYEE, KNOR-FM, KYOK, WTMP, WONT, SHRAB, WATV, WOOK, WWOM, WAMM, Haavy: KMJQ, WJAX. Medium: WYEE, KNOR-FM, KYOK, WTMP, WONT, SHRAB, LIP, Total Adds 2, KOUA, WWWS, Heavy: KMJQ, WJAX. Medium: WYEE, KNOR-FM, KYOK, WTMP, WONT, SHRAB, HIT7, Extra Adds 0, Total Adds 2, KOUA, WWYS, Heavy: KMJQ, WJAX. Medium: MC Enterior: Heavy 20, Medium 100, Liph: 142, Extra Adds 0, Total Adds 2, WOUA, WAWS, Heavy: KMJQ, WJAX. Medium: MC Enterior: Heavy 20, Medium 100, Liph: 142, Extra Adds 0, Total Adds 2, WOUA, WAWS, Heavy: KMJQ, WJAX. Medium: MC Enterior: Heavy 20, Medium 100, Liph: 142, Extra Adds 0, Total Adds 2, WOUA, WAWS, Heavy: KMJQ, WJAX. Medium: MC Enterior: Heavy 20, Medium 100, Liph: 142, Extra Adds 0, Total Adds 2, WOUA, WAWS, Heavy: KMJQ, WJAX. Medium: MC Enterior: Heavy 20, Medium: 43, Liph: 1417, Extra Adds 1, Total Adds 2, Shrada 2, WOUA, KNOK-KNOK-FM, KYOK, KRHB, WDIA, WYLD-FM, WCC, KACE, KDAY, KLH, WJMI, WAMM, WOKS, WYOI, Medium: WDMT.



GOODE: "Because Of You" (Total Experience/RCA) 22/2 Rotations: Heavy 00, Medium 8/1, Light 14/1, Evs Adda 0, Total Adda 2, WDAS, WAMO. Medium: WEDR, WJAX, KAPE, WAM, WAA, WTLC, WWWS,

WANN, WAAA, WILL, WWWS, KYM "Glue Mie The Dance" (Award) 22/2 Rotstone: Newy 00, Medum 80, Lipht 14/2, Extra Adds 0, Total Adds 2, KMJQ, KAPE. Medium: WDIA, WEDR, WENN, WPEG, WOOK, WESS, WAAA, WTLC.

HOLODSTONE "Bloodstone's Party" (T-Neck/CBS) 21/3 Rotations: Heavy 1/0. Medium 4/1. Light 18/2, Extra Adds 0, Total Adds 3, KKDA-FM, WTMP, WEAS, Heavy: KOKA, Medium: Hotations: Heavy 1/0 WAOK, KSOL, WOO

WARK, NSOL, WOLK, MSOL THERS "Self Conscious" (Neighbor) 20/12 BRONNER BROTHERS "Self Conscious" (Neighbor) 20/12 Rotations: Heavy 00, Medium 3/1, Light 18/10, Exte Adda 2, Total Adda 13, WDIA, WEDR, WTMP, KOXL, WXOK, WPEG, WYSC, WOMB, LICE, KOKA, WYDM, WAAA, Medium: WAOK, WOGK,

al Adds 5, WPDQ, WLOU, KOKA, WAAA, WDAO, Heavy; WATV,

WTAC, WGMG, KJCB, KORA, WWDM, WAAA, Medum: WAOK, WOOK, RICHARD, "DIMPLES" "FIELDS "Jazzy Ledy" (RCA) 20/5 Rotationa: Heavy 10, Medum 8/1, Light 11/4. Extra Adds 0, Total Adds 5, WPD Medum: WWH-FN, WHRIL, WTHP, KLIU, WKNO, KS4, WEAS. SHIRLEY BROWN "I Don't Play That" (Sound Town) 20/0 Rotations: Heavy 40, Medum 90, Light 70, Extra Adds 0, Total Adds 0, Hea W112-PM, WHND, WATV, WENN, WBLX, KHYS, WTLC, KOKO. ide O, Heavy: KRNB, WDIA, WKXI, KOKA. Medium: WHRK,

WYD-PM, WKND, WATV, WENK, WBZ, KHYS, WTC, KOKO. O'ERYAN, ''GO On And Cry'' (Caphto) 19/12 Rotations: Heavy 00, Medium 43, Light 158, Exrs Adds 0, Total Adds 12, KKDA-FM, KRNB, WHRK, WZAK, WDRQ, WJLB, KDAY, KHRM, WATV, WBLK, KARE, WVOI, Medium WEAS, DIVINE SOUNDS ''Changes (We Go Through)'' (Specific) 19/7 Rotations: Heavy 100, Medium 41, Light 20, Extra Adds 0, Total Adds 7, WVEE, WZAK, WJLB, WKXI, KJCB, WPLZ, WWWS. Heavy: KYOK, Medium: WAOK, WATV, WOOK, KAGAG, WANK.

Instructure Instance Index, Index, Index, Rubol, Walver, WHODINI "Five Minutes OF Funk" (Artista) 19/7 Restone Heavy 40, Medum 8/1, Light 8/6, Extra Adds 0, Total Adds 7, WGCI, WRDW, KNOW, WENN, WJMI, KIZ, KHYS. Heavy: WRS. Weizh-RN, KOX7, WANN, Medium: WXYV, WOZA, WUSI, KKDA-FM, KNOK-FM, KMJM, WMOM, WOKS. Heevy: WIRKS, WZEN-FM, KDAY, WAAMI, MINGIUM: WXTY, WDAS, WUSA, KULAFM, KRUK-FM, ANLIN, WTUSM, J. SADAO WATANABE I/ROBERTA FLACK "If I'm Still Around Tomorrow" (Elektra) 19/1 Rostone: Hoevy: 30, Modum 100, Light MJ, Letra Adda 0, Total Adda 1, WEDR, Heevy: WWIN-FM, WXTV, WAAN WHUR, KNOK-FM, WZAK, KACE, WKND, WOAG, WJAX, WOKS, WAAA, WDAO.

THOM: HORK-TH. HZAN, AGLE, WINN, WUNK, WUNK, WORS, WAAA, WOAO, FAT BOYS, "Jailhouse Reg?" (Surta) 18/1/3 Rotationa: Heavy OO, Medium 7/3, Light 10/8, Evra Adas 1, Total Adas 13, WUSL, WVEE, KMJOL, WBMX, WDMT, KMJM, VIMM, WHOLO, WHOL, WYGOL, WWWSL, WWWSL, WWWSL, WHYSK, WDAS, WZAK, WZEN-FM.

MIDWAY "Set It Out" (Personal) 18/3 Rotations: Heavy 30, Medium 60, Light 9/3, Extra Adda 0, Total Adda 3, WBMX, WENN, KillZ, Heavy: WVEE, WJLB, WPEG. Medium: WERV, WOMT, WZAK, WORD, WANA

TIMBURT, ITELIN, ITELIN, WURAN, WURAN, WARNA AMUZEMENT PARK BAND' INO'' (Atlantic) 18/1 Rostiona: Heavy 20, Medium 40, Light 12/1, Extra Adda 0, Total Adda 1, WDAO. Heavy: WDMT, WZAK, Medium: WGCI, XHRM, WLAX, WKWM.

XHRM, WLAX, WKWA. CULTURE CLUB "The War Song" (Virgin/Epic) 16/14 Rotation: Hewy 00, Madium 3/2, Light 13/12, Ente Adds 0, Total Adds 14, WDJY, WHUR, KYOK, WRDW, KOXL, WENN, WFEO, JETSAY, WFXC, WLAX, WANN, WGXS, WKWA, KUKQ, Medium: WYEE. DETROYT "Physical Lover" (Tabu/CBS) 16/3 Rotation: Hewy 0/0, Medium 6/2, Light 10/1, Ente Adds 0, Total Adds 3, KKDA-FM, KDAY, KJCB. Medium: KNOK FM, KJLH,

iotatione: Hee WQQK, KOKA

EUGENE WILDE "Gotta Get You Home Tonight" (Philly World/Atlantic) 16/1 Rotations: Heavy 30, Medum 7/1, Light 80, Erra Adds 0, Total Adda 1, WDAS. Heavy: WWN-FM, KNOK-FM, WZAK. Medum: WILD, KND-AFW, WHIC, WELK, KH7S, KNP-

WILD, KKDA-FM, WHEC, WELX, KHYS, KAPE, CARRIE LUCAS "Summer in The Street" (Constellation/MCA) 15/1 Rotsion: Heavy 00, Medium 40, Light 11/1, Extra Adda O, Total Adda I, KJCB, Medium: KYOK, XHRM, KOKA, WWWS. BRENDA LEE EAGER "Watch MY Body Talk" (Private I/CBS) 14/5 Rotsion: Heavy 00, Medium 30, Light 11/6, Extra Adda O, Total Adda 5, WAMO, WTMP, WATV, KJCB, WTLC, Medium:

VAOK, KRNB, KOKA

WTAUN, NETRO, NOTAL TONY COMER "Don't Give Up" (Vidcom) 13/2 Rotations: Heavy 2/0, Medium 3/0, Light 6/2, Extre Adds 0, Total Adds 2, WTOY, WAAA. Heavy: WPDQ, WEAS. N WEDR. WENN

BOBBY WOMACK & PATTI LABELLE "It Takes A Lot Of Strength To Say Goodbye" (Beverly Glen) ne: Heevy 3/O, Medium 4/O, Light 5/3, Extra Adda O, Total Adda 3, WICXI, KAPE, KOKA. Heevy: WWIN-FM, KRNB, WDIA. n: WHRK, WJMI, WANM, WWWS.

Medium: Intrans, Yuami, Yuami, Yuawa, JOHNNET XAYLOR "Shoot For The Stars" (Beverly Glen) 12/1 Rotadona: Heevy 2/0, Medium 3/0, Light 7/1, Extra Adds 0, Total Adda 1, WACK, Heevy: KRNB, KACE, Medium: KSOL, KJCB,

KOKA

TERRI WELLS "I'm Giving All My Love" (Philly World/Atlantic) 12/1 Rotations: Heavy 00, Medium 7/0, Light 5/1, Extre Adds 0, Total Adds 1, WTOY. Medium: WUSL, KRNB, WDIA, WPDQ, WLOU. WANN WAAA.

MTUME "C.O.D. (I'll Deliver)" (Epic) 11/10 Rotsfora: Heavy GO, Medium 1/1, Light 10/8, Extra Adds O, Total Adds 10, WHUR, WAOK, KRNB, WDMT, WNHC, WKXI, WJAX, KKKI, WANM, WKKS.

KAPE

RAPE. PALMERFORCE TWO "Street Wars" (Pandisc) 11/2 Rotations: Heavy 10, Medium 10, Ugh 82, Exts Adds 0, Total Adds 2, WTOY, KOKA. Heavy: KYOK. Medium: WEAS. PRETTY PORSON "Nughtmen" (Svengali) 11/2 Rotations: Heavy 00, Medium 80, Ugh 6/2, Exts Adds 0, Total Adds 2, WATV, KOKA. Medium: WWIN-FM, WUSL, WAOK, WVEE, WORD, WJLB.

WVE, WORL W.JE. KOKO-POP "I'm In Love With You'' (Motown) 10/3 Rotsion: Heavy 00, Medum 31, Light 72, Erra Ads 0, Total Ads 3, M DAVID LASLEY "Served By Love" (EMI America) 10/0 Rotsion: Heavy 00, Medum 10, Light 90, Erra Ads 0, Total Ads 0; M ds 3, WRDW, WJMI, WVOI, Medium; WZAK, KJLH,

km: KOKA



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PRINCE WRODINI DENIECE WILLIAMS ISLEY, JASPER & I RICK SHEPPARD LAKESIDE LIONEL RICHIE TIME PRINCE HTUME HERBIE HANCOCK DENIECE WILLIAMS WOMACK & LABELLE PRETTY POISON AUTUMN BRONNER BROTHERS LIONEL RICHIE PRINCE BROTHERS JOHNSON MARCUS MILLER TOM BROWNE DREAMBOY JUNIOR Hottest: STEVIE WONDER WHODINT CULTURE CLUB APOLLONIA 6 KOKO POP ASHFORD & SIMPSON PRIME TIME HOTEGE: STEVIE WONDER PRINCE BILLY OCEAN KENNEDY & OSBORNE MTUME JERMAINE STEWAR TWIN IMAGE APOLLONIA 6 TINA B JEFFREY OSBORNE Hottest: Billy Ocean PRINCE DREAMBOY TWILIGHT 22 BILLY OCEAN STEVIE WONDER CHAMPAIGN ANIMATION BRONNER BROTHERS TEMPER DIANNE REEVES MTUME JUNIOR CHERRELLE Hottest: CHAKA KHAN ottest: KilZ/Killeen Bill St. John DIANA ROSS NEW EDITION ASBFORD & SIMPSON WHODINI PRINCE PRINCE REBBIE JACKSON CHAKA KHAN STEVIE WONDER OHIO PLAYERS WFXC/Durham BRONNER BROTHERS PENNYE FORD PALMERFORCE TWO Hottest: STEVIE WONDER KENNEDY & OSBORN CHAKA KHAN JANET JACKSON CONTROLLERS CHERRELLE JOHNNIE TAYLOR PENNYE PORD Hottest: BILLY OCEAN STEVIE WONDER CHAKA KHAN REBBIE JACKSON PRINCE DIANNE REEVES Hottest: SOS BAND EGYPTIAN LOVER CHAKA KHAN PRINCE STEPHANIE MILLS PRIME TIME 'WHODINI HALL & OATES MIDWAY STEVIE WONDER HOTEST: STEVIE WONDER NUANCE PRINCE WHODINI CHARA KHAN PRINCE STAPLE SINGERS ALEEM ALICIA MYERS KENNEDY & OSBORNE CHAKA KHAN KENNEDY & OSBORNE STEVIE WONDER WHUR/Washington, DO WAMO/Pittsburgh WANT/Richmond Kirby Carmichael WFXC/Durham Alvin Slowe PRINCE BRONNER BROTHERS CULTURE CLUB WHODINI DAZZ BAND JERMAINE STEWART KURTIS BLOW KURTIS BLOW KURTIS BLOW Allen Harrison WXYV/Baltimore LIONEL RICHIE HALL & OATES EVELYN KING FORCE MD'S CULTURE CLUB PRINCE KNOW/Austin JEFFREY OSBORNE HALL & OATES LIONEL RICHIE GEORGE MCCRAE WBLX/Mobile KIPDY CARMICHAEL JOCELYN BROWN SMOKEY ROBINSO LATOYA JACKSON PRIME TIME BAR-KAYS EVELYN KING Roy Sampson Ken Rush WHODINI B.J. Taylor PRINCE LIONEL RICHIE DAZZ BAND DENIECE WILLIAMS O'BRYAN LANIER & CO, HOTLEST: STEVIE WONDER CHAKA KHAN PRINCE DIANA ROSS JACKSONS B.J. Taylor RJ'S LATEST ARRIV FORCE MD'S TINA TURNER PHILIP BAILEY APOLLONIA 6 BROTHERS JOHNSON DENIBCE WILLIAMS WVEE/Atlanta APOLLONIA 6 APOLLONIA 6 DAZZ BAND PRIME TIME JEFFREY OSBORNE HOTLEST: BILLY OCEAN PRINCE REBBIE JACKSON MADONNA NEW EDITION cotty Andrews GEORGE HUCKAL KASHIP BRENDA LEE EAGER BRYAN LOREN GLENN JONES EVELYN KING LIONEL RICHIE MTUME MIKKI WHODINI LIONEL RICHLE KENNY ROGERS ISLEY, JASPER & FAT BOYS SHEENA RASTON LEON HAYWOOD KURTIS BLOW DIVINE SOUNDS MIKKI DREAMBOY HOLLEGI: STEVIE WONDER CHAKA KHAN HTUME GLENN JONES LATOYA JACKSON GOODIE SHANTE KJCB/Lafayette (J) Beatrice Evans LAKESID LAKESIDE STAPLE SINGERS GLENN JONES HALL & OATES HOTTES BLOW HOTTEST: CHAKA KHAN STEVIE WONDER NEW EDITION PRINCE REBBIE JACKSON Bestice Evens Det Royt PHILLIP BALLEY HALL & OATES CIRCULT SROOL BOYI ISLEY, JASPER & I SROOL BOYI BACK MARGA JEFFREY GSBORE BROWNER BROWNER BROWNER BROWNER BROWNER BROWNER BROWNER BROWNER BROWNER BULLIAMS DENICE WILLIAMS BOXIEST: MANNA ALICIA MYERS JAMET JACKSON REBBLE JACKSON Hottest: BILLY OCEAN NEW EDITION KLEEER JERMAINE STEWART PRINCE Rottest: STEVIE WONDER PRINCE SHANTE Hottest: CHAKA KHAN DIANA ROSS STEVIE WONDER WHODINI TIME STEVIE WONDER TIME PRINCE PRINCE Hottest: SADAO WATANABE BILLY OCEAN ALICIA MYERS VANITY JANET JACKSON PRINCE DIANA ROSS CHAKA KHAN ALICIA MYERS WTOY/Roenoke Scott Morris TERRI WELLS APOLLONIA 6 DALMEROPCE KQXL/Beton Rouge Gerard Raine KNOK-FM/Ft. Worth WQQK/Nashville Fred Harvey KNOK+M/FL WOW Kenny Byrd RJ'S LATEST ARRIV DENIECE WILLIAMS JERMAINE STEWART HOOLESE: PRINCE STEVIE WONDER WOODER CULTURE CLUB BALL & OATES ISLEY, JASPER KENNY ROGERS KASHIP Hottest: DONNA SUMMER JECKYLL & HY CYNDI LAUPER KURTIS BLOW WHODINI WILD/Boston Elroy R.C. Smith MTUME BILLY OCEAN KENNEDY & OSBORNE HYDE KASHIP BAR-KAYS TINA TURNER JEPPREY OSBO MR. T APOLLONIA 6 PALMERPORCE TWO LIONEL RICHIE PRINCE EVELYN KING GLENN JONES TONY COMER DAZZ BAND LEON HAYWOOD JUNIOR KRYSTOL SKOOL BOYZ TIME PHYLLIS ST. JAMES MIDWEST HODINI WYLD-FM/New Or WVKO/Columbu VANITY SOS BAND MR. T BRONNER BROTHERS MEGABRAIN BAND OF GOLD Hottest: PRINCE JACKSONS PATRICE RUSHEN DIANA ROSS CHAKA KHAN WTLC/Indianapolis Dell Spencer un WBMX/Chicago LAKESIDE EDDY GRANT JEFFREY OSBORNE ISLEY, JASPER & I DENIECE WILLIAMS Jay Johnson WQMG/Gree Doc Foster LIONEL RICHIE CIRCUIT BRENDA LEE EAGER ISLEY, JASPER & I DAZZ BAND PENNYE FORD JERMAINE STEWART BUNNY SEIGLER HOTLOEL Lee Michaels RASHIF Hottest: CHAKA KHAN STEVIE WONDER KENNEDY & OSE DIANA ROSS ALICIA MYERS Doc Foster RJ'S LATEST ARRIV C.L. BLAST BRONNER BROTHERS JIMMY SCOTT TY2IR EVELYN KING JEFFREY CSBORNE HOTBOX 'BOLTGSI: STEVIE WONDER NEW BDITION LEON HAYWOOD SMOKEY ROBINSON TINA TURNER HOTTEST: ALICIA MYERS NEW EDITION FORCE MD'S PRINCE CHAKA KHAN POINTER SISTERS APOLLONIA 6 TINA TURNER MIDWAY Hottest: CHARA KHAN JANET JACKSON TIME PRINCE LEON HAYWOOD DENIECE WILLIAMS Rottest: Billy OCEAN RENNEDY & OSBORNE PRINCE STEVIE WONDER JACKSONS HIDWAY HIDWAY ISLEY, JASPER & I WHODINI FAT BOYS HOTLEST: SOS BAND CAROL LYNN TOWNES JERMAINE JACKSON WLOU/Louisvill Tony Fields KAPE/San Anton Mike Kelly C.L. BLAST PRIME TIME AUTUMN TEMPER EVELYN KING WXON/Baton Rouge Al Wallace WKND/Hartford (a Jordan/McLean WDAO/Dayton Lankford Stephens Hottest: JEANED JREAMBOY RENNY ROGERS TOM BRONNE JERMAINE STEWART PAT BOYS KURTIS BLOM PHYLLIS ST. JAMES RJ'S LATEST ARRIV HOTLEST. NTOME SOR ACC PRINCE ALICIA MYERS JANET JACKSON STEVIE WONDER NEW EDITION K94/Norfoli Bruce Dowd PRINCE BRONNER BROTHERS MEGABRAIN Hottest: KENNEDY & OSBORNE PRINCE KYM DAZZ BAND ISLEY, JASPER & I ORVAN WOMACK & LABELLE GRANDHASTER MELLE GRANDHASTER MELLE HOTECAE: STEVIE WONDER DIANA ROSS PEARO BRYSON JAMET JACKSON LAKESIDE WEAS/Savannah Bruce Dowdy REBBIE JACKSON KASHIF LAKESIDE STAPLE SINGERS JEFFREY OSBORNE HOttest: CHAKA KHAN TINA TURMER PRINCE DONNA SUMMER BILLY OCEAN LIONEL RICHIE JEFFREY OSBORNE DAZZ BAND BROTHERS JOHNSON RICHARD D. FIELDS RICHARD D. FIELDS LIONEL RICHIE RODNEY SAULSBERRY WGCI/Chicago (a) MTUME LILLO THOMAS JACKSONS STEVIE WONDER RODNEY SAULSBERR DAZZ BAND BOBBY BROOM BOTLEST: SOS BAND MTUME PRINCE CHERRELLE JERMAINE JACKSON WLUM/Milwaukee Susie Austin LIONEL RICHIE ASHFORD & SIMPSON JEFFREY OSBORNE RANDY HALL DENIECE WILLIAMS WHODINI LATOYA JACKSON KYOK/Houston Steve Hedgewo TINA B BEAU WILLIAMS AMUZEMENT PARK LIONEL RICHIE CHAMPAIGN LATOYA JACKEON Hottest: PRINCE STEVIE WONDER BILLY OCEAN SHEILA E KENNEDY & OSBORNE WATV/Birmingham CULTURE CLUB DENIECE WILLIAMS DAZZ BAND AMUZEMENT PARI Hottest: WHODINI PRINCE STEVIE WONDER JACKSONS PEABO BRYSON Ron January MTUME SOS BAND STEVIE WONDER NEW EDITION CHAKA KHAN JEFFREY OSBORNE JEFFREY OSBORNE JUNIOR BRENDA LEE EAGER O'BRYAN BROTHERS JOHNSON DREAMBOY Hottest: PRINCE CYNDI LAUPER EGYPTIAN LOVER CHAKA KHAN JECKYLL & HYDE LATOTA JACKSON Hottest: PRINCE ALICIA MYERS JERMAINE JACKSON STEVIE WONDER STEPHANIE MILLS WEAS/Savannah WORL/Orlando WJJS/Lynchburg Lad.Goins Don Jones ASHFORD & SIMPSON BAR-KAYS PRINCE Jerry Young WNHC/New Haver James Jordan CHAMPAIGN PATRICE RUSHEN LEON HAYWOOD PEABO BRYSON KASHIF JERMAINE STEWART GLENN JONES KENNY ROGERS BAMBAATAA & BROW CHAMPAIGN WJLB/Detroit MR. T PRETTY POISON nes Alexande WWWS/Saginav PRINCE BLOODSTONE JESSE JAMES Hottest: NEW EDITION KMJQ/Housto Jim Snowden WBODINI LAKESIDE MTUME HERBIE HANCOCK Rottest: STEVIE WONDER PRINCE MENUDO Kermit Crockett REBBIE JACKSON DIVINE SOUNDS CONTROLLERS O'BRYAN PEABO BRYSON Hottest: STEVIE WONDER BILLY OCEAN PRINCE CHAKA KHAN DIANA ROSS WPLZ/Petersburg Hardy Jay WBLZ/Cincinnati Kermi Crocketi HALL & OARES FAT BOYS JEFFREY OSBORNE KENNY HOCENS ISLEY, JASPER & I LIONEL RICHIE JAZZY JAY DIVINE SOUNDS HOCLESLT WHODINI KURTIS BLOW RUDDIN GLENN JONES TEMPER RALL & OATES DENIECE WILLIAMS ISLEY, JASPER & FAT BOYS KURTIS BLOW BOTTAGET. NEW EDITION BILLY OCEAN CHAKA KHAN REBBIE JACKSON STEVIE WONDER JEFFREY OSBORNE LIONEL RICHIE VANITY ISLEY, JASPER & I PRINCE MENUDO REBBIE JACKSON PEABO BRYSON WENN/Birmingham Michael Star LAKESIDE PURE ENERGY MADISON AVE. KYM FAT BOYS CHAMPAIGN LIONEL RICHIE LAKESIDE Hottest: PRINCE MTUME KENNEDY & OSBO Hottest: ALICIA MYERS NEWCLEUS NEW EDITION PRINCE WHODINI Hottest: STEVIE WONDER PRINCE BONNIE POINTER NEW EDITION CHAKA KHAN FAT BOYS Hottest: STEVIE WONDER JERMAINE JACKSON JACKSONS DIANA ROSS PRINCE MTUME KENNEDY & OSBORNE BILLY OCEAN SOS BAND BRUCE SPRINGSTEEN LEON HAYWOOD WHODINI LA LA BANANARAMA Hardy Jay EVELYN KING PRINCE WHODINI RODNEY SAULSBERRY DIVINE SOUNOS HOTLESE: PRINCE STEVIE WONDER REBBIE JACKSON RALPH MACDONALD LEON HAYWOOD Hottest: PRINCE BILLY OCEAN STEVIE WONDER CHAKA KHAN PRINCE BANANARAMA CULTURE CLUB LIONEL RICHIE RJ'S LATEST ARRIV JERMAINE STEWART WDRQ/Detroit Steve Harris KRNB-FM/Memp Melvin Jones Steve Harris PRINCE DAR BROWNE BAR-KAYS CHAMPAIGN DAZZ BAND DEFFREY OSBORNE O'BRYAN ROTLEST: APOLLONIA 6 CHARA KHAN DEBBIE DEB PRINCE WHODINI WRKS/New York WJMI/Jackson Carl Haynes MTUME HALL & OATES HERBIE HANCOCK MICHAEL ZAGER BAN DENIECE WILLIAMS O'BRYAN Hottest: PRINCE STEVIE WONDER MIDWAY Hottest: PRINCE KMJM/St. Louis Carl Mayno-PRINCE DENIECE WILLIAMS LIONEL RICHIE STAPLE SINGERS KÖKO POP WHODINI MADONNA DAZZ BAND LILLO TROMAS RICK JAMES ASHFORD & SIMPSO SOS BAND HOTLEST: TINA TURNER ALICIA MYERS FORCE MD'S NEW PDIFLON WZAK/Cleveland Lynn Toiliver **Ron Atkins** STEVIE WONDER JERMAINE JACKSON WONDER 6 WARWICK CHAMPAIGN DAZZ BAND FAT BOYS ISLEY, JASPER 6 I FACE TO FACE PENNYE PORD HOTLEST: NEW EDITION PRINCE LIONEL RICHIE EVELYN KING MARC ANTHONY THOM JEFFREY OSBORNE PHILIP BAILEY O'BRYAN FILF '-NUANCE KENNEDY & OSBORNE Z93/Charleston Marc Little STEVIE WONDER CHAKA KHAN NEW EDITION NEWCLEUS MADONNA ISLEY, JASPER & Hottest: NEW EDITION REBBIE JACKSON STEVIE WONDER DIANA ROSS TIME PRINCE DENIECE WILLIAMS DAZZ BAND LIONEL RICHIE HALL & OATES Hottest: WEST KJLH/Los Angeles Rico Reed NEW EDITION WHODINI CHAKA KHAN DIANA ROSS PILE 13 DIVINE SOUNDS C.L. BLAST BRASS CONSTRUCTIO KDKO/Englew Carlos Lando NEW EDITION WDIA/Memphis WKWM/Grand Rapids Frank Grant RANDY HALL DENIECE WILLIAMS TWIN IMAGE HOTLES: NEW EDITION CHARA KHAN TIME REBBIE JACKSON PRINCE CHAKA KHAN ALICIA MYERS WONDER & WARWICK WHODINI WUSL/Philadelphia Wystt/Buggs Carlos Lando HUEY LEWIS & NEWS JEFFREY OSBORNE Hottest: PRINCE Bobby O'Jay BRASS CONSTRUCT Hottest: PRINCE BILLY OCEAN AMUZEMENT PARK GLENN JONES PRINCE JOCELYN BROWN APOLLONIA 6 KURTIS BLOW DAZZ BAND KLOCKWIZE JEFFREY OSBORN HOTTEST: STEVIE WONDER DIANA ROSS NEW EDITION CHAKA KHAN TEDDY PENDERGRASS WKXI/Jackson PRINCE LIONEL RICHIE DAZZ BAND APOLLONIA 6 CBAMPAIGN EVELYN THOMAS PAT BOYS BOTTEST: MADONNA PRINCE TIME NEW EDITION ISLEY, JASPER & I Duff Lindsey Tommy Marshall WZEN-FM/St. Louis ISLEY, JASPER & DENIECE WILLIAMS EVIE WONDER DENIECE WILLIAMS JAZZY JAY RICK JAMES BRONNER BROTHERS C.L. BLAST HOTLEST: SHIRLEY BROWN REBBIE JACKSON ALICIA MYERS PRINCE NEW EDITION STEVIE WONDER DIANA ROSS CHARA KHAN REBBIE JACKSON KACE/Los Angeles Miller/Wiggins ISLEY, JASPER & J MTUME HERBIE HANCOCK DENIECE WILLIAMS FAT BOYS DIVINE SOUNDS WOMACK & LABELLE AUTUMN od King HOD KINY JUNIOR LIONEL RICHIE THIN IMAGE Hottest: STEVIE WONDER PRINCE CHARA KHAN WHODINI APOLLONIA 6 WPEG/Charlotte JEFFREY OSBOR LIONEL RICHIE CHRIS TAYLOR BANANARAMA CULTURE CLUB EDDY GRANT HOTTORE WPEGICHARIOTTE Mike Rossi DENIECE WILLIAMS BRONNER BROTHERS CULTURE CLUB PRINCE WDMT/Cleveland (a KUKQ/Phoenix Rick Nuhn Dean Rufur Miller/Wiggins PRINCE LIONEL RICHIE ISLEY, JASPER & DENIECE WILLIAME SCRITTI POLITTI BANANARAMA CARS ROTCest: PRINCE TIME NEW EDITION CHAKA HEAN MTUME AUTUMN EVELYN KING PURE ENERGY Hottest: PRINCE JANET JACKSON ALICIA MYERS SMOKEY ROBINSON STEVIE WONDER MTUME FAT BOYS PRINCE Hottest: MTUME SOS BAND RUN D.M.C. AMUZEMENT WHODINI LIONEL RICHIE PRINCE PAT BOYS RANDY BALL Rottest: STEVIE WONDER DIANA ROSS CHARA KHAN NEW EDITION NEWCLEUS Hottest: PRINCE NEW EDITION JERMAINE JACKSON PRINCE DAZZ BAND CULTURE CLUB JERMAINE STEW ISLEY, JASPER KENNY ROGERS Hottest: JACKSONS BILLY OCEAN CHAKA KHAN REBBIE JACKSON WHRK/Memphis WVOI/Toledo (J) Maxx Myrick REBBIE TONIGHT PARK LIONEL RICHIE BAND OF GOLD LIONEL AICHIE PRINCE AL JARREAU ISLEY, JASPER L O'BRIAN HOTLEST: STEVIE WONDER PRINCE BILLY OCEAN MTUME XAVION. W.IAX/Jacksonville JACKSONS PRINCE STEVIE WONDER NEW EDITION CHAKA KHAN CHAKA KHAN JET94 /Chatten Chris Tur **80 Reporting Stations** D'BRYAN KOKO POP JERMAINE STEWART DAZZ BAND STAPLE SINGERS Chris Turner PRINCE CURIS TAYLOR LIONEL RICHIE DAZZ BAND JEFFREY OSBORNE HALL & OATES BROTHERS JORNSON Rich Phillips LIONEL RICHIE PRINCE STEVE MILLER BAND PRIME TIME 79 Current Reports KDAY/Los Ang-Acc. Patterson PRINCE D'BPAN D'BPAN D'BPAN D'BPAN EVELTN KILLAMS EVELTN KILLAMS EVELTN KILLAMS EVELTN KILLAMS BPATHE TIME BPATHE TIME BPATHE TIME BPATHE TIME BPATHE TIME BPATHE MONDER NEW EDITION WQQK/Nashville reported a frozen playlist this week. CAMEO RJ'S LATEST ARRIV DENIECE WILLIAMS JEFFREY OSBORNE PRIME TIME CULTURE CLUB BAR-KAYS ASHFORD & SIMPSON MARC ANTHONY THOM R&R welcomes the following new Black/ BROTHERS JOHNSON HERBIE HANCOCK DENIECE WILLIAMS ISLEY, JASPER & CULTURE CLUB HTUME HOTLEST: JANET JACKSON STEVIE WONDER CRAKA KHAN TIME CARS JEFFREY OSBOR Hottest: PRINCE ALICIA MYERS JACKSONS TIME JANET JACKSON Urban reporters: JUNIOR JEFFREY OSBORNE DAZZ BAND Hottest: STEVIE WONDER CHAKA KHAN WXOK/Baton Rouge WORL/Orlando WEAS/Savannah KDIA/Oakland has switched formats CBANA TIME TINA TURNER NEW EDITION and is no longer an R&R reporter.

