

## I N S I D E:

**AOR: STRENGTH IN NUMBERS**

In an eye-opening column, **Steve Feinstein** delves deep into the ratings and discovers that AOR is in excellent shape... once you look beyond the misleading 12+ numbers.

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**CHR COUNTDOWN CONGESTION?**

**Reed Bunzel** talks to the companies producing six CHR countdowns to gauge the appeal of these programs and to find out if the saturation point in the marketplace has been reached.

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**PREPARING A PROMOTED PD**

Managers who promote a PD from the air-staff may be letting that new programmer in for all kinds of problems. **John Leader** outlines some easy ways for managers to avoid that situation, while **Joel Denver** points out what exiting PDs can do to help.

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**A CLOSE LOOK AT BIRCH QUALITATIVE**

**Jhan Hiber** examines **Birch's** new qualitative product usage reports, with an eye toward sales applications for your station.

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**PEOPLE IN THE NEWS THIS WEEK**

- **Ron Gold** Station Manager at **WALK**
- **Dick McCauley Sr.** VP at **Selcom**
- **Dean Tyler** Greater Media's Manager/MOR
- **Kerry Wood** heads A/C & Secondary Promotion for **PolyGram**
- **Jay Sterin** GSM, **Greg Orcutt** LSM at **WROR**

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**TERMS FOR TERMINATION**

Termination of employees can be a touchy affair. **Gary Kaplan** defuses some of the difficulties with some sound counsel on conducting orderly and thoughtful terminations.

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**KEEPING A PERSPECTIVE ON RESEARCH**

Guest Country columnist **Charlie Ochs** of the **Broadcast Group** discusses interpreting, understanding, and using research in a balanced fashion. Useful input for not only Country radio but all broadcasters.

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**NAB PLOTS AM SOUND IMPROVEMENTS**

The **NAB's** AM Improvement Subcommittee says AM can sound as good as FM... if "numerous" steps are taken by broadcasters and receiver manufacturers. **Brad Woodward** has the details.

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**EASY LISTENING: A HEALTHY EVOLUTION**

**Gail Mitchell** draws from the experts the conclusion that the Easy Listening formats are becoming more directly competitive with active-music formats, but are coping with the evolution in fine form.

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Newsstand Price \$3.50

# R&R

## RADIO & RECORDS

## WGMS Elevates Ferrel To VP/GM

**Mike Ferrel**, GSM at **WGMS-AM & FM/Washington**, has been promoted to VP/GM. He succeeds **Jerry Lyman**, who last week was named President of the **RKO Radio Division**.

"Mike Ferrel has a strong sense of commitment to the traditions we have established at **WGMS**," **Lyman** commented, "and will continue to build on these traditions. His experience and management rec-

ord at the station make him qualified to step into this important position."

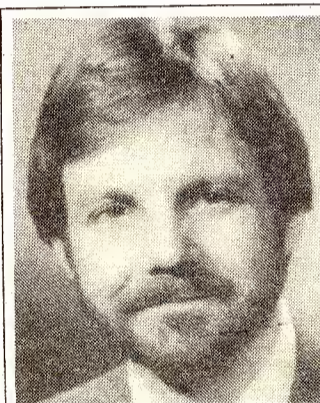
Ferrel's broadcast career began at **WGMS** 11 years ago when he came on board as Continuity Director. He was later named an Account Executive, a position he held for four years. He moved up to General Sales Manager in 1978. Discussing his promotion, Ferrel told **R&R**, "Quite obviously, I'm very happy with it. **WGMS** has a fine tradition in this town as a Classical station, which means I've got a big challenge - to build upon that following **Jerry's** 12 years here. It's certainly an honor to have that passed to me."

A new general sales manager for **WGMS** had not been appointed as of presstime.

**SHAMROCK SHIFTS**

OCT 26 1984

## Reagan Transfers To KMGC GM; KUDL Promotes Zuroweste



Ross Reagan



Bob Zuroweste

**KUDL/Kansas City** General Sales Manager **Bob Zuroweste** has been promoted to GM, succeeding VP/GM and Shamrock Broadcasting National PD **Ross Reagan**, who takes over the GM chair at sister A/C station **KMGC/Dallas**. Reagan replaces former **KMGC** President/GM **David Small**.

**Shamrock Radio Division** President **Bill Clark** said, "We are happy to be able to tap our

own supply of talent to fill these positions. Both **Ross** and **Bob** have demonstrated a capacity for personal and professional growth, as well as for assuming greater challenges and responsibilities. In their new positions, we are confident that both of these individuals will be able to make a strong contribution to **Shamrock's** future."

A five-year company executive, Reagan was advanced to

VP just three weeks ago. He told **R&R**, "The two markets have some parallels, and we certainly have very strong staffs in both stations. I'm looking forward to working with the **Dallas** people, and don't plan any strategy or format changes."

Formerly GSM at **WSKS/Cincinnati**, **Zuroweste** joined **KUDL** four years ago as Local Sales Manager, and moved up to GSM in 1982. "I feel great," he said. "A lot of good things have been happening at **KUDL**. The philosophy that **Ross** and I have is quite similar, and I plan to keep the positive attitude and momentum going."

## Booker Becomes KDKO GM

Fourteen-year broadcaster **Calvin Booker** has been named General Manager at Urban outlet **KDKO/Denver**. He succeeds retiring GM **Rod Loudon**.

"Urban music is where my overall expertise is," **Booker** told **R&R**, "and I intend to take **KDKO** to a winning place in the market in terms of sales and programming. **KDKO** has an excited, enthusiastic staff looking for some leadership and direction, and that's what they'll get from me. We're going to become a strong force in **Denver**."

**Booker** brings to **KDKO** a background in both management and programming. Most recently he worked two and a half years as GM at **WMGZ/Youngstown-Warren**, having also managed **WTAM/Gulfport, WKIE/Richmond**, and **WYLD-AM & FM/New Orleans**. His programming experience includes **WEAM/Washington** and **WENZ/Richmond**. He begins his new appointment next week.

## Missman PD At KJOI

**Fred Missman** has been appointed PD of **KJOI/Los Angeles**. He takes over the programming reins from the exiting **Stan Gold** after seven years as Assistant OM/Production Director at **KJQY/San Diego**.

Commenting on the appointment, **XTRA & KJOI** GM **Bob Griffith** told **R&R**, "Fred has done an outstanding job as Assistant OM at **KJQY**, a superb radio station, and I'm delighted to have him join the already-successful **KJOI** staff. His expertise and experience in the format are more than substantial. He will be a welcome addition to the station and, obviously, to the **Los Angeles** radio market."

Prior to his **KJQY** stint, **Missman** spent three and a half years at **KKNU/Fresno** in a similar capacity. "I'm excited about the opportunity to work with such a super organization," **Missman** commented. "We're going to make a name for ourselves in **Los Angeles**." Regarding future changes, he added, "I want to do some fine-tuning because **KJOI** is the Cadillac of Beautiful Music stations. And a Cadillac needs a tuneup every once in a while to keep it running. I see any changes as evolutionary rather than revolutionary."

**Missman's** **KJQY** successor has not yet been named; his **KJOI** post becomes effective October 29.

## Barney Named OM For WGAR-AM & FM

**Tom Barney** has been named Operations Manager for **WGAR-AM & FM/Cleveland**, filling the opening created when **Jay Clark** left for the OM position at **KHTZ/Los Angeles** two months ago. Professionally known as **Barney Luv** during his 12-year career, **Barney** spent the last four years as OM for **WIBA/Madison**. Earlier he was at **WJET/Erie** for seven years, three as air personality and the last four as PD.

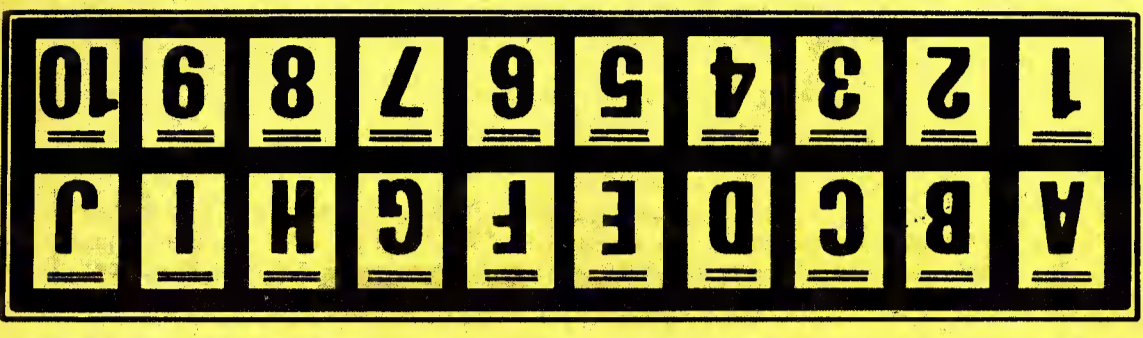
**Barney** told **R&R**, "When I was growing up in the business, **WGAR** was one of the most respected set of call letters around. Today we're Country and still enjoy a fine



Tom Barney

reputation. Nationwide is one of the top broadcasting companies, and it's very exciting to be associated with both the station and the company."





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## A/C'S CASE FOR CHR CROSSOVERS

In the first of a two-part series, **Ron Rodrigues** talks to two programmers who believe in using CHR hits to liven up their playlists. Next week: the opposite philosophy.

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# Greater Media Names Tyler Manager/MOR

WPEN/Philadelphia PD **Dean Tyler** has added the duties of Manager/MOR Programming Services for parent Greater Media.

In making the announcement, VP/Radio Programming **Julian Breen** noted that Tyler's new responsibilities "will involve fostering a continuing transfer of knowledge among Greater Media's three MOR stations (WPEN, WWRC/Washington, and WGSM/Long Island), as well as the further development of the format."



Dean Tyler

Tyler's 31 years in radio include pro-

gramming and operations management positions at Philadelphia neighbors WIP and WFIL, as well as WNEW/New York and KLIF/Dallas. He became PD at WPEN early last year. Tyler said, "They didn't have to give me a title - I would've been willing to do this anyway, so I'm very appreciative that Greater Media has taken this step. I look forward to helping the stations whenever and wherever they want it. Being situated between our new station in Washington and Long Island is good for exchanging ideas and communicating more closely."

# McCauley Set As New Selcom Sr. VP

Thirty-year radio industry veteran **Dick McCauley** has been appointed Sr. VP/Station Development for Selcom Radio. Most recently, McCauley served as Sr. VP/GM of Blair/RAR.

Selcom Radio President **Barbara Crooks** commented, "We are indeed fortunate to have attracted the immeasurable skills, talent, and experience of **Dick McCauley**. His knowledge of the radio industry is not only invaluable but **Dick McCauley** rare. We are all thrilled to have him play a part of Selcom's future."

Formerly a Sr. VP/Stations for Blair Radio, McCauley has also worked as VP/Director of Affiliate Affairs and Director of Acquisitions for the ABC Radio Network. His background also includes management duty at KLZ/Denver, WERE/Cleveland, and WBAL-FM/Baltimore. McCauley told R&R, "I'm tremendously pleased to be coming to an organization that not only has a good reputation, but tremendous potential for continued growth. I believe I have much to contribute and am happy that Barbara and the people at Selcom feel that way, too."



## 29 STAFFERS LET GO

# CKLW & CFXA To Shift Formats To Easy Listening

In an effort to curtail operating losses in excess of \$3 million over the previous year, **Baton Broadcasting's CKLW & CFXA/Windsor (Detroit)** let go 29 staffers, mostly off-air personnel. Both stations will be automated by November 4, with CKLW dropping News/Talk for **Al Ham's Music Of Your Life** format, and CFXA discontinuing its CHR-A/C direction, adopting an **Easy Listening** format with new calls **CKEZ**.

Included in the cutback were longtime staffers **CFXX PD Pat Holiday** and **MD Rosalie Trombley**, plus on-air morning show hosts **Erin Davis** and **Paul W. Smith**. Format expenses and the potential effects of recently-passed "mirror legislation," which prohibits U.S. advertisers from taking a tax credit for advertising on stations across the border, were among the reasons cited for the moves.

VP/GM **Gary Mercer**, a 10-year station veteran, told R&R, "I've been with this station (CKLW) during its heyday, and now in one of its darkest days. No one was let go for incompetence or any other reason than it was just costing us too much to operate. The losses are due to the state of AM radio and that the News/Talk format was just too expensive for us to run."

Both stations are in the process of being sold to **CUC Ltd**, headed by **Keith Campbell**, but according to Mercer, "They won't take this place over for at least another four months. We've been at a tremendous disadvantage from a format standpoint for a long while with the CRTC, and it's ironic that we're hearing they are going to suspend many of their programming restrictions for this area." Mercer emphasized, "We've not been officially contacted or seen in writing any reform in the format rulings, but we hear it will happen."

Fourteen-year veteran **Holiday** said the mirror legislation "was a shocking thing for all of us. We knew as soon as it passed, it was going to be over. It's sad, since we've all but won our case with the CRTC about format restrictions which prevented us from competing in Detroit, and now this."

But on a more positive note, **Holiday** told R&R, "I've got nothing but praise for **Baton Broadcasting** and **Gary Mercer**, who were not only very generous, but were first-class in handling this exodus of staffers. I've virtually got an entire programming and air-staff ready to go to work at another station to take on a winning CHR concept. It's just a real shame that it had to end this way."

# Gold WALK Station Manager

Former **WGBB/Freeport, NY GSM Ron Gold** has been appointed to the newly-created position of Station Manager at **WALK-AM & FM/Patchogue (Long Island)**.

GM **Alan Beck** told R&R, "I am pleased to have someone of Ron's caliber and vast experience joining the team. His talents within our operation should produce some exciting results."

Said Gold, "I'm thrilled to be associated with Long Island's fastest-growing and most powerful station, and look forward to some very worthwhile years with **WALK**."

Prior to **WGBB**, Gold served as an Account Executive with **WHN/New York**. He will oversee station operations and supervise sales and marketing efforts.

## TRANSACTIONS

# Gulf Sells WQAL to WIN Communications

**Gulf Broadcast Group** has agreed to sell **Easy Listening outlet WQAL/Cleveland** to **WIN Communications**, pending FCC approval. The terms were not disclosed, but industry sources estimate the price at \$5.2 million.

WIN is a Cleveland-based broadcast company headed by President **Walter Tiburski**, former VP/GM of nearby **WMMS**. Among the other officers are **Steven Blaushild**, **Thomas Darden**, and **Anthony Ocepke**.

No format change is planned for **WQAL**, which is WIN's first radio acquisition. The station operates with 7800 watts on 104.1 MHz at 1060 feet above average terrain. **Gulf Broadcast Group** retains ownership of **KLTR/Houston**, **KTXQ/Dallas**, **WLTT/Washington**, **WKLS-AM & FM/Atlanta**, and **WNDE & WFBQ/Indianapolis**. Takeover is expected by January 1, 1985.

# Swanson Buys KLLS-AM & FM

**Shadek Broadcasting** will sell A/C-formatted **KLLS-AM & FM/San Antonio** to **Swanson Broadcasting** for \$8 million, subject to FCC approval.

Continued on Page 26

# PolyGram Taps Wood For A/C, National Secondaries

**PolyGram Records** has named **RCA New Orleans promotion rep Kerry Wood** to the position of Director of National Secondary-A/C Promotion, based in New York. She replaces **Joe Grossman**, who joined **Tony-Muscolo Promotions** as VP/Promotion.

Sr. VP/Promotion **John Betancourt** told R&R, "Kerry Wood has an impressive background in promotion which makes her well qualified for her new position. We welcome her to the company and look forward to a long and rewarding relationship."

Wood commented to R&R, "John Betancourt and (VP/Promotion) **Bill Cataldo** are two of the greatest record executives in the industry, and I'm very excited to be a part of their team. In my new capacity I'll be working with the secondary markets, building the essential foundations from which all hit records develop."

Before a two-year stint with **RCA**, Wood began her promotion career in New Orleans, spending five years as an associate at **Mel DeLatta Promotions**.



Kerry Wood

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# Washington Report

## President Reagan Addresses Ohio Broadcasters Convention

President Reagan has accepted an invitation to speak this week to the Ohio Association of Broadcasters' (OAB) semiannual convention at the Hyatt Regency Hotel in Columbus. OAB Executive Director Dale Bring said the offer was extended in February, and accepted last Saturday.

"We're very excited about getting him in here," said Bring, who added that Walter Mondale last week cancelled his earlier acceptance of an identical invitation. Bring expected Reagan to mention OAB's anti-drunk driving campaign in his remarks, and possibly touch on the topic of broadcast deregulation.

OAB isn't entirely happy with the arrangements for Reagan's speech, however. Reagan's advance staff insisted the event be limited to coverage by a small "pool" of reporters who then share their notes, tape, and video with those excluded. Bring said there was plenty of space in the meeting room to hold the entire press corps, and many OAB members were displeased to find their own reporters, recorders, and camera crews barred from a convention of broadcasters.

## President Again Vetoes NPR Funds

For the second time in the past few weeks, President Reagan has vetoed \$665 million in 1987-1989 funds for public radio and television. Although funding in the second bill had been cut by \$145 million from the first, it was still \$81 million more than Reagan wanted to spend.

The bill was "incompatible with the clear and urgent need to reduce federal spending," Reagan said in his veto message. Congress will have to tackle the problem yet again when it returns next year.

NPR President Douglas Bennet responded, "We're extremely disappointed at the President's unwillingness to provide public broadcasting with the realistic funding levels necessary to maintain the high quality of service the American public has come to expect."

Even though he said it would have given public broadcasting "the same purchasing power of the 1977 dollar," NPR said the vetoed measure was "a reasonable compromise that went more than halfway to meet the President's concerns with the original bill."

## FCC Says No To Quarterly Issues/Programs Lists

NRBA's bid to have filing of issues/programs lists moved back from quarterly to annually went down in flames at the FCC last week. The Commission said placing the lists in public files every three months is "warranted by the public's and the Commission's need for information concerning licensee performance during the important transition to a deregulated environment."

When it deregulated radio in 1981, the FCC required annual filing, but that was struck down by a federal court as inadequate, so quarterly filing was introduced.

Interestingly, the FCC went out of its way to refute NRBA's view that its abolition of program logging requirements was meaningless because most stations still keep the logs for business purposes.

Maybe so, said the Commission, but "they are free to set the form and frequency of such logs and face no regulatory threat for failure to maintain them in a particular manner or at all. In our view, this represents a significant relief for radio licensees."

## KABC's Jackson Wins Equal Time Exemption

The FCC Fairness/Political Programming Branch has granted an exemption from the equal time rule to the "Michael Jackson Program" on KABC/Los Angeles and ABC Talkradio. Because of its news-oriented content and guests, the show qualifies for an exemption written into the Communications Act for "bona fide news and interview" shows.

To qualify, a show must be regularly scheduled and produced by the broadcaster or network. Topics and guests must be chosen on the basis of newsworthiness, and the show can't be used to advance the candidacy of any particular person. A similar exemption was recently granted to Mutual's "Larry King Show."

## NAB Assails FM Filing "Window"

Raising the specter of a "panic atmosphere" and a "land rush," NAB has come down strongly against an FCC plan to open up a "window" period to take applications for all channels listed in the FM table of allotments. Under present rules, the first application for a specific channel or facility change triggers a cutoff period during which competing applications can be filed.

NAB says the en masse approach would create a "grave degree of uncertainty and fear among potential and existing broadcasters." The result would be a blizzard of speculative bids, plus defensive applications "by existing broadcasters to protect themselves against threats to their current or future interests."

NAB suggests the FCC could better cut down on insincere applications by prohibiting parties from photocopying and submitting an original applicant's engineering proposal, and by requiring parties to prove that their proposed tower site is actually available.

## Other Key Developments:

- A hearing designation for KTTL/Dodge City, KS, accused of inciting violence against minorities, was pulled from the FCC agenda at the last minute by Chairman Mark Fowler last week.

- The FCC last week voted to grant greater interference protection standards to 16 Alaskan AMs operating on Class I-A and I-B clear channels. The change to Class I-N status is designed to provide greater coverage over vast areas. To continue receiving the new protection, the stations must upgrade to 10 kw within five years.

- RTNDA has asked the FCC to let amateur radio operators actively work with journalists to gather and transmit news when "no other means of reporting important news to the public is adequate or available."

- WMAL/Washington Executive VP/GM Andy Ockershausen has been named to the board of trustees of the National Commission Against Drunk Driving.

## CATCHING UP WITH FM

# NAB Maps Strategy For Improving AM Radio Sound

Radio broadcasters and receiver manufacturers can both take numerous steps to bring AM radio to "technical comparability with FM." That's the conclusion of a wideranging report issued this week by the AM Improvement Subcommittee of NAB's Engineering Advisory Committee.

For the radio industry, the panel chaired by Mutual VP/Communication Services Bill Wisniewski recommended:

- Working with makers of sets and integrated circuits (ICs) to develop, and possibly underwrite, a "high-quality, useful, and inexpensive" IC chip to make AM radios sound better

- Launching a massive, industrywide AM promotion campaign founded on the belief that "AM improvement is not a strictly technical matter"

- Setting up a Technical Reference Center at NAB as a central source of information for AM chief engineers and to publish an AM station maintenance primer

- Fighting the introduction of new radio-frequency (RF) light bulbs that will harm AM reception, and researching "noise blankers" on AM sets to screen out RF noise

- Improving individual station antennas. The panel says two-thirds of all directional and virtually all non-directional stations can do a better job

- Limiting the boost of transmitting audio frequencies above 12 kHz which can cause distant interference

- Improving AM antenna performance through broadbanding

- Researching further a theory that adding certain supplemental antennas could improve AM groundwave signals while minimizing bothersome skywave

- Researching transmitter improvements that could reduce interference problems caused by heavy processing of audio signals.

## Voluntary Audio Processing Standards Ruled Out

The panel devoted a great deal of attention to reception problems created by the widely varying ways that AM stations process their audio, such as preemphasis, equalization, limiting, and compression. If

all stations agreed to voluntary standards, "new wideband radios could be equipped with deemphasis filters matching the standard curve," according to the report. "After widespread implementation of the standard, all radios, new and old, would have the same potential to sound good. Stations not conforming to the standard would sound dull."

But the group concluded that voluntary guidelines probably wouldn't work. "Broadcasters have traditionally done whatever processing and equalization is necessary to sound the way they want to on their own chosen radios. Often, the chosen sound is format-dependent, as well . . . We feel it is unlikely that broadcasters would agree to a preemphasis curve that might not sound right (in the station's view) for their station." On the bright side, however, the subcommittee noted that "the number of radios which can be helped by preemphasis is decreasing in the marketplace."

## AM Remains Most Complex Technology

One of the major problems facing AM radio today, "community spreading," is unsolvable, according to the panel. "The problem occurs when communities, over time, outgrow and spread beyond the AM service contours of local AM stations."

The group also said "interference from electrical devices such as power lines, hair-dryers, and vacuum cleaners is a bothersome problem likely to get worse before it gets better."

The subcommittee concluded by noting the irony of AM, broadcasting's oldest technology, remaining its most technically complex. "Not in TV or FM broadcasting do we find current technical issues as resistant to objective analysis and as controversial as the issues addressed in this report. Accordingly, it cannot be said that the subcommittee has finished the job; instead, it appears that we have just begun."

## THREE SHORT-TERM RENEWALS

# Ten Texas Stations Renewed Over EEO Objections

The FCC last week renewed ten Texas radio stations despite petitions to deny their licenses by the National Black Media Coalition, which alleged poor equal employment opportunity (EEO) practices. Four of the stations were renewed unconditionally, but the Commission imposed EEO sanctions on the other six.

The harshest treatment was given to KYFO/Lubbock, KRLB-AM & FM/Lubbock, and KTON-AM & FM/Belton. Instead of renewing their licenses for full seven-year terms, the Commission granted only short-term renewals through February 1, 1987. They must also make periodic EEO reports to the Commission.

KYFO did not take action to attract qualified minority candidates for all available openings, while KRLB had a low level of minorities in upper-level jobs and failed to use minority recruitment sources. KTON had an insufficient number of women in upper-four jobs and employed only one minority in a lower-level position.

Renewed for full license terms but also ordered to make periodic EEO reports were KTSM-AM & FM/El Paso, KIPR-AM

& FM/Diboll, and KSEL-AM & FM/Lubbock. They "either failed to consider minority and female applicants for positions in the upper-level job categories, or they maintained a static EEO program during the 1980-1983 license term." EEO improvements at several of the stations in 1984 were discounted as apparent reactions to the NBMC license challenges.

Winning renewals without strings of any kind attached were KBUC-AM & FM/San Antonio, KYKS/Lufkin, KYKX/Longview, and KEAN-AM & FM/Abilene. The Commission found that while the stations' minority employment statistics "were below the FCC's processing guidelines, their EEO performances during the license term were generally in compliance with the EEO rule."