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Stations are listed by region. Hots are listed in order of their airplay activity.

> WWDM/Sumpter Kevin Flemming Kevin Fig. PRINCE PEABO BRYSON SCRITTI POLITTI BRONNER BROTHERS BRONNER BRUTTER JUNIOR FAT BOYS EVELYN KING SMOKEY ROBINSON SMOKEY ROBINS Hottest: CHAKA KHAN STEVIE WONDER DIANA ROSS NEW EDITION TIME WANM/Tallahassee Joe Bullard LIONEL RICHIE ISLEY, JASPER & JEFFREY OSBORNE DENIECE WILLIAMS SHANNON PHILIP BAILEY LEON LOVE CULTURE CLUB Bottest: Hottest: DIANA ROSS CRAKA KHAN SMOKEY ROBINSON STEVIE WONDER JACKSONS WTMP/Tampa WTMP/Tampa Dave Michaels KLEEGR JEPPREY OSGORNE DAZZ BAND PRINCE BRONNER BROTHERS BRONNER BROTHERS BLOODSTOME RotLest: ALICIA HYERS KENNEDY 4 OSBORNE PRINCE STEVIE WONDER DIANA ROSS STEVIE WONDER DIANA ROSS WQKS/WHHamsburg Steve Crumbley PRINCE ISLEY, JASPER 6 J CULTURE CLUB DAZZ BAND DREAMBOY

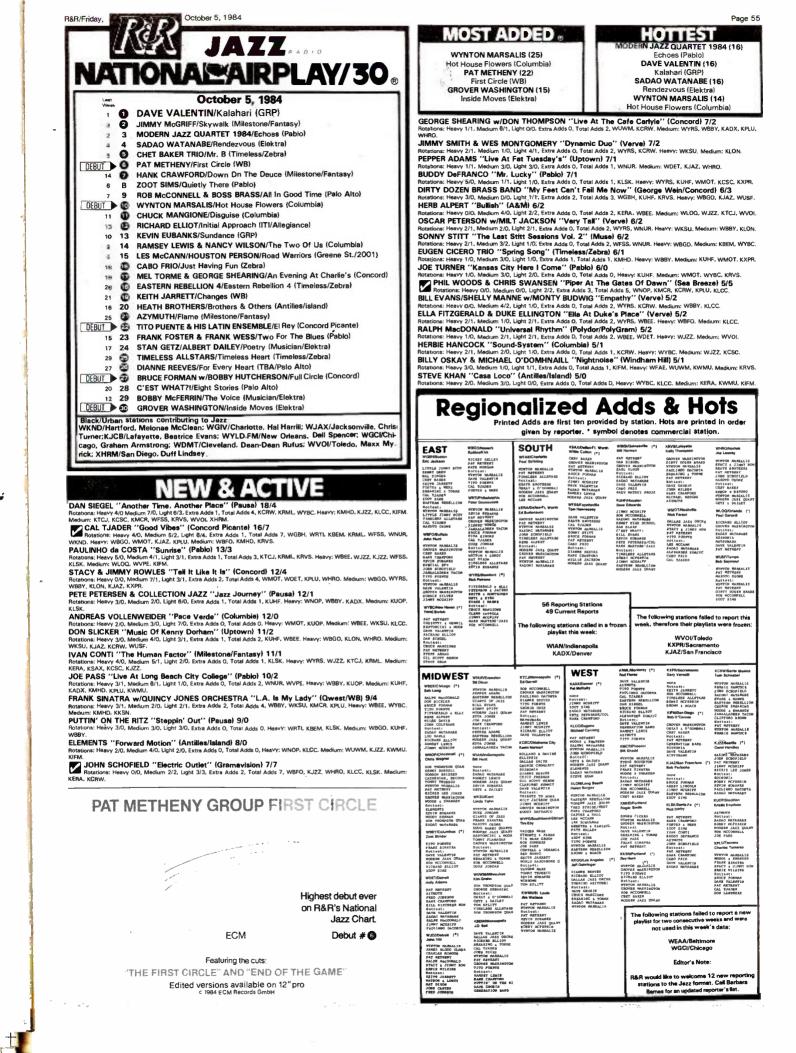
FORCE MD'S DENIECE WILLIAMS MTUME Hottest: REBBIE JACKSON CHAKA KHAN NEW EDITION PRINCE STEVIE WONDER WAAA/Winston-Salem Eric St. James BRONNER BROTHERS PRINCE BAR-KAYS RICHARD D. FIELDS PHILIP BAILEY C.L. BLAST C.L. BLAST KRYSTOL DAZZ BAND TONY COMER Hottest: STEVIE WONDER ALICIA MYERS PRINCE

XHRM/San Diego

DA22 BAND BAR-KAYS EVELYN KING JERMAINE STEWART LIONEL RICHIE PRINCE DIONEL AICHIE O'BRYAN FAT BOYS KENNY ROGERS BANLAGATES BANANARAMA HOTLEST: PRINCE ALICIA MYERS JACKSONS CHAKA KHAN NEW EDITION

KSOL/San Mateo Bernie Moody

ASHFORD & SIMPSON ROONEY SAULSBERRY LIONEL RICHIE PRIME TIME FORCE MD'S HOTLESL: PRINCE DIANA ROSS VANITY NEW EDITION NEW EDITION





NATIONAL AIRPLAY/50 October 5 1984

		Of Ucto	oer 5,	1984		
Three Two Las Weeks Weeks We	et Deri		Total Reports/Adds	Heavy	Medium	Light
961	O		154/0	130	23	1
13 11 7	e	JOHN SCHNEIDER/I've Been Around Enough To Know (MCA)	152/3	122	22	8
11 9 5	Θ	EXILE/Give Me One More Chance (Epic)	152/1	118	29	5
14 12 9		JOHN ANDERSON/She Sure Got Away With My Heart (WB)	153/0	110	33	10
10 8 6	6	GARY MORRIS/Second Hand Heart (WB)	143/2	106	27	10
544		ALABAMA/If You're Gonna Play In Texas (RCA)	138/0	103	25	10
18 15 11	Ø	JOHNNY LEE/You Could've Heard A Heart Break (Full Moon/WB)	153/2	87	57	9
1 1 2	8	CONWAY TWITTY/I Don't Know A Thing About Love (WB)	140/0	-	32	10
4 3 3	9	L. GATLIN & THE GATLIN BROS./The Lady Takes The Cowboy (Columb		90	32	17
19 17 14	œ	LEE GREENWOOD/Fool's Gold (MCA)	148/4	77	62	9
21 18 16	Ð	RONNIE MILSAP/Prisoner Of The Highway (RCA)	151/3	63	75	13
17 16 15	Ð	EMMYLOU HARRIS/Pledging My Love (WB)	143/1	79	49	15
23 19 17		JANIE FRICKE/Your Heart's Not In It (Columbia)	154/3	50	92	12
29 25 21		EARL THOMAS CONLEY/Chance Of Lovin' You (RCA)	154/1	47	99	8
25 21 19	œ	DON WILLIAMS/Maggie's Dream (MCA)	153/4	47	93	13
22 20 18		STATLERS/One Takes The Blame (Mercury/PG)	143/5	62	68	13
2 2 8	17	BARBARA MANDRELL & LEE GREENWOOD/To Me (MCA)	121/0	74	33	14
32 29 24		MICKEY GILLEY/Too Good To Stop Now (Epic)	153/6	30	98	25
39 31 25		A. MURRAY w/D. LOGGINS/Nobody Loves Me Like You Do (Capitol)	151/6	38	90 91	23
26 24 22	ð	MOE BANDY/Woman Your Love (Columbia)	123/4	48	58	_
7 7 10		RICKY SKAGGS/Uncle Pen (Epic)	120/1	69	31	17
34 33 26		WHITES/Pins And Needles (MCA/Curb)	140/7			20
35 34 27		LOUISE MANDRELL/Goodbye Heartache (RCA)		36	72	32
37 35 28	æ	MICHAEL MARTIN MURPHEY/Radio Land (Liberty)	131/5 135/7	18 17	87	26
50 40 32	ā	GEORGE JONES/She's My Rock (Epic)	135/7		82	36
44 39 31	ā	DOLLY PARTON/God Won't Get You (RCA)	138/9	15	81	50
33 32 29	Đ	RAY CHARLES (w/B.J. THOMAS)/Rock And Roll Shoes (Columbia)	103/4	10 39	87	41
45 38 30	a	TOM T. HALL/P.S. I Love You (Mercury/PG)	131/10	39	47	17
16 13 12	29	VERN GOSDIN/What Would Your Memories Do (Compleat/PG)	115/0		85	35
- 41 33	0	NITTY GRITTY DIRT BAND/I Love Only You (WB)		58	38	19
15 14 20		DAN SEALS/The Wild Side Of Me (Liberty)	135/12	6	79	50
6 5 13		EDDY RAVEN/I Could Use Another You (RCA)	123/1	57	43	23
3 10 23		OAK RIDGE BOYS/Everyday (MCA)	92/1	43	29	20
	0	BELLAMY BROTHERS/World's Greatest Lover (MCA/Curb)	84/0	31	32	21 .
42	ă	WAYLON JENNINGS/America (RCA)	133/24	11	65	57
47	ň	JUDDS/Why Not Me (RCA/Curb)	125/27	9	60	56
41	ň	EDDIE BARRITTIThe Buck Man Of the Unit	128/38	12	45	71
- 50 46	ŏ	EDDIE RABBITT/The Best Year Of My Life (WB)	127/26	6	40	81
- 46 43	ă	CHARLY McCLAIN/Some Hearts Get All The Breaks (Epic)	113/19	3	55	55
38 36 35	40	DAVID FRIZZELL & SHELLY WEST/It's A Be Together Night (Viva)	113/13	9	51	53
- 48 45	40	BRENDA LEE/A Sweeter Love (I'll Never Know) (MCA)	88/1	11	55	22
		ATLANTA/Wishful Drinkin' (MCA)	97/8	6	51	40
DREALER	42	GEORGE STRAIT/Does Fort Worth Ever Cross Your Mind (MCA)	108/21	6	49	53
RREAKED	0	PINKARD & BOWDEN/Mama She's Lazy (WB)	87/8	6	34	47
50	ä	HANK WILLIAMS JR./All My Rowdy Friends Are Comin' Over Tonight (WB/Curb)	95/20	4	28	63
BREAKER		STEVE WARINER/Don't You Give Up On Love (RCA)	89/10	2	39	48
		BARBARA MANDRELL/Crossword Puzzle (MCA)	98/39	3	22	73
		JIMMY BUFFETT/When The Wild Life Betrays Me (MCA)	88/15	2	35	51
		VINCE GILL/Turn Me Loose (RCA)	92/12	2	36	54
	9	MARK GRAY/Diamond In The Dust (Columbia)	85/21	0	31	54
8 23 34	30	MERLE HAGGARD/Let's Chase Each Other Around The Room (Epic)	41/0	10	21	10

MOST ADDED •

R&R/Friday, October 5, 1984

REBA MCENTIRE (45) How Blue (MCA) BARBARA MANDRELL (39) Crossword Puzzle (MCA) JUDDS (38) Why Not Me (RCA/Curb) GENE WATSON (27) Got No Reason Now... (MCA/Curb) WAYLON JENNINGS (27) America (BCA) EDDIE RABBITT (26) The Best Year Of My Life (WB) JOHN CONLEE (24) Years After You (MCA) BELLAMY BROTHERS (24) World's Greatest Lover (MCA/Curb) MARK GRAY (21) Diamond In The Dust (Columbia) **GEORGE STRAIT (21)** Does Fort Worth Ever Cross... (MCA)

HOTTEST

JOHN SCHNEIDER (78) I've Been Around Enough To Know (MCA) WILLIE NELSON (74) City Of New Orleans (Columbia) ALABAMA (56) If You're Gonna Play In Texas (RCA) EXILE (50) Give Me One More Chance (Epic) CONWAY TWITTY (46) I Don't Know A Thing About Love (WB) JOHN ANDERSON (40) She Sure Got Away With My Heart (WB) GARY MORRIS (30) Second Hand Heart (WB) LARRY GATLIN & GATLIN BROTHERS (26) The Lady Takes The Cowboy... (Columbia) JOHNNY LEE (25) You Could've Heard A... (Full Moon/WB) RICKY SKAGGS (22) Uncle Pen (Epic) B. MANDRELL & L. GREENWOOD (21) To Me (MCA)

MOST ADDED & NOTTEST list those songs achieving the most adds nationally, and the songs reported "hottest" complied 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 mong their five hottest.

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BREAKERS

GEORGE STRAIT

Does Forth Worth Ever Cross Your Mind (MCA) On 69% of reporting stations. Rotations: Heavy 6, Medium 49, Light 53, Total Adds 21 including WAJR, WNYR, WIXY, WEZL, WFNC, KXAS, WAMZ, WQYK, WUSQ, WMNI, WQHK, WDGY,

KVEG, KFTN, KIGO. Moves 48-42 on the Country chart BARBARA MANDRELL

Crossword Puzzle (MCA)

On 63% of reporting stations. Rotations: Heavy 3, Medium 22, Light 73, Total Adds 39 including WGNA, WXKW, WCAO, WILQ, WZZK, WXBQ, KRMD, WTQR, WQHK, WFMS, WBCS, WXCL, KRST, KYGO, KSAN, KMPS. A most added record, Debuts at number 46 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, 10-1-84.

HANK WILLIAMS JR.

All My Rowdy Friends Are Comin' ... (WB/Curb) On 61% of reporting stations. Rotations: Heavy 4, Medium 28, Light 63, Total Adds 20 including WKYG, WMZQ, WCOS, WFNC, KLLL, WUSN, KJJY, WQHK, WMIL, KEBC, WTOD, KKAL, KUUY, KEIN, KTOM. Debuts at number 44 on the Country chart.



COLLEGE PROS MIAMI DOLPHINS over PITTSBURGH FLORIDA STATE over MEMPHIS STATE **TEXAS over RICE**

IOWA over NORTHWESTERN MICHIGAN over MICHIGAN STATE EAST CAROLINA over PITTSBURGH

HANK'S PICKS For Weekend Of Oct. 6th Last Week 70% Correct

WASHINGTON REDSKINS over INDIANAPOLIS COLTS LOS ANGELES RAIDERS over SEATTLE SEAHAWKS LOS ANGELES RAMS over ATLANTA FALCONS SAN DIEGO CHARGERS over GREEN BAY PACKERS

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R&R/Friday, October 5, 1

Regional Adds & Hots

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						MIDWE	ST F	HOTTEST	MOST A	ADDED	SOUTH	HOTTEST	MOST ADDED	14/20	C. President Contract	
Berbere Mendrell (MCA) John Schneider (MCA Charly McClein (Epic) Willie Neteon (Columbia			er (MCA) Jolumbia)	Robe McEr Judde (MC	Entire (MCA) CA/Curb)	,	Wille Nelson (I Alaba	(Columbia) Jame (RCA)		cEntire (MCA)	Joh	hn Schneider (MCA)	Berbers Mendre	rell (MCA)	John Schneider (Mi	
				harmon	_		-			Alson (MILA/Lura	a) Wine	le Nelson (Columbia)	Rebe McEntire (Judde (RCA/C	(MCA) Surb)	Wille Nelson (Colum John Anderson (V	
	EAST	P WAJN Blorgenborn, WY	WIEN-AMYM		NIDWE			WILLING	WITLFM	_	KEBC-PM					
	WPTR	Storgantown, WY	NV Synhouse, NY HECKEY GELLEY LOTTER MANTHEMA				FI	Films, MR	Lonsing, MI	177	Oklahama City, OK GAIX7 HERRIS	er cente, and	WTHEFE Terro Heule, IN		KTPK-FM Topolo, KB	KVOO Tulee, OK
	Albany, NY	JUDIO Hollows r Heardensia & Chest			SLA Iron, CH 11. GLVT III	KJJY Des Meines, V	IA PO	BOMER JONES DLLY PARTES DCLY PARTES DESERT, HORMERY DESERT DESERT SET BARRY SET GAL ;	30006			JOIDO Nottopti CONNET THITY ALADAM	BARBARA HUMBORN SCIDIS PARD 177 WAVLOW JENSIIWO CHRMLY RESIL	NAME WELLIAMS	ADD	
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	MARDY & STAMPLEY MAYLON JUNKING STLLARY DOLYNDIN BAJDAN HARDONLL TOR A. MARL	Y MATHY HATTER. BARK WILLIAMS JD. CODORAN MLLON PERLAND & MEMO	JCENERY LER JD. JUDOS CURRENT HOCLAIM BULLIDS	792.88	I ACIONETINA DET LES MERL A MARY N' NORTHER	WCXI-FM Devel, M	GROUP CREAT	ALANY MUTURE MAAN MATCHES MAAN MATCHES MAAN MATCHES MAAN MATCHES MAAN MATCHES MAAN MAAN MATCHES MAAN MAAN MATCHES MAAN MAAN MAAN MAAN MAAN MAAN MAAN MAA	WOCE Milwaukos, W	1 mgg	NUMA NORTHYING NUTYU WAX NANY JUDY COLLING	KEAN-AMPH Ablionp, TX	ANYES BROKE JANYES BROKE JANYES BROKE	Ning Not Lodt :	STOVE MADINGS	inima .
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	ANDER MUNRAY	Pittoburgh, PA	WAYLON JUNETING GALL, GAYTEN JIMOY BUTTANI BUTLANI JOHN ANDRAGO JAME THOMA CORE BAIL THOMA CORE JOHNT LIN JCHN SCHRITCHE	Clause	HTM land, OH IV shorees	Sectors; OANY ACMOUST JOHN SCHEIMEN JOHN SPECTR JOHN SPECTR JOHN SPECTRON	Rett c	HAIRA HANNINGEL. Lost ; May wattypy A sublinging La F Honors /	GROUND OF DALLY HEAR CHAY SUD 13 HARD 17Y JUDGO	* #	COMMENT HICKARD BARBARD HIGHENELL Not-Logit : ALARDY GOTLER	Bottagt :	GROMBE OFIGITS WATLOW JOINTSHE JUDIOS BARDY & OTAAPLEY SVEDLY SOCYMENS Betteet & JOES SCHETOES SVITT 10 JUNE FOR	WNOX Knarville, TH	Bottost; COMMAY SMEVET ALADAMA BELLS	Вноотден, LA Милдам, Restman, J Эконо Эконо Вили в этори види в этори и словения Эконо Экон
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1 1.4		COMMANY THEYYY HERLE MICCARD REPORTAGE MARKING ALARMAN	Odd Shales LICEPEL 82 CHX B DOE VILLIAMS VERH GOOD DF	HELYES Settost: LANY GE VEN OOS	171.00	WILLIE HELDON BRILE LEE GREENHOOD			BETAR JOHNEY LEB ROWET & WILLEARD BOD WILLIAMS	107	AWJO R. Claud, MH	PERSAND & BONKING BOLL AND & BONKING JOHN &CHIPEIDEN ALAGAMA JOHN ANDERDON GANY ANDERDON GANGE RUMAY	LIGHT SCHER COMAY THINKS WILLIN HELCH JOHN SCHERLING	WANZ-PM Louisville, KY	Norlub, VA	
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dult/Contemporary

Continued from Back Page

BREAKERS

WHAM! Wake Me Up Before You Go-Go (Columbia)

67% of our reporters on it, Rotations: Heavy 5/0, Medium 55/9, Light 31/13, Total Adds 22, WCLR, WISN, KMJI, KJR, WAEB, WGY, WKGW, WAFB, WBT, WEZC, WAHR, WKJJ, WHHY, WLAC-FM, WLTE, KOIL, KORQ, WCHV, WVBS, WJBC, KFSB, WXUS. Debuts at number 24 on the A/C chart.

NEW & ACTIVE

VILLO IGLESIAS "Moonlight Lady" (Columbia) 72/17 Rotations: Heavy 2/0, Medium 38/8, Light 32/9, Total Adds 17, WFBR. WPIX, WPMM, KVIL-FM, WARM98, KKLT, KGW, WGY, WBT, WGOW, KIDA, KBDI, KWAY, KIXI-FM, WWNR, WSKY, WVBS, Heavy: WCCO, WKNE: Medium: WBEN, WSB, WISN, KFMB, WAEB, WRIE, WTIC, WKGW, WMAZ, WESS, WWAZ, WHE, KYCK, KSL, WEIM, WTKO, WSKI, WTNY, WWPA, KORQ, WCKQ, WAGE, KTYL, WJBC, WCIL, KWEB, WJON, KTWO, KRNO, KQSW.

PAUL MCCARTNEY "No More Lonely Nights" (Columbia) 65/65 Rotations: Heavy 1/1, Medium 21/21, Light 43/43, Total Adds 65, WERR, WHX, Y97, KVIL-FM, KRBE-FM, 97AIA, WARM9B, KUDL, KS94, KNUJK, KLT, KKOW, B100, KBEST, KEMB, KEZR, KJR, WWOM, WAEB, V100, WSFM, WKYE, WPJB, WAHR, WRKA, WMAZ, WRVA, WAAY, WHAM, WHBC, KIOA, KRNT, WTRX, WHB, WMGN, WLTE, KOIL, KBOI, KKUA, KWAV, KIXI-FM, WWNR, WEIM, WTKO, WKNE, WSKY, WTNY, WSKY, WCKO, WCHV, WGSV, WAGE, WZLO, KTYL, WJBC, WCIL, KFSB, KEEZ, WHNN, WBOW, KTWOL, K99, KOSW, KRSB, KALE.