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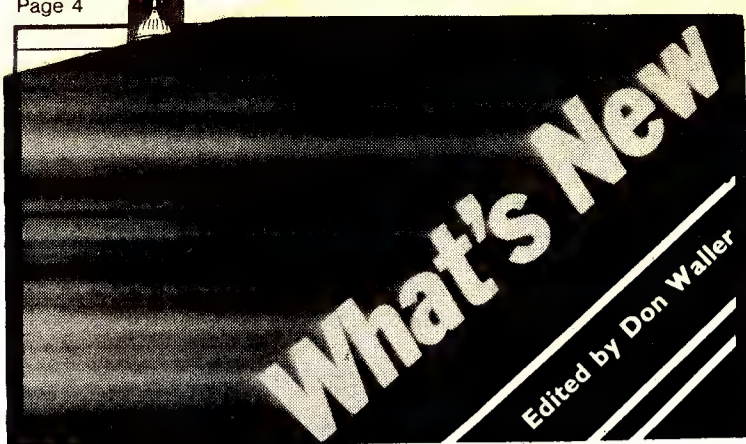
Meanwhile, leading manufacturers of AM stereo receivers are adding to our momentum... Pioneer, Jensen, Marantz, and McIntosh opted for Motorola C-Quam AM stereo. Another then another climbed on the bandwagon—Concord... Potomac... Samsung... Sherwood... That's good news. Now the fantastic news. Motorola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





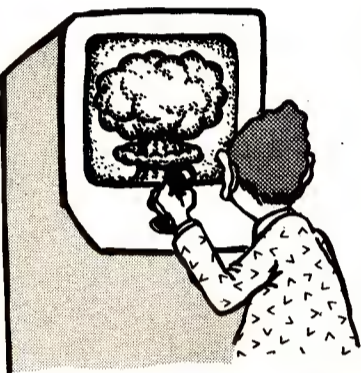


## NUCLEAR WAR AS FUTURE VIDEOGAME

### "Situation Room" Radio Drama Available

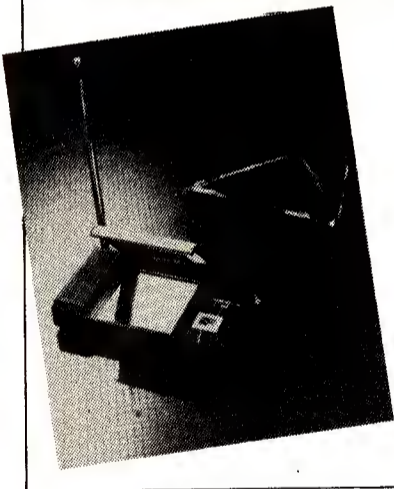
Just in time for Halloween comes "Situation Room," a 25-minute radio drama that takes place in a video arcade of the future, where for the nominal sum of 25 cents, anyone can become President. As Commander-in-Chief of the United States, the gameplayer takes charge of the entire U.S. military-intelligence apparatus, making split-second decisions as a Mideastern conflict escalates into an eyeball-to-eyeball confrontation between superpowers.

This timely combination of politics, pop culture, comedy, and state-of-the-art sound effects is being distributed on cassette from



**E-Radiotheater;** (800) 468-3100. Talk about a real "War Of The Worlds!"

## Pocketsize AM Radio/TV Combo



Weighing in at a mere 8.4 ounces, this portable AM radio/TV combo from **Citizen Watch** measures 3" x 5 1/4" x 7/8," making the manufacturer's "pocketsize" claims seem somewhat reasonable. The 2.7" LCD screen features a recently-developed light reflecting system that reportedly makes possible a high-quality black-and-white picture even in direct sunlight.

Along with VHF and UHF reception, the unit features a built-in video terminal. It operates on either four AAA batteries or rechargeable battery packs.

## Radio Call Letter Changes Up 40%

Between October 1983 and September 1984, an average of 11 radio stations per week changed their call letters, for a yearly total of 567 switches. That's up from 405 call letter changes in the previous year-period. According to **Radio Information Center** President **Maurie Webster**, whose organization recently published its "Encyclopedia Of Call Letter Changes," this 40% increase over the past year is attributable to relaxed FCC regulations.

The "Encyclopedia Of Call Letter Changes" is updated annually, contains all call letter changes occurring within the past 25 months and is cross-referenced by old call letters, new call letters, state & city of license, metro market, ADI, and month in which the change took place. Copies are available for \$300 from the Radio Information Center at (212) 371-4828.

## Travel Costs Take Hop, Skip, Jump

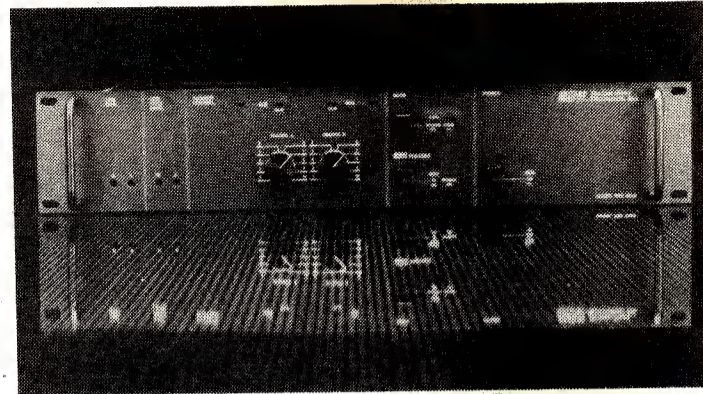
Overall business travel expenses averaged \$644.02 a month per traveler during the first six months of 1984. That's a 6.1 percent jump over the same six-month period for 1983. However, not all travel services posted equal price increases.

According to an industry survey reported in *USA Today*, the price of business meals eaten on the road dropped from a six-month average of \$95.84 in 1983 to \$89.34 in '84. In the meantime, car rentals dipped from \$30.36 to \$27.08.

Nevertheless, these declines were offset by a mild leap in lodging (\$130.85 to \$138.25), a predictable telephone and telegraph charge increase (\$77.76 to \$80.85), and a significant hike (\$147.67 to \$169.75) in public transportation costs.

## Barcus-Berry Offers Multi-Band Processor

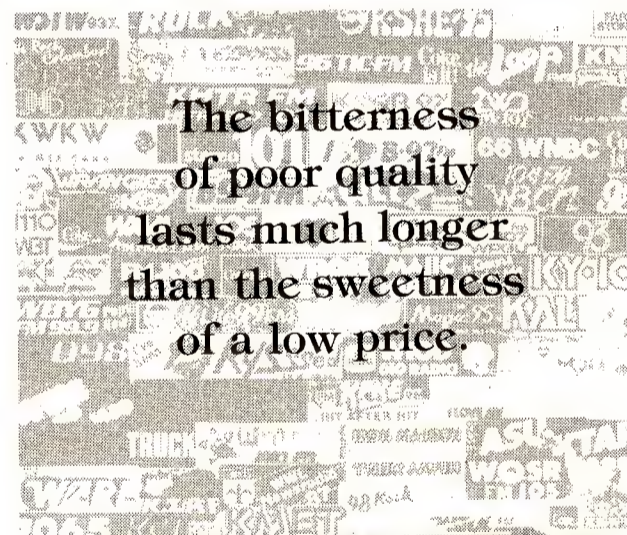
Huntington Beach, CA-based **Barcus-Berry Electronics** recently introduced a multi-band, program-controlled signal processor, the "BBE 202R." Suitable for radio, TV and live use, this unit features a patent-pending blend of high-speed, dynamic gain control circuitry and phase compensation. Here's how it works:



Incoming signals are split into three frequency bands and delivered to a surrogate load — actually, a circuit that possesses reactance characteristics similar to those of a dynamic speaker. The output signal derived from this synthesized load is then compared against the original program output, and where a difference exists, the unit applies the appropriate amplitude changes to the high-frequency band of the signal, thus providing effective compensation for the limiting effects of speaker reactance.

The amount of boost or cut applied to the output signal is determined, however, by further analysis of program content, partly by internal reference to the amplitude of the mid-frequency band and partly through the controls located on the front panel. Meanwhile, the unit's phase compensation feature allows higher harmonics to reach their full amplitude before the lower harmonics and fundamental frequency of a particular sound arrive at their maximum level.

The result is described as less harsh than the processing associated with equalizers, and the rack-mountable unit is easily installed between the program source and amplifier, recorder, or signal transmission line. Additional specifications include: balanced or unbalanced 600 ohm input and 50,000 ohm unbalanced input, a frequency response of plus/minus .1 dB from 5 Hz to 20 kHz, and total harmonic distortion of less than .05% at 1 kHz. For more information, contact **William Matthies** at (714) 898-9211.



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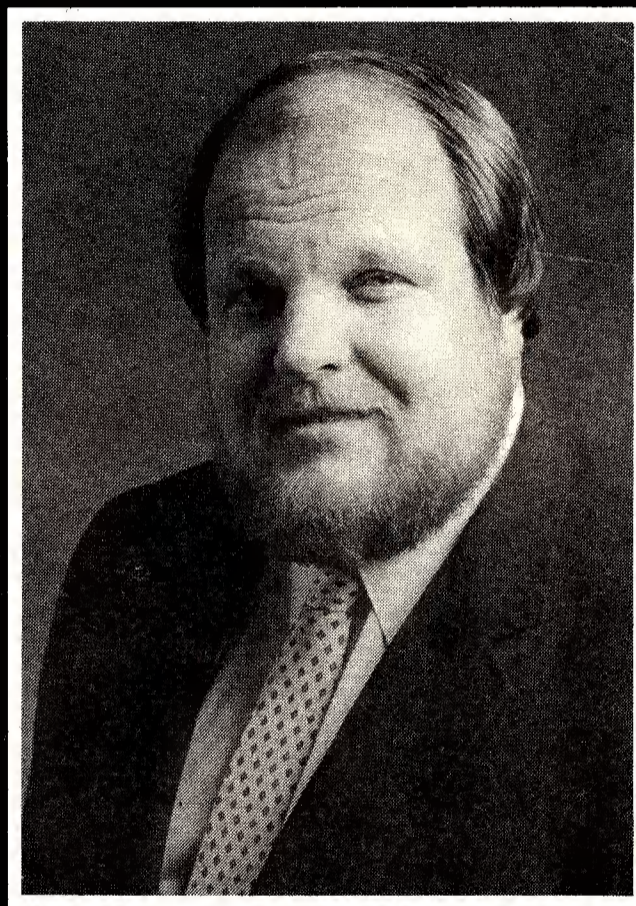
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# Pro:Motions

## Remer Named Mirus VP

**Doc Remer** has been appointed VP of Promotion/Publicity for **Mirus Music, Inc.** He's a six-year veteran of the company, most recently serving as National Promotion Director. Before joining MMI, Remer was Regional Promotion Director for **Ariola Records**. His background also includes a stint as a local promotion manager for **Mercury/Phonogram Records**.



Doc Remer

## Spring/Posse Revamps

**Spring/Posse Records** has reorganized, expanding its rhythm and blues product base to include pop and dance releases. **M.C. Flex & The F.B.I. Crew**, the **Max!**, **Nancy West**, and **Upfront** are among the new-roster additions. Working with Spring President **Jules Rifkind** are VP/Promotion **Steve Rifkind**, Dance Department head **Rich Weinman**, and Director of Production **Peggy Parham**. **Joe Isgro Associates** is handling national promotion.

## Peterson Creates Company

**Al Peterson** has established **Peterson Media Services**, a consulting firm focusing on a select group of contemporary formatted stations. Peterson, a veteran radio programmer and consultant, is based out of Playa del Rey, CA at 6615 Pacific Avenue, #107, 90293; (213) 305-7137.

## Moore Segues to WTAO

**John Moore** has become Sales Manager of **WTAO/Carbondale, IL**. Prior to this appointment he worked as an AE for **WDD/Marion, IL**.

## Frazier, Gross & Kadlec Expands

The following people have joined the staff at broadcast financial consultant firm **Frazier, Gross & Kadlec, Inc.**: **P. Michael Porter** as Director of Administration, **Achmad Chadran** and **Gail Lapidus** as Associates with the Asset Appraisal Group, and **Julia Greene** as Research Assistant for the Economic Studies & Valuation Group.

## Concrete Management Bows

**Concrete Management**, an artist management and consultation firm, has been created by **Robert Chiappardi** and **Walter O'Brien**. Chiappardi operated his own firm, **Go-Rilla Music**, for the past two years. O'Brien most recently worked for **Important Record Distributors**, creating and supervising the **Relativity**, **Combat**, and in-house **P&D** label divisions. The company can be reached at 80 Paine St., Lindenhurst, NY 11757; (212) 737-8965 or (516) 957-8407.

## Spitalsky Establishes Firm

**Bill Spitalsky** has created **Bill Spitalsky Enterprises, Inc.**, which specializes in national and local promotion/marketing. Spitalsky is the former co-owner of **Spring/Posse Records** and brings with him 35 years' experience, including independent promotion. His first label clients are **Fantasy**, **Amherst**, and **Mell-O-Sounds Records**.



Bill Spitalsky

## 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**.

## Arista Elevates Cutting

**Debbie Cutting** has been promoted to Director, Sales and Advertising Administration for **Arista Records**. Most recently Associate Director, Sales and Advertising Administration, Cutting first joined that division in 1977.