RICKIE LEE JONES "The Real End" (WB) 64/4 Rotations: Heavy Q/O, Medium 37/O. Light 27/4, Total Adds 4, 97AIA, WPJB, KDUK, KPDD, Medium: WISN, KGW, KJR, WKYE WKGW, KEY103, WMAZ, WRVA, WAVE, KRNT, 3WM, KKKI-FM, WWNR, WEIM, WKNE, WSKI, WTNY, WWPA, WSKY, WCKD, WCHV, WGSV, WAGE, WZLD, WFZR, KTVL, WCL, KEEZ, KWEB, WHNN, WJON, KKLV, KTWO, KRNO, KGSW, KRSB, KALE.

POINTER SISTERS "I'm So Excited" (Planet/RCA) 59/3 Rotations: Heavy 2000, Medium 28/2, Light 11/1, Totai Adds 3, 5KRG: KPMB, KFL Heavy: WFBR, WTAE, KRBE-FM, WLTF, WMJI, KLSI, KUDL, KMJ; B100, K101, WKYE, WSNY, WENS, WFMK, 3WM, KWAV, KKPL, WSKI, WWPA, WCKQ, Medium: 3WS, KVIL-FM, 97JAL, WCCO, K6W, WAEF, V100, WMJU, WIVY, WMAZ, 2WD, WTRX, WMHE, WEIM, WTNY, WSKY, WCHV, WKYX, WZLQ, WFFX, KTYL, KTWO, KRNO, KQSW, KRSB, KALE.

CYNDI LAUPER "All Through The Night" (Portrait/CBS) 53/35 Rotations: Heavy 1/1, Medium 20/10, Light 32/24, Total Adds 35, WKBW, WTAE, WSB-KM, KRBE-FM, 97AIA, KOST, BIOO, KEZR, WWOM, WICC, VIOO, WGY, WKGW, K106, WHHY, WNAM, WSNY, WTRX, WESS, KBOI, KKUA, KR, WWNR, WSKI, WWPA, WCHV, WFX, WCIL, KEZZ, KWEB, WHNN, KKLV, KRSB, KALE, Medium: WFX, WMAZ, WMGN, KWAV, KXI-FM, WSKY, WCKO, WKYX, KTYL, KSW.

AL JARREAU "After All" (WB) 49/49

AL JARTIELAU ATTEF AUI (WD) 49/49 WRations: Heavy 010, Medium 9/8, Light 40/40, Total Adds 49, WFBR, WSB-FM, 97AIA, WCCO, KGW, WAEB, V100, WTIC, WKGW, KEY103, WBT, WAHR, WRKA, WMAZ, WRVA, WAYE, WNAM, WHBC, KI0A, WTRX, KKUA, KIXI-FM, WWNR, WEIM, WKNE, WSKI, KORQ, WSKY, WCHQ, WCHV, WGSV, WAGE, WKYX, WZLQ, WFFX, KTYL, WVBS, WCIL, KFSB, WHNN, WJON, WBOW, KKLV, KTWO, K99, KQSW, KRSB, KALE, KWAV.

ROTATION BREAKOUTS

	Total			
	Reports/Adds	Heavy	Medium	Light
1 STEVIE WONDER	135/1	121	14	0
2 CHICAGO	129/0	110	16	3
K.ROGERS w/K.CARNES & J.INGRAM	133/3	90	. 35	8
4 CARS	122/0	94	23	5
G RALPH MacDONALD f/BILL WITHERS	116/2	68	37	11
6 JOHN WAITE	102/0	61	37	4
BARRY GIBB	113/0	55	44	14
BARBRA STREISAND	122/3	34	67	21
UIONEL RICHIE	124/36	22	71	31
C LAURA BRANIGAN	105/3	53	44	8
11 IRENE CARA	98/4	53	38	7
BILLY OCEAN	108/11	40	53	15
B EVERLY BROTHERS	101/2	41	51	9
ELTON JOHN	110/4	22	70	18
DENNIS DeYOUNG	115/9	22	76	17
16 HUEY LEWIS & THE NEWS	90/0	40	40	10
17 NEIL DIAMOND	91/0	42	42	7
ANNE MURRAY w/DAVE LOGGINS	102/6	30	55	17
1 MADONNA	90/5	32	37	21
20 DONNA SUMMER	96/1	39	50	7
21 BILLY JOEL	75/0	16	47	12
DARYL HALL & JOHN OATES	98/15	10	57	31
3 AMERICA	88/4	7	59	22
2 WHAM!	91/23	5	55	31
2 SERGIO MENDES	88/6	7	50	31

MOST ADDED •

PAUL McCARTNEY (65) No. More Lonely Nights (Columbia) AL JARREAU (49) After All (WB) LIONEL RICHIE (36) Penny Lover (Motown) CYNDI LAUPER (35) All Through The Night (Portrait/CBS) WHAM! (23) Wake Me Up Before You Go-Go (Columbia) COREY HART (21) It Ain't Enough (EMI America)

I Just Called To Say I Love You (Motown) CHICAGO (96) Hard Habit To Break (WB) CARS (70) Drive (Elektra) K. ROGERS w/CARNES & INGRAM (61) What About Me? (RCA) JOHN WAITE (31) Missing You (EMI America) RALPH MacDONALD f/BILL WITHERS (29) In The Name Of Love (PolyGram)

COREY HART "It Ain't Enough" (EMI America) 47/21 Batations: Heavy 00, Medium 102, Light 37/19. Total Adds 21, B100. KEZR, WKYE, WKGW, WNAM, KIØA, WTRX, WMGN, WWNR, WKNE, WWPA, KORQ, WCKQ, WKYX, WZLQ, WVBS, WHNN, WJON, KKLV, KTWO, KRSB, Medium: WSB-FM, WCCO, WMAZ, KWAY, KNI-FM, WSKI, WSKY, WFX.

JUDY COLLINS with T.G. SHEPPARD "Home Again" (Elektra) 44/2 Rotations: Heavy 0/0, Medium 20/1, Light 24/1, Total Adds 2, WAEB. 3WM. Medium: WCCO, WKYE. K106, WMAZ, WRVA, WHBY, KSL. KIXI-FM, WWNR, WEIM, WTKO, WSKI, WSKY, WGSV, WJBC, WCIL, KWEB, KTWO, KRSB.

BAND OF GOLD "Love Songs Are Back Again" (RCA) 43/13 Rotations: Heavy 1/0, Medium 9/0, Light 33/13, Total Adds 13, WWOM, WAEB, WICC, WNAM, KBOI, WWNR, WWPA, KORQ, WGSV, WVBS, KEEZ, WBOW, KRSB. Heavy, KKUA. Medium: WPIX, 97AIA, KOST, WMAZ, KFI, WSKI, WAGE, WJBC, KGW.

JOE JACKSON "Be My Number Two" (A&M) 40/3 Rotations: Heavy 00, Medium 15/0, Ught 25/3, Total Adds 3, K106, WKYX, WJBC, Medium: WCCO, WMAZ, KSL, KIXIEM, WWNR, WEIM, WKNE, WSKI, WSKY, WCHV, WZLQ, WCIL, KWEB, KOSW, KRSB.

SHAKIN' STEVENS "A Love Worth Waiting For" (Epic) 40/3 Rotations: Heavy 2/0, Modium 10/0, Ughr 28:3. Total Adds 3, WKYE, WCHV, KWEB, Heavy: WKBW, KKLV. Medium: WCCO, WMAZ, WKYA, KRNT, WWNR, WEM, WTKO, WSKI, WJBC, KRSB.

ROD STEWART "Some Guys Have All The Luck" (WB) 34/1 Rotations: Heavy 7/0, Medium 20/1, Light 7/0, Total Adds 1, KWAV, Heavy: KRBE-FM, WICC, K106, WAVE, WSKI, WCKQ, WKYX, Medium: 974.44, WLT, B100, K101, K2FR, WSFM, WPJB, WKJJ, 2WO, WeNS, MMGN, KFI, WSKY, WFFX, KTYL, KEEZ, WJOM. KKLV, KALE

JOYCE KENNEDY & JEFFREY OSBORNE "Last Time | Made Love" (A&M) 32/2 Botations: Heavy 30, Medium 19/2, Uight 10/0, Totel Adds 2, KVIL-FM, WMYX, Heavy: WSB-FM, 97AIA, KOST, Medium: WPIX, OBTION: Heavy 3/0, Medium 19/2, Light 10/0, Total Adds 2, KVIL-FM, WMYX, Heavy: WSB-FM, 97AIA, KOST, Medium VRMM, KEY103, WHBY, WSNY, WMGN, KFI, KWAV, KIXI-FM, WSKI, WSKY, WZLQ, WFFX, KEEZ, WJON, KKLV, KALE.

SIGNIFICANT ACTION

STEPHEN STILLS featuring MIKE FINNEGAN "Can't Let Go" (Atlantic) 29/12 Notations: Heavy 0/0, Medium 7/2, Light 22/10, Total Adds 12, WSB-FM, WCCO, WKGW, WAHR, WRVA, WNAM, WTRX, WWNR, WFFX, WHNN, WBOW, KALE, Medium: WMAZ, KIXI-FM, WSKI, WCHV, WJON

CHAMPAIGN "Off And On Love" (Columbia) 26/9 Rotations: Heavy 0/0, Medium 3/1, Ught 23/8, Total Adds 9, WAHR, WNAM, WSNY, WWNR, WSKI, WCHV, WFFX, WXUS, KQSW, Medium: WMAZ, WEIM.

DIANA ROSS "Swept Away" (RCA) 24/0 Rotations: Heavy 3/0, Medium 13/0, Light B/0, Total Adds 0. Heavy: WWPA, WCKO, WCHV, Medium: KVIL-FM, KRBE-FM, WPJB, KEY103, WMJJ, KWAV, WKYX, WZLQ, WFFX, KTYL, KKLV, KQSW, WSKI.

KAREN KAMON "Da Doo Ron Ron" (Columbia) 21/0 Rotations: Heavy 0/0, Medium 2/0, Light 19/0, Totel Adds 0. Medium: V WWNE WSKI

GIORGIO MORODER with PHILIP OAKEY "Together In Electric Dreams" (Virgin/Epic) 19/1 Rotations: Heavy 0/0. Medium 5/0. Light 14/1, Total Adds 1, KRSB. Medium: WFBR, WWNR, WSKI, WZLQ, KWEB,

SHEENA EASTON ''Strut'' (EMI America) 19/0 Rotations: Heavy 1/0, Medium 10/0, Light B/0, Total Adds 0. Heavy, WCKQ, Medium: WPJB, WMAZ, 2WD, WNAM, KOIL, WSKI, WWPA, WSKY, WKYX, KALE.

DAN FOGELBERG ''Sweet Magnolia And The Traveling Salesman'' (Epic) 17/17 Rotations: Heavy 0:0, Medium 4/4, Light 13/13, Total Adds 17, WFBR, WISN, WAHR, WMAZ, WAVE, WSNY, WHR, WTKO, WSKY, WCKO, WGSY, WAGE, WZLO, KEEZ, KWEB, WJON, KTWO.

HONEYDRIPPERS "Sea Of Love" (Atlantic) 17/17 Rotations Heavy 010, Medium 3/3, Light 14/14, Total Adds 17, WFBR, WKBW, WRMM, WCCO, KEZR, V100, WKYE, WAVE, KWAV, KIXI-FM, WWNR, WEIM, WSKY, WAGE, KWEB, WJON, WBOW.

CULTURE CLUB "The War Song" (Virgin/Epic) 17/7 Rotations: Heavy 0/0, Modium 9/2, Light 8/5, Total Adds 7, KRBE-FM, V100, KKUA, WWNR, KFSB, KEEZ, KKLV Medium: WMAZ, WWPA, WSKY, WCKQ, WKYX, KTYL, KQSW.

JACKSONS "Torture" (Epic) 15/0 Rotations: Heavy 3/0, Modium 5/0, Light 7/0, Total Adds 0, Heavy: KVIL-FM, WWPA, WKYX, Medium: KRBE-FM, WMGN, WCHV, WZLO, KGSW.

LINDSEY BUCKINGHAM "Go Insane" (Elektra) 12/1

Rotations: Heavy 1/0, Medium 7/0, Light 4/1, Total Adds 1, B100. Heavy: WAVE. Medium: KRBE-FM, WPJB, 2WD, WKYX, KEEZ. KOSW, KALE.

JOHN CAFFERTY & THE BEAVER BROWN BAND "On The Dark Side" (Scotti Bros./CBS) 10/1 VY 2/0, N lum 3/0, Ught 5/1, Total Adds 1, WMHE Heavy: KRBE-FM, WPJB. Medium: KEZR, WAVE, WSK'

SREAKERS are those records that have achieved concurrent airplay at 60% of our reporting stations. NEW & ACTIVE records are receiving airplay at 30 or more stations. Records in SIGNIFICANT ACTION are receiving airplay from 10-29 stations, Records with substantial heavy and medium rotation airplay activity do not have to achieve BREAKER status to enter the A/C chart. Records which have achieved BREAKER status must also have Sufficlent heavy and medium rotation airplay to enter the chart.