Debbie Cutting

## Logan Heads MCS Division

**Richard Logan** moves to **Mitchell Communications Services** as Director of Management & Sales Consulting. Logan's broadcasting background includes **Arbitron** Radio VP and General Sales Manager of **WNBC/New York**, **WMAQ/Chicago**, and **NBC TV** Spot Sales. In addition to his new duties, Logan will continue as President of the cable television rep firm, **Cable Ad Reps, Inc.** (CARI).



Richard Logan

## Trader King Business Manager

**Felicia Trader** moves to **King Broadcasting** as Business Manager of its Portland outlets **KGW**, **KINK**, and **KGW-TV**. Trader had been running her own business, **Diva's Cafe**, since August 1983. She previously worked for Multnomah County as Director/Budget & Management Analysis and later as Director/Office of County Management. Trader succeeds **Robert Gallucci**, who is now GM of **KING-FM/Seattle**.

## Heller Upped At MCA

**Liz Heller** has been promoted to Director of Video Services at **MCA Records**. She first joined the label a year ago as Manager, Video Services. Prior to that she spent three years with **Epic Records'** Media Relations Department.



Liz Heller

## Philo, Rounder Sign Pact

**Rounder Records** has signed an agreement with **Philo Records**, whereby Rounder will handle the manufacturing, promotion, and marketing of Philo's catalogue. Rounder will make Philo titles available to distributors throughout North America, while Philo will continue to directly handle all international licenses. For more information, call (802) 862-8881.

## Jessop Joins KLUB & KISN

**KLUB & KISN/Salt Lake City** welcome **Douglas Jessop** as Cop & Promotions Director. He's been in the radio business since 1979. Jessop held a similar post in Los Alamos, NM before transferring to Salt Lake City.



Douglas Jessop

## Cox New KKYK LSM

**KKYK/Little Rock** has promoted **Wayne Cox** to Local Sales Manager. He joined the station last year as an Account Executive. Prior to joining KKYK, Cox was City Manager of **United Artist Communications**.

## Gardner Heads Fusion Films/Nashville

**Fusion Films/Los Angeles** has opened a Nashville office and tapped music video producer **Joanne Gardner** as its director. Gardner is a veteran of the Nashville film and video industry, having most recently completed five **RCA** music videos and the "Second Hand Heart" video for **Warner Bros.** artist **Gary Morris**. Fusion Films/Nashville is located at 1610 16th Avenue South, Nashville, TN 37202; (615) 269-0919.

## Kristal International Debuts

**Stargem Records** President **Wayne Hodge** has announced the establishment of **Kristal International Records**. Described as Stargem's "premier all-music label," Kristal is aimed at those artists who are considered to have international appeal. Initial signings are singer/songwriter **Nat Stuckey**, **Eddie Thompson**, and **Barbara Ann**. The label may be reached at (615) 244-1025.

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**ROCK TRAX** captures the imagination and attention of millions of listeners for stations like: **WHYT**, **WMMR**, **KGB**, **Z93**, **KMET**, **WDVE**.

**WZOU**, **WNEW-FM**, **KBPI**, **B104**, **WQFM**, **KYYS**, **WLVQ**, **WHJY**, **KQRS**, **WGRQ**, and many more.

Call today for your demo because only one station per market can have **ROCK TRAX**.

The rest rely on Dinosaurs!

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# COUNTDOWN AMERICA<sup>SM</sup>

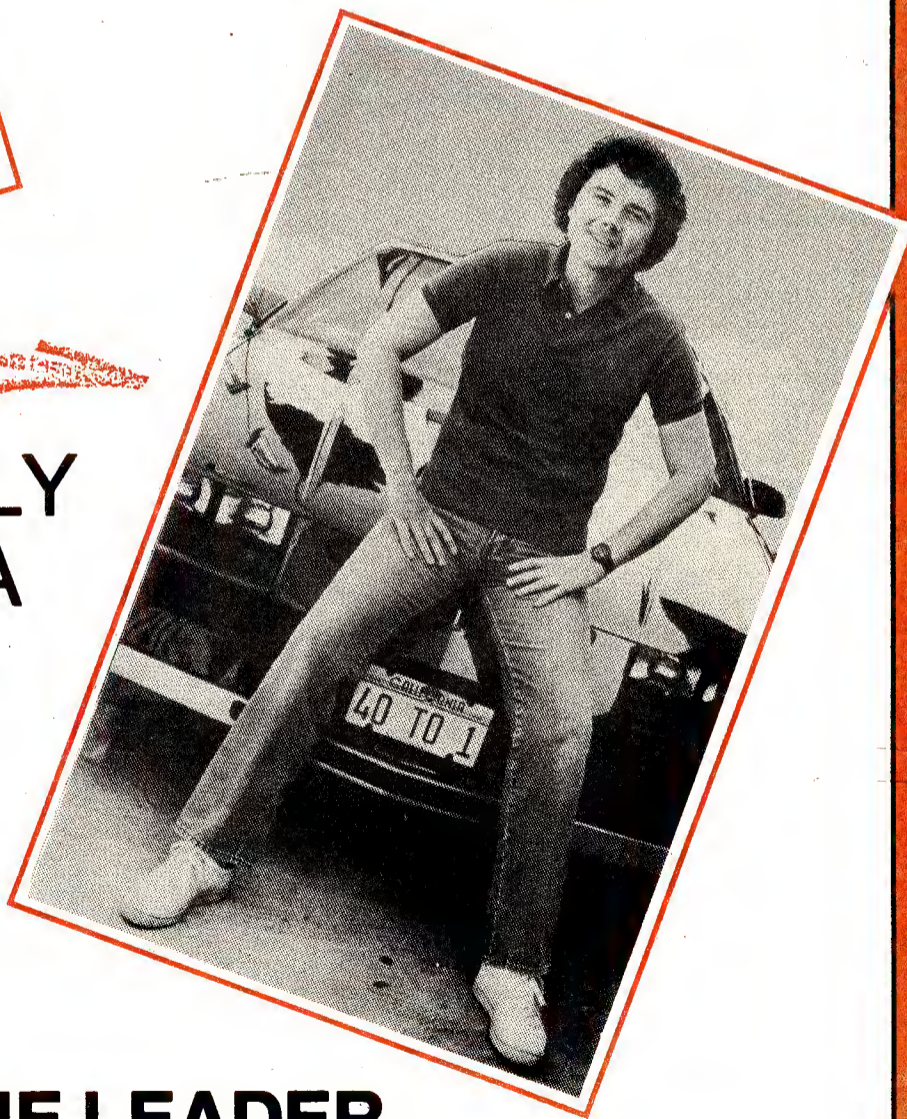
WITH JOHN LEADER

**NATIONAL AIRPLAY** **R&R**  
**October 26, 1984 THE BACK PAGE** RADIO & RECORDS  
**Contemporary Hit Radio**

1	STEVIE WONDER/Just Called To Say... (Motown)
2	BILLY OCEAN/Caribbean Queen (No More Love...) (Jive/Arista)
3	PRINCE/Purple Rain (WB)
4	WHAMI/Wake Me Up Before You Go-Go (Columbia)
5	CHICAGO/Hard Habit To Break (WB)
6	DARYL HALL & JOHN OATES/Out Of Touch (RCA)
7	DENNIS D'YOUNG/Desert Moon (A&M)
8	J. CAFFERTY &.../On The Dark Side (Scotti Bros./CBS)
9	TINA TURNER/Better Be Good To Me (Capitol)
10	ROD STEWART/Blue Jean (EMI America)
11	DAVID BOWIE/Strut (EMI America)
12	SHEENA EASTON/Feel For You (WB)
13	CHAKA KHAN/Who Wears These Shoes? (Geffen)
14	ELTON JOHN/Who Wears These Shoes? (Geffen)
15	CYNDI LAUPER/All Through The Night (Portrait/CBS)
16	MADONNA/Lucky Star (Sire/WB)
17	LIONEL RICHIE/I'm So Excited (Planet/RCA)
18	POINTERS SISTERS/It's So Excited (Planet/RCA)
19	K. ROGERS w/K. CARNES & J. INGRAM/What About Me? (RCA)
20	DIANA ROSS/Sweet Away (RCA)
21	PAUL McCARTNEY/No More Lonely Nights (Columbia)
22	SURVIVOR/Can't Hold Back (Scotti Bros./CBS)
23	CULTURE CLUB/The War Song (Virgin/Epic)
24	COREY HART/It Ain't Enough (EMI America)
25	PRINCE/Let's Go Crazy (WB)
26	BRUCE SPRINGSTEEN/Cover Me (Columbia)
27	38 SPECIAL/Teacher Teacher (Capitol)
28	HUEY LEWIS & THE NEWS/Walking On A Thin... (Chrysalis)
29	HONEYDRIPPERS/Sea Of Love (Es Paranza/Atlantic)
30	SAMMY HAGAR/Can't Drive 55 (Geffen)
31	CARS/Drive (Elektra)
32	STEVIE PERRY/Strung Out (Columbia)
33	TOMMY SHAW/Girls With Guns (A&M)
34	PAT BENATAR/We Belong (Chrysalis)
35	ROMEO VOID/A Girl In Trouble (Is A...) (415/Columbia)
36	SHELA E./The Glamorous Life (WB)
37	NEW EDITION/Cool It Now (MCA)
38	JOHN WAITE/Missing You (EMI America)
39	PETER WOLF/Need You Tonight (EMI America)
40	DURAN DURAN/The Wild Boys (Capitol)

THIS IS THE MOST RESPECTED MUSIC CHART IN AMERICA!

THIS IS THE ONLY MAN IN AMERICA TO COUNT DOWN EVERY SONG ON IT --EVERY WEEK... FROM #40 TO #1!



GO WITH THE LEADER

FOR MORE INFORMATION ON AMERICA'S LEADING COUNTDOWN CALL RKO TODAY AT (212) 764-6702

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**RKO RADIO NETWORKS**

by

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## Birch Qualitative: A New Look

Does it matter how many people are listening to your station? Isn't it really more important to advertisers to target listeners who consume or could consume their products? Would radio be better off if there was more qualitative information available to help advertisers target prospects more efficiently? Birch Radio seems to think so.

Over the last few years both Arbitron and Birch have offered the radio marketplace different versions of qualitative data. Arbitron had Qualidata, Birch offered in its quarterly reports a section that showed qualitative and product usage breakouts. However, as new Arbitron Sales/Marketing VP Rhody Bosley stated at the RCPC panel on ratings, the diary is limited in the qualitative data it can capture. Thus, Qualidata involved telephone reinterviews of diarykeepers, while Birch had always been wedded to the phone approach (a portion of the Birch call that gathers listening data also garners qualitative feedback).

The reactions to qualitative efforts from both Arbitron and Birch have been less than enthusiastic. Qualidata is on the way out, having been replaced by PRIZM or ClusterPlus zip code breakouts that allow stations to show how they did in certain neighborhoods. Meanwhile, Birch has also gone back to the drawing board, and recently debuted a new version of its qualitative/product usage reports.

Let me take you through the changes Birch has made in this improved version of its qualitative data, then we'll show you some examples of what the information looks like and how it could be used. There are sales and programming/promotional payoffs inherent in the new-look Birch reports.

### Sample Base Doubled

One of the most significant improvements made by Birch has been doubling the sample used to generate the qualitative/product usage reports. In the past each monthly sample subject for the ratings sweeps was also asked seven qualitative questions during the phone interview. As a result each Quarterly Summary Report from Birch contained a section that showed not only the ratings information for the three-month period, but also 21 categories of qualitative information, with each category relying on the responses from just one month's sample.

The new Birch approach is that less is more. Now there are only two Birch qualitative reports annually (July and January), and they stand on their own as separate supplements to the ratings data. No longer will you find the quantitative and the qualitative numbers in

the same Birch volume.

The good news, however, is that by putting out just two qualitative reports each year, Birch can now use two months' worth of interviews for each of the qualitative categories investigated — in essence doubling the sample size and adding to the reliability and utility of the data. In some cases respondents are quizzed about key topics (such as household size, income, working profiles, etc.) for three of the six months used in compiling the qualitative data. As a result sample sizes can vary by category analyzed, but at least the sample is larger and more trustworthy than before.

### Breakouts Available

Here is a rundown on the qualitative/product usage categories available in the most recently-issued Birch report (different items may be included in the January version).

- Household size, including infants and children
- Household income
- Educational attainment
- Occupation (categories such as unskilled, skilled, professional)
- Working women profiles
- Daily newspaper readership
- Sunday newspaper readership
- TV viewing levels
- Record/tape purchases
- Beer consumption
- Major home appliance purchases
- Household automobile ownership
- Automobile planned purchases
- Automobile mileage, personally-owned vehicle
- Household grocery expenditures
- Movie theater/drive-in attendance
- Soft drink consumption

In most cases these categories show station figures broken into four demos: 12+, adults 18+, men 18+, and women 18+.