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		A	[′] C	Re	gio	nal	Add	Is &	Hot	S	
	EAST Parallel One	V100/Charlesion, WV Bob Spence AL JARRAU KONEYDRIPPERS PAUL MCCARTNEY CULTURE CLUB CYNDI LAUPER BOTEALE BTRUE MCNORA BTRUE MCNORAL RALPH MCCOMALD	Parallel Three Balley/Stewart LIONEL NICHIE STEPHEN STILLS JULIO IGLESIAS CHOIL LAUPER	MIDWEST Parallel One	WISN/MIWEUKee Harris/Murphy NELL DIAMOND WIAH HOELEEL STEVIE WONDER CHICAGO KENNY ROGERS RALPH WACDONALD	610TVN/Columbus FitzGerald/Jones Liongl Richie Billy OCEAN Hottest: CARS HURY LEWIS & NEWS Billy JOSL STRVIE WONDER CBICAGO	WMGN/Madison Bill Vancil PAUL MCCARTNEY COREY HART CHICAGO STEVIE WONDER RALPH WACDONALD DONNA SUMMER KENNY ROGERS	KFSBIJoplin. MO Don Carpenter CULTURE CLUB LIONEL RICHIE MHAHI PAUL MCCARTNEY AL JARREAU HOLLESE: STEVIE WONDER EVERLY BKOTHERS	SOUTH Parallel One	WEZCICharlolle Raiph Rhoudes BILLY OCEAN WHAMI BOELCSE: CHICAGO HUEY LEWIS & NEWS JOBN WAITE STRVIE WORDER LIONEL RUBIE	WAVE/Sarasola Huntington/Tellone AL JAREAU HONEYDRIPPERS DAN FOGELBERG TIMOTEY B., SCIMIT HOTERS: CARS STEVIE WONDER
2	WFBR/Baltimore Andy Szulinski PAUL MCCARTNEY LICNEL RICEIE BORFOLIPPERS ONN POGLEBEG AL JARREAN BOLTARI LAUDA BOATGAN POINTER SITERES STEVIE WONDER CENCAGO CENCAGO	NADONNA CHICAGO WRIEJErie Ted Abbolt Kottest: CARS CBICAGO DENNIS DEYOUNG DENNIS DEYOUNG BARRAS TREISAND STEVIE WORDER	COREY MART BAND OF GOLD CULTURE CLUB CHAMPAIGN PAUL MCCARTNEY AL JARREAU HONEYDERFPERS STRUE MILLER BAND STRUE MILLER BAND	WCLRIChicego Lee DeYoung Miani IRENE CARA NELL DIAMOND BOLLEAL CARS CHICAGO STEVIE WONDER PEABO BAYSON LIONER RICHIE	BARBRA STREISAND WMYX/Milwaukee Beth Fast RENNEDY & OSBORNE HOLLERY & OSBORNE STRVIE WONDER CHICAGO KENNY ROGERS BARBRA STREISAND MADONA	WING/Dayton Rick Johnson Hottest: CARS STEVIE MONDER STEVIE MONDER DOWN SUMMER ANNE HURRAY KIOADes Moines Mike Judge	WLTERMinnespolis Paul Sebastian PAUL NCCARTNEY MIANI Hotteat: STEVIE WONDER BARBRA STREISAND JORN WAITE BILLY OCEAN ELTON JOIN	CRADIE BROINDES BARRY GINB KENNY ROCERS WXUSILaleystte Bob Vizza CRAMPAIGN WHIANI HOTCESE: NEIL DIAMOND KENNY ROCERS JOHN WAITE	WRMM/Atisnts Montie/Wyrosiok II.000 ECESTAS Rottest: IRENE CARA NELL DIAMOND RENY ROGERS STEVIE WONDER RALPR MACDONALD	WGOW/Chalanooga Mac/Desson LIONEL RICHIE SERGIO MENDES JULIO IGLESIAS HALL & OATES BOTEST: CARS STEVIE MONDER RALPH MACDONALD NELL DIAMOND KENNY ROGERS	CBICAGO RALPH MACDONALD BRUCE SPRINGSTERN Parallel Three KORQ/Abilens Dean Taylor
	STEVIE WORDER CHICAGO BANAMARANA WENNBUTHIO Roger Chiwatian ANNE HUBRAY HOLENEL STEVIE MONDER CARS RENNY ROGERS RENY ROGERS READP MACCOMALD	WSFMHHarriburg Bob Paiva PAUL WCARTNEY IRENE CARA BILLY OCEAN HOLCAEL STEVIE HONDER CHICAGO KENNY ROGERS CARS LIONEL RICHIE WTICHARTORD	Incleast: County Strvie Norr BARRY GIBS RENNT NGCRS DENNIS DETOURG BARRA STRLIAND BARRA STRLIAND BARRA STRLIAND Jack Raymond PAUL MCCARNEY HONETOSIPPERS STRVE MILLER BAND EUNOGLIDERS AL JARREAU Rottest:	55KRCiCincinnell Dave Mason POINTER SISTERS Mottest: STEVIE WONDER CHICAGO NELL DIAMOND LIONEL RICHIE WARMØSICIncinneli	WCCO/Minnespols Danny Long AL JAREAU KONEYDRIPPERS STORMEN STILLS Notest: none KS94/51. Louis Morgan/Watermann ELTON JOBN PAUL MCCATHER	JULIO IGLESIAS PAUL MCCARTNEY AL JARREAU COREY HART BOTLOSTI CHICAGO STEVIE WONDER CARS RALPH MACDONALD KENNY MOGRS KRNT/Des Moines	KOLLOMANA Mason/Shane LIONEL RICHIE WHAMI PAUL MCCARTNEY HOLEASL STEVIE WONDER KENNY ROGERS CARS JOHN WAITE BARRY GIBB	STEVIE WONDER CHICAGO KEEZIMANASIO. MN Sue LaFond CYNDI LAUPER GULTURE CLOB BAND OF GOLD PAUL MCCARTNEY DAN POGELBERG HOTCEBE: STEVIE WONDER	WSB/Atlants Greg Picciano CYBDI: LAUPER Hottest: STRVIR NONDER CHICAGO KENNY ROGERS AMERICA BARRY GIBB	WAHR/Huntsville Cennon%Desiley EDDIE RABBITT AL JARREAU ENGEDERT BUMPERD STEPHEN STILLS CRAMPAICN DAN POGELBERG PAUL ACCATNEY NEANI BOLLEST:	BAND CP GOLD COMEY HART AL JARERAU MNANI NOTEST: STEVIE WONDER KENNY MOCRS CBICAGO BILLY OCEAN ANNE HORRAY WSKY/Asheville Don Brookshire
	NELL DIAMOND WKBW/BuHabo Sandy Besch CYNDI LAUPER NELL DIAMOND HOMEDDIIPPES CHICADO STEVIE MONDER TIMA TURNER JOHN WAITE	Tom Barsenti LIONEL RICHIE BARBHA STREISAND AL JARREAU Bottest: STEVIZ WONDER CARS RENEY BOOMES FALPH MACDONALD EVERLY BROTHERS WX YELDONALOWD.PA	STEVIE WONDER ELTON JOEN LAURA BANIGAN EVERLY BROTHERS WTKOHINECA Wayne Fisk PAUL RCCARTNEY	Mark Tipton PAOL HCCARTNEY JULIO ICLESIAS Rotteat: RUEY LEWIS 4 NEWS CARS SERGE MENDES RALPH ACCOMALD REMY ROGERS WLTF/Cleveland	PADL RECARTING ROLLAST STEVIE WONGE CHICAGO RARBRA STREISAND ANNE HURRAY Parallel Two	Sleve Gibbons PAUL #CCAETNEY HALL & OATES CHRISTINE MCVIE HOLLest: CARS CHICAGO STEVIE WONDER BABRA STREISAND WHANI WTRX/Fint	WHHEToledo Reylikorison John CAPFERTY & B Bottest: CARS CHICAGO NUEY LENIS & NENS Elton John Stevie Nonder JWMIJoledo	CRICAGO DONAN SUMMER MADOMNA BILLY OCEAN KWEB/Rochester, MN AI Areison HALL & OATES SRAKIN' STEVENS HONEYDRIPPENS DAN FOGELBERG CYNOI JAUPER	Donna Breke Cyndi Lauper Strephen Stills Snne Hubray AL JARRRAU Hottest: BALL & OATES JOHN WAITE STEVIE WONDER SERGIO MENDES BARRY GIBB KVULDBIGLEFL Worth	RENNY ROCERS BILLY OCCAR ANNE MURRAY EVERLY BROTHERS ELTON JOEN WIVYJJSCKSONVIlle Fuszone/Ryan LIONEL RICKIE BALL & OATES HOTLERS: HOTLERS: & NEWS	PAUL HCCARTNEY KONEYORIPPES AL JARREAU DAN POGELBERG JULID IGLESIAS HOLCENE STEVIE MODER BARERA STE2ISAND HADORNA LIONEL RICEIS WCKQICampbelisville, KY
	BALL & OATES WPIXNew York Anderson/Sitvershein JULIO IGLESIAS PAUL HOCARTNEY Rottesi STRVIE NOGRS CHICAGERS CHICAGERS CARS BABRA STREISAND	Ferrow/Michaele PAUL MCCARTNEY ROMEYDRIPPERS COREY HART SMAKIN'STEVENS HOTEVEST: STEVIE MONDER JOHN WAITE CARS CBICAGO MADONNA	DAN FOGELBERG HOTTEST BROTHERS ANNE HUDRATE SEMETO HENDES ANERTICA WKNEKKGONE, NH HOWWIG Corday CERSISTINE HCVIE FAUL HOCARTHE' JEFFREY OBDUNE AL JARTEAU	Popovich/Wilson Anne RURRAY ELTON JOHES LIONEL RICHIE ILONEL RICHIE BLLY OCEAN DENNIS CEYOUNG Botkeat: JOHN WAITE CARS CHICAGO	WHBY/Appleton St. John/Salm Notest Jakes Ingram Stevie Ames Ingram Stevie Notest Remny Rogers	BurkarWright LIONEL RICHIE COREY RAT CYNDI LAUPER PAUL HCCARTNEY SYEPHEN STILLS STEVE NILLER BAND. AL JARRAU Hottest: SYEVIE WONDER CHICAGO IRENE CARA	King/Scollin JIDY COLLINS ADDERCA COLLINS ADDERCE COLCAGO LAURA BRANIGAN HEIL DIAMOND POINTER SISTERS KRAV/TUISS Gary Reynolds	NOTLESS CARS CHICAGO STEVIE WONDER RALER MACDONALD RENAY MOCERS WHINNISaginew Carson/McKenzie LIONEL RICHIE PAUL MCCASTNEY COREY MART CUNDI LAUPER AL JARERAU	CHLLBRIGHTC WARN Chuck Rhodes EENNEDY & OSBORNE JULIO (LESIAS PAUL MCCAETNEY LIONEL RICHIE BOLLEAL CAES STEVIE WONDER CRICACO JACKSONS LIONEL RICHIE	CARS TINA TURNER JOAN WAITZ STEVIE WONDER WHASICaulsville Doug McElvein BILLY OCEAN EXILS HOLLEB: CARS CHICAGO	JACKSONROYCE COREL HARTS CARL ACCARTNEY AL JARRENO DAN FOCELBERG STEVE HILLER BAND HOLLEREL CHICAGO STEVIE WONDER BILLY OCCAN DENNIS DEYOUNG AGENT ACCERS
	Y87/PHIBburgh Jay Creaswell PALL, HCACONALD PAUL, HCACARTNEY DENNIS DEVOUNG HOLTER: JOHN WAITE STEVIE WONDER LAUDA BRANIGAN CHICAGO	WPJB/Providence Tom Hunler PAUL NCCARTNEY RICKIE LEE JONES HOLTEAL: NADONNA STEVIE WONDER BRUCE SPRINGSTEEN BLLLY COES JOEN CAPPENTY & B WVOR/ACHESTER	JEFFREY OSBORNE AL JARIEAU COREY WART HOTTESL STEVIE HUDER STEVIE HUDER STEVIE HUDER STEVIE HUDER STEVIE VERNY ROCEAS WSKUMONTPELS WSKUMONTPELS CHAPTER CHAPTER CHAPTER	POINTER SISTERS STAVIE WONDER WMJHCleveland Mike Ivers DERNIS DEYOUNG MADDNNA HOELENE: CHICAGO STEVIE WONDER RALPH MACDONALD KENNY ROGERS	WNAMARpleton-Oshkosh BennetuColins STEPHEN STILLS CYNDI LAUPER COREY HART BARD OF GOLD COREY HART BARD OF GOLD COREY HART AL JARRAU ROLEASE: STEVIE WONDER CARS	KENNY ROGERS CARS WLHTIGrand Rapids Ashford/Brown Hottest: RUEY LEWIS & NEWS STEVIE WONDER CHICAGO CARS KENNY ROGERS	DENNIS DEVOUNG LIDBEL RICHIE HOELEAKI HUELEWIS & NEMS CARS JOHN WAITE STEVIE WONDER CHICAGO	SIDEREN SILLES STEVIE WONDER CHICAGO RALPB MACDONALD KENNY ROGERS BARRY GIBB WJON/SL Cloud Diem/Fine	KRBE-FMHouston Roger W.W. Genett PAUL NCCARTNEY LICHEL RICHIE CULTURE CLUB CTWDI LAUPER CLUTURE CLUB STEVIE NUNDER CARS CHICAGO POINTER SISTERS NADONNA	MADDNNA JOHN HAITE STEVIE WONDER WKJJLDUISVHI Leigh Jacobs HHAMI HALL & OATES BRUCE SPRINGSTEEN HOLEASE CARS CENCAGO	WCHWIChenotesville. VA Thomas H. Twine PAUL MCCARTNEY WHAH! TIMOTHY B. SCHMIT LIOWEL RICHIE SHAKIN'STAVENS AL JAREAU CAMPAJOR RAISE THE DRAGON RAISE THE DRAGON WORTERLI
	WTAEPPRtaburgh Don Berns CYNDI LAUPER HOTCett: BILLY OCEAN CHICAGO STEVIZE HONOGR POINTER SISTERS MADONNA WWWW (JWSIPPItaburgh	Gery Smith STEVIE MONDER MALPE MACDONALD TINA TURNER MEY LENIS & NEWS CARE AUEY LENIS & NEWS CARE STEVIE WONDER WGY/Schenectedy	PAUL HCCARTNEY THORTY B. SCHMIT ENGELBERT HUNDERD AL JARERAU HOLESEL KENNY MOGERS MARWA DOLKTON BILLY COCENN POINTER SISTERS WINY(Wasterbown, NY Jay Donovan	DONNA SUMMER WOMC/Detroil Berry Argenbright none Hottest: CAREACO STEVIE WONDER NEIL DIAMOND KLSIManese City	CARSI MACCOMALD ALEAN BANIGAN BARRY GIBB WHBC/Canion Mike Dorn AL JARREAU PAUL MCCANTREY BALLY COANTREY BILLY COEAN NOTEST: CARS	WENSIndianapolis Whoeler/Eagon CYNDI LAUPER Notcest: LIONEL RICHIE SILLY JOEL STEVIE WONDER CARS NUEY LEHIS & NEMS WHEMANASS City Jail Roberts	WJBC/Bloomington, IL Slew Salowitz WEAN I PAUL HCCARTNEY	COREY HART AL JARRAU HONEYORIPPERS DAN FOCELBERG HOLLEGLI CHICAGO STEVIE WONDER BARRY GTBB KENNY ROCERS BARBYA STREISAND WBOW/Terre Heute	97 AIA/Miam) Chris Gable PAUL MCCARTNEY PHIL COLLINS EVERLY BROTHERS CYDDI LAUPER AL JARRAU	MADONNA STEVIE WONDER BILLY OCEAN WRKA/LOUISVINE Jeti Crawlord PAUL MCCAFTNEY AL JARERAU HOTCESE: CARS NEIL DIAMOND STEVIE WONDER	STEVIE KONDER CHICAGO DENNIE DEVOUNG LAURA BLANIGAN DIANA ROSS WGSV/GUNTErsWile JacksoniBell PAUL MCCARTNEY DAN POSELBERG BAND OF COLD NEIL DIAMOND AL JARREAU
-	Crowe/Weitzei Billy OCEAN MADONNA KRINY ROCERS HOTEAL: HUEY LEWIS & NEMS CARS STRVIE WONDER LIONEL RICHIE DONNA SUMMER	Mike Net! Miahi Julio Iglesias Cynd Lauper Hottest Stevie Worder Raafy Gree Irene Cara WKGWUdica-Rome	LIONEL RICHIE HALL & OATES PAUL HICCARTNEY SHRILA E ROLLESEL CARS STEVIE HONDER CHICAGO IRENE CARA RENNY ROGERS WWPA/Williamsport, PA	Owens/Alen LAURA BRANIGAN LIONEL RICHIE HOTLEGI: STEVIE MONDER CHICAGO GERS FOINTER SISTENS DARBRA STREISAND KUDLIKANSS- CHY	STEVIE WONDER CHICAGO JORN WAITE RALPH HACCOMALD WSNYICOlumbus, OH Harry Lyles CRAMPAIGN DAN FOGELBERG Hottest: CARS	NEIL DIAMOND PAUL MCCARTNEY DENNIS DEYOUNG DAN FOOELBERG DAN FOOELBERG HOCLESH CANS STEVIE MONDER CHICAGO KENNY ROGERS JOHN WAITE	JOE JACESON Bottest SENT BOGESS EVERLY BOGESS EVERLY BOGESS LIONEL RICHIE WCIL/Carbondale, IL Matt McCann The Chicago Cubo PAUL HCCAFFEE CHIL HCCAFFEE CHIL HCCAFFEE AL JAREAAU Hottest:	Kevin Young PAUL MCCARTNEY HOMEYORJPPERS AL JARREAU BAND OF GOLD STEPHEN STILLS HOTLEST STEVIE MONDER CHICAGO KENNY ROCERS BARRY GTAB LAURA BRANIGAN	RICALE LE JONES JAMES INCRAM STRUIE WONDER ANNE MURRAY BILLY OCEAN CRICAGO DECAIOMMILER BALL & CATES JACK PACHER JACK PACHER JACK PACHER JACK PACHER CARS NELL DIAMOND	CHICAGO HUEY LEWIS & NEWS WMAZIMACON Sleve Murphy DAN FOGELBERG PAUL HCCARTNEY NEIL DIAMOND AL JARRAU Rottest: STEVIE MONDRR	BOLCOST KENNY NOCERS CARS STEVIE WONDER CHICAGO RALPR HACDONALD WAGE(Lessburg, VA Steve Porter PAUL HCCARTNEY AL JARREAU HONEYORLPPERS
	WPRO/Providence Tom Cuddy Notes Stavis Monder CARS CARS Stavis Monder Senay Rocers BARBRA STREISAND WLTT/Washington, D.C. Bob Cummings	Corpenter/Carr LIGNEL RICRIE WIANI COREY HAAT CYNDI LAUPER STEPHEN STILLS AL JARREAU HOLTeati CBICAGO BARRY GIBB KENNY ROGERS EVERLY BROTHERS	Scoti Masteller AANE MORRAY COREY HARD JEFFREY OSHORNE CYNDI LAUDER BAND OF COLD HOCERSE SIEILA MONDER SIEILA MONDER CHICAGO POINTER SISTERS MADONNA	Elaine Taylor BILLY OCEAN AMERICA PAUL MCCARTNEY Botteat: LIONEL RICELE CARS POINTER SISTERS POINTER SISTERS SERGIO MENDES	LIONEL RICHIE Stevie Worder Lionel Richie Anne Hubray	WEMKILansing Jeff Davis MADONNA BARRAN STREISAND LIONEL RICHTE ROLEAST CARS CHICAGO JOHN MAITE XENNY ROGERS	CYNDT LAUPER AL JAREAD Hottest: STIVIE WONDER CONNA SUMMER BILLY OCEAN DENNIS DEVOUNG 135 Rep 126 Curren	porters	RELL DIANOND ANNE RUNRAY RENNY ROGERS Parallel Two KEY103/Austin Chris Alan	CARS HUEY LEWIS & NEWS CHICAGO JOHN KAITE WRVP/Momphis Steve Butter none Hottest: CARS CHICAGO LOBU WAITE	DAN FOOLDERN Hottest: CHICAGO STEVIE MONDER KENNY ROGERS BARRY GIBB BILLY OCEAN WKYX/Paducah, KY Frank Carwell PKINCE
	DORE NOTERS: LIDNEL RICHIE CARS HUEY LEWIS & NENS BILLY JORL NEIL DIAMOND Parallel Two	WEST	KBEST/San Diego Mitchell/Dean SERGIO MENDES LIONEL RICHIE PAUL NCCAETNEY HOTLEGT: CARS STEVIE WONDER	KJRISeattie Colleen Madden RALL & OATES LIONEL & RICHIE RADONNA PAUL MCCARTNEY WHAHI Nottest:	Kaye/Kiley Ric CYNDI LAUPER LII POINTER SISTERS HAJ Hottest: CR DARBRA STREISAND CR CHICAGO PDO	Morgan Jo DNEL RICHIE PA LL & OATES NE	hn Leader M	OSWIRock Springs. WY Jaloney/Norris IONEL RICHIE AUL MCCARTNEY L JAREAU HANPAIGN Oktest: TEVIE MONDER ALPHI MACDONALD ONNA SUMMER	AL JARREAU PRINCE LIONEL RICHIE RAISE THE DRAGON ROTEREI STEVIE MONDER CARS CHICAGO KENNY ROGERS IRENE CARA	JORN WAITE BARBLASTREISAND KENNY ROGERS WHHYMONIGOMERY Phil Horton Cyndi LaUPER WHAMI BILLY OCEAN HOLLEST: CHICAGO STEVIL WONDER	CHRISTINE MCVIE JOE JACKSON COREY HART JANEY STREET AL JARREAU ROBIN GIBB HOLKest: CNICAGO CANN MAITE STRVIE WORDER HADONNA
	WWOM/Albany Knotl/Holmberg PAUL MCCARTNEY CINDI LAUPER BANDYADANA BAND YO COLD HANG Y COLD CARSY CIBB CARSY CIBB	Parallel On KHOW/Denver HalMoore hottests none KMJ/Denver Eliott/Brady	RALEM RACIONALD KENNY ROGERS KFMBISan Diego Mark Larson PADL, MCCARTNEY POINTER SISTER HOLTEST: STEVIE NONDER ERNY ROGERS BALEM MACDONALD	CRICAGO STEVIE NONDER KERNY ROCERS CARS JOHN MAITE Parallel Two KBOIBOISE Drew Harold	STEVIE WONDER HAN KWAV/Montersy Michael Reading Pa SOD STEWART JULIO ICLESIAS PAUL MCCARTNEY AL JARREAU Mil	rallel Three	ENNY SOGERS B NBRA STREISAND / PERLY BROTHERS K 99/Great Falls V IcShay/Keller A	ADDA SUMMER ADDONA ANANARAMA ANANARAMA (RSURROSEDURG OR eronica Burns L JARERAU IOREL OR COLD UOREL RICHIE IORELO MORODER AND OF GOLD OREY HART ACC MAGRER INDI LAUPER INDI LAUPER ADL MCCARTNEY	WAFB/Baion Rouge Adems/Deniels America Lionel Richies Sergi Mendes Hootest: Stevie Wonder Chicago Renny Rogers Irene Cara Laura Reanigan	DONNA SUMMER LADIKA BRANIGAN LIONEL RICHIE Wichols/Sargeni Madonna America Hani Hotess: Tina Turner Dan Hartman Cabs	W2L0/flupelo McDaniels/Price AL JAREAU GLENN FREY FAUL, MCCARTHEY COREY BART DAN FOGELARG HOLTCSI: STEVIE WORDER CHICAGO RALPH MACCONALD IRENE CARA LAURA BANICAN
	STEVIE MONDER RENY NOGRES CHICAGO WAEBIAllentown Naal Newman Niaki BARD OF GOLD TRENE CARA JUDY COLLINS AL JARERAU PAUL MCARTNEY	BILLY OCEAN MEANI PAUL NCCARTNEY HOTCEST CARS POINTER SISTERS CRICAGO STEVIE NONDER HUEY LEMIS & NEWS KOSTILOS Angeles KayelMarie	JORN NAITE B100/San DMego RichWinght CYNDI LAUPER LINDSEY BUCKINGHA PAUL MCCAFTNEY PEARO SMYSON COREY HART Hottest: Rigttest: Bittagan Chicago NaDonna	LIGHEL RICHE JULIO IGLESIAS BAND OF GOLS C'HOI LAUPER HOTLEACARTHEY HOTLEAC STEVIE WONDER CARS CHICAGO KEMMY ROGERS LAURA BRANIGAN KDUK/Eugene	BILLY OCEAN PA POINTER SISTERS HO STRVIE NONDER TJ CUICAGO ST MADONNA NE KOY/Phoenik CH Marn Pingee Ki none Ni Notest: DEC CU	IL DIAMOND KI IEY LEWIS & NEWS La IICAGO La IICAGO La EXUVIAnchorage Li Exuption Research Researc	RNO/Reno C strykons L LONEL, RICHIE K Ditent: K FEVIE WONDER B NS L HICAGO E HICAGO E	HICAGO COMN WAITE TARS AURA BRANIGAN TIEVIE WONDER TALETITICHIES HHI Templeton JURGEL RICHIE UURGGLIDERS L. JARREAU	K 106/Beaumont, TX James/Kasi LiONEL RICHTE CYNDI LAUPER JOE JACKSON SERGIO MENDES ROTESE: BILLY OCEAN BILLY OCEAN CHICAGO BARY GIBB ANNE MURRAY	CHICAGO STEVIE MONDER 2WD/Nortoik Richardson/Allen EVERLY BHOTHERS HALL & OATSS Hotteat: JOHN WAITE STEVIE WONDER CHICAGO CARS MADDNMA	WFF XITuscaloosa Mark Lindow CHAKA KHAN LIONEL RICHIE STEVE MILLER BAND CYMDI LAUPER ANNE MUURAY AL JARREAU STEPHEN STILLS
	JUDY COLLINS AL JARENNEY POLSENT, ANNE JONS NATE CARS NELL DIAMOND STEVIE WONDER EVERLIS MATTERS WICC(Bridgeport Pantanoffradbin LIONEL RICHIR CYNDI LADPER BAND O'r Golo	CYNDI LAUPER HOLTCELT KENNEDY & OSBORNE IRENE CAR BABEA STREISAND HALL & OATES BILLY OCEAN KKLT/Phoenix Anta Carlisie BILLY OCEAN BILLY OCEAN JULIO ICLESIAS	MADJARA WON OER STEVIE HAITE JOHN HAITE KIDISAN FRANCISCO Sattier/Kuip KENNY ROGERS DENHIS DE YOUNG DANNY O'KEFFE HUEY LEMIS & NEWE CARS STEVIE HUNDER	KKUA/Honolulu	STEVLE WONDER OCT LIOREL BICHE JE NELL DIANOND CC CARS ACCESSION CC KSL(Sah Lake Chy CR George Lemich JC LAURA BRANICAN JC HOLTEST CANDO WITANABE NELL DIANOND WITANABE BILLY JOCL KENNY NOCERS	The following	C H B C C S S	TEPPIEN STILLS NAUL MCGRENNEY INDI LAUPER IGITEAL EENNY ROGERS NONNA SUMMER ILLY OCENN NINE MURRAY LIDON JOHN	WMJJBirmingham Thomas/Warren Wilski LIONEL RICHIE DEWNIS DEVOUNG ELTON JOHN LATRA BRANIGAN Notest CARS STEVIE WONDER	WADDNNA WEZSKRIchmond DilloniBevins EITOR JOEN DENNIS DEYOUNG LIONEL RICHIE ROLEST: CARS CHICAGO JOEN WAITE STEVIE WONDER RALPH INACDONALD	URANDAIGH HOTLESI BANISE BANA LAUBA BBANA LAUBA BBANA IGAN DONNA SUMMER IREME CARA KTYLTJSE, TX Mainney/Davis PAUL MCCAETNEY AL JAREAU GLENN PREY HODERE: JAIN MAITE
	HOLESE STEVIE KOMBER CELTAGE FALEN HOLENS HALEN HOLENS BILLY OCEAN WORKBUHNO Tom Langmyer BARRAN STREISAND HOLESELS CARS STRVIE WORDER	BILLY OCEAN JULID ICLESIAS PAUL NCCARNEY HOTLERS: BILLY JOEL CASS SCHORE WONDER LIONEL RICHIE KGW/Portland Mike Dirkx PAUL NCCARNEY AL JARREAU JULIO IGLESIAS	DILLY DE WORDEN JOIN HAITE BILLY OCEAN KEZENISA JOSE Harlow/Davis DENNIS DE YOUNG C'INDI LAUPER RONGO VOID FWEY PAUL DI DE IPERS COREY RART CHARA RHAM	LHIE MHHer AL JAREAN PAUL MCARTNEY CYNDI LANDER CULTORE CLUB BOLTEST: STEVIE WONDER CHICAGO RALPE HÀCDONALD DONNA SUMAER BILLY OCEAN	KIXI-FM/Seattle BHI Notion LIONEL RICHIE PAUL MCCRITET JULIO IGLESIAS AL JARERU HONEYDEIPPERS DANNY O'RERE HOTENES:	Vi K The following this week and V WP	VOMC/Detroit (HOW/Denver WRIE/Erie 3 stations failed to rep d therefore their playlis were frozen: (RO/Providence TT/Washington	ort	LIONEL MICHIE JOEN MAITE BILLY OCEAN WBTCheriotte Dave Bishop BALL & OATES HALL & OATES HULLO ICLESIAS AL JAREAU Hottest: CHICAGO	RALPH MACDONALD WRVAIRichmond Lou Dean AL JARREAU STEPHEN STILLS PAUL MCCARTNEY Rottest STEVIE WONDER KENNY WORDER RALPH MACDONALD	AL JAREAU GLEAN PREY HOLW FRY CHICAGO STEVIZ HONDER_ RALPH MACDONALD DOWAR SUMMER WYBSIWHININGION, NC BOD Wrigh AL JAREAU COREY HAAT BAND OF GOLD SULD ILLESIAS JULIO ILLESIAS
	STEVIE WONDER CHICAGO RENNY ROGERS	JULIO IGLESIAS NOTEEST: STEVIE WONDER CHICAGO KENNY ROGERS RALPH MACDONALD BARRY GIBB	CHARA KHAN Hottest: Billy Ocean Stevie Konder Cars Chicago Hadonna		STEVIE WONDER CHICAGO CARS BARRY GIBB JOHN WAITE	wi M Wi	HBY/Appleton VING/Dayton RVR/Memphis (OY/Phoenix		CARS CARS STEVIE WONDER ANNE HURRAY KENNY ROGERS		BOD WHIGH NA AN AL JARREAU COREY HART BAND OF GOLD JULIO ICLESIAS HOLTESI: CARS HUFY LEWIS & NEMS CHICAGO STEVIE HONDER KENNY ROGERS

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AOR/ALBUMS

Three Two Last Weeks Weeks When	October 5, 1984	161 REPORTERS	Total Reports P	Hot N lotation R	Aadium otation	Total Adds All Rotations
	DAVID BOWIE/Tonight (EMI America)	''Blue'' (156) ''Neighborhood'' (70) ''Dancing'' (17)	158+	122+	36 -	0-
8 3 3 2	J. CAFFERTY &/Eddie & The (Scotti Bros./CBS)	"On The Dark Side" (148) "Tender Years" (13)			11+	3+
-	FIXX/Phantoms (MCA)	"Are We" (135) "Sunshine" (89) "Cities" (16)	152 -	125 -	27+	1 =
	U2/The Unforgettable Fire (Island)	"Pride" (157) "Unforgettable" (25) "Wire" (24)	159	101	58	1
	BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia)	"Cover Me" (113) "Born" (42) "Surrender" (23)		121-	16+	2+
-	TEACHERS/Soundtrack (Capitol)	"Teacher" (146) "Understanding" (98) "Interstate" (37)		91	59	8
	SURVIVOR/Vital Signs (Scotti Bros./CBS)	"I Can't Hold Back" (141)	141+		55 -	2-
21 15 9 🖸	JOHN WAITE/No Brakes (EMI America)	"Tears" (129) "Missing You" (32)		77-	62+	0-
	SCANDAL f/PATTY SMYTH/The Warrior (Columbia)	"Beat" (112) "The Warrior" (29) "Hands Tied" (14)			63+	4-
	BILLY IDOL/Rebel Yell (Chrysalis)	"Flesh For Fantasy" (113)		84 -	29-	1-
	SAMMY HAGAR/VOA (Geffen)	"I Can't Drive 55" (119) "Two Sides" (13)			57+	6+
	KROKUS/The Blitz (Arista)	"Midnite Maniac" (118)		55 -		2-
	BILLY SQUIER/Signs Of Life (Capitol)	"All Night Long" (64) "Can't Get" (43) "Rock" (31)		58-		4+
	PRINCE/Purple Rain (WB)	"Purple Rain" (92) "Crazy" (44)			23-	0-
	LINDSEY BUCKINGHAM/Go Insane (Elektra)	"Go Insane" (90) "Loving Cup" (22)		62 -		1+
•	TOMMY SHAW/Girls With Guns (A&M)	"Girls With Guns" (121)		24+	99+	
	HONEYMOON SUITE/Honeymoon Suite (WB)	"New Girl Now" (96) "Burning In Love" (35)		47-		1=
		"Heaven's On Fire" (114)		28 +		4-
- 23 19 🕕	KISS/Animalize (Mercury/PG) VARIOUS ARTISTS/Every Man Has (Polydor/PG)	"I'm Moving On" (101) "Every Man Has" (31)		15+		5
40 26 21 😈	ELTON JOHN/Breaking Hearts (Geffen)	"Who Wears These Shoes?" (95)		48 +		4-
	ROMEO VOID/Instincts (415/Columbia)	"A Girl in Trouble" (108)			68 -	2-
		"Drive" (48) "Hello Again" (38) "It's Not" (26)		46-		
	CARS/Heartbeat City (Elektra)	"Something About You" (101)	-	26+		_
	DAVE EDMUNDS/Riff-Raff (Columbia)	"Strung Out" (91)	91+		44 -	-
	STEVE PERRY/Street Talk (Columbia)	"Bears" (108)	111+		94+	10-
¥	ZEBRA/No Tellin' Lies (Atlantic)	"Out Of Touch" (97)	103	48 48	48	15
	HALL & OATES/Big Bam Boom (RCA)	"Desert Moon" (98)		4 8+		
	DENNIS DeYOUNG/Desert Moon (A&M)	"Better Be Good To Me" (86)	33 - 87 +			
-	TINA TURNER/Private Dancer (Capitol)	"Mystery" (86) "Last In Line" (13)		20-		
	DIO/The Last In Line (WB)	"Had A Dream" (107)	- 3 0- 110+			-
	ROGER HODGSON/In The Eye Of The Storm (A&M)	"Rockin' At Midnight" (87) "Sea Of Love" (28)	105+			103+
	HONEYDRIPPERS/Volume One (Es Paranza/Atl.)	"Into The Fire" (89)	705+ 89+		78+	
	DOKKEN/Tooth And Nail (Elektra)	"2 Minutes To Midnight" (75)		-		
	IRON MAIDEN/Powerslave (Capitol)	"Some Guys Have" (62)		0= 31+		
	ROD STEWART/Camouflage (WB)	"Walking" (25) "If This" (24) "Found A Home" (22)		30-		-
	HUEY LEWIS & THE NEWS/Sports (Chrysalis)	"Morning Dew" (74)	77-		70+	
	BLACKFOOT/Vertical Smiles (Atco)	"I Need You Tonight" (37) "Crazy" (20 "Lights" (15)		4= 22-		
	PETER WOLF/Lights Out (EMI America)	"I Wanna Rock" (40) "We're Not Gonna" (21)				
	TWISTED SISTER/Stay Hungry (Atlantic)			16=		
	RATT/Out Of The Cellar (Atlantic)	"Wanted Man" (45) "Round" (15) "Back" (15)		21-		
DEBUT 🕨 🖤	JETHRO TULL/Under Wraps (Chrysalis)	"Lap Of Luxury" (70)	74 +	4+	55 +	39-

REAKERS

112

The Unforgettable Fire (Island) 98% of our reporters on it. 159/1 with adds at WQMF. Debuts at #4 on the Albums chart.

TEACHERS

Soundtrack (Capitol)

95% of our reporters on it. 153/8 with adds at CHOM, WLUP, KBCO, KINK, KFOG, WHEB, KSPN, KTCL. Debuts at #6 on the Albums chart.

ROGER HODGSON

In The Eye Of The Storm (A&M)

68% of our reporters on it. 110/109 including adds at: WMMR, WDVE, KSRR, WNOR, WLUP, WMET, WLLZ, KLOS, KINK. Debuts at #30 on the Albums chart..

HONEYDRIPPERS Volume One (Es Paranza/Atlantic)

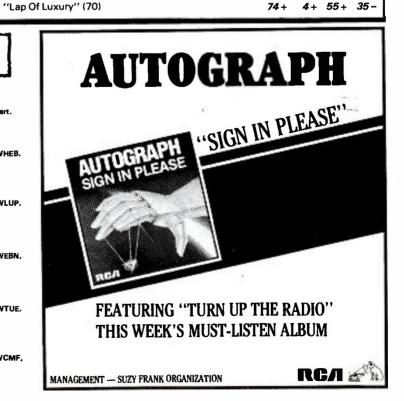
65% of our reporters on it. 105/103 including adds at: WNEW, WHJY, WKLS, KTXQ, WEBN, KKCI, KAZY, KLOS, KFOG. Debuts at #31 on the Albums chart.

HALL & OATES **Big Bam Boom (RCA)**

63% of our reporters on It. 103/15 including adds at: KBCO, KZAP, WAQX, WQMF, WTUE, KILO. Debuts at #26 on the Albums chart.

TINA TURNER Private Dancer (Capitol)

54% of our reporters on it. 87/9 with adds at: CHOM, KYYS, KZAP, WDHA, WHEB, WCMF, KLBJ, WLVQ, WXKE, Moves 29-28 on the Albums chart.



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AOR ALBUN

MOST ADDED •

ROGER HODGSON (109) In The Eye Of The Storm (A&M) HONEYDRIPPERS (103) Volume One (Es Paranza/Atlantic) JOAN JETT (37) Glorious Results Of A... (Blackheart/MCA) JETHRO TULL (35) Under Wraps (Chrysal alis COREY HART (22) First Offense (EMI America) TIMOTHY B. SCHMIT (21) Plavin' It Cool (Asylum)

MOST HOTS

J. CAFFERTY & THE BEAVER BROWN BAND (137) Eddie & The Cruisers (Scotti Bros./CBS) FIXX (125) Phentoms (MCA) DAVID BOWIE (122) Tonight (EMI America) BRUCE SPRINGSTEEN (121) Born In The U.S.A. (Columbia) U2 (101) The Unforgettable Fire (Island) TEACHERS (91) Soundtrack (Capitol)

NEW & ACTIVE

RICKIE LEE JONES/The Magazine (WB) 62/0 (64/11)

Adds: 0. Hots: 13 include KBCD, KINK, WDHA, WDH, KIDQ, KPOI. Mediums 49 include WBCN, WBAB, WLUP, KAZY, KLBJ, KLAQ, WOOS, WLAV, KILO, KKDJ.

RED ROCKERS/Schizophrenic Circus (415/Columbia) 56/4 (60/8)

Adds: KZOK, WPYX, KLAQ, KWFM, HOSt: B WBCN, KROQ, 91X, KQAK, KRQR, WIZN, WHMD, WBYG, Mediums: 45 include WBAB, WYSP, WNOR, KAZY, KGB, KISW, WAAF, KLBJ, WAPL, WLAV.

COREY HART/First Offense (EMI America) 50/22 (33/10) Adds include WMET, WMMS, WPYX, WIMZ, WQMF, WFBQ, WIOT, KKDJ, WBLM, WIQB. Hots: 6 include WLUP, WYDD, WPDH, WKQQ, WTKX. Mediums: 37 include WBCN, KBCO, WZZO, WKLC, WFYV, WZXR, WOOS, WLVQ, KRSP.

CYNDI LAUPER/She's So Unusual (Portrati/CBS) 46/17 (34/7) Adds include WGRQ, KYYS, WPYX, WAAL, WFYV, WLVQ, KKDJ, KOMP. Hots: 10 include CHUM, WMMS, KFOG, WPDH, KLAQ, K97, KLYV, KTYD. Mediums: 33 include WMMR, WLUP, KROQ, WZZO, WIMZ, WBLM, WWWV.

MICHAEL FURLONG/Use It Or Lose It (Atlantic) 46/12 (0/0) Adds include KRQR, KOME, WAAL, WAQY, WQMF, KFMQ. Hots: 4 KZEW, KIDQ, WYER, KOZZ. Mediums: 37 include WDVE, WHJY, WMET, WMMS, KZAP, KGB, KNCN, KLAQ, WOOS.

KEATS/Keats (EMI America) 46/2 (49/14)

Adds: WOBK, KUPO, Hots: 3 WLUP, WKQQ, WCPZ. Mediums: 42 include WKLS, WYNF, WMET, KAZY, KINK, WKLC, WTPA, WOUR, WFYV, WLAV, KKDJ.

TALKING HEADS/Stop Making Sense (Sire/WB) 44/6 (44/11) Adds: 91X, WAQY, KDDS, KPOI, WWWW, WKLT. Hots: 1B include WBCN, WCKO, WLUP, KBCO, KMET, WCMF, WAAF, WWCT. Mediums: 22 include WNEW, WHUY, KTXO, KLAO, WLVO, WLAV, KZEL, KTYO.

TIMOTHY B. SCHMIT/Playin' It Cool (Asylum) 43/21 (23/23) Adds include WBAB, KZEW, WAAL, WAQY, WIMZ, WXKE, KFIV, WIQB. Hots: 3 KINK, KMOD, KSPN. Mediums: 29 include WHJY, KBCO, KRQR, WTPA, WOUR, KLBJ, WKDF, KATT, KFMG.