### Sales Payoffs

The most obvious use of the Birch qualitative data is to bolster the sales attractiveness of your station. With the above categories, a sharp GSM, AE, or research/marketing director can weave a qualitative story that can either add to an already-strong quantitative story or overcome an otherwise anemic ratings performance.

The two key breakouts shown by

## QUALITATIVE COMPONENTS OF AUDIENCE

	COMPARATIVE VALUES - READ DOWN							
	TOTAL WEEKLY AUDIENCE		LIGHT		MEDIUM		HEAVY	
	AQH	CUME	% IND	% PEN	% IND	% PEN	% IND	% PEN
WAAA	186	1438	88	7.4	145	12.5	172	14.8
WBBB	218	2736	80	12.8	162	26.6	233	38.3
WCCC	98	1107	91	5.9	190	12.7	25	1.7
WDDD	272	2305	88	11.8	136	18.8	192	26.6
WEEE *	56	636	88	3.3	169	6.5	109	4.2

	COMPARATIVE VALUES - READ DOWN							
	TOTAL WEEKLY AUDIENCE		NONE		1-2		3+	
	AQH	CUME	% IND	% PEN	% IND	% PEN	% IND	% PEN
WFFF	595	7242	115	48.4	84	36.3	55	23.9
WGGG	109	1544	127	11.4	46	4.2	53	4.9
WHHH	21	228	*	*	*	*	*	*
WIII	186	1438	75	6.3	140	12.0	157	13.5
WJJJ	218	2736	58	9.2	168	27.5	198	32.5
WKKK	98	1107	81	5.2	174	11.5	89	5.9
WLLL	272	2305	66	8.9	120	16.5	225	31.0
WMMM	56	636	89	3.3	180	6.9	43	1.6

Birch are an index (how your station compares to the overall market in the respective category) and the penetration percentage (the portion of the folks in each category who cume each station during the week).

Let's take a look now at one of the sales-oriented categories as shown in the Pittsburgh report (station calls masked to protect the innocent):

Category: Record/Tape Purchases

Demo: Adults 18+

Sub-categories:

- Light = purchased fewer than two records/tapes in last month
- Medium = purchased 2-4 records/tapes in last month
- Heavy = purchased five or more records/tapes in last month.

The way to read this data would be as follows: look at the second station, which has a large AQH and cume audience. With an index score of 100 representing average compared to the market overall, we can see that the second station could be a good buy for record/tape companies or outlets. This is because this station scored only an 80 in the light category (20% below the market average), while notching a 162 total (62% above the norm) in the medium category. To top it off, the second station on our chart tops the market with a 233 total (133% above the market overall) in heavy purchasers.

Looking at the heavy category again, we'd read the penetration figure for the second station in our chart: just over 38% of the heavy record/tape buyers in the market cume this station during a typical week. The first station in our chart was, by comparison, cume by just under 15% of the market's adults who were heavy record/tape purchasers.

Pretty handy stuff to have in your hip pocket when you go to call on the local record stores. And that's just one example of the Birch sales utility. With Birch now likely to be more visible among agencies and advertisers, this sort of ammunition may have more dramatic payoff than before.

### Programming/Promotional Tips

Programmers and station promotion directors should not let the sales staff hog the qualitative books, however. Knowing the typical household size

where your listeners reside, getting a feel for how much they expose themselves to other media (helpful in setting up ad budgets), and obtaining info on movie/drive-in attendance could all offer helpful guidance for more effective programming and promotions.

For example, let's say you're considering spending money to create a new, visually-exciting TV spot for your CHR station. Someone wonders if it wouldn't be a great idea also to run the spot at the movies/drive-ins, for additional large-screen exposure to your dramatic new spot. But do your listeners go to the movies? How many of the competition's listeners attend (possibly to be converted by the spot)? The following Birch breakout might offer some helpful clues.

Category: Movie Theater/Drive-In Attendance

Demo: Adults 18+

Sub-categories:

- None = did not attend any theater or drive-in movies in last three months
- 1-2 = attended one or two theaters or drive-in movies in last three months
- 3+ = attended three or more theaters or drive-in movies in the last three months

Here we can see that the second station from the bottom of our chart had the most significant appeal to frequent moviegoers (125% above the market norm), with 31% of the heavy moviegoers cume the station in a week. Two notches up in the chart you can see, however, that a competitor also had good appeal to frequent moviegoers (98% above the average), while reaching even more (32.5%) of the market's adults who were frequent movie attendees.

If I was working at either station I'd be on the local movie screens with my TV spot — my listeners are likely to go to movies at least once a month, and those who cume the competition may also see my spot and, it's hoped, be lured to my sound.

These are but a few of the applications of the new and improved Birch qualitative reports. If you are a Birch subscriber, don't let this lode of valuable information gather dust — there's money to be made with this material!



**WESTWOOD ONE PRESENTS**

# THE CARS



# THE CONCERT

The Cars hit the road in 1984 for their first American tour in two years, and it was standing room only—all the way to *Heartbeat City*. Westwood One's Concertmaster 1 mobile studio recorded the Boston-based foursome in Houston *exclusively* for our **SUPERSTAR CONCERT SERIES**. The weekend of November 3, the Westwood One Radio Network will proudly present this high-octane performance of classics from The Cars' five multi-platinum albums. And it's the group's only national radio concert of the year! To find out how your station and your listeners can experience this exciting, hard-driving performance, contact your Westwood One representative now at (213) 204-5000.

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



# NETWORKS PROGRAM SUPPLIERS



REED BUNZEL

... AND THEN THERE WERE SIX

## The Countdown Phenomenon

Six of one, half dozen of another. However you count 'em, countdowns are everywhere. Whether the format is CHR, Country, A/C, Black, AOR, or even Christian, virtually every station in the country can find at least one of these popular programs to satisfy its programming requirements. A few brave stations could even forge ahead with a totally new format: all countdown, all the time. There might even be room for a News/Talk version, counting down the week's most popular news stories.

Any way you slice it, the traditional countdown is a proven programming tool. Otherwise, why would so many producers defy the tide of wisdom for a ride on the countdown bandwagon? Stations recognize the potential to build an audience, advertisers appreciate the ability to maintain that audience for long periods of time, and listeners find the music and imparted information fascinating and vital to their social survival. This week's column looks at this programming phenomenon, examines its advertiser appeal, and discusses whether the network/syndication industry can support so many CHR (and other format) countdowns.

### The Countdown Challenge

Many factors have contributed to the countdown's current popularity. The most notable of these is the resurgence of the CHR format. Hit radio lends itself most readily to the countdown challenge, largely because of its mainstream music and the high audience appeal of counting that music down in a three- or four-hour feature. The concept is nothing new to radio; stations have been using it for years to hook listeners. CBS RadioRadio VP Frank Murphy says, "These shows are really the old 'Hit Parade' all over again. We haven't reinvented the wheel. What we've done is come up with an item that's been very successful since the very beginning of this kind of pop music."

Radio stations, advertisers, and listeners all recognize the tremendous drawing pow-

er of the countdown, but where does this power come from? Is it the music, the informational tidbits, the personalities, or the suspense of waiting to hear what song is the new number one? "The answer is analogous to a space shot," replies Rob Sisco, VP/GM of IS INC and co-producer of RKO's "Countdown America." "As long as NASA says 'ten, nine, eight, all the way to zero,' everyone around a TV in America will be glued to it. There is a tremendous excitement that the countdown brings with it, as everyone waits to see what happens when they get to one. Also, listeners like the fact that for three or four hours they can be pretty sure they won't hear the same song twice."

Westwood One President Norm Pattiz cites several elements which contribute to the programming and advertising value of countdowns. "Success can be attributed to a combination of three things," he says. "First, a countdown show is musically compatible with a hit radio format. Second, the personalities involved add a great measure to the show, because they are generally thought of as the best personalities within the format on a national basis. Also, the simple fact of counting down the hits attracts and holds the listeners. Stations and advertisers both know this is a tough combination to beat."

Tom Rounds, President of ABC Watermark and the "unofficial granddaddy" of countdowns, questions whether every countdown show is true to its name. "Just because a show begins with song number 40

and goes all the way to number one, to call them all countdowns is probably a bit misleading. The Rick Dees show is great, but it's a comedy show. I think advertisers like the idea of countdowns because it virtually guarantees more listeners, providing an environment where people listen more attentively than they do in the normal format. It's a great framework for advertising."

Rounds also believes that today's countdown audience has changed considerably from the early days of American Top 40. "Today's audience is different," he continues. "They're more demanding. They want information they can remember, retain, and share with other people. They want to hear more than just what's number ten, number four, and number one this week. Listeners today are more aware and interested. They demand more information about what is going on — not just in the music world, but all the associated fields."

### Keep The Customer Satisfied

Most programmers and network executives agree that the market today is flooded with countdown product. Yet advertisers keep buying them and stations keep broadcasting them — often "piggybacked" for the sake of variety or simply to keep them away from the competition. The key question is, what "magical" ingredient keeps these clients coming back for more?

Maintenance is a principal element. Because of the nature of the show, listeners who tune in during a particular segment become reluctant to leave. Inherent curiosity tends to hold the audience through the

"grand finale," nurturing the suspense along the way. Says CBS's Murphy, "Some people have said that listening to a countdown show is like watching a basketball game — you only have to listen to the last 30 seconds. But according to research, the countdown doesn't work that way. Sure — everyone wants to hear the top song, but the entire countdown process is part of the fascination as well."

"The first word out of an advertiser's mouth is 'oh, no, not another countdown,'" says Nick Verbitsky, President of United Stations. "Advertisers are bombarded with countdown shows, whether national, regional, or local. Their initial sentiment is 'who needs it?' But what advertisers are looking for is the number of stations a program can clear, and the number of listeners it can attract. Countdowns deliver both these things very efficiently, and advertisers buy based on efficiencies."

Neal Weed, Vice President/Sales for Mutual Broadcasting, notes that advertiser interest stems from a combination of audience delivery and program association. "The basic interest a potential advertiser has is the association with the show and the name person," he explains. "It becomes a marketing vehicle rather than strictly an advertising spot campaign. The advertiser becomes a part of the show, and he can easily take a look at coverage, number of stations, and time periods, and make a very good national buy with very little muss or fuss. The show has a continuity from coast to coast."

### More To Come?

As the old adage goes, "imitation is the sincerest form of flattery." Of course, none of today's countdown shows are direct imitations or duplications, but they are all variations on a successful theme. As with any such programming trend, the question always arises, "Where will it end?" In this case, the question comes down to "is there room for more countdown shows?"

"The end is coming," cautions Sisco. "People are going to start laughing as more countdowns hit the market. Long ago the market reached the point of saturation, and while I don't think there's room for more, I'm sure somebody's going to try. The whole business is going to become a parody of itself. I think anyone who is thinking of starting a countdown show ought to consider whether it's such a good investment."

Programming trends generally have a way of leveling themselves off: Westerns entertained television audiences for years, producing dozens of clones. The 1984 TV schedule shows no first-run westerns. Radio audiences today are enamored by countdowns, but tomorrow may be a different story. Time can only determine whether their fate will follow that of the TV western or carve out a permanent audience niche.



**SOUTHSIDE HEAT** — Atlantic Records recording artist Southside Johnny recently appeared as a "mystery guest" on MJJ Broadcasting's "Rock Quiz Weekend Special" while he was in New York promoting his new album "In The Heat." Pictured (l-r) are MJJ's Jim Green, Johnny, and MJJ's George Meier and Gary Krantz.

PROGRAM	NETWORK (stations)	LENGTH	# OF SONGS	DISTRIBUTION	SPOTS (local/net)
AMERICAN TOP 40	(540)	4 hrs.	TOP 40		6/6
COUNTDOWN AMERICA WITH JOHN LEADER	(300)	4 hrs.	TOP 40		5/5
DICK CLARK'S NATIONAL MUSIC SURVEY	(464)	3 hrs.	TOP 30		5/5
RICK DEES WEEKLY TOP 40	The <b>United Stations</b> (300)	4 hrs.	TOP 40		6/6
SCOTT SHANNON'S ROCKIN' AMERICA COUNTDOWN	(n/a)	3 hrs.	TOP 30		5/5
TOP 40 SATELLITE SURVEY	(114)	3 hrs.	TOP 40		5/5



# THE KING OF COUNTDOWNS



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BY WHICH OTHERS  
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AMERICA'S TARGET RADIO NETWORKS ©

New York

Los Angeles

Washington, D.C.

Chicago



# R&R MUSIC CALENDAR

## NEWS & INFORMATION FEATURES OCTOBER 29-NOVEMBER 2

The Weekend	
NOVEMBER 3-4	
<b>American Christian Countdown</b> (SP) Terry Talbot	
<b>American Gospel Rock Countdown</b> (SP) Dallas Holm	
<b>Captured Live</b> (RKO) Kansas/Heart	
<b>Countdown America w/John Leader</b> (RKO) Dennis DeYoung	
<b>Dick Clark's Rock, Roll, &amp; Remember</b> (US) Every Brothers	
<b>Don &amp; Deanna On Bleecker Street</b> (CB) Herman's Hermits	
<b>Dr. Demento</b> (WO) Election Songs	
<b>The Great Sounds</b> (US) Herb Alpert	
<b>Guest DJ</b> (PFM) Jerry Harrison/election week special	
<b>Hot Ones</b> (RKO) Dan Hartman	
<b>Metalshop</b> (MJI) Fast Eddie Clark	
<b>Musical</b> (RCP) Broadway Countdown Top 50	
<b>Music &amp; Memories</b> (SBS) Little River Band/Marty Allen	
<b>Music Of The City</b> (SI) They Call It Rock & Roll Part 4	
<b>Rare &amp; Scratchy Rock &amp; Roll</b> (PIA) Kingston Trio	
<b>Rick Dees' Weekly Top 40</b> (US) John Cafferty & The Beaver Brown Band	
<b>Rock Album Countdown</b> (WO) Fixx/Kiss	
<b>Rock Chronicles</b> (WO) The Road Goes On Forever	
<b>Rock Over London</b> (RI) Adam Ant Part 2/Deep Purple, Ultravox debuts	
<b>Solid Gold Country</b> (US) Crystal Gayle	
<b>Solid Gold Scrapbook</b> (RKO) Hair	
<b>Source Special</b> (SOU) Paul McCartney: From Liverpool To Broad Street	
<b>Top 30 USA</b> (CBSR) Johnny Rivers	
<b>Weekly Country Music Countdown</b> (US) Waylon Jennings	

Saturday	3
NOVEMBER	
<b>Country Calendar</b> (CW) Jerry Lee Lewis	
<b>Dick Bartley's Solid Gold Saturday Night</b> (RKO) Stevie Wonder	
<b>Rare Trax</b> (CW) Beatles	
<b>Super Gold</b> (TRAN) '50s Hall Of Fame	

Sunday	4
NOVEMBER	
<b>Country Calendar</b> (CW) Kenny Rogers	
<b>Live From The Record Plant</b> (RKO) Survivor	
<b>Rolling Stones' Continuous History Of Rock And Roll</b> (ABCR) Rupert Hine & Jimmy Iovine	

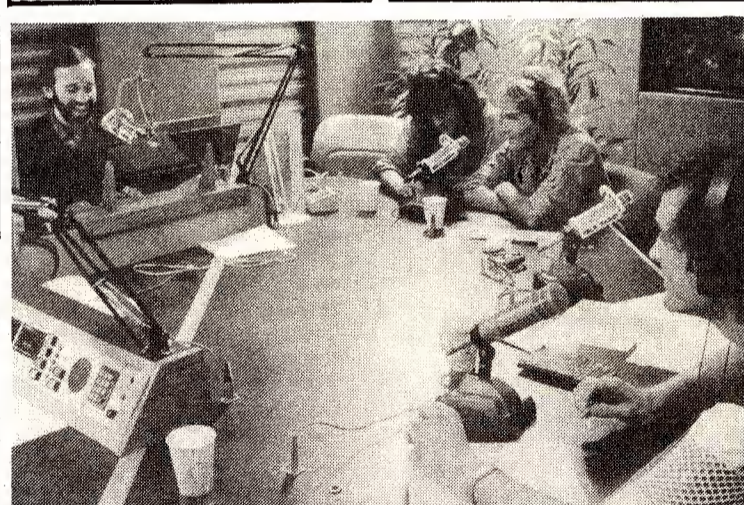
Monday	5
NOVEMBER	
<b>Country Calendar</b> (CW) Johnny Horton	
<b>Rare Trax</b> (CW) Emerson, Lake & Palmer	
<b>Retro Rock</b> (CW) Stray Cats	
<b>Sound Check</b> (RKO) Cars	

Tuesday	6
NOVEMBER	
<b>Country Calendar</b> (CW) Guy Clark	
<b>Rare Trax</b> (CW) Emerson, Lake & Palmer	
<b>Sound Check</b> (RKO) Jermaine Jackson	

Wednesday	7
NOVEMBER	
<b>Country Calendar</b> (CW) Ronnie Milsap	
<b>Rare Trax</b> (CW) Fixx	
<b>Sound Check</b> (RKO) REO Speedwagon	

Thursday	8
NOVEMBER	
<b>Country Calendar</b> (CW) John Conlee	
<b>Rare Trax</b> (CW) Fixx	
<b>Sound Check</b> (RKO) Pat Benatar	

Friday	9
NOVEMBER	
<b>Country Calendar</b> (CW) Michael Murphey	
<b>Rare Trax</b> (CW) Fixx	
<b>Sound Check</b> (RKO) Toto	



**I LIVE LA** — During a recent live radio news conference broadcast from Los Angeles, KLOS Program Director Tommy Hedges (l) spoke with Rudy Sarzo, Carlos Cavazo, and Kevin DuBrow of Quiet Riot. The ABC Rock Net event was produced by DIR Broadcasting.

The Week Of	
NOVEMBER 5-9	
<b>Country Closeup</b> (NP) Eddie Rabbitt Part 2	
<b>Earth News</b> (WO) Huey Lewis & The News/Jobeth Williams/ Bill Murray	
<b>Innerview</b> (IN) Dennis DeYoung	
<b>Music Makers</b> (NP) Cy Coleman	
<b>Off The Record</b> (WO) Elton John/Steve Perry/Dio	
<b>Off The Record Special</b> (WO) Pat Benatar Part 1	
<b>Pop Concert</b> (WO) Ray Parker, Jr.	
<b>Special Edition</b> (WO) Johnny Bristol	

PROGRAM SUPPLIERS KEY	
ABCD = ABC Direction Net	MJI = MJI Broadcasting
ABCE = ABC Entertainment Net	NBC = NBC Radio
ABCR = ABC Rock Net	NP = Narwood Productions
ABCY = ABC Youth Nets	NSBA = NSBA Productions
AMS = American Media Services	PFM = PFM Inc.
AP = Associated Press	PRN = Progressive Radio Network
ASR = All Star Radio	PG = PG Prod.
BR = Barnett-Robbins	PIA = Public Interest Aff.
CB = Continuum Broadcasting	RCP = Ron Cutler Productions
CBS = CBS Radio	RI = Radio International
CBSR = CBS Radio/Radio	RKO = RKO Radio Net
CRN = Creative Radio Net	RKO1 = RKO One
CW = Clayton Webster	RKO2 = RKO Two
DCA = DC Audio	SBS = Strand Broadcast
DIR = DIR Broadcasting	SI = Syndicate It
GSN = Global Satellite Net.	SOU = NBC The Source
IN = Innerview	SP = "The Spirit" Productions
IS = IS INC	TRAN = Transtar
LBP = Lee Bailey Prod.	US = The United Stations
LW = London Wavelength	WO = Westwood One
MBS = Mutual Broadcasting	YRN = York Radio Network
ME = Multimedia Entertainment	

Entertainment	
<b>Entertainment Update</b> (CBS) Veronica Cartwright/Billy Ocean/ Molly Hatchet/Don Johnson (10/29-11/2)	
<b>Rock Notes With Pat St. John</b> (ABCR) Steve Perry (10/29-11/3)	
<b>Rock Report</b> (SOU) John Waite/Tommy Shaw/John Densmore (10/29-11/2)	
<b>Screen Scenes</b> (SOU) Brother From Another Planet (10/29) Razor's Edge (10/30) Little Drummer Girl (10/31) Stop Making Sense (11/1) Weekend Hits & Misses (11/2)	

News/Talk/Sports	
<b>News Blimp</b> (PRN) Creativity & craziness/soldiers of fortune/ radio psychologists/chemical beef/ aphrodisiac (10/29-11/2)	
<b>Newsline</b> (NBC) Decision '84: Issues & Choices (11/1-2)	
<b>Sporting News Report</b> (CW) Vida Blue/Kevin McHale/John Ziegler (10/29-11/2)	

Comedy	
<b>Radio Hotline</b> (ASR) Car phone/accountant/phone booth/ who are you?/agent (10/29-11/2)	
<b>Stevens' &amp; Grdnic's Comedy Drop-Ins</b> (ASR) Voice chips/battle of the network sportscasters/high school detective/ Bill & Doc/topless PSA (10/29-11/2)	
<b>Daily Feed</b> (DCA) Pumpkin vote/Chernenko hosts SNL/ rhyming with witch/CIA Mining Manual/ vote anyway (10/29-11/2)	
<b>Jack Carney's Comedy Show</b> (CW) Sports & Sportsmen (10/29-11/2)	
<b>Laugh Machine</b> (PRN) Rodney Dangerfield/Bill Murray/ Christopher Guest/Gallagher/ Woody Allen/Bill Cosby (10/29-11/2)	

General Information	
<b>Brad Messer's Daybook</b> (WO) Ballpoint pen/rainmaking (10/29) John Adams/War Of The Worlds (10/30) Girl Scouts/Nevada (10/31) Money order/Chrysler bailout (11/1) Warren G. Harding/1900 car show (11/2)	
<b>Computer Program</b> (PRN) Home computers/hands-on buying/ documentation/pre-packaged programs (10/29-11/1)	
<b>Health Care</b> (PIA) Entering The "C" Zone (10/28)	
<b>Medscan</b> (PIA) Puppy Love (10/29) Hypnosis (10/30) Scented Pillows (10/31) Copy Paper (11/1) Eggs (11/2)	
<b>Minding Your Business</b> (NP) American Electronics Association (10/29) New Tax Law/Co-Generation (10/30) Computer Match-Making (10/31) Syntech Systems (11/1) Business In Space (11/2)	
<b>Public Affairs</b> (PIA) Domestic Violence (10/28)	
<b>Something You Should Know</b> (SBS) Teen Suicide (10/29) Salt (10/30-31) Winners (11/1) Peter Principle (11/2)	
<b>Sound Advice</b> (PRN) Multipath distortion/overload/directional and dipole antennas (10/29-11/2)	

Lifestyle	
<b>Coping With</b> (SOU) Fear Of Violence (10/29) Sexual Compatibility (10/30) Insensitive Remarks (10/31) Your Energy Level (11/1) Your Relationship To Money (11/2)	
<b>Lifelines w/Bill Fantini</b> (ABCR) Dr. Richard Gustafson/National Magic Week (10/29-11/3)	
<b>Spaces &amp; Places</b> (WO) Computer & Your Kids (10/29-11/2)	

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# Management

## A MORE HUMANISTIC APPROACH

### The Unpleasant Task Of Termination

By Gary Kaplan

Fortunately, promotions happen to the best of us. Unfortunately, so do terminations. That's life, especially in the volatile radio and record industries, where you may be riding high one day and shot down the next.

The word shot is appropriate because that's how some employees feel after they've been terminated. Many veterans and newcomers to the management ranks do little beyond issuing the final paycheck and making a verbal promise for a favorable reference. Afterwards, they quickly and thankfully close the files on what is generally perceived as a difficult and nervewracking management task. But termination demands the same time and concern evident during employee recruitment. To elaborate on how to effectively change a negative experience into a positive process, I enlisted the aid of an expert, VP Bradford Taft of Univance, a Los Angeles-based outplacement firm.

#### The Reasons Why

Before initiating a termination session, it is important to first understand the reasons why. Many of us equate termination as being synonymous with firing. Firing, however, represents only one aspect. Actually, there are three:

- Voluntary turnover — A person decides on his own to accept a position with another company. There are also the natural factors of death and retirement.
- Forced turnover — When it is decided that an employee should exit for the good of the station/company and/or the employee himself. Better known as firing. This involuntary procedure does not always stem from poor job performance. Chief among the reasons, in fact, is personal chemistry: inability to fit the environment and management style. In radio this frequently translates to the popular phrase "philosophical differences."

Then there is termination for cause — a catch-all which includes insubordination, dishonesty, embezzlement, repeated absenteeism/tardiness, drinking,

drugs, theft, and continued job incompetence.

- Layoffs — A reaction to marketplace economics, rising operation costs, overhiring resulting from strategic planning failures, mergers, acquisitions, staff reorganization, technology (computers, etc.)

#### Documentation

All three cases, especially involuntary turnover, force management to take a closer look at job descriptions and goals. An employee cannot begin to give 100%+, much less 50%, if a proper job description and established goals are not discussed beforehand. These, in turn, open the door to a formal performance appraisal system. These periodic appraisals (once a year, every six months) examine and note any performance or attitude deficiencies that should be called to the employee's attention. This gives the employee fair notice to shape up or face the possibility of being shipped out.