JOAN JETT/Glorious Results Of A Misspent Youth (Blackheart/MCA) 38/37 (1/0)

DAN JETT/Glorious Results Of A Misspent Youth (Blackhear/MCA) 39/3/11/9/ Adds include WBCN, WNEW, WYSP, KMET, KGB, WINZ, WAPL, KODS. Hots: 3 WLIR, WCKO, WPDH. Mediums: 19 include WBAB, WMMR, KLOL, WNOR, WZZO, WTPA, WTUE, KILO.

EUROGLIDERS/This Island (Columbia) 33/14 (22/10)

Adds include KROQ, KDKB, WAQX, WTKX, KGQ, KILO, WIQB, KWXL, Hots: 6 WLIR, WOUR, WQBK, WXCS, KUFO, KSPN. Mediums: 20 include WBAB, WDVE, WMMS, KBCO, KUPD, WFYV.

CHICAGO/Chicago 17 (WB) 33/2 (33/2) Adds: WEBN, WQMF. Hots: 21 include WMMS, KDKB, KINK, WZZO, WIMZ, WOOS, KGGO, KSMB, WIQB, KLYV. Mediums: 12 include WAAL, WZXR, WKDF, WXLP, WWWV, WRUF, KQWB.

JANEY STREET/Heroes, Angels, & Friends (Arista) 29/10 (24/11) Adds: WBAB, WPYX, WHCN, WEZX, WAQY, WTKX, WTUE, WIZN, WHMD, KAWY. Hots: 0. Mediums: 24 include WHJY, WSHE, WMMS, KBCO, WZZO, WOUR, WIMZ, WLAV, WGIR.

FAST FORWARD/Living In Fiction (Island) 29/6 (29/14) Adds: wYDD, WPDH, KLAQ, WLVQ, KMOD, WBYG. Hots: 2 CFOX, KFMF. Mediums: 23 include WDVE, WHJY, KLOL, WSHE, WEBN, KGB, WTPA, WCMF, KEZE.

BAXTER ROBERTSON/Vanishing Point Two (RCA) 28/4 (29/10) Adds: KQAK, KFMG, KMBY, KFMF. Hots: 1 WLAV. Mediums: 24 include WEBN, KBCO, KAZY, KROQ, KOME, WCMF, KLBJ, WOOS,

WILD LIFE/Soundtrack (MCA) 24/9 (0/0) Adds: WHJY, KMET, WOUR, KQDS, KFIV, KEZE, WRKI, WBYG, KTCL. Hots: 0. Mediums: 18 include WBAB, KZEW, KLOL, KROQ, KLBJ, KLAQ, KISS, KICT, KZEL.

GENERAL PUBLIC/All The Rage (IRS/A&M) 22/5 (20/13) Adds: WBCN, WAAL, WHEB, WIZN, KUFO. Hots: 6 WLIR, 91X, KOAK, KFMF, KTCL, KTYD. Mediums: 11 include WMMR, KBCO, KROQ, KKDJ.

DRAGON/Body And The Beet (Polydor/PolyGram) 21/2 (26/10) Adds: KZOK, WOOS. Hots: 7 KZEW, KROQ, KOAK, WAAF, CITI, WIZN, KFMF. Mediums: 13 include WYSP, KAZY, ... 91X, WAQY, KLBJ, KOMP.

EVERLY BROTHERS/EB84 (Mercury/PolyGram) 19/2 (20/2)

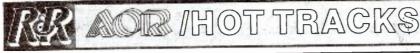
Adds: KFOG, KOZZ. Hots: 4 include K97, WIZN, KSPN. Mediums: 14 include WLUP, WMMS, KBCO, WZZO, WWWV, KLYV.

AZTEC CAMERA/Knife (Sire/WB) 15/7 (8/6) Adds: WTPA, WPDH, KQDS, KKDJ, WIZN, WHMD, KOZZ. Hots: 2 KSPN, KTCL. Mediums: 9 include WLIR, WMMR, WLUP, KOAK.

AOR ALBUMS - Complies album airplay data from all reporting stations. Includes four-week trend of chart movement, plus cuts listed numerically by airplay. Current singles are BOLDED. Also listed is present week's number of reports in hot and medium rotations, and total adds. Symbols represent more (+), less (-), or equal (=) number of reports in each rotation compared to last week's figures. Records showing significant upward momentum are bulleted.

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	1	dana)	ANTE:			-		
Three	Two	Less		161 REPORTERS	Total	Hot	Medium	Totai Adds
	Week		_					1+
4	2	1	0	DAVID BOWIE/Blue Jean (EMI America)		120+		2=
Б	4	2	0	J. CAFFERTY &/On The Dark (Scotti Bros./CBS) U2/Pride (In The Name Of Love) (Island)		101 -		2+
7	5	4				115-		2+
2	1	3	4	FIXX/Are We Ourselves? (MCA) 38 SPECIAL/Teacher Teacher (Capitol)	146+			2-
-	17	8	0	SURVIVOR/I Can't Hold Back (Scotti Bros./CBS)	141+			2-
22	11	9	7	BRUCE SPRINGSTEEN/Cover Me (Columbia)		100-	- 13+	1 =
1	3	5	8	JOHN WAITE/Tears (EMI America)	129 -	65-	- 64 -	2-
9	8 7	7 6		BILLY IDOL/Flesh For Fantasy (Chrysalis)	113-	- 84	- 29-	1-
6 13	12	11		SAMMY HAGAR/I Can't Drive 55 (Geffen)	119+	63-	+ 56 +	7-
10	10	12	ð	KROKUS/Midnite Maniac (Arista)	118 -	- 53-	- 64 -	3=
30	20	15	ē	SCANDAL f/PATTY SMYTH/Beat Of A (Columbia)	112+	54-		5-
_	37	19	Ē	TOMMY SHAW/Girls With Guns (A&M)	121+			11-
28	19	17	14	KISS/Heaven's On Fire (Mercury/PG)	114+			5-
17	14	14	15	ROMEO VOID/A Girl In Trouble (Is A) (415/Columbia				2-
8	9	13	16	HONEYMOON SUITE/New Girl Now (WB)	96 -			1=
27	23	16	Ð	PRINCE/Purple Rain (WB)	92 -			0-
3	6	10	18	LINDSEY BUCKINGHAM/Go Insane (Elektra)	90-			2+ 2-
24	18	16	19	DAVE EDMUNDS/Something About You (Columbia)	101-			2- 7-
32	29	25	20	FIXX/Sunshine In The Shade (MCA)	89 + 95 =			4-
38	28	23	9	ELTON JOHN/Who Wears These Shoes? (Geffen)	95 = 91 +			4- 4-
46	32	24	22	STEVE PERRY/Strung Out (Columbia) DENNIS DeYOUNG/Desert Moon (A&M)	98-			2-
31	24	21	23	HALL & OATES/Out Of Touch (RCA)	97+			10-
-	47	26	- 2	ZEBRA/Bears (Atlantic)	108 -			11-
54	34	28		BOB SEGER/Understanding (Capitol)	98+			98+
	EBUT			EDDIE MONEY/I'm Moving On (Polydor/PG)	101 -		+ 88+	6-
-	38 41	29 32		TINA TURNER/Better Be Good To Me (Capitol)	86+	49	+ 36-	10+
45 29	26	22	-	DIO/Mystery (WB)	86 -	- 19	- 67+	3-
	EBUT	-		ROGER HODGSON/Had A Dream (Sleeping) (A&M)	107-	- 11-	+ 66+	106+
50	38	30		DOKKEN/Into The Fire (Elektra)	89 -			7-
16	15	20	32	BILLY SQUIER/All Night Long (Capitol)	64 -			4+
37	35	33	33	IRON MAIDEN/2 Minutes To Midnight (Capitol)	75 -			
	EBUT	€	34	HONEYDRIPPERS/Rockin' At Midnight (Es Paranza/Atl				
	DEBUT		₫	MOLLY HATCHET/Satisfied Man (Epic)	92-			
-	-	37	36	DAVID BOWIE/Neighborhood Threat (EMI America)	70 -			
41	46	35		ROD STEWART/Some Guys Have All The Luck (WB)	62 - 74 -			
-	55	38	_	BLACKFOOT/Morning Dew (Atco)	48-			
15	21	31	39	 CARS/Drive (Elektra) PAUL McCARTNEY/No More Lonely Nights (Columbia 				
	DEBUT	_	Ő	JETHRO TULL/Lap Of Luxury (Chrysalis)	70-			
	DEBUT	_	- A2	WHITESNAKE/Love Ain't No Stranger (Geffen)	50-			
33 57	33 50	41 47	A.	BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia)	42.	+ 30	+ 12+	3+
- 57	-	47 52	ě	BILLY SQUIER/Can't Get Next To You (Capitol)	43-	+ 23	+ 17-	7=
58	48	42	45	RED ROCKERS/Eve Of Destruction (415/Columbia)	55-	- 8	= 45=	4-
59	54	46	6	RICKIE LEE JONES/The Real End (WB)	60 ·	- 12	+ 48=	1 –
_	59	43		RATT/Wanted Man (Atlantic)	45 :			
20	22	34	48	PRINCE/Let's Go Crazy (WB)	44	_		
-	-	56	49	STEVE MILLER BAND/Shangri-La (Capitol)	59		+ 47+	
11	13	27	50	JON ANDERSON/Cage Of Freedom (Columbia)	40			
-	-	60	6	TWISTED SISTER/I Wanna Rock (Atlantic)	40			
	DEBU	_	œ	MICHAEL FURLONG/Use It Or Lose It (Atlantic)	46			
	DEBU		6	CARS/Hello Again (Elektra)	38- 32-			
	30	_	54	JOHN WAITE/Missing You (EMI America) NIGHT RANGER/Interstate Love Affair (Capitol)	32			
	DEBU	_	6	HONEYMOON SUITE/Burning In Love (WB)	35			
┞╙	DEBU'			CHICAGO/Hard Habit To Break (WB)	32			
	DEBU	59		PETER WOLF/I Need You Tonight (EMI America)	37			. 12+
	DEBU			COREY HART/It Ain't Enough (EMI America)	46		+ 34+	
	DEBU	_		FRANKIE GOES TO HOLLYWOOD/Two Tribes (Island)			+ 15+	- 20+
	μεσυ							

MOST ADDED »

ROGER HODGSON (106) Had A Dream (Sleeping With The Enemy) (A&M) BOB SEGER (98) Understanding (Capitol) MOLLY HATCHET (92) Satisfied Man (Epic) HONEYDRIPPERS (85) Rockin' At Midnight (Es Paranza/Atlantic) PAUL McCARTNEY (66) No More Loney Nights (Columbia) NIGHT RANGER (37) Interstate Love Affair (Capitol) JETHRO TULL (37) Lap Of Luxury (Chrysalis)

MOST HOTS

J. CAFFERTY & THE BEAVER BROWN BAND (137) On The Dark Side (Scotti Bros./CBS) DAVID BOWIE (120) Biue Jean (EMI America) FIXX (115) Are We Ourselves? (MCA) U2 (101) Pride (In The Name Of Love) (Island) BRUCE SPRINGSTEEN (100) Cover Me (Columbia) SURVIVOR (85)

(Can't Hold Back (Scotti Bros./CBS) BILLY IDOL (84) Flesh For Fantasy (Chrysalis)

BREAKE

ROGER HODGSON

Had A Dream (Sleeping With The Enemy) (A&M) 66% of our reporters on it. 107/106° including adds at: WMMR, WHJY, WKLS, KSRR, WLUP, WMET, WLLZ, KLOS, KMET, KZOK. Debuts #30 on the Hot Tracks chart.

BOB SEGER Understanding (Capitol)

60% of our reporters on it. 98/98 includind adds at: WHJY, KZEW, WMET, WLLZ, KSHE, KAZY, KUPD, KRCK. Debuts at #26 on the Hot Tracks chart. MOLLY HATCHET

Satisfied Man (Epic)

57% of our reporters on it. 92/92 including adds at: WNEW, WDVE, KLOL, WCKO, WLLZ, KYYS, KLOS, KOME. Debuts at #35 on the Hot Tracks chart. FIXX

Sunshine In The Shade (MCA)

55% of our reporters on it. 89/7 with adds at: WNOR, KLOS, WHE8, WKQQ, WXLP, KMBY, WHMD. Moves 25-20 on the Hot Tracks chart.

HONEYDRIPPERS

Rockin' At Midnight (Es Paranza/Atlantic) 54% of our reporters on it. 87/85 including adds at: WBCN, WNEW, KTXQ, KLOL, KSRR, WEBN, KLOS, KGB, KFOG. Debuts at #34 on the Hot Tracks

TINA TURNER

chart.

Better Be Good To Me (Capitol)

53% of our reporters on it. 86/10 including adds at: CHOM, KYYS. KZAP, WDHA, WHEB, WCMF, KLBJ, WLVQ, WXKE. Moves 32-28 on the Hot Tracks chart.

1

(FATE //Turn Vous Heart Around'/ (EMI America) 38/1 (40/12)

KEATS "Turn Your Heart Around" (EMI America) 38/1 (40/12)
Adds: KUFO. Hots: 3 WLUP, WKQQ, WCPZ, Mediums: 34 include DC101. WKLS, WYNF, WMET,
WKLC, WTPA, WHCN, WFYV, WIMZ, WDIZ, KWFM.
CYNDI LAUPER "All Through The Night" (Portrah/CBS) 32/19 (15/10) Adds include KYYS, WPYX, WHCN, KLAD, WFYY, KKDJ, KOMP, KSMB, KOZZ, Hots: 4 WMMS, KFCG, WPDH, KSPN, Mediums: 24 include WMMR, WLUP, WRZD, WHUZ, WRUF,
KF0G, WFDH, KSFN, Medialis, 24 Billion within (Cool) (Asydum) 32/18 (17/17)
TIMOTHY B. SCHMIT "Playin' It Cool" (Asylum) 32/18 (17/17) Adds include WBAB, WAQY, WOUR, WIMZ, WKOF, Hots: 1 KSPN. Mediums: 21 include WHJY. KAZY, KROB, KLBJ, KFMG, WGIR.
KAZY, KNUR, KLEJ, KINIG, WGIN.
KAZY, KRQR. KLBJ, KFMG, WGIR. EUROGLIDERS "Heaven" (Columbia) 32/13 (22/10) Adds include KDKB, WAQX, KGGO, KILO, WQB, Hots: 6 WUR, WOUR, WQBK, WXCS, KUFO, KSPN, Mediums: 20 include WBAB, WDVE, WMMS, KBCO, KUPD, WTPA, WCMF, WFYV, KSPN, Mediums: 20 include WBAB, WDVE, WMMS, KBCO, KUPD, WTPA, WCMF, WFYV, KSPN, Mediums: 20 include WBAB, WDVE, WMMS, KBCO, KUPD, WTPA, WCMF, WFYV, KSPN, Mediums: 20 include WBAB, WDVE, WMMS, KBCO, KUPD, WTPA, WCMF, WFYV, KSPN, Mediums: 20 include WBAB, WDVE, WMMS, KBCO, KUPD, WTPA, WCMF, WFYV, KSPN, Mediums: 20 include WBAB, WDVE, WMMS, KBCO, KUPD, WTPA, WCMF, WFYV, KSPN, Mediums: 20 include WBAB, WDVE, WMMS, KBCO, KUPD, WTPA, WCMF, WFYV, KSPN, Mediums: 20 include WBAB, WDVE, WMMS, KBCO, KUPD, WTPA, WCMF, WFYV, KSPN, Mediums: 20 include WBAB, WDVE, WMMS, KBCO, KUPD, WTPA, WCMF, WFYV, KSPN, Mediums: 20 include WBAB, WDVE, WMMS, KBCO, KUPD, WTPA, WCMF, WFYV, KSPN, Mediums: 20 include WBAB, WDVE, WMMS, KBCO, KUPD, WTPA, WCMF, WFYV, KSPN, Mediums: 20 include WBAB, WDVE, WMMS, KBCO, KUPD, WTPA, WCMF, WFYV, KSPN, Mediums: 20 include WBAB, WDVE, WMMS, KBCO, KUPD, WTPA, WCMF, WFYV, KSPN, Mediums: 20 include WBAB, WDVE, WMMS, KBCO, KUPD, WTPA, WCMF, WFYV, KSPN, MEDIUMS: 20 include WBAB, WDVE, WMMS, KBCO, KUPD, WTPA, WCMF, WFYV, KSPN, MEDIUMS: 20 include WBAB, WDVE, WMAB, KBCO, KUPD, WTPA, WCMF, WFY, KSPN, MEDIUMS: 20 include WBAB, WDVE, WMAB, KBCO, KUPD, WTPA, WCMF, WFY, WABA, WABA, WTPA, WCMF, WFY, WABA, WTPA,
HONEYDRIPPERS "Sea Of Love" (Es Paranza/Atlantic) 28/27 (0/0)
Adds include WMMS, KMET, WAQY, KQDS. Hots: 4 WNEW, KYYS, WAQX, KRSP. Mediums: 13 include WBAB, WMMS, WTPA, WZXR, KEZE.
JANEY STREET "Say Hello To Ronnie" (Arista) 26/8 (21/8)
Adds: WBAB, WPYX, WHCN, WEZX, WAQY, WTKX, WTUE, WHMO, Hots: 0. Mediums: 22 include
WHJY, WMMS, WZZO, WOUR, KNCN, WIMZ, WLAV.
V2 "The Unforgettable Fire" (Island) 25/24 (0/0) Adds include KMET, WDHA, WXLP, KMBY, Hots: 11 include WSHE, KAZY, KFOG, KQAK.
WHCN. Mediums: 12 include KTXQ, WAAF, WZXR, WAPL, KQDS.
HUEY LEWIS & THE NEWS "Walking On A Thin Line" (Chrysalis) 25/5 [23/2] Adds: KBP, WZZO, WCKN, WSKS, WKLT. HOTE: 10 Include WILUP, WLLZ, KGON, KFOG, WDIZ, KGGO. Mediums: 15 include WBAB, WMMR, WMET, WEBN, WAAX, WAAF, KEZE.
Mediums: 15 include WBAB, WMMIN, WMET, WEBN, WART, WART, WART, 12 12 12 12 12 12 12 12 12 12 12 12 12
TALKING HEADS "Burning Down The House" (Sire/WB) 25/2 (28/9) Adds: 91X, WWW, Hota: 7 Include KMET, KFOG, WCMF. Mediums: 16 Include WNEW, WHJY, KTXQ, WLUP, WOUR, WAAF, WLYQ, WLX, KZEL, KWFM.
112 (1) (1) (1) (1) (1) (1) (1) (1) (1) (1)
KTXQ, WLUP, WOUR, WAAP, WLVQ, WLAV, KZEL, KWFM. 22 'Wire'' (Island) 24/24 (0/0) Adds include DC101, KMET, WPX, KLAQ, WLVQ, KQDS, Hots: 9 WBAB, CHOM, WMMR.
WSHE, KFOG, WTPA, CITI, KKDJ, KFMF. Mediums: 10 include WKLS, KTXQ, KYYS.
BAXTER ROBERTSON "Green Light" (RCA) 24/3 (26/8)
Adds: KQAK, KFMG, KFMF. Hots: 1 WLAV. Mediums: 21 include WEBN, KBCO, KAZY, KBPI, WCMF,
KLBJ, WOMF, WOOS, WWCK, KILO, KWFM.
FEE WAYBILL 'You're Still Laughing'' (Capitol) 23/23 (0/0) Adda include WYSP, WMMS, WDHA. Hots: 2 WRIF, KFMF. Mediums: 14 include KZEW, KDKB.
KZAP, KFOG, KROR, KOME, WAAF, WFYV, WLAV, KWFM.
FAST FORWARD "What's It Gonna Take" (Island) 23/5 (21/10)
Adds: WYDD, WPDH, KLAQ, KMOD, WBYG, Hots: 1 CFOX, Mediums: 18 include WDVE, WHJY, KLOL, WEBN, KGB, WTPA, WCMF, WAQY, WAQX, KEZE.
GENERAL PUBLIC "Tendemess" (IRS/A&M) 22/5 (20/13)
Adds: WBCN, WAAL, WHEB, WIZN, KUFO, Hots: 6 WLIR, 91X, KQAK, KFMF, KTCL, KTYD. Mediums: 11 include WMMR, KBCO, KROQ, KKDJ.
DRAGON "Rain" (Polydor/PolyGram) 21/2 (26/10)
Adds: KZOK, WOOS, Hots: 7 KZEW, KROQ, KQAK, WAAF, CITI, WIZN, KFMF. Mediums: 13 include WYSP, KAZY, 91X, WAQY, KLBJ, KOMP.
GLENN ERFY "The Aliniohter" (MCA) 19/1 (18/7)
Adds: CHUM. Hots: 0. Mediums: 18 include WKLS, WMMS, KBCO, KLBJ, WOOS, KGGO, WHBQ. CULTURE CLUB "The War Song" (Virgin/Epic) 18/4 (19/19)
Adds: WAAL, WPLR, KB7, KZQQ, Hots: 5 WBCN, WLIR, KROQ, WPDH, WKQQ, Mediums: 10 include wLUP, WMMS.
Y&T "Lipstick And Leather" (A&M) 17/3 (15/6)
Adds: KLOS, WOHA, KTYD. Hots 0. Mediums: 16 include WBCN, WBAB, KZEW, KISW, WCMF, WAQX, KNCN, KQDS, KFMG, KILO.
JOHN PARR "Naughty Naughty" (Atlantic) 16/10 (10/10)
Adds include KZEW, KLOL, WYNF, WMMS, KYYS, KRQR. Hots: 0. Mediums: 12 include WDVE,
KGB, KISW, WLVQ, KILO.
TÂLKING HEADS "Once in A Life Time" (Sire/WB) 16/4 (14/2) Adds include WDHA, WAQY, KQDS, KPOI, Hots: 6 include KBCO, KFOG, Mediums: 8 include WHCN,
KLAO.
FIXX "Less Chries, More Moving People" (MCA) 16/4 (15/2) Adds: CHOM, 91X, WTKX, KWFM, Hots: 12 include KMET, KFOG, KQAK, KZOK, WTPA, WAPL.

Mediums: 4 include KGB, KRQR.

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 - Complies 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. Symbois represent more (+), less (-), or equal (=) number of reports in each rotation compared to last week's figures. Records showing significant upward momentum are bulleted.

Page 64					-				H&H/Frid	lay, October 5, 198
R	EG]@[NA			R)V[[]	TY/
	AST Illel One	WHJY/Providence (401) 438-6110 We Kernel Strong Status Sta	WHERE JOINTS BLACKWARE WITTSHOT BLACKWARE WITTSHOT FARLE CAR COMMUNICATION CAR CAR CAR CAR CAR CAR CAR CAR CAR CAR	Parallel Two WOHA/Dover, NJ (201) 328-1025 Gr. Mail Category Bacter Diskontress Jose Category Pick State Diskontress Jose Category 208 Jose Life Jose Life Life Jose Life Jose Life Life Jose Life Jose Life Life Jose Life Life Jose Life Life Life J	BANGNES BIOLEC COSTINUING BIOLECC COSTINUING Montelecc CostInuing Montelecc Participation Josephilipation Josephilipation Montelecce Soft Total Total Soft Total Soft S	LINGST SCHOOL (717) SG1-1542 SCHOOL SCHOOL (717) SG1-1542	свату какт какова в солова вселе в нато дочна нато дочна нато дочна нато дочна нато дочна нато дочна нато дочна нато дочна в содан восском WCMF/Rochaster (716) 288-3200 Роз. 7547-828 нато такта нато дочна нато нато содан восском нато н	STYCE FILLS A LISS STYCE FILLS A PARTY FORMAD PARTY FORMAD DATE FORMAD FILLS AND A PARTY FORMAD RECEIPTION AND RECEIPTION AND RECEIPTION RECEI	WKLC/Charleston (304) 722-3308 Ector Jon Farlo Sovie Kolo Straket Sovie Carlost Straket Sovie Straket Straket Sovie Straket Sovie Straket Sovie Straket Sovie Straket St	NUME OF 1010 NUME OF THE STATE STATE OF THE STATE STATE STATE OF THE STATE STA
WBCN/Boston (617) 266-1111 **: оборно	C101 MM shington (202) 28-24 Million (202) 28-	ACT 05 CALL C	WIYY/Satimore (301) 889-0098 (e. ceta boor (Proces) (Proces) (Ceta) (Cet	Case (n) Case (n) Linder Fortherman Linder Fortherman Linder Fortherman Harrison (n) Harrison Harri	BUEY You THACHED IN ACTED IN A	A DI REALE ALLES TELESTO E DI RECETTERI PERCINE SILLI TODI DATO ENVIE ELCON DONE ELCON DONE ELCON DI COMBAL DI DI DI DI DI DI DI DI DI DI	TALE TOP INLAGE BACK OF BACKTERS BACK OF BACKTERS BACK OF BACKTERS TALE DATE OF THE DATE THE AUTOR DATE SHOULD BACKTERS TOP TO A TOPICS OF THE AUTOR DATE SHOULD DATE SHOULD D	300 JANSETT 5 TTOTING 197163 1970 JANE 10000000 1970 JANE 10000000 1970 JANE 1000000 1970 JANE 1000000 WCCC-FMMarttort (203) 233-4426 TO: MY10 40000000 WCCC-FMMarttort (203) 233-4426	International States (Second Second Sec	Weils Upper Definition Upper Service of the service Service of th
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R&R/Friday, October 5, 1984

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MIDWEST (conti	tinued)									
KSHE/St. Louis	Parallel Two	WXKE/Ft. Wayne (219) 484-0580	JOBN WATTE NILLY BOLIZH SCHWAL TOWN MAJORN BY BIELS-FOOL DAVE EXPENSION BLACTEOT XAVION WANT ROCKS # WOTTEN DAVES # WOTTEN DAVES	KHOKOS TOMY SHAW BAITER ROMERTSON HALL & OMTES	KQDS/Duluth (218) 728-6421	* NONEYURIPPERS * PAUL MCCARTNEY * ROSER MODEON	KLYV/Dubuque (319) 557-1040	TINE MICHARL FURLOWS BILLY BOUTEN STRVE FERMY SCANDAL	WCPZ/Sandusky (419) 625-1010 PD: 808 MIDI	JOHN WAITE STEPHEN STILLS ROMEO VOID STEVE PERSY
(314) 842-1111 PON RICK BALIS PD: AL HOPER	The subscription of the sector	PD: RICK WEST HD: HAL BRAND? MOT	SWINDING FOOL DAVE EDMINOR BLACKPOOT	TEACHERS Redice DID U2	PD: BRIAN DAYLOR HD: MIKK KELLES		PD: ROBERT WELCH HD: TEN JANSEN		Bet. ELTON JOHN (H)	FIRE EVERY MAN HAS A SCANDAL SUBVIVOR
	KMOD/Tulsa	BRUCE SPRINGSTREN BRUCE SPRINGSTREN BRUCE BRAINGSTREN SAMMY HAGAR	KAVION HANOI ROCKS 8 JECHEN TULL 8 HOMETORIPPERS	SUBVIYOR JANEY STREET RICKIE LEE JONES DQUCEN SWINNING POOL	BOT BRUCE SPRINGSTEEN (H) PRINCE	Light Adde POURT DR-LEGION HOLLY MATCHET TIMOTHY 8. SCHOLT COREY MART RUNDGLIDERS	Not PFINCE (N) CHICADO	SURVIVOR SAMRY KAGAR ZERRA KROKUS KISS	FIXX DAVID SCHIE (H) RICELE LEC JONES (H) PETER WOLF (H)	Medium
Bot SARRY HAGAR JOBN CAFFERTY BRUCE SPRINGSTEEN BRUCE SPRINGSTEEN BLLT SQUTEN	(918) 664-2810 PO: CHARLIE WEST HD: JTH JONES	AMACE BRAINGSTEEN SAMPY HAGAR HUEY LEWIG 4 TRACHERS JOIN CAPPERTY CHECAGO	A ROGER MODGEN A CONEY MAPT		UZ (M) DAVID BOWIE (M) EISS	WBYG/Kankakee	SRUCE SPRINGSTERN (M) JOHN WAITE HUEY LEWIS	EISS JOHN CREFERTY DAVID BOWIE U2 TEACHERS (L)	STEPHEN STILLS (H) HETROPOLIS CARS (H)	A PLOCK OF SEAGULL LINDSEY BUCKINGHAM RED ROCKERS
	Bet KNOTES	JONN WAITE	KGGO/Des Moines (515) 265-6181	KEATS RED ROCKERS ZEBRA	JOBN CAPPERTY SAMMY HACAS (H) BILLY HOOL BILLY HOOL	(815) 939-4541	CTNDI LAUPER BUNARARUGA SCANDAL SCANDAL	Red top RATT		A PLOCE OF SEACHLE LINDERT BUCKCHORM RED ROCKERS JIM GERLOT BROCE SPRINGETER BATER ROBERTON BLACEFOOT
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JIO ELTON JOHN AUTREMAKE AUGHT MANGER NUMBER SISTER MEMOR VOID	 COREY HART HONEYTRIFPERS ELTOR JORN SCANDAL TORMET SHARN NICHAEL PERLONG YAT 	ROMED VOID DAVE SIMENNOS DENHIS DEVENNOS MOLLY HARCHEF BECER HEDORNE	STEVE PRIMY TOMMY SYAM SCORPIONS COMET HART	SHACE SPRINGSTEEN (H) JOBN CAFFERTY U2	ZIBRA STEVY HILLER TIMA TURNER ROBO VOID RICHLE LER JOHRS UNOH MAIDEN LINORT BUCKINGRAM LINORT BUCKINGRAM BUCKE MORDOW	EVERY HAN HAS A Hodium RDD STEWART	SCHED VOID BRUCE COCKEAPS DONNA SUMMER STEVIE WORDER A FLOCK OF DEAGULL SPANDAD BALLET	JOAN JETT JOAN JETT JETSEO TULL COREY HART	RUNOCLIDERS	SHE JOH CAPPERTY (H)
ENRO VOID	TOMMY SHAM HICHAEL FURLONG YAT & BRICE SPRINGSTEEN	WXLP/Davenport	GLENN FREY	U2 DAVIO-BOWIE BILLY IDOL PINE (M) CENNIS DEVOUNG	LINDSET BUCKINGHAN Light Mda BOGEK HODGSON	HARED BYES	A PLOCE OF SEAGUL SPANDAD BALLET EVERLY SROTHERS LINDEET BUCKINGHAN	ROCER HORGSON RONEYDRIPPERS HGELY HATCHEF	TINCTHT B. SCHALT AMERICA. SOUTHSIDE JOHDNY & MONEYDRIPPERS	DIO SCANDAL CARS STRVE PERRY
UTH CAPALDI EVERT HAN HAR A	U2 WILD LIFE Light AMa	(319) 326-2541	TEACHERS HALL & GATEB WHIT TESHANE		WILD LIFE ATTRC CAMERA JONN JETT	INXS EURYTHRICS BOX OF PROSS BLACKPOOT ANTHALS	CARS RECEIP LEE JONES			CARS STEVE PERRY SANNY RNGAR TWISTED SISTER JOHN WAITE
EVERY HAN HAS A EXHIBIT SHAN SOFTEN SAVE FERTINDS 12	U2 WILD LIPE Light Adda ROGER MODGBOH MALL & GATES PAST POBRARD JOBN 7488		EISG JOBH WAITE a PADL HOLARNEY a NARD TO HOLD A NOLLY NARCHET Light adds ENHOLLIGES	STOCE 2008 Moline Economic 2008 Conversion Conversion Enconomic 2008 Enconomic 2008 Enc	JOAN JETT HOLLY HATCHET TALE ING HEADS	ANTINALS JOHN WAITE RISS BILLY SQUIRE	KEATS U2 COREY HART RURGELDERS		tations arranged	BILLY TOOL METROPOLIS
Light AMA JEFRED VOLL AUTOGRAPH J.D. BLACKPOOT	WOOS/Canton	HUC BILLT SQUIRE (H) JOHN CAFFERSTY FILS (H) U2 (N) TEACHERS	A MOLLY RAPCHER Light adds EUROCLIDERS	NON STEWART TINA TUNNED NOMEO VOID	WSKS/Cincinnati	SILL SUCTAR	YEACHERS		according to Ar- pulation figures.	GLENN FRET HUET LEWIS GAVID BOWLE BURED VOID LINIOSEY HOCK DIG HUN QUINT BLOT BURE SPRINGTEEN
KKCI/Kansas City	(216) 492-5630	TRACERES RADEDS JOHN MAITE ROMED VOID BHARE SPRINGSTEEN (M)	KATT-FM/Oklahoma City	DAVE ZUMINUS XEATS a HONEYDE I POEBS at ACHERTY	(513) 868-3696	YAT U2 DODDEN	STEVE HILLER Light Adde Paul, WCCARTNEY BOWEYDRIPPENS BOGES HODGSON BLACKFOOT	Parallel One: 1		 LINOSEY NOCKDOGRAM QUIET RIOT SRUCE SPRINGSTEEN SILLY SQUIES
(816) 531-3400	POT RICK SINGER ND: ANDY SANDERDECK	BRUCE SPRINGSTEEN (M) Nodian DAVID BONCE	(405) 848-0100 PD1 PAT MELST HD1 SCOTT DODGLAS	TEACHERS & NOLLY HATCHER SCANDAL		TORNIS DETOUNS TORNY SHAN COUTURE CLUB		Parallel Two: 2 1.000.000.	200,000 -	A ROD STEWART SURVIVOR
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SUBS COPPENTY ROD STEWART SCORPIONS BAUCE SPRINGSTEEN	SILLY 100L JOBN CAPPENTT THORPSON TWINS	PETER MOLF BLACEPOOT BALL & CATES			LICK FORE REGISTS SUCCESSIONAN BILLY SQUIDE (N) a NULLY SQUIDE (N) a NULLY SQUIDE (N) INDEX LANS INDEX DATODAT A ROSELTOR PR MS	PART PORMARD NOLLY MATCHER JETHRO THEL	KSQY/Rapid City		their in-format are assigned a	# HONEYCOLIFPERS
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JORN WATTE TONA TURNER	EVERY NAN HAS A BAXTER ROBERTSON JETHEO TULL	WTUE/Dayton (513) 224-1501	KROKUS YAT HOTROPOLIS TINOTHY 5. SCHOLT	DRACE DERINGTIERE HONEYROOR SUITE LINGEY BUCKINGHAN DAVID BUNIE JUNE CAFFERTY U2 TEACHERS	RCO STEWART ELTON JOHN U2 DOKKEN	PRINCE STEVE DERRY HALL 6 OATES TIMA TURKER Madium Rower WOID 6 CTHDI LAUPER	U2 SOMVIVOR STEVE PERMY TEACHERS (MILL) DAVE STANDS SOULD WOID STEPHEN STILLS (M)			KZAP/Sacramento
WLLZ/Detroit (313) 863-1800	NCTORE. PRILAB EXERCISE CARE SEC NCTORE ARCES NCTORE ARCES NCTORE ARCES NCTORE ARCES NCTORE ARCES NCTORE ARCES STREAM CLASS NCTORE NCTORES NCT	ND: SOB CLARE BAR BROCK SPRINGSTERN	BILLY SATELLITE	U2 TEACMERS Pedium Filtz	EVERY MAN HAS A	A PAGE RECARTINET		Parali	el One	(916) 925-3700
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ARCE SPAINGSTEEN JORN NAITE JEFFERSON STARSKEP TRACKERS		Madium SAUNT RAGAN EVERT MAN MAS A	(317) 257-7565	COREY HART Light Adds SURVIVOR	(614) 224-1271 PD: PAT STILL HD: URS SANDALL	RISTOS RISS & SANOT HAGAR GAVID BOWIE & SVERY HAN HAS A PRETE WOLF LOB JEED KEATS	TINA TURKEN ROG STEWART COMET HART RACION CHICKIE LEE JOHES NICKIE LEE JOHES NICKIE LEE JOHES DIACK 'N SLAT JIN CAPALDI TOMEY SLAN	Not CARS SILLY IDOL	U2 21158A A RIGER HOOGBON TOMMY SEAN BLACKFOOT SPIRIT CRIMIS Devicing	A TINA TUNNER
NUTT TROKUS DAVID CIUNCUS	WAPL/Appleton (414) 734-9226	NCLTESHARE SAUCE SPRINGSTERN JOHN WATTE	PD: BILL WISE RD: THE BEARMAN			PETER WOLF LOU SEED KENTS	RED ROCKERS BLACK 'H BLACK JIH CAPALDI	CENES IS STEVE PERRY ROD STEVART JOHN CAPERITY CRICAGO	BLACKPOOT SPIRIT CHNNIS DeTODAS STEPHEN FILLS	
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YUT HOLLY NATCHEF HOLLS SCANDAL Bod UND FVTEY HAN RAS A SOM JOYZ HIGHT RANCES ACREMALTM	PRINCK	SCHIDAL a JOAN JETT A ROLLY RATCHET	02 SAMPY MAJAR MALL & OATES STRUE FKARM TIMA TURKER ELITON JOBA	HD: ANDY FROST	STEVE PERAY Mediam Talking MEADS	WZZQ/Terre Haute	a BOSER BODGEN	SCANDAL DAVID BONTS LITA FORD ELTON JORN METHOPOLIS TEACHERS FILS (H) U2	RIGS BIGHT RANGES SAMMY HAGAR A BROCE SPRINGSTEN TWISTED SISTER	RISS INON MAIDEN # PRANKIE COES TO
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HETRO POLLS	RANOI NOCES						PO: TON BARLER HD: NATT STREP	Light Adda TEBRA		
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R&R/Friday, October 5, 1984 AOR WEST (continued) KINK/Portland, Ol (503) 226-5080 EINTI EINT KEZE/Spokane (509) 448-1000 KASP-FM KOMP/Las Vegat KSPN/Aspen (303) 925-5776 A PLOCK OF MAGULE (702) 876-1460 Salt Lake City (801) 262-5541 KING KENDA FLACKNOCT JUNYERD JULI EVERT BECTHERE DIS BATTE JUNETHSON HICHAE FORLORG HELLY KINCKAE FORLORG SCORE BOSGEN HOULY BACKET KFMF/Chick⁷ (916) 343-8461 PO1 ROM INCOMMEND KQAK/San Francis (415) 474-9100 PD: RICK SCOTT HD: CARL WIDDIG PD: CHARLE HOR HD: BIG HARTY HD: JOHAN CENNT ND: NEXE JOHN The sector of th (503) 655-9181 PD: GART WITPPLI HD: TON CAREY 9D: NHOT NOR HD: BARRY HDLL PD: 08 test (Te Rect B Although Sector B Altho Part Forman Part F ND: DAVE SEVEN BATL DAVIE EVEND VID PARAGE TO PARAGE BAS B Bot BRUCH SPRINGS JOHN WALTE HUEY LEWIS BAMOY HAGAN CARE (H) HIGHT RANCER DAVID BOWIE FIXE ENOTUR SHOTUS JOHR CAFFERTY TWISTED SISTER SCANDAL Medium DIO SILLY IDDL TEACHERS KTCL/Ft. Collins (303) 571-1232 BILL. TEACHERS U2 ROMEYHOON SUITH JAT BATT BILL JOR BLACK 'N BLUK Light Adda TCOMM SILA PD: JOHN RATES set of the KMET/Los Angeles (213) 464-5638 KUPD/Phoenix (602) 838-3062 PD: HINE KARLING NO: VAL NOINTOER PD: NO: BYR ----DATE SHAFTS LINBERT SOCKDOWLM CAR (F) SCHOOL SOCKDOW KILO/Colorado Springs (303) 634-4896 K97/Edmontor (403) 428-8597 KFMG/Albuque (505) 265-8811 KOME/San Jose (408) 246-6811 NO: NECH HANK NO: MAAN WHITH POL NEEL BORADO KEIV/Modestr PD: TON NARSHALL ND: NICHARL DAVID PO: PAT STANS ASST. PD: DASA JAM (209) 527-6100 PD: C.J. IFGHE He in the intervent of bat Jobs LJYPENY ACUS LJYPENY ACUS LJYPENY ACUS LSY banery Lucus (n) BANERY LUCUS (n) BUT DANIE (n) LIE JOB CONTE (n) LIE JOB CONTE (n) TOTAL (n) PUTS (n) LIE STATUS (n) ST EXTENSION ENTERIO LIGATE UT LO TENEN ELANT NE AND ELANT NE ELAN ELANT NE KFOG/San Francisco (415) 885-1045 PO1 DAVE LOGAN ber merr Levis profit KTYD/Santa Barbara (805) 987-4511 KAWY/Casper (307) 235-1515 PD: RECK HILLING ND: JERRY LACKELT BACK BY ALL BY AL BY ALL BY ALL BY AL BY ALL BY AL BY ALL BY ALL BY KRQR/San Franc (415) 765-4045 NOT JOH NUMBELL MOT LANA MOVAK KISW/Seattle (206) 285-7625 PD: 388-0 PRI 121 PS ND: 878-76 BLAYON Det canton de la construir de Het SICE PERSON BUTTON SICE PERSON BUTTON SIGNE PERSON BUTTON WIETERS SIZENT SIGNAL DESCRIPTION SIZENT SIZE KRCK/Portland (503) 222-1841 KMBY/Salinas-PD: CYNDE BLATER RD: CRAIG MARTIN Monterey (408) 394-9000 KZEL/Eugene (503) 342-7096 KOZZ/Reno (702) 329-9261 PO1 HAUDI KAUPHANN MD1 JANICE TAYLOR be the second part of second parts of the seco KKDJ/Fresno (209) 226-5991 POI DANT BL. COOK HACL BY ADJUST OF THE ADJUST O Her PRANCE P NATTERAKAS DRACON UNITERAKAS DRACON UNITERAKAS DRACON UNITERAKAS DRACON UNITERAKAS TENERAK TENERAK TENERAKAS TENERAK PD: DON PIRCHER HD: JEPP RIEDEL Parallel Three KCAL-FM/ San Bernardino (714) 825-5020 Bei Partiel PD: JTH JANES ND: HITS STERAR KWHL/Anchora (907) 349-6551 PO: CARTER B. BRADI KBCO/Boulder (303) 444-5600 KGB/San Diego (619) 292-1360 PD: JOHN BRADLEY HD: DODG CLIPTCH PD: LARRY BRUCH AGET. PD: TED EDR ьта ранкторана транаторана 161 Reporters 154 Current Playlists

KZOK/Seattle (206) 281-5600 PD: PHIL STRIDER PD: LART SHARP

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KROQ-FM/Los A (213) 578-0830

ND: LASSY CHOYES

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KIDQ/Boise (208) 336-0939 ath TAN MCC

KPOI/Honolulu (808) 524-7100

PD: BILL NINS HD: NNDY PRESTOR

BA PERSON PE

Parallel Two

KWFM/Tucson (602) 623-7556

PD: RICK ALLEN RD: CHRIE HYAN

Bot FIELS (R) DAVID BONIS (M) UZ DENNIS OFYCHING SANNY HAGAR JONY CAPWERTY SCANDAL MINC'S SPRINGST

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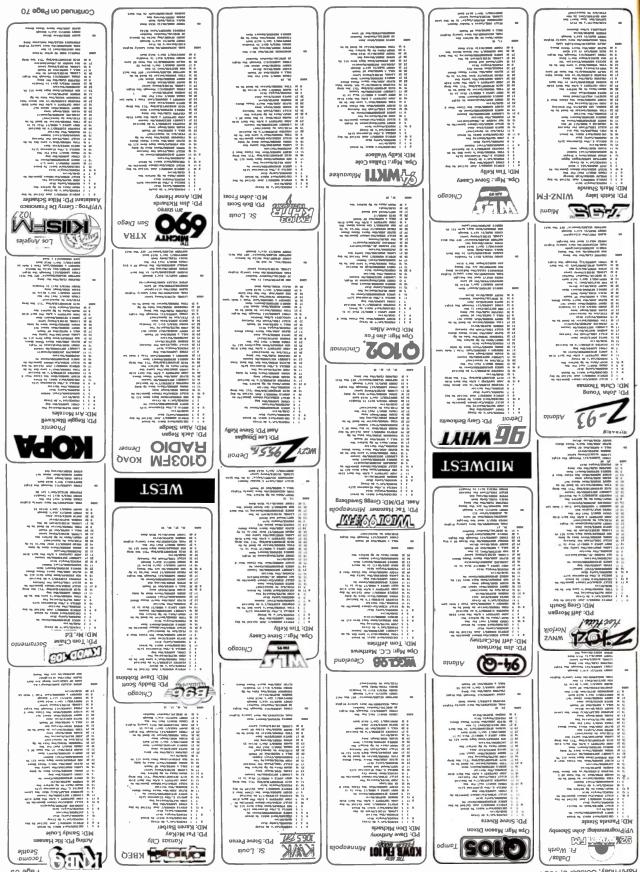
2 stations reported a frozen playlist this week: KMJX/Little Rock WAPP/New York 5 stations failed to report this week. Their rotations were frozen WIYY/Baltimore WQFM/Milwaukee WRXL/Richmond WWTR/Ocean City WXRT/Chicago

KWXL/Albuque (505) 765-5400

HD: THA GORDON HD: PRANK JAXSON

When three or more tracks from the same album are reported in medium, the album itself will receive credit as being in hot, and will appear in the hot listings. The individual tracks will continue to receive credit as being played in a medium rotation.





Most Added . Hottest

TZAE

Paul McCariney

Stevie Wonder

CHVIV KIVA 31-16 BROCE 2011022EX 10-9 DRI CALLAR 19 10-18 FIFTA OCTIVA 8-4 ELAGIE MANERAL 49 10-18 FIFTA OCTIVA 8-4 MANERAL 59 10-11 FIFTA OCTIVA 8-4 MANERAL 50 10-11 FIFTA OCTIVA 8-4 MANERAL 50 10-11 FIFTA OCTIVATION 10-11 MANERAL 50 10-1 BOD 21ERMYBL 11-10 BITCL OCEYM 18-3 2ERAIE MONDEL 8-6 HOTESEL: HOTESE: NOD 21EWHL 53-13 BEHCE 20-3 OWN CPLEELL # 0 10-2 SWEITE E 3-5 HYDOWNY 5-1 HYDO HOREYORIPERS ROMEO VOID BOMEO VOID BOREYORIPERS Cores 1-1 HONESCHERES HONESCHERES SAMMY RACKR (db) PAUL MCCARTNEY JOANY SHAW JOAN EARTHEN JOANY SHAW JOANS RECHIE LIONEE RICHIE LIONEE RICHIE BRINCE HVTT # OVLE2 +TOHN CV668814 # 8 KC101/New Haven, CT Staf Rybek Transmission of the second sec Anorvani, PA Mark McKenzie Mickey Coultar MOTOBANCY WE AND DIAMONY WE STATUSE TS-15 TORN ONLEGEN # 35-15 TORN ONLEGEN # 15-5 WOOMY 5-16 WOOMY 5-16 WOOMY 5-16 WOOMY 5-16 WOOM 5-A Without A With Letter and the second s WKEE/Hundington, WV AKEEMITEMINAL NINYMI 55-18 NINY LONGER 10-15 BITCY OCEYM 0-4 SILTY LONGER 20-15 NINT ROCH ALARLA NIT R Wite West RVTC † OVLER 33-52 BITCL OCEVA 70-6 WIDDARY 12-3 CHICYOO 4-5 BENACE 1-1 NOE14661 WERZ/EXOM. PA SCOTI MCKAY FETK WULF BONEDRI PPERS MOLLY MATCHET (dp) HOLLY MATCHET (dp) HOLLY WATCHET (dp) HOLLSE! MERDICeter' by BRACE SHIROELEN I BRACE SHIROELEN I 1315CH EVECON 13-3 2315CH EVECON 13-3 20152 4-3 20052 4 WIT HOEVENEL MARING UREAL MARING UREAL KILING HOL I STREAM WOLLS SALES 2 LALIS MOUNTE 8-1 2 LALIS MOUNTE 8-1 MONTALIS MOUNTE 8-1 MONTALIS MOUNTE 8-1 MONTALIS MOUNTE 8-1 MONTALIS MOUNTE 8-1 EREBILS YOTH MONTALIS MOUNT MONTALIS MOUNT MONTALIS MOUNT MONTALIS MOUNT MONTALIS MOUNT MONTALIS MOUNT MONTALIS KARILERADOD NT 215515 MONGE 8-3 215515 MONGE 8-3 BHDCE 26414(221558 6-2 CHE 7-3 27645 1-3 27645 1-3 27645 1-3 27645 (200 201,1045 CF06 COLLARE CF06 COLLARE CF06 Aq. ehsterin: nonneria kia Witzichemerburg. PA ириниции (Internet A Bill (C2) (Internet) (Interne) KIOREW bY LIN LINKING Z2-16 212.61 MONDS 11-8 212.61 MONDS 11-8 212.61 CEW 8--212.62 CEW 2015 CEW 212.02 CE 212.02 CE 213.02 CE 213. WBBQ/Augusta, GA HTUO2 Chris Balley WVSR/Charleston, WV Che Servi Markin 15-6 Markin WOAY/Beckley, WV MERFLEYEYEYEYEYEYE bence 51 BETROE 0-51 BETROEN 33-19 BETROEN 14-8 BETROEN 14-8 BETROEN 14-8 BETROEN 14-9 BETROEN 14-9 SWARK 25-82 TURK 25-9 SWARK 25-9 SW OM. exemples RAMW enverting Manual and an Unit MARENELICE 31-16 CHICPO 16-1-16 CHICPO 16-1-16 SLEATE WANGOR 3-5 SLEATE WANGOR 3-5 HEIRCE 1-1 HEIRC ADME LANALEST MENNI 31-19 MENNI 31-19 SERICX OCEVA J-4 SERICX OCEVA J-4 SERICX OCES LA B SENNET COLES LA B HOREGET B HORE DE LEST DE LEST ANDE SENNET COLES LA B SENNET COLES Онсициодление ОЗЗИстенно / ОЗЗИстенно / ОЗЗИстенно / ОЗЗИстенно / ОЗЗИСТИ ОНСКИ / ОССКИ ОССКИ / ОССКИ ОССКИ / ОССКИ ОССКИ / О ACON(BUDGY WE REIT: COEVN 3--15 REIT: COEVN 3--15 REIT: COEVN 3--15 COVE: 3--3 REIT: COEVE 3--3 REIT: REIT: COEVE 4-1 REIT: REIT: COEVE 4-1 REIT: REIT: REIT: REIT: COEVE 4-1 REIT: REIT: REIT: REIT: COEVE 4-1 REIT: REIT: REIT: COEVE 4-1 REIT: W.JBO/Portland, ME AnaphysicaPortPort NE
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BARENY EVELON 13-3 2LEALE WONDER 3-1 2LEALE WONDER 3-1 ELEAL OCEVN 8-2 CHICVO 3-1 HOREALS 16 EVELONE 100E OALD EVEL HOCK SARE SAER HITER 9VAD CTEAN 64EL TIME TURNER ZOTA TOTAL SECTOR SECTOR SECONDER TeehquQ nelA AVHA - WING UBOULAN AVET & OVLES 26-32 CTENN LEES 30-30 BEIERS OFFICE DENTE DENTE DENTE DENTE DENTE DENTE DENTE LORD L KSET-FINEL Paso, TX BOOT Taylor BITTL COMMUNIC DESAULT DENITE DESAULT A MidoMidoro Conclust Creations Creat NetWork Service 21-25 NetWork Creations Creation NetWork Creation 21-25 N Construction provide the second seco КОДИРОНИИ СИНИЦ II КОТИН ИЧИЧИ СИНИСТ ИНИКТ 13-19 СИГОСТО -3-5 СИГОСТО -3-5 КГСС СИГОСТО -3-5 КГСС ИГОСТО -3-5 КГСС ИГОСТО -3-5 КГСС ИГОСТО -3-5 КГСС КГСС СИГОСТО -3-5 CULTORS CLUB ADDA CORRA ADDA CORRA SERVICA SERV 4 SERVICA. 8-6 SERVICA. 8-7 SERVICA. 8-6 SERVICA ATTRAED 4:245 ATTRAED 4:245 COMP 1444 ATTRAED 4:245 ATTRAED 4:255 ATTRAE 4:2555 ATTRAE 4:2555 ATTRAE 4:2555 ATTRAE 4:2555 ATTRAE 4:25 WNOK FMIColumbia, SC Peter Hamiett AF MILLEARD CONTROL NOT STATUTE TO MARKING TO MARKING TO MARKING TO MARKING MARKIN MARKING MARKING MARKING MARKING MARKING MARKING MARKING MARKING Eric Dage WSKZ/Chatanooger TN Суправлования Соста и WOKI/Knoxville, TN Bery Adkins MOKIKuoxaije IA MUDANU 31-36 SEATE HONDER 31-11 SEATE HONDER 31-11 GHTCHO 13-8 BITTA OCEVHA DITTA OCEVHA LINY LORKEN LINY LORKEN LINY LORKEN WQUT/Johnson City, TN Rod Hampton NII (19) UONUGU (10)
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BITTL OCEVN JJ-6 BITTL OCEVN JJ-6 BINGE SEBJRCLEEN 2-7 GHICVO J-5 NOFFBE: NOFFBE: JAMER BICHIE JAMER SCAR JAMER MILLER MAND BONEYDRIPPERS SANWAY RACAR (dd) FAUL MCCARNERY SANWAY RACAR SANWAY Note: KROK/Shraveport is no longer a CHR reporter: WISE/Asheaville is now known a WKSF. CHR reporter: CHR reporter: USU STATUSATER STATUS BITCTA OCEVEN 35-14 SILENTE MODAIRE A - 4 SILENTE MONOBE 2-4 SILETTY E - 4-3 POLE - 4-3 KCPX/Sah Lake City WYIC/East Lansing WSEZ/Winston-Salem WSEZ/Winston-Salem WSEZ/Winston-Salem PALING 4 STEEN 8-2 WYKS/Geineeville, FL Lou Petrick BEFRCE SI-SI TYORY BEWHICKS 51-SI ZLEALE ROUADES 3-3 DOGH MYLLE S-J HOLE S-S BOLESS: DOUG boln±Es 212±Es 10-0 beincE 11-2 BrincE 11-2 CHICVEO 5-5 MITTE MONDES 1-1 BYRO OF MORE BYRO OF MORE PAUL HCDARTNEY BAND OF GOLD (dp) FAURY FACAR (dp) PAUL HCDARTNEY FAURY FACAR FAURY F Clongester yr Hyrt f oyllez 11-10 birdez 11-e Kardez 11-e celtoydo 2-5 estraet bergest bergest bergest towerset towerset bergest towerset towerset bergest towerset bergest towerset bergest towe Trong to the second sec A and a state a buince 31-38 - Josh Calaster 4 8 - Josh Calaster 4 8 - Mill Sever (or 4 - 2 - Mill Sever (or 4 - 2 - Mill Sever 2 - Mill Sever 3 - Mill Mill Mill Sever 3 - Mill Mill Mill Sever 4 - Mill Mill Mill Sever 4 - Mill Mill Sever 4 - M MODELENINA OHABUR IV OHR 3-PC AUTONINA 8-2 STRUT ROVINA 8-2 STRUT ROVINA STRUT S MAREYYAAAAY'KC CHOOLBNA MAREYYAAAAY'KC CHOOLBNA DANKI KANADOLST:) JANKA CALASEAK YE JAYAT & YAKEY DANKA CALASEAK YE JAYAT & YAKEY HILL YAKEY YAKEY SANADAN YAKEY YAKEY CALASEAK YAKEY CALASEAK YAKEY CALASEAK YAKEY CALASEAK YAKEY CALASEAK YAKEY CALASEAK CALASEA CALASEAK CALAS CMP1 TYDEY TWO TYDE Settle ACKRONETHER BETTO BETTO CONTRACTOR CONTRACTON CONTRACTON CONT KQIZ-FM/Amarillo, TX Geny O'Nee! Parallel Three KXLOWHREWMEN LAN BETTLY GEVEN SO-12 JOIN GALKERA F 8 1-11 JOIN GALKERA F 8 1-11 BETLY F PART BE STEVIE MONDER 13-13 CHOD IL-11 CARD LAUPER 4-4 CARD L-12 NOIR MAITE 2-2 NOIR MAITE 2-2 NOIR MAITE 2-2 NOIR MAITE 2-2 NOIR MAITE 2-3 NOIR 2-4 NOIR 2 KNOE-FM/Monroe. LA KnightenShee Stave Rinegen Stave Rinegen the Londow
 Text Londow
 Te JA. naibineMiron Tom Keily Peter Wolf