Remember, documentation plays a significant role in termination planning. The top priority is to have on record the specific reasons why you may be considering that route. Should the list number, say, five or more, then it gives the manager an opportunity to sit down ahead of time and determine what the real grounds are for termination. Reasons three through five may actually be secondary to one and two, the principal factors. If that is the case, do not bring up the ancillary reasons — it will only create added problems and prolong what should otherwise be a short meeting. Advance preparation like this also provides a communications framework: What is said to the employee is as vital as what is said to the personnel department and to the outside business world in reference checks.

#### Setting The Stage

Once you have justified adequate cause for dismissal or lay-off, the termination interview is next. It closely resembles the job interview in that the first rule of thumb is to have the person come into your office or another private area. Never conduct the meeting in the employee's office or within earshot of his working peers. There should be no interruptions; hold phone calls and close your door. No doubt anxious, the employee does not need anything else to further jangle his nerves. Who does the terminating? It should be delegated to the line executive or direct superior, rather than the personnel department or administrative executive.

Timing is another key consideration. Today's more conscience-guided termination approach steers away from the traditional pink slip and final check on Friday routine. The beginning or middle of the week works best, preferably in the morning when energy level is high. Individuals then have the rest of the week for the initial shock to sink in and get themselves together without spoiling the whole weekend. By the same token, be conscious of the calendar. We all know that the job-finding process is an absolute nightmare around the holidays (December and January) and throughout the popular vacation month of August. So management may want to compensate for that. Use some foresight and make certain the termination or layoff does not coincide with a major event in the person's life (birthday or anniversary).

Concerning the actual session, keep it short and to the point. Tell the employee a decision has been reached either to fire him or lay him off, and state the reasons for the decision. Do not depart from this agenda; do not argue or debate the point with the employee. Below are two example exchanges. The first involves a firing, the second a layoff.

#### Example Number 1:

"As you know, six months ago we had a performance review. We cited deficiencies that came up and what we felt were good objectives to produce change. But we really haven't seen an improvement, and we need to make a change. It's been a difficult decision, but we are relieving you of your responsibilities. You are dismissed."

Mr. John Smith  
777 Center Street  
Los Angeles, California 90007

Dear John:

This letter summarizes the major points of our meeting. As of today, October 10, 1984, your position as Director of Promotions at the XYZ company has been eliminated, and you are hereby relieved of all responsibilities. The elimination of your job and your termination are due to the reorganization of the sales and marketing functions and the lack of another position within the organization which matches your talents and experience.

Our severance policy for departing employees is two weeks pay per each year of service. Also, you have five days of accrued vacation and two days of unused sick leave. Therefore, you will remain on the payroll until December 21, 1984. Your benefits, including medical and life insurance, will continue until January 20, 1985.

In addition, an outplacement firm has been retained at company expense to provide a career planning and job search training program for you in order to expedite your search for a new job opportunity.

Sincerely,

Pat Ryan  
Vice President

Sample Termination Letter

#### Example Number 2:

"Tough decisions have been made as a result of the acquisition (or reorganization) that's been taking place. We've thought long and hard about it, but unfortunately we are making changes in your department. Your position has been eliminated. It's a business decision and doesn't reflect on you personally."

#### The Letter

Nine times out of ten, once the individual realizes he has been fired or laid off, what is said afterward probably goes in one ear and out the other. Since anything said may later be misconstrued, I recommend having a letter on hand that summarizes the termination discussion for the employee (see example above).

Besides serving as further documentation, this letter spells out any benefits to which the employee is entitled, such as accrued vacation pay and accumulated sick days, the station's separation policy (if there is one), plus procedural actions following the termination. Though it is not always necessary to include the specific reasons for dismissal, it is prudent to have a list of these for the personnel file and as part of your termination agenda. When drafting the letter, keep an open mind for reasonable benefits negotiation. You may discover the employee has a dependent suffering from a serious ailment and decide to continue benefits a little longer than is usually spelled out by company policy. Larger organizations possess more sophisticated human resources functions, one of which is the formal exit interview. Similar to a debriefing, this meeting outlines benefits and profit-sharing entitlements.

During your meeting with the terminated employee, be specific about when you want him to clean out his desk and turn in to personnel such items as keys, credit cards, and passes. In addition, ask about the employee's upcoming commitments — conferences,

meetings, etc. Not only does this assist management in locating an interim or permanent replacement, but it prevents embarrassment for both parties should the terminated employee still plan to attend.

More often than not, the terminated employee exits immediately for his sake and the remaining staff's morale, as well as to prevent possible vendettas against the company and its management bad guys. If, for whatever reason, the individual is permitted to remain on the premises for weeks or months, then make certain the person is absolved of any real duties. The humanistic thing to do is allow that person to spend all his time procuring another position. The last thing he needs is to be strapped with responsibility. Should the person be in the middle of a major assignment, let him finish before initiating the termination process.

#### Ending The Session

How you end the termination discussion is as important as how you begin. You want to show concern and empathy without going overboard. One way to do this is offering to give a favorable reference. If you cannot live up to that commitment, then designate someone else in a position of authority who can. Additionally, management can show support by offering the services of an outplacement firm, which helps employees with career planning and job search training. The growing use of such companies, as well as the pressing issue of wrongful dismissal, will be detailed in subsequent articles.

As you can see, termination amounts to more than just the cartoon scenario acted out for our comic relief by Dagwood and Mr. Dithers. Handling this otherwise uncomfortable task the right way will have a positive effect on the exiting employee, management, and staff. Once again, many thanks to Bradford Taft for his assistance.



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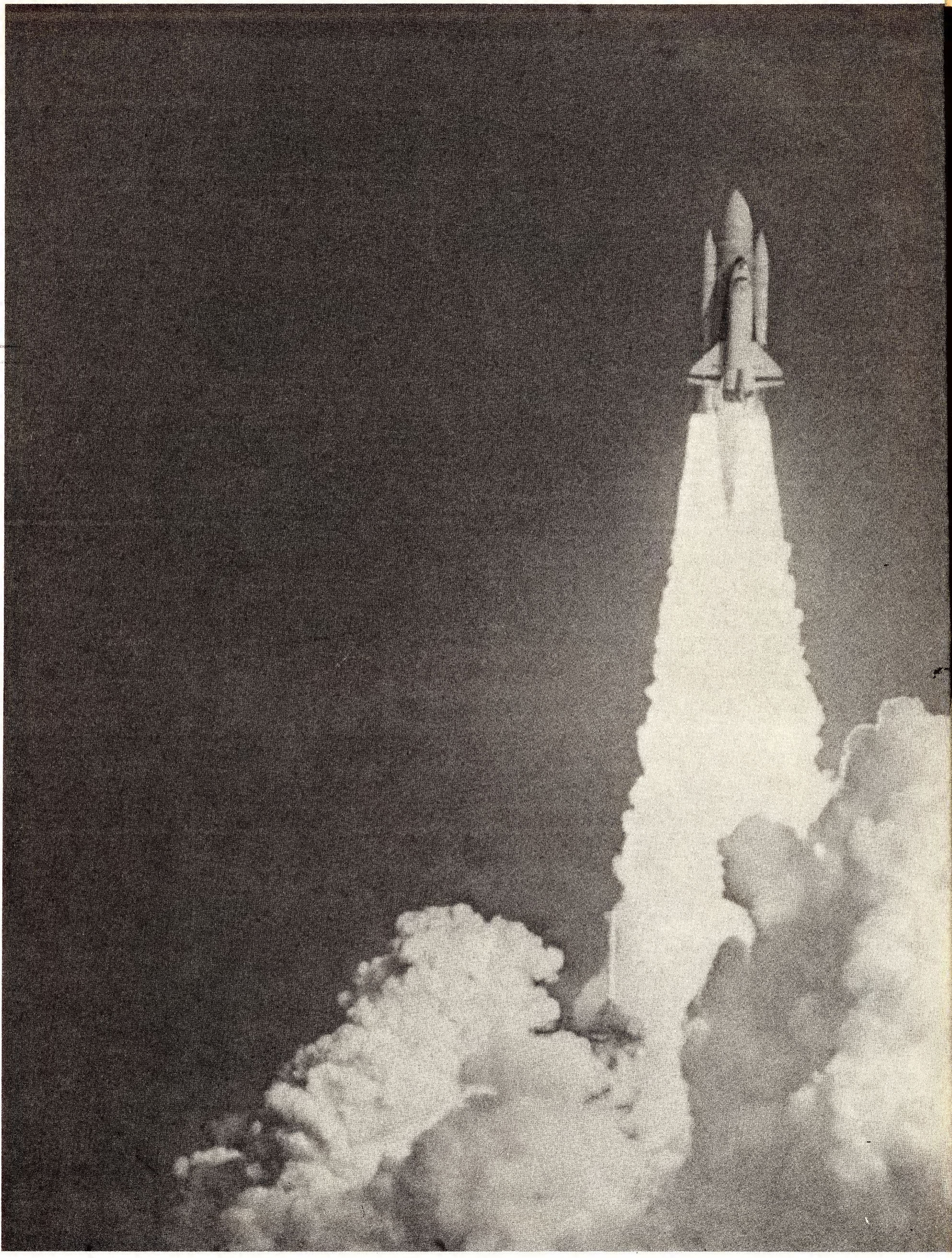
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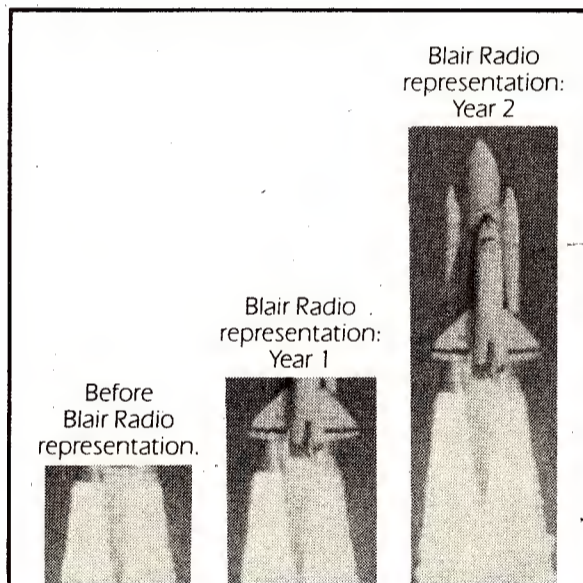
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- KQXR

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- 103CIR
- WOAY
- WQCM
- WOMP-FM
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- WPFM
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**Z93 10-6**

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- WPLJ add 24
- WCAU-FM 28-23
- WASH 30-27
- I95 28
- B97 add 24
- WNVZ add 37
- WHYT 27

- KBEQ add 35
- FM102 add
- WMAR add
- K104 29
- WTIC-FM add 26
- Z106 deb-33
- WPST add
- WBBQ 39-29
- KZZB 40-34
- KXX106 deb-28
- WBCY deb-31

- WNOK-FM add
- WFMI add
- WZKS 33-27
- KHYT add
- WZYQ 40-33
- WCGQ deb-36
- Z102 35-28
- KIST 35-32
- PRO-FM
- 93FM
- WERZ

- WJZR
- KSET-FM
- WOKI
- WRQN
- KOMQ
- WJBQ
- WJAD
- WHSI
- WKEE

**BLACK/URBAN:**

**3**







# Street Talk

Is it really true that deposed **RKO RADIO** President **BOB WILLIAMSON** is still showing up for work every day as if nothing had happened? That's what we hear from New York. **JERRY LYMAN** is the new President of RKO, but apparently Mr. Williamson is refusing to step down.



When **TED TURNER's CABLE MUSIC CHANNEL** kicks off Friday (10-26) in Los Angeles, the VJ lineup will be almost exclusively L.A. radio folks. Those who'll be heard live (but not seen) include: **JEFF GONZER** (KMET), **RAEHEL DONAHUE** (KROQ-FM), **LINDA McINNES** (KLOS), **JOE REILING** (KLOS & KMET), **FRANCESCA CAPPUCCI** (KIQQ), along with **SUSAN HENDERSON** (KACY/Ventura, CA), **ROB TAYLOR YOUNGBLOOD** (WPFR/Terre Haute, IN), and comedy team of **RON STEVENS & JOY GRDNIC**.



Meanwhile, **VH-1** (as in Video Hits-1), **MTV's** "25-54 targeted" video cable channel, has announced its first VJ signing, even though the new offering won't debut until January 1. **WNBC/NEW YORK** morning man **DON IMUS** is the first name on the new VH-1 VJ roster, with more to come shortly, including a Music Director. No, Imus will *not* be leaving his WNBC airshift to work VH-1. Like MTV, all VH-1 VJ bits will be pretaped, so Don's WNBC schedule will not be disrupted.

What Motor City programmer is being wooed by the competition? Will he make the move?

**TAFT's** sale of **WGR & WGRQ/BUFFALO** to **CRB BROADCASTING CO.** has been called off. Taft Executive VP/Radio and Cable **CARL J. WAGNER** indicated the stations were no longer for sale, saying, "With the recent FCC decision to raise ownership limits, we are very pleased to hold onto our Buffalo properties, which are two of the most successful in the marketplace."