The tollowing stations failed to report this week and therefore their playilsts were frozen: KKAZ/Ghennend KQKQ/Omene KKAZ/Chenne The following stations reported a for the stations in the static 242 CHR Reporters BITCL OCEVM I4-13 LIXX ID-8 WFOOMVY 6-3 CHICOYOO 5-5 SHEITY E' 3-1 HOFFGH: MEMBIR SWENCO HOFFEER: HOFFEER: CRVFV HYORZON HOFFEER INCORZON HOFFEER HOCZON HOFFEER HOCZON SEE WALBITT FURGE HOFFEER FURG HOFFEER
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HTUOS Most Added. Hottest

Paul McCariney

Billy Ocean

Chicago

Stevie Wonder

MIDWEST Most Added ... Hottest Chicago

Stevie Wonder

Prince

Paul McCartney Lionel Richie Cyndi Lauper Peter Wolf

MIDWEST Parallel Two

WKDD/Akron, OH Matt Patrick

Matt Purck Party McCarnery 18 SPECIAL TOMPY SHAW MCLLY HATCHET (dp) PETER HOLP RETARN TROGERS (dp) HOLTNEST HOLTNEST HOLTNEST JOHN CAPPERST & B 16-15 STEVIE WOMDER 13-5 STEVIE WOMDER 13-5 STEVIE WOMDER 13-5 MCLAPSC 21-16 MCLAPSC 21-16 WAHC/Appleton-Oshi

Chris Caine LIONEL RICHIE

DIGNEL RICHIE CYNDI LAUPER TINA TURNER DENNIS DEYOONG TOMMEY SHAM Hottest: PRINCE 1-1 CHICAGO 5-3 RICK SPRINCFIELD 11-6 JOHN CAFFERTY & B 17-11

WAKU/Appieton-Oshkosh, Ross/Bradielgh

CULTORE CLUB CYMDI LAUPER PAUL MCCANNEY TMISTED SISTER (dp) Botteat: PRINCE 1-1 CHICAGO 3-2 JOHN CAFFERTY & B 18-9 RICK SPRINGFIELD 20-16 MHAM! 32-24

#2X/Columbue, OH Cook/Celle

CONDILAUPER 38 SPECIAL TOMMY SHAN PAUL MCCARTNEY HOttest: PRINCE 1-1 CHICAGO 2-2 MADONNA 10-6 POINTER SISTERS 15-11 STEVIE WONDER 23-20

Kilk/Devenport, IA Jim O'Hen CULTURE CLUB CVIDILAUPER LIONEL RICHIE PAUL MCCARTNEY HONEYDRIPPERS 38 SPECIAL (dp) TOMMY SHAW (dp) PETER WOLF (dp) HOTESE: none

WGTZ/Dayton, OH King/Robertson

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CYNDI LAUPER TOMMY SHAN (dp) Bottest: MADONNA 4-1 CHICAGO 3-2 STEVIE WONDER 9-3 JOHN CAFFERTY & B 20-10 BILLY OCEAN 27-11

KMGK/Des Moines, IA Al Brock

HONEYDRIPPERS PETER WOLF PAUL MCCARTNEY LIONEL RICHIE ROGER HODGSON JANEY STREET HOLLEST: Hottest: PRINCE 1-1 CHICAGO 2-2 CHICAGO 2-2 STEVIE WONDER 9-6 DENNIS DEYOUNG 25-13 SHEENA EASTON 27-17

KZIO/Dukth MN arry Knight

Barry Knight DAN HIARTMAN MATTHEW WILDER PETSE MOLP ETSE MOLP ETSE (dp) CHICAGO 2-1 STEVIE WONDER 4-2 BILLY OCEAN 16-8 BILLY OCEAN 16-8 PRINCE 27-10 JOHN CAFFERTY 4 B 28-13 WKDOLYENEWIKE, IN PRUYDECHNEWIKE, IN PR

MARIA VIDAL PAUL MCCARTNEY PAUL MCCARTNEY SAM HARRIS [dp] DAN HARRIS [dp] DAN HARRIS [dp] HOLORA 5-4 STEVIE MONDER 12-8 BILLY OCEAN 18-9 ROD STEMART 20-11

WSTO/Evaneville, IN

BILLY OCEAN JOHN CAFFERTY & E JOHN CAPPERTY & B Hottest: STEVIE WONDER 2-1 CHICAGO 4-2 SHEILA E. 6-5 MADONNA 10-6 POINTER SISTERS 14-8

WMEE/Ft. Wayne Scott Dugan

Scott Dugan CWIDI LAUPER CULTURE CLUB LIONEL RICHTE PAUL MCCARTNEY POINTER SISTERS HOTEST: PRINCE 1-1 CHICAGO 3-2 STEVIE WONDER 8-4 MODINGLEY 4 B 15-9

WGRD/Grand Rapids, MI Swart/Stevens SWARUSTEVENE JB SPECIAL PETER WOLP MOLLY HATCHET RUGER HODGSON HOTLEST: CHICAGO 3-2 BRUCE SPENGSTEEN 7-4 JOHN CAFFERTY & B 8-5 RICK SPENGFIELD 12-9 ROO STEMART 22-14 WZPL/indianepolis, IN Jim Miles Jim Miles ELTON JOHN SURVIVE POUR CAPTHEY POUR CAPTHEY PRANKIE GOES TO H LIONEL RICHIE HOTESIE PRINKE: 1-1 CHICAGO 6-2 STEVIE WONDER 3-3 CARS 7-5 WHANI D-Yế WJXQUJackson MI Ryan(Checks · . FER Ryan/Cheeks Ryan/Checks PALL MCGRENERS HOMEYDBIPPERS PETER MOLF TWISTED SISTER MOLLF HATCHER LGP) STEVE MILLER BAND (dp) PEE WATBLIL (dp) BOOLAS CHECKET (dp) STEVE MILLER BAND (dp) PEE WATBLIL (dp) BOOLAS CHECKET CHECKET (dp) BOOLAS CHECKET CHECKET CHECKET (dp) BOOLAS CHECKET WKFR/Kalamazoo, MI Weinscht/Chapman Vermenuchuchaphan PETER NGL LIONEL RICHTE GLENN FREY HOTTEST PRINCE 1-1 CARS 2-2 ROD STEWART 21-11 JOHN CAFERTY & B 24-14 WHAMI 36-28 ZTEMK ARGE City MO JOHN CAPPERY 6 B 2: WHAN1 35-28 ZZBW/KARABE CITY, MO 2: WORTDRIPPES CONTENT PERSON HONE TO A PROFESSION MONETARY AND A CONTENT MONETARY A Hot Harris - Hottest: BRUCE SPRINGSTEEN 1-1 JOHN CAPPERTY & B 3-3 PRINCE 4-4 BANANARAMA 6-6 STEVE PERRY 9-9 Z104/Madison, WI Little/Hudson LittleHudson FAUL #CCARTNEY ROGER HODGSON HULFURE CLUB HONEYDRIPPERS HOLEOSE: PRINCE 1-1 CHICAGO 3-2 MADONNA 4-3 JOHN CARPERTY & B 7-4 PRINCE 10-5 TREMONENT 295/Milwaukee, Wi Micheele/Kelly Michaels/Keily HONEYDRIPPERS DAVID BONIE NEW EDITION (dp) Hottest: CARS 3-2 STEVIE WONDER B-5 MADONNA 7-6 BILLY OCEAN 16-B CHICAGO 17-12 KJ103/Oklahoma City; OK Bill Cahili BIN Cashi PAUL MCCARTNEY HONEYDRIPPERS SANWY HAGAR (dp) HOLLOSI: BILLY OCEAN 17-6 STEVIE WONDER 15-7 PRIMCE 16-10 CHAKA KHAN 22-14 SHEENA EASTON 29-16 KOFM/Oklahoma City, OK Miller/Cooper STEVEN LICKTE COMDILATORE CONDILATORE CULTURE CLUB GLENN FREY HOLTERT: CULTURE CLUB GLENN FREY HOLTERT: CHICAGO C-TRICK SPRIMCFELD 18-16 JOHN CAFFERTY 6 B 20-17 PRINCE 37-31 KGKQOMARA.MÉ KQKQ/Omeha, NE Taylor/Dean None Rottest: PRINCE 1-1 CHICAGO 2-2 JOHN CAFFERTY & B 3-3 BILLY CCEAN 8-8 DAVID BOWIE 10-10 KZS3/Peoria, IL Edwards/Malon Edwards/Maionay ELTON JOHN LIONEL RICHIE TINA TURNER CYNDI LAUPER Hottest: JOHN WAITE 1-1 CARS 2-2 SCANDAL 5-3 CHICAGO 6-4 PRINCE 8-5

WZOK/Rockford, IL Geoff Devis WBWB/Bloom Bob Leonard 38 SPECIAL TINA TURNER COREY HART HOLTEST: CARS 6-1 BRUCE SPRINGSTEEN 7-2 CHICAGO 4-3 HADONNA 10-4 STEVIE WONDER 9-7 GLENN PREY FAUL MCCARTNEY FAUL MCCARTNEY FAUL MCCARTNEY CHICAGO 3-1 SHEILA R. 4-4 BRICE SPRINGSTREN 5-5 LINDSEY BUCKINGRA 8-6 STEVIE WONDER 12-8 US3/South Bend, IN J.K. Dearing WCIL-FM/Carbondale, IL Tony Waltakus Tony Watakus Chicago Cubs Pointer Sisters Sam Harris Paul Hoccatney Chara Khan Dan Hartaan Hottest Stevie Wonder 1-1 Prince 2-2 Chicago 3-3 Billy Ocean 6-4 Whami 22-23 BILLY OCEAN JOHN CAFFERTY & B JOHN CAFFERTY & B JACKSONS Hottest: PRIMCE 2-1 STEVIE WONDER 4-2 NIGHT RANGER 13-8 MADONNA 18-15 POINTER SISTERS 23-17 WRON/Toledo, OH Scheffer/Mitchell Schaffer/Mitcheil PAUL MCCARTNEY PETER WOLF KISS (dp) HOLLY HATCHET (dp) HONEYDRIPPERS JEFPREY OSBORNE RATT LIONEL RICHIE REBBIE JACKSON HOLTERL: KQCR/Ceder Repide, IA Gary Dixon STEPHEN STILLS LIONEL RICHIE FREDDIE MERCURY (dp) POINTER SISTERS DIANA ROSS KROKUS (dp) Hottest: KROKUS (dp) Hottest: CHICAGO 1-1 SHEILA E. 4-3 WHAMI 15-7 ELTON JOHN 23-10 PRINCE 24-13 Hottest: STEVIE WONDER 15-7 JORN CAFFERTY & B 22-10 DENNIS DEYOUNG 21-15 POINTER SISTERS 35-28 HALL & OATES 37-31 KAY107/Tulsa. OK KCMQ/Columbia, MO Dave McCormick Blain/Stephene 38 SPECIAL LIOREL RICHIE SAMKY MAGAR PAUL MCCARNEY HOREYORIPPERS HOTESE: CHICAGO 4-1 SAM HARRIS 11-5 MADONNA 13-7 BILLY OCCEN 25-14 WHAM: 30-21 PRINCE CYNDILAUPER SAMMY HAGAR LIONEL RICHIE TOMMY SHAW HOTLESE: PRINCE 1-1 CHICAGO 3-2 MADONNA 4-3 STEVIE WODER 9-5 BILLY OCEAN 14-9 Y94/Fargo, ND Collins/Anderson KEYN-FM/Wichita, KS Taylor/Brown Collma/Anderson PAUL MCCARTNEY SAMMY HAGAR (dp) STEPHEN STILLS HONEYDRIPPERS HOTESE: PRINCE 1-1 CBICAGO 3-2 MADONNA 7-5 BILLY OCEAN 16-8 PRINCE 34-24 Teylor/Brown CYNDI LANPER FAUL MCCAFFNEY STEVE HILLER BAND 38 SFECTAL PETER MOLP HOLFORT TOTAL MONDER 3-2 JOHN CAFFERTY & B 13-5 DENNIS DEVJUKG 16-10 FRINCE 23-14 KKXL-FM/Grand Fo KKRD/Wichita, KS CYNDI LAUPER DIAMA ROSS HOTEST: CHICAGO 5-1 PRIMCE 1-2 STEVIE WONDER 28-23 WHAM 13-29 PRIMCE 35-31 ONver/Willerns STEPHEN STILLS PAUL HCCARTNEY STEVE HLLER BAND PREDDIE-MERCURY SAM MARRIS HOLTEAL STEVIE MONDER 6-5 JOHN CAPFCRT & B 10-7 PRINCE 24-19 BILLY OCEAN 31-20 WAZY-FM/Lafayetts, (N Stacy/Sperrow Stacyspartow Roces Honcen New EDITION STEPHEN BILLS PAUL HCCARTNEY PAUL HCCARTNEY PAUL HCCARTNEY PAUL HCCARTNEY PAUL HCCARTNEY RILS STEPREY COSDORNE HOCK-ART COSDORNE HOCK SP 1-5 TICK SPEINOFIELD 10-9 THOMPSON THINS 15-14 WHOT/Youngstown, OH Dick Thompson Lock Incompton CYNDI Lurypr LIONEL RICHTE SAM HABITS FREDDIE MERCURY BESPECIAL BESPECIAL BESPECIAL PETER WOLF PALL MCCARTNEY TOWY SHA PETER WOLF PETER SAM PETER KFRX/Lincoln, NE Tracy Johnson Tracy Johnson Liones Archie Pointes Sisters 38 Special Paul HCCARTNEY CHARA SHAN Hotteat: CHICAGO 1-1 STEVIE MONDER 5-3 ARDCE SPEINGSTEEN 9-6 JOHN CAPPERTY 4 B 23-10 WYFM/Youngstown, OH Jeff Tobir

Jeff Tobin Billy OCRAN HALL & OKTES ROMED VOID SUMVIVOR CYNDI LAUPER HOLLEST: PRINCE 1-1 STEVIE HONDRE 10-4 JOHN CAFERTY & B 16-7 ELTON JOHN 20-17 Parallel Three KFYR/Biemerck, ND Retruction Brannan/Hardt PAUL MCCARTNEY HOMEYORFPERS LICHEL RICHIE PETER WOLF HOLLEAL OFFICATION CHICAGO -1 CHICAGO -1 CHICAGO -1 CHICAGO -1 ROLE SPRINGSTEEN 11-6 HADDNA 14-7 ROD STEMART 15-9 Sherwin/Piper CULTURE CLUB LIONEL RICHIE CYNDI LAUPER PAUL MCCARTNEY PETER WOLF HOTLEAS: CHICAGO 3-1 FIXX 11-6 MADONNA 14-7 STEVIE MODER 13-B ROD STEMART 23-15

WRKR/Recine-Mill Pet Mertin

KKLS-FM/Rapid City, 8D Sherwin/Piper

SOKG/Solina, KS Denny Collier

WBNQ/Bloomington, IN Justin/Robbin CVDDL Langer Lionel Richie JAARY STREET DAN HARTMAN (dp) ROREXORIZESON (dp) BOLT-BIL BOLT-BIL BOLT-BIL BOLT-BIL BOLT-BIL BOLT-BIL BOLT-BIL BOLT-BIL BOLT-BIL CARDER 13-7 LINDSEX BUCKINCHA 14-8

gton, IN KKRC/Bloux Falls, SD Dan Kieley Den Keley CYNDI LAUPER SAMHY HACAR TOMHY SHAN HOLTEST: PRINCR 1-1 JOHN CAFFERTY & B 4-2 MADONNA 7-5 RICK SPRINCFIELD 12-9 KROKUS 52-21 KWTO-FMSpringfield, MO Rob Homport Bob Ha LIONEL RICHIE CYNDI, LAUPER CULTURE CLUB PAUL MCCARTNEY 38 SPECIAL HONEYDRIPPERS HOTEST. HONEYDRIPPERS Hottest: CHICAGO 1-1 ROD STEWART 13-7 ELTON JOHN 14-8 MADONNA 19-9 JOHN CAFPERTY & B WDBR/Springfield, IL Moore/Lawley MOORELEWAY PAUL NCCATHEY HOWEYDRIPPERS PETER NOLP DAN HARTMAN DOKKEN (dp) NOCER NODCSON (dp) HICHAEL PRICONC (dp) HICHAEL PRICONC (dp) NADONA 3-3 STEVLE WONDER 8-7 PRINCE 21-10 RALL & OATES 35-27 WSPT/8524000 Pc)II. W WSPT/Stevens Point WI Bouley/Tracy PAUL MCCARTNEY LIONEL RICHIE ROGER HODGSON SURVIVOR KISS (dp) TWISTED SISTER (dp) Hottest: CHICAGO 1-1 JOHN CAPPERTY & B 8-4 STEVIE WONDER 11-6 PRINCE D-20 WHAM! 30-21 KDVV/Topeks, KS Rebat/Parmley RabaCParmiey PFTER NGL PFTER NGL JEFFRKY OGBORNE CULTURE CLUB TINCTWY & SCRNIT ROGER MOGISON ADDRESS HORKTORIPPERS (dp) BARDRA STREISAND (dp) HORKTORIPPERS HOLL HOCATNEY HOLL ACCATNEY HOLL ACCATNEY HOLL ACCATNEY FRUE MONDER 16-13 PRINCE 40-25 STRVIE MONDER 16-13 PRINCE 40-25 NO Mark Potter PETER WOLF JOHN PARR POINTER SISTERS AL JARREAU ROMEO VOID (dp) TIMOTRY 8. SCHMIT MOLLY HATCHET (dp) MOLLY HATCHET (dp) Hottest: PRINCE 1-1 JOHN CAFFERTY & B 4-3 ROD STEMART 18-10 PRINCE 36-26 WHAM! 35-29 WEST Parallel Two KNMO/Albuman SuckerMathand Paul Hocksmey Lionet Aichie Cuntore Cubs Cutore Cubs Cutore Cubs Cutore Cubs Cutore Fault Actest: PRINCE 1-1 CHICKAG 3-2 DIELLIACGA 20-8 JOBN CAFFERTY & 8 21-12 KKXX/Bekersfield, CA Squires/Kemper BILLY OCEAN PAUL MCCANTNEY CORFY MART HOLTEST: MADONNA 1-1 CHICAGO 3-2 STEVIE WONDER 6-3 KISS 21-18 TWISTED SISTER D-28 Pail MCCARTNEY SAMMY RAGAR HOMEYDRIPPERS LIONEL RICHIE ROGER HODGGSON Hottest: STEVIE MCNDER 1-1 BILLY OCEAN 2-2 CHICAGO 7-3 FOILOGO 7-3 JOHN CAPFERTY & B 8-6 KOXR/Bakersfield Bonnie Knox Bonnie Knox PAUL NCCATNEY EUROCILDERS TWISTED SISTER PETER WOLF TOMY SINN NOMEYDRIPPERS THOMY S. SCHMIT HOLEST: STVIE WONDER 3-1 JILIC OCEAN 6-5 BRICC SPHINGSTER 9-6 WSAMI 17-8 KKFM/CADersdo Springs. CC KKFM/Coloredo Springe, CO Ring/Anderson LIONEL RICHIE CTDDL LAUPER PAUL NCCAFTREY PAUL NCCAFTREY PS SDE NCCAFT S SDE NCCAFT S SDE NCCAFT NCCAFT PRINCE 2-1 ENICAGO 3-2 BRUCE SPEINCSTEEN 4-3 STEVIE WORER 9-5 POINTER SISTERS 17-9, Define Volt SAM HARRIS DAN HARRIS DAN HARRIS DAN HARRIS NEW BOITION PAUL MCCARTWEY HOLTEST HOLTAN, 2, 6-3 WARWA 115-116 BORNA 115-116 JORN CAPPERTY & B 23-17

KBOS/Freeno, CA Kris Van Kamp Krie Ven Kamp Chara Fhan HONEYDRIPPERS PAUL HCCARNEY CULTURE CLUB SAMYT HAGAR PREDIZ HERCURY PRINCE 1-1 CHICAGO 6-3 PRINCE 22-11 TIAN TURBER 25-14 WHAHI 35-24 KMG2/Fener 25-14 Welker/Devis JOHN CAFFERTY & 8 PAUL MCCARTNEY PIXX 38 SPECIAL Hottest: JOHN WAITE 1-1 PRINCE 4-3 CARS 5-4 MADONNA 8-7 PRINCE 33-10 KIKI/Honokuku, HI Kong/Shishida Kong/Biblehido PAIL, NCCARTHEY DENINS CREVOING COREY INKH PEABO BRYSON LINDBEY BUCKINGHA HONEYDRIPPEAS HOLTEAT: STEVIE WONDER 1-1 CHICAGO 4-2 PRINCE 5-4 PRINCE 5-4 PRINCE 5-4 BILLY COCAN 23-14 KUNG ALAME KUNG ALAME PAUL MCCARTNEY PETER WOLF BAND OF GOLD TWISTED SISTER DAN HARTMAN AL JARREAU REBBIE JACKSON HOTTAT REBBIE JACHAL Hottest: JOHN WAITE 3-1 SCANDAL 2-2 CHICAGO 4-3 PRINCE 5-4 CARS 9-8 KLUC/Les Veges, NV Bill Richards PAUL HCCARTNEY CYNDI LAUPER ROMEO VOID TOMMY SHAW CONTENTION OF A CONTENT OF A Thomas Potter Thomas Potts BONEYDRIPPERS COREY HART LIONEL RICHIE BARBRA STREISAND RISS (dp) ROTLERI PRINCE 1-1 CBICAGO 10-5 STEVIE WONDER 16-6 JACK NAGMER 17-10 VANITY 28-21 KCPX/Selt Lake City, UT

Designeepory PAUL MCCARTNEY CTMDI LAUPER LIONEL AICHIE CULTURE CLUB 31 EVER HAL PREDIE MERRAND PREDIE MERCURY PETER WOLF NOLTEALI CHICAGO 2-1 MADONNA 5-3 DENNIS DEVOUNG 16-7 BILLY DCEAN 19-8 PRIDE 25-14 KROBEFDEND CA Carey Edvards NEW EDITION PAUL MCCARTNEY LIONEL RECORTNEY MARIA VIDAL PREDDLE MERCURY (dp) ROLEat: STEVIE WONDER 3-1 PRINCE 4-2 CIMAA HRAN 13-3 SOS BAND 14-5 JOHN CAPPERTY 6 B 19-12 KYNO-FMIFreeno, CA

Bottest: CHICAGO 3-1 RICK SPRINGPIELD 12-6 MADONNA 10-7 KCAQ/Oxnerd-Venture, CA

Alternation Hottest: Chicago 1-1 Rick Springfield 4-4 Thompson twins 9-9 Dennis Deyoung 19-19 MHAMI 30-30

KSKD/Selem, OR Len E. Mitchell Len E. Mitcheil CULTURE CLUB STEVE HILLER BAND PAUL MCCATNEX PETER WOLF JEFFREY COSONE STEPHEN STILLS (dp) KISS (dp) BAND OF GOLD (dp) ROGER HODGSON (dp) HETCLT: FUICAGO 2-2 STEVIE WONDER 15-7 KDON-FM/Sell: Kirk Cliett

Kirk Clust CULTURE CLUB KONTORIPPERS JANKY STREET ARETRA SOLO dg] FARBA STREISAND (dp) FOITERI PRINCE 1-1 BILLY OCCAN 2-2 MADONNA 4-3 RALL & OATES 26-16 GLENN FREY 37-26 KHYT/Tucson, A2 Shermen Cohen

Sharman Cohan HONEYDRIPPERS FREDDIE MERCURY AL JARREAU STEVE MILLER BAND PAUL MCCARTNEY HOTLESI: PRINCS 1-1 STEVIE MONDER 3-2 MADONNA 7-5 CHICAGO 13-11 BILLY OCEAN 15-13 KRQQ/Tucson

Kely Norris GLENN FREY FAUL MCCATNEY LIONEL RICHIE COLTURE CLUB SAM HARRIS MOLESI: PRINCE 1-1 STEVIE WONDER 13-4 ROD STEWART 15-10 DEWNIS DEVOMONG 16-11 PRINCE 28-15

Parallel Three

KGUTAnchorage.AK KAN Tayo Dan Harthan Dan Harthan Steve Hiller Band Paul McCatrine Rocze Hodoscow Liowel Richte Hodonet John Cafferty & B 14-8 Billy Ocean 18-9 CHARA KHAN 17-11 KYADBHDA.MT KGOT/Anchorage AK

KYYA/Billings, MT Charlie Fox

Chartie For 30 SPECIAL (dp) HOMEYDDIPPERS SAMMY HAACAR (dp) PAUL MCCARTNEY PAUL MCCARTNEY PRINCE 1-1 CIICAGO 3-2 MADONNA 6-3 JOHN CAPPERTY L B 19-8 STEVILE MONDER 25-9 KBOZ-FMBORSemen.MT Michael Hease STEVILUE

Michael Hease Story Took PAUL MCCARTNEY Children Charles With An Hosting and Charles With An Hosting and Charles Children and Charles ShetLa E. 17-11 KCDQ@costman.MT Greg Williams Anky Streams ShetLa Streams ShetLa Streams ShetLa Streams ShetLa Streams ShetLa Streams St

RATT ROGER HODGSON PETER WOLF HOTLESE: PRINCE 1-1 CHICAGO 2-2 MADONNA 3-3 BILLY OCEAN 11-8 PRINCE 31-18 KTRS/Casper, WY Todd Cavanah

Todd Cavanah Chaka Khah COREY HART HONEYDRIPPERS TOHHY SHAW HOLEST: STEVIE NONDER 5-1 CHICAGO 2-2 HADDRHA 4-3 KKAZ/Chayanna, WY John Ramsey DOR

NONE Hottest: PRINCE 1-1 CHICAGO 3-3 BRUCE SPRINGSTEEN 7-7 MADONNA 8-8 STEVIE WONDER 11-11 KGHO/Hogulam, WA Steve Larson FAUL HCCARTNEY ROGER HODGSOM MOLLY HATCHET BAND OF GOLD HONEYDRIPPERS HOTESE: CARS 1-1 HADONNA 7-7 STEVIE WONDER 11-11 DENNIS DEYOUNG 18-18 WHAMI 23-23 Steve Lereon