Kansas City street talk says former **WMAQ/Chicago** and **WDAF/Kansas City** PD **TED CRAMER** is back in town. The fact is the moving van carrying Ted's stuff should pull into town any day now, but the question as to which station the KC native will program still remains unanswered. Most of the speculation centers on **KCMO-FM**.



Larry Van Druff

**RCA RECORDS** has promoted local Washington-Baltimore promotion man **LARRY VAN DRUFF** to the East Coast Regional Promotion Manager's post. Larry's been with RCA since 1977 and is a 13-year record industry veteran.

**ABC** has trimmed three of its regular programs from its 1985 radio network lineup: "Rolling Stone's Continuous History Of Rock & Roll," "Spotlight Specials," and "City Rhythms." This decision reportedly comes after a six-month examination of current network programming. Network officials cited clearance difficulties as a primary factor in the elimination of the three programs.

**RON STRATTON** has been named GM at **BENI's** pending **MOYL** acquisition **WMLF/INDIANAPOLIS**.

A Washington, DC insider says the FCC has approved **CAP CITIES'** acquisition of **KLAC/ LOS ANGELES**. Look for takeover in 40 days or so.

When we gave you **ELEKTRA-ASYLUM's** new rolodex info last week, we blew the new New York phone number. It should be (212) 484-7200.

**SANDY SHORE** has joined **KIDD/ MONTEREY** as MD and afternoon personality. You might remember Sandy from her days at crosstown **KWAV**, where a year ago a slightly disturbed listener attacked the KWAV studios with a shotgun while Sandy was on the air.

Shivering at the thought of another winter? Check out the PD opening at AOR-formatted **KFIV/MODESTO**. VP/GM **GARY HALLADAY** needs a programmer to replace **C.J. STONE**, who joined **KPKE/DENVER** for afternoons. (209) 529-0228.



Tony Booth

**GILCOM** has promoted Group PD **TONY BOOTH** to GM at its **WLEE/RICHMOND**. Tony, who had been programming Gilcom's **WFBG/ALTOONA**, along with the rest of the chain, promoted **WFBG** personality **STEVE KELSEY** to take the **WFBG** programming reins. In becoming manager at

**WLEE**, Tony replaces **BLAISE HOWARD**, who recently joined **KDKA/Pittsburgh** as GSM. By the way, Tony retains his Group PD duties for **Gilcom**.

Continued on Page 20

# Van Halen



## "Hot For Teacher"

WHIT	WKEE	KX104	WZYQ	WCIL-FM
WNYS	Z106	WKAU	WQCM	Y94
WPHD	98PXY	WZPL	OKT00	99KG
WCAU-FM	WRCK	WJXQ	95XIL	KWTO-FM
B96	WKRZ-FM	ZZ99	WKSF	WDBR
KBEQ	WHTF	WZUU	KISR	KCDQ
KHTR	KWIC	KJ103	Q101	KGHO
KMJK	KZZB	KOFM	KWES	KOZE
KPLUS	WSSX	KEYN-FM	WXLK	KBIM
KUBE	WANS-FM	KLUC	WIXV	KZOZ
WFLY	WZYP	KSKD	KKQV	SLY96
Q100	WQUT	WFBG	WHSL	OK95
K104	WFMI	WZON	WBNQ	

## From The Album 1984

Produced by Ted Templeman  
 Managed by Noel Monk for Van Halen  
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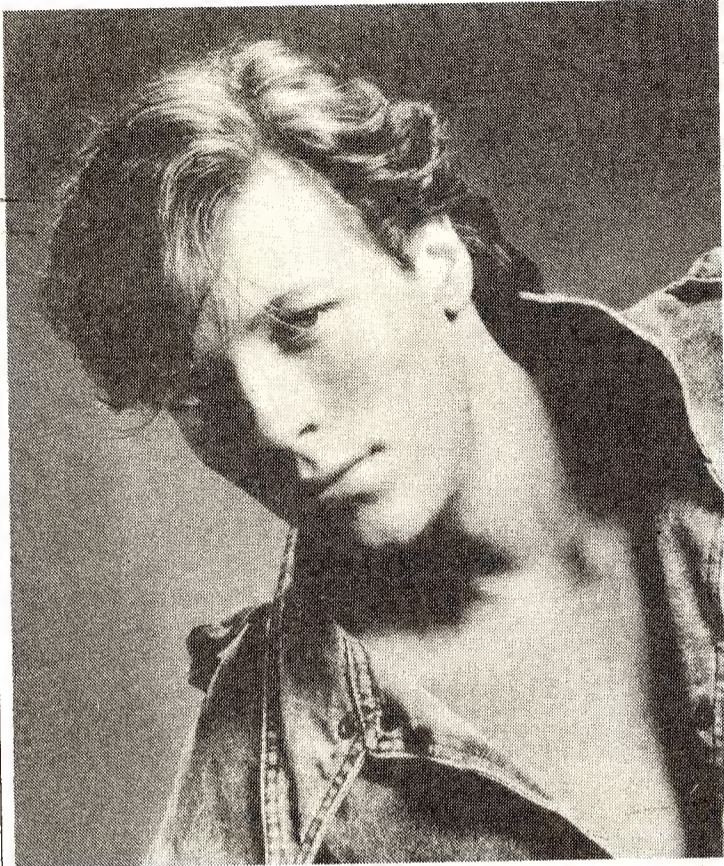
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## "ALL I NEED"

### NOW PLAYING ON:

WPLJ add 27	KUBE add	WKFR add
Z100 30-25	WMAR add	WZUU 30-29
PRO-FM add	K104 on	KJ103 20-15
B104 on	Z106 deb-27	KOFM deb-25
94Q add	WKRZ-FM 37-36	KCAQ 5-4
Z93 27-21	WBBQ deb-37	KHYT add 38
KAFM add	KWIC 17-10	KRQ add
93FM 5-7	WQID add	WOAY 7-5
I95 2-7-7	WBCY deb-28	OK100 on
Q105 on	WDCG add-27	95XIL on
WCZY add	KAMZ deb-28	WJAD on
WHYT add	KRGV 33-23	Q104 add
KPKE add 30	Z98 deb-15	WPFM 27-21
Q103 deb-31	KZIO deb-39	WIXV on
KOPA 28-24		Z102 add
KS103 add 35		WRKR 27-22

### FROM JACK WAGNER'S DEBUT ALBUM ALL I NEED



Produced by Glen Ballard  
and Clif Magness  
Marketed by Warner Bros. Records Inc.  
© 1984 Qwest Records

## Street Talk

Continued from Page 19

Congratulations to the **SATELLITE MUSIC NETWORK** on the signing of its 400th client station. The signing actually took place on August 31, which coincided with the pioneering service's third anniversary. Who's number 400? **WXAM/BATON ROUGE** is now a SMN "Stardust" affiliate.

Look for **JEFF POLLACK** to add another programmer to his company. He's still interviewing candidates from both AOR & CHR.



*Brian Beirne* Assistant **IRMA MOLINA** is now Music Research Coordinator.

#### KEARTH/LOS

**ANGELES** moves up three staffers to new posts within the Gold-formatted station. Veteran midday personality **BRIAN BEIRNE** has been named Assistant Program Director; Programming Assistant **PAM TOVAR** was promoted to Music Director; and Programming

**JIM BOCOCK**, formerly **WOJC/TAMPA** GM, is the new GM at **WGTO/CYPRESS GARDENS**.

Great news! **KKXL-FM/GRAND FORKS** PD **DON NORDINE** is out of the hospital and back at work. He extends his thanks to everyone for their cards, letters, and flower arrangements, but most of all he's thankful to be out of intensive care.

Former **CKLW/DETROIT** PD **PAT HOLIDAY** is available. You can call him at (519) 735-3981.



**WMMS/CLEVELAND** didn't sell all 90,000 **JACKSONS** concert tickets it had reportedly guaranteed to the promoters at \$30 a pop — about 8000 tickets went unsold. However, the station didn't necessarily lose a bundle of money, according to **MALRITE** President **CARL HIRSCH**. He says costs were offset by advertising schedules purchased and promotional visibility, and hints that the station's deal didn't necessarily involve paying the full face value of every unsold ticket.

**WZLD/COLUMBIA** has named **MIKE WILLIS** as PD. **CHUCK FINLEY** stays with the station as MD and morning show host. **KRSP-AM & FM/SALT LAKE CITY** Promotions Director, and AM midday personality **STEVE HOLMES** has been tapped to program **KNPA/BOISE**.

**TAMMY HADDAD**, producer of **MUTUAL's** "Larry King Show" for the past three years, will leave the network next month to become VP/Programming of **OLIVER PRODUCTIONS**. The Washington-based firm produces and syndicates "The McLaughlin Group" on television, and plans to launch new shows in both radio and TV.

All of us at **R&R** extend our condolences to the family and friends of **RAB** Regional Director **JERRY GARDINER**. Jerry took his own life October 9.

If you're looking for an experienced talk host, **KOA/DENVER's** **ART DINEEN** is getting ready to move on. You might remember Art as Talk radio's roving "Super Sub," filling in for various vacationing hosts around the country before settling in at KOA.

**WMJJ/BIRMINGHAM MD** **JEFF WARREN** has departed for on air work at **WEZR/WASHINGTON**. Assistant PD **JOHN JENKINS** has been named the new MD at WMJJ.

Veteran West Coast newsman **BOYD R. BRITTON** has landed the ND job at **WISM & WMGN/MADISON**.

**WRAL/RALEIGH** personality **BOB BARNES-WATTS** moves to Chicago to become the new midday personality at **WFYR**.

**KKPL/SPOKANE PD** **RIC MORGAN** moves to the programming spot at **KIZZ/MINOT, ND**. Ric's assistant, **DEAN ALLEN**, will now program KKPL.

A choice on-air position is available at **WGCL/CLEVELAND**. PD **C.C. MATTHEWS** says he's looking for a tight, bright, but *not* light evening personality (rhymes optional). Call C.C. at (216) 861-0100.

**WFZX (Foxy 101)/BAY CITY-SAGINAW** is looking for recording artists who'd like to wish the CHR a happy first anniversary. Contact MD **DAVE MICHAELS** (517)879-4444 or 892-7777.



Stork Stops: To **WQBR/JACKSONVILLE** owner **JACK DIAMOND** and his wife Pam, a girl, Rachel Ilene . . . To **B104/**

**BALTIMORE's** newly-promoted Assistant PD **WILLY B** and his wife Jainie, a son, Grant Alexander, September 27 . . . To **WWPA/WILLIAMSPORT** Station Manager **KEN SAWYER** and his wife Merylin, twin sons, Sean and Sam . . . To **WHB/KANSAS CITY MD** **ROGER AMES** and his wife Cindy, a daughter, Katherine Page . . . To **WKIN & WZXY/KINGSPORT, TN** Production Director **WARREN FERBER** and his wife Sandi, a daughter, Sabrina Jeanne, October 5.

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# On The Records

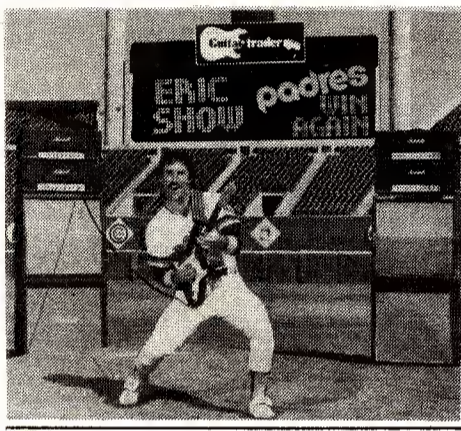


KEN BARNES

## Baseball's Greatest Hits (And Misses)



As soon as the San Diego Padres made it to the World Series, a number of San Diego and L.A. stations started playing a record by Padres righthander (or rightwinger) Eric Show. It's called "The Padres Win Again" and is loosely based on the '50s R&B number "Riot In Cell Block No. 9." And if Eric doesn't exactly display perfect pitch, at least it marks the first time a John Birch Society member has ever recorded a song in the style of the Coasters and played lead guitar. There's no business like Show business.



The Show record was the frosting on the cake, but what originally started this column festering was the word that five Chicago Cubs had cut a country record celebrating their success, called "Men In Blue." (Any Midwestern reader who can supply me with a copy, please get in touch. This is important archive material.) Jody Davis, Leon Durham, Keith Moreland, Rick Sutcliffe, and Gary Woods did the record (for charity), but their subsequent come-from-ahead loss in the National League playoffs made the celebration a bit premature. And not for the first time . . .

### Cubs Starve A "Fever"

Seems the last time the Cubs made a serious run at the pennant, in 1969, the team fell prey to the same musical temptation. Seven team members, including stars Ron Santo and Billy Williams, signed with local powerhouse label Chess to cut a song based on the Little Willie John/Peggy