KOZE/Lewiston, ID Jay McCall

WEST

Most Added ... Hottest

Paul McCartney

Honeydrippers Lionel Richie

Jey MACCH HONEYDRIPPERS PAUL HCCARTMEY KISS (dp) BAND OF GOLD ROCER HODGSON HOLLESL: CHICAGO 1-1 MADONNA 3-2 WHAHI 9-4 TINA TURMER 24-15 PRINCE D-21 K98/Provo, Gentry/Gre

W. CA

JB SPECIAL SAMMY HAGAR TOMMY SHAW STEVE HILLER BAND PAUL MCCARTMEY HOILEST: CHICAGO 1-1 MADDINA 2-2 SHEENA EASTON 8-3 STEVIE WONDER 11-7 ROD STEWART 14-8

KCBN/Reno, NV Jim O'Neel

COREY HART PAUL MCCARTNEY NOMEYDRIPPERS CYNDI LAUPER HOTLEST: STEVIE WONDER 5-1 MADONNA 4-2 BILLY OCEAN 13-8 WHAM: 24-17 TINA TURNER 28-21

KHTX/Reno, NV John Chorr

PAUL MCCARTMEY BARBA STREISAND PRINCE. STEVE MILLER BAND REBBIE JACKSON (dp) TOMMY SHAW HOTLENE: BRUCE SPRINGSTEEN 2-1 SHEDNA FASTON 8-7 STEVIE WONDER 20-12 FIXX 23-17 FIXX 23-17 DENNIS DEYOUNG 32-27

KBIM/Roswall, NM Tim Mack

Tim Mack PETER HOLF HOMEYDRIPPERS STEPHEN STILLS PAUL MCCARTMEY THISTED SISTER ROGER HODGSON MOLLY HATCHET HOLTSET: BLOCKINGHA 3-2 LINDSET BLOCKINGHA 3-2 STEVIE KONDER 13-7

KRSP/Seit Leke City, UT Cerleon/Moll

CYNDI LAUPER PAUL MCCARTNEY DAN HARTMAN HONEYDRIPPERS HOLLES: PRINCE 1-1 MADONNA 3-2 SCANDAL 8-6 PRINCE 18-8 BILLY OCEAN 29-20 SLY96/Sen Luis Obispo, CA Torn Walsh

Tom Walsh PAUL MCCRATNEY HOWEYDDIPPERS CULTURE CLUB LIONEL RICHIE DAN HARTMAN STEPHEN STILLS PETER NOLP HOLTESI: PRINCE 2-2 STEVIE HONDER 5-3 BRUCE SPHINGSTER 14-9 VICOTER SISTERS 14-9 KZOZ/San Luis Obiapo, CA

Mike Dawso

Mike Dawson KIES ROCER HODGSON BARFY CIBB SAM HARRIS COREY HART TIMOTHY B. SCHMIT PALL MCCARTNEY HOLEWSI HOLEWSI HOLEWSI HOLEWSI JOHN 4.7 FIL PRINCE 25-17 ROD STEWART 27-20

KIST/Sente Barbara CA Dick Williams

Dick Williams HONE UNR IPPERS PAUL MCCARTNEY STEPHEN STILLS STEPHEN STILLS GIONEL MCCHE BAND OF COLO GIONEL ACCHE PRINCE 1-1 STEVIE WONDER 3-2 STEVIE WONDER 3-2 SILLY OCEAN 15-5 SILEWA CAPERTY & 8 19-14

OK95/Tri-Citlee, W/ Taylor/Purdy

PAUL MCCARTNEY ROGER HODGSON NOLLY HATCHET EUROGLIDERS FRANKIE GOES TO H PETER WOLF STEPHEN STILLS KISS STEPPEN SILLS KISS HOLLESL: PRINCE 1-1 BILLY OCEAN 3-2 MADONNA 7-3 CHICAGO 5-4 PRINCE 22-14

R&R/Friday, October 5, 1984

Madonna

Chicago

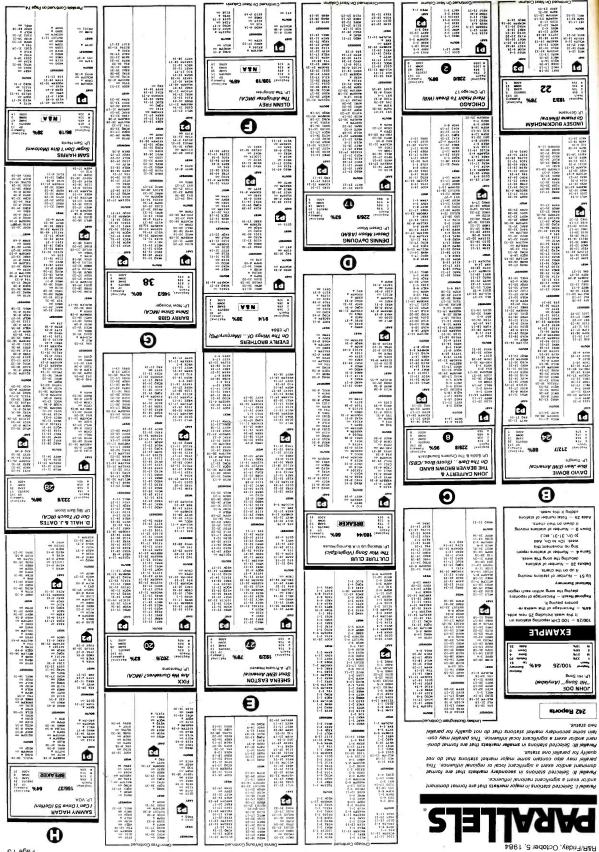
Prince

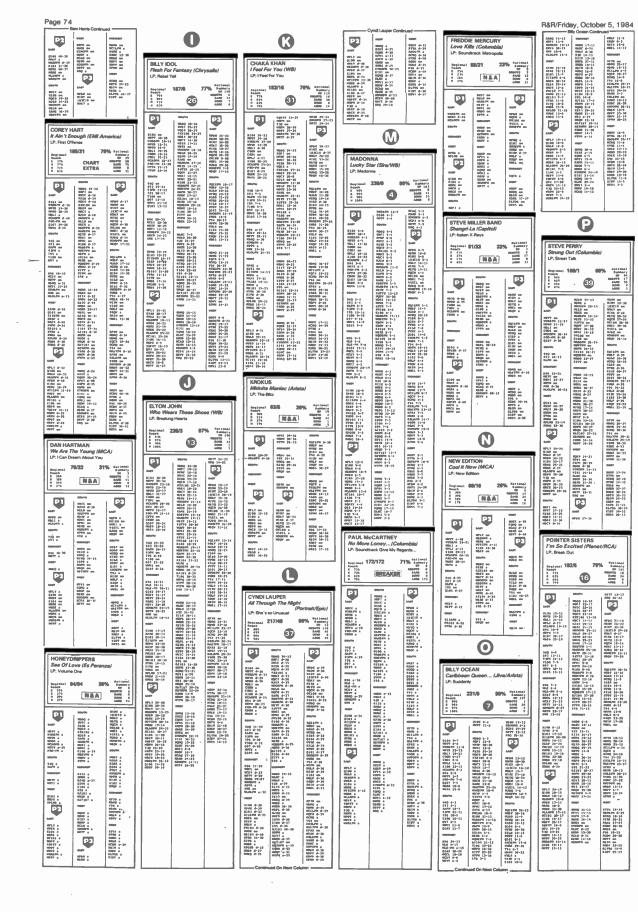
Stevie Wonder



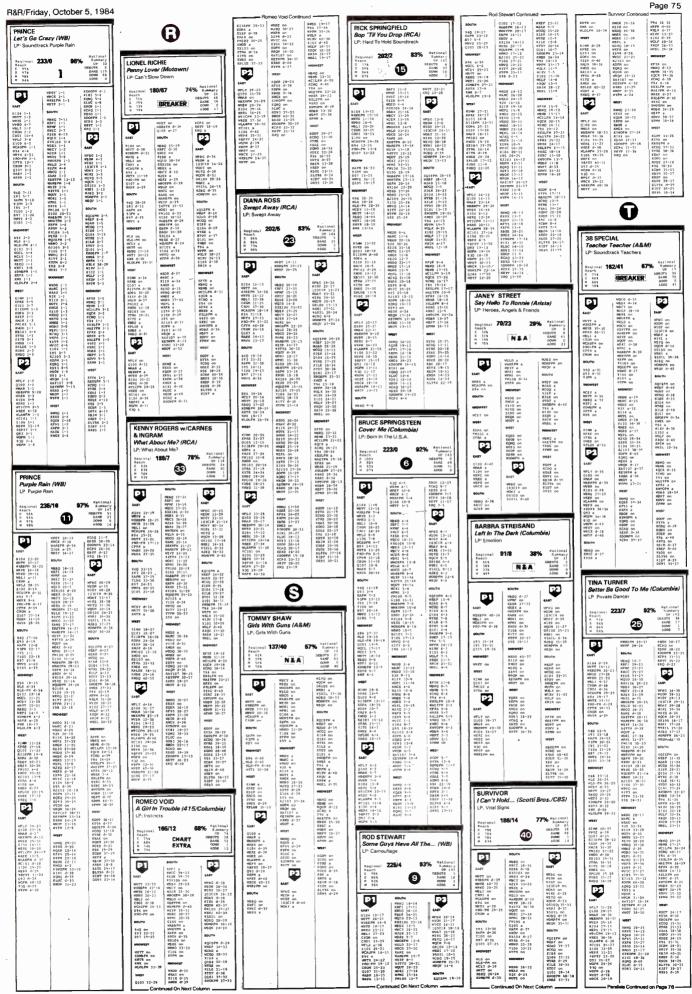
KF95/Bolse, ID Dosa/Gregory

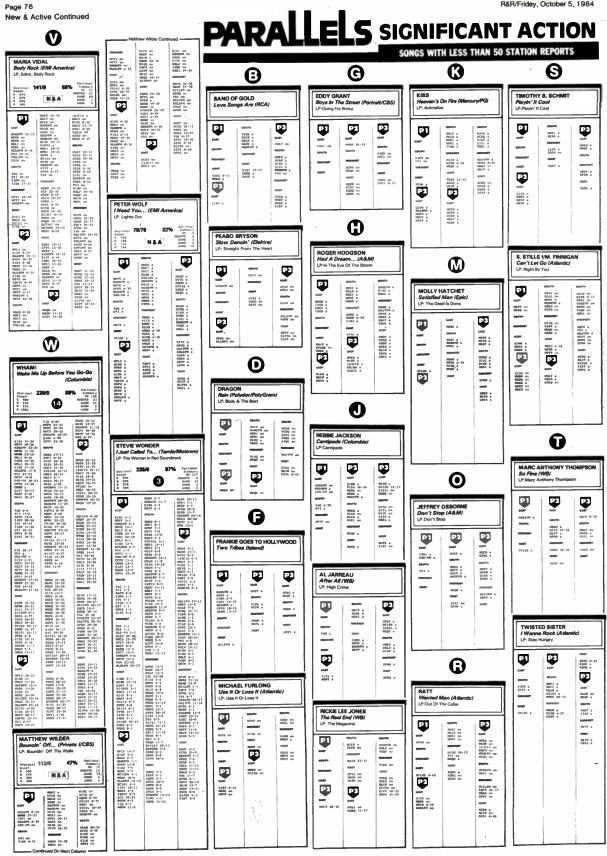
Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.





R







AIR Priorities





Listen to the selections listed below. Decide if each has the potential to attain New & Active, Top 40 or Top 25 in the R&R National Airplay Chart. Then call in your responses to AIR at (301) 964-5544. Deadline for CHR response is 6pm, Wednesday, October 10, 1984

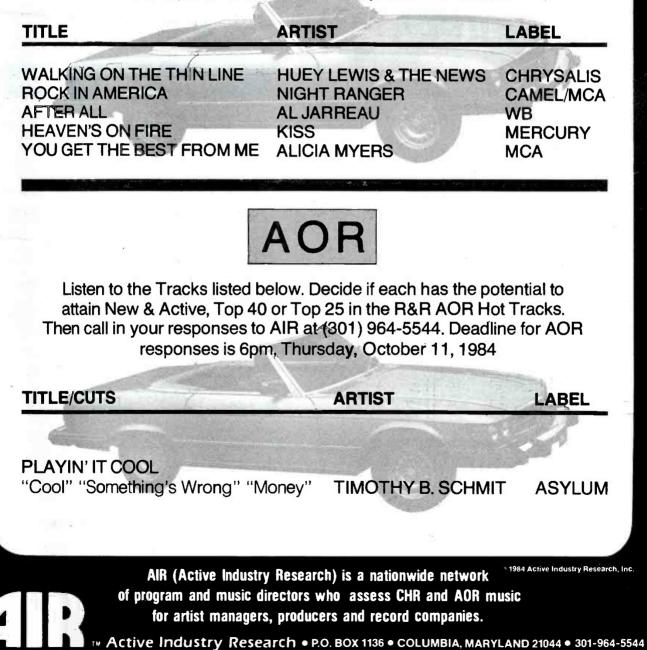




CHART EXTRAS

sufficient airplay strength to chart. Chart Extras are those s

COREY HART It Ain't Enough (EMI America)

76% of our reporters on it. Moves: Up 29, Debuts 50, Same 75, Down 0, Adds 31 including WBLI, 93FM, I95, B97, KBEQ, WLOL-FM, KZZP, Complete airplay in Parallels.

ROMEO VOID A Girl In Trouble (Is A Temporary...) (415/Columbia)

68% of our reporters on it. Moves: Up 74, Debuts 26, Same 52, Down 1, Adds 12 including KOPA, KWOD, KC101, KHFI, WABB-FM, WHHY-FM, KLUC. Complete airplay in Parallels.



LIONEL RICHIE Penny Lover (Motown)

74% of our reporters on it. Moves: Up 26, Debuts 48, Same 39, Down 0, Adds 67 including WNYS, B94, Q107, WNVZ, WCZY, KIMN, KPLUS. Complete airplay in Parallels.

PAUL McCARTNEY

No More Lonely Nights (Columbia)

71% of our reporters on it. Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 172 including WHTT, Z93, Q105, WLS-FM, KDWB-FM, KIIS-FM, KWSS. Complete airplay in Parallels.

38 SPECIAL

Teacher Teacher (Capitol)

67% of our reporters on it. Moves: Up 17, Debuts 34, Same 70, Down 0, Adds 41 including WXKS-FM, WBLI, PRO-FM, 93FM, WKTI, KDWB-FM, XTRA. Complete airplay in Parallels.

CULTURE CLUB The War Song (Virgin/Epic)

66% of our reporters on it. Moves: Up 8, Debuts 55, Same 53, Down 0, Adds 44 including B104, Z93, WNVZ, WLOL-FM, KIMN, KXX106. Complete airplay in Parallels.

SAMMY HAGAR

| Can't Drive 55 (Geffen)

64% of our reporters on it. Moves: Up 28, Debuts 34, Same 56, Down 0, Adds 37 including WBLI, PRO-FM, KAFM, WHYT, KHTR, KOPA, KBOS, Complete airplay in Parallels.

NEW & ACTIVE

MARIA VIDAL "Body Rock" (EMI America) 141/9 Moves: Up 41. Debuts 21. Same 69, Down 1. Adds 9, WKR2-FM, KSET-FM, 94TYX, KRGV, KITY, WKDQ, KMGX, KHOP, 103CIR, WXKS-FM 352, 229 30-26, WKBD-FM 39 20, WKDC 39-31, KEYN-FM 29 24, WCGQ 39-34.

WARSHIN GOOL STALL HOLD WITH GUNS" (A&M) 137/40 TOMMY SHAW "Girls With Guns" (A&M) 137/40 WSK, WECV, WQUEFM, WKDD, WAHC, RQXR, KLUC, WQAY, KCMQ, WSK, WECV, WQUEFM, WKDD, WAHC, RQXR, KLUC, WQAY, KCMQ,

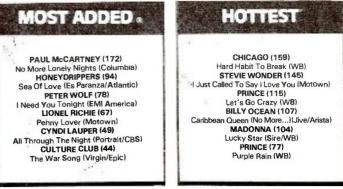
WSSX, WBL-7, WQUE-PM, WKUD, WART, KART, KUU, WUAT, KMM, MATTHEW WILDER "Bouncin' Off The Walls" (Private I/CBS) 113/6 Moves: Up 19, Debuts 15, Same 73, Down 0, Adds 6, WKOL-FM, WBEN-FM, WSSX, KZIO, KKFM, K093, WPHD 37-32, Y100 d-31, KUBE 32-29, WKDD 33-30, WGRD 40-39, WR0M 40-34, 95XIL 33-28, WJAO 40-34, WBND 34-30.

d-31, KUBE 32:29, WKDD 33:30, WGAD 40:49, WHOM 40:54, 95ALL 35:26, WJAC 40:54, WAND 35:50.
GLENN FREY "The Allinghter" (MCA) 109/19
Moves: Up 16, Debut 15, Seme 59, Down 0, Adds 19 including 0103, KNBQ, WANS-FM, WQUT, WKFM, KOFM, WHOT, KNMQ, WRZ, WZYQ, KQIZ-FM, WGLF, WSWK KIST.
SAM HARRIS "Sugar Don't Bits" (Motown) 95/19
MOTO WHOT, WHOT,

Gugen Soft Lence United Wint 35/13 156, Seme 47, Down O, Adds 19. noluding CKGM, WHTX, WHYT, WMAR, WLAN-FM, WKDQ, KKRD, WHOT, JWYKS, KILE, 194, KZOZ.

KHOP, WOAY, WIKZ, WYKS, KILE, T94, KZOZ.
 MONEYDDIPPERS' Sea Of Love' (Es Paranza/Atlantic) 94/94
 Moves: Up 0, Dabuts 0, Same 0, Down 0, Adds 94 including WHTT, WXKS-FM, WNYS, WPHD, WCAU-FM, WHTX, PRO-FM, 940, KARM, WHYT, WKT, 10103, KMUK, KPLUS, KANZ, KDON-FM.
 BARBRA STREISAND ''Left In The Dark'' (Columbia) 91/8
 Moves: Up 21, Debuts 5, Same 57, Down 0, Adds 8, FM102, WSX, WJXO, KCAO, KDON-FM, WOMP-FM, KDVV, KHTX, WXKS-FM 40:43, PHO: FM 4:30, 0100 39-37, WEBN-FM 40-30, K104 34-27, KZEB 37-32, Z98 16-11.

WXK5+M 40-94, PHO+PM d-30, CIIO 39-37, WBEYFM 40-30, KIOB 34-27, K249 37-32, 259 10-11. EVERLY BROTHERS ''On The Wings Of A Nightingale'' (Mercury/ PolyGram) 91/4 Mores: Up 30, Debuts 9, Seme 46, Down 2, Adds 4, WJ2R, KBFM, KX104, WZKS, WPHO d-33, 940 30-28, K104 28-24, WPST 29-26, WBBQ 40-35, WZYP 37-33, WOKI 21-19, WRNO 34-27, Z104 40-38, WZON 31-28, KFYR 12-10.



STEVE MILLER BAND "Shangri-La" (Capitol) 81/33 Moves: Up 3, Debuts 8:Same 37, Down 0, Adds 33 including CKOI, CHUM, Q103, KUBVE, KNBQ, WMAR, WVSR, WZLD KSET-FM, WRDNO, KOFM, KSKO, WIGY, KNIN, K96.

 PETER WOLF "I Need You Tonight" (EMI America) 78/78

 Moves; Up 0, Debuts 0, Same 0, Down 0, Adds 78 including WHTT, WXKS.FM, WNYS. WPHD, WCAU-FM, PRO-FM, 94Ω, 293, WHYT, KPLUS, 98PXY, KZZB, KQMQ, WCGQ, 99KG.

DAN HARTMAN "We Are The Young" (MCA) 76/32 Moves: Up 2, Debuts 1, Same 41, Down 0, Adds 32 including W8LI, V

~ Moves: Up 2, Debuts 1, Same 41, Down 0, Add KZIO, WKDQ, WKHI, Q101, WCIL-FM, KGOT, SLY96. WELL WCALLEM 793 WHYT, KNBO, WELY, WKEE, WZYP,

KZIO, WKDQ, WKHI, QIUT, WCIETWI, NSUT, SELVAT, JANEY STREET "Say Hello To Ronnia" (Arista) 70/23 Winter to District R Summed 1. Down O. Adds 23 including WPHD, FM102, XTRA, WMAR, WKEE, WANS-FM, KMGK, WHOT. Moves: Up 0, Debuts 6, Same 41, Down 0, Adds 23 incl KDON-FM, WOAY, KTDY, WHSL, WBNQ, KGOT, KCDQ,

KROKUS "Midnight Maniac" (Arista) 63/5 Moves: Up 19, Dabuts 4, Same 34, Down 1, Adds 5, K104, WZLD, OK100, 95XIL, KQCR. KWIC 40 34, WFMI 39-36, 92X 35-31, WJXQ 29-26, WHSL 30-27, WRKR 16-13, KKRC 25-21, KFMW 40-37, K96 37-33, OK95 37-32.

NEW EDITION "Cool It Now" (MCA) 60/16 Moves: Up 6, Debuts 14, Same 24, Down 0, Adds 16 inclu WTIC-FM, KZZB, KSET-FM, WZYP, Z95, KMGX, WAZY-FM. . tuding WHTT, WBLI, WPLJ, WAVA, KAFM, WCZY, KIIS-FM, WBEN-FM,

WI IN-TRO, RCZO, RDEI-FRM, WAITY, 239, RMIOA, WAAT-FM. FREDDIE MERCURY "Love Kills" (Columbia) 55/21 Moves: Up 0, Debuts 2, Same 32, Down 0, Adds 21 including XTRA, K104, WKFM, KHFI, WZYP, KTFM, KKRD, WHOT, KF95, KHOP, KHYT, WQCM, WCGQ, WGLF, KQCR.

SIGNIFICANT ACTION

STEPHEN STILLS featuring MICHAEL FINNIGAN "Can't Let Go" (Atlantic) 45/20 Moves: Un O. Dabuts 1, Same 24, Down O. Adds 20 including KIMN, KMUK, KWOD, WKEE, WFMI, WOUE-FM, Z299, KKRD, KOD3 KCKI AV KOCE YOA KIST OKOS

Noss, NaMU, WUAT, NUMI, 198, N31, UN35. ROBER HODGSON "Had A Dream (Skeeping With The Enemy)" (A&M) 40/39 Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 39 including WPHD, CKGM, CKOI, CHUM, KMJK, KUBE, K104, WSPK, WRCK, WZLD, WOKI, WRNO, WGRD, 2104, KSKD. KISS "Heaven's On Fire" (Mercury/PolyGram) 37/31

Moves: Up 1, Debuts 1, Same 4, Down 0, Adds 31 including XTRA, Q100, WLAN-FM, WRCK, WHTF, KWIC, WZLD, WOKI, Y106, KZIQ, WJXQ, WRQN, KCAQ, KSKD.

WMM, Y109, K210, W0AD, WMAR, KCAU, KSKD. RATT 'Wanted Man'' (Atlantic) 31/3 Moves: Up 2, Debuts 3, Same 23, Down 0, Adds 3, WRQN, KQXR, KCDQ, WPHO on, KPLUS d.40, WRCK d-39, KWIC on, WOKI on, WJXQ 38-33, Z95 on-dp, KQMQ on, KQCR 40-37, OK95 d-40.

REBBIE JACKSON 'Centipede'' (Columbia) 28/14 Moves: Up 2, Debuts 0, Same 12, Down 0, Adds 14, WCAU-FM KQMQ, WZYQ, Z102, WHSL, KHTX, OK 100 29-27. 14. WCAU-FM, 940, 293, 0100, WKEE, WKRZ-FM, W880, WJZR, WRON,

BAND OF GOLD "Love Songs Are Back Agein" (RCA) 22/18 Moves: Up 1, Debuts 1, Same 2, Down 0, Adds 18 including KNBQ, Z106, KZZB, WJZR, WZLO, KAMZ, WQUE-FM, KQMQ, KSKD, WKSF, Q104, KNOE-FM, KCDQ, KOZE, KIST.

TWISTED SISTER 'I Wanna Rock' (Atlantic) 21/18 Moves: Up 1, Debuts 1, Seme 1, Down 0, Adds 1B including 93FM, Q105, KPLUS, KHFI, KWIC, WZLD, KX104, WKAU, WJXQ, Z299, KQXK, KQMQ, WSQV, Z102, OK95.

Z299, KÖXR, KOMO, WSQV, Z102, OK95. MOLLY HATCHET "Satisfied Man" (Epic) 20/20 MOLLY HATCHET (Ep Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 20 incli WRON, WZON, WZYO, WCGO, WHSL, KBIM, 0K95.

AL JARREAU "After All" (WB) 19/19 ds 19 including 94Q, K104, WPST, WBCY, KAMZ, WOKI, KOMO, KHOP, KDON-FM, ebuts 0, Seme 0, Down 0, Ad WSOV, WIXV, KFMW, KCDO

KHYT, OK100, WSQV, WIXV, KFMW, KCUR JEFFREY OSBORNE "Don't Stop" (A&M) 19/18 Moves: Up 0, Debuts 0, Same 1, Down 0, Adda 18 including CK0I, PRO-FM. e97, WVSR, W8BQ, W8CY, WJZR, WNOK-FM, WRQN, KSKD, WQCM, WJ8Q, KTDY, WAZY-FM, KDVV.

RICKIE LEE JONES "The Real End" (WB) 19/1 Moves: Up 4, Debuts 0. Same 14, Down 0, Adds 1, WJZR, V on, 99KG on, KIST 38-35, DK95 31-25. 1, WJZR, WRCK 38-36, KTFM on, KF95 on, KHOP on, WJBQ 31-27, KNOE-FM

DRAGON "Rain" (Polydor/PolyGram) 19/1

Debuts 1, Same 17, Down 0, Adds 1, WZKS, WKEE on-dp, KWIC on, WANS-FM on, WRNO on, WJXQ on-dp, WRQN

Gran ALCourse of the control of t

MICHAEL FURLONG "Use It Or Lose It" (Atlantic) 16/1 WPHD on, K104 d-40, WERZ on, WRNO on, WJXQ on-dp, KQXR on. Adds 1, WDF

PEABO BRYSON "Slow Dancin" "(Elektra) 15/1 Moves: Up 0, Debuts 0, Same 14, Down 0, Adds 1, KIKI, WXKS-FM on, WLAN-FM on, KWIC on, KQMQ on, KKLS-FM on.

TIMOTHÝ B. SCHMIT ("Playin' It Cool" (Ásylum) 14/13 Moves: Up 0. Debuts 0. Seme 1. Down 0. Adds 13. GIOU (WSR. WSPK. WHTF, WOKI. WZKS, ZZ99, KQXR, WJBO. WSQV. KU/// KZOZ KOFM

MARC ANTHONY THOMPSON "So Fine" (WB) 13/6

EDDY GRANT "Boys In The Street" (Portrait/CBS) 12/0

Up 1, Debuts 1, Same 10, Down 0, Adds 0, CKOI on, WVSR 36-34, KOFM on, KIKI on, KOMO on. OK95 d-35.

New & Active Includes songs reported by at least 50 of our CHR reporters. Significant Action includes songs reported by fewer than 50 but at least 10 of our CHR reporters. The two numbers following the artist/title (label) designation indicate the total number of stations reporting the record this week and, of those, how many added it for the first time this week. Moves indicate the type of activity this week; Up for upward chart movement, Same for sideways or continued uncharted activity, Down for downward chart activity, and Adds for the number of stations adding it this week. Following these numbers is a sampling of individual station activity. Complete activity can be found in the Parallels.

B&B/Friday, October 5, 1984

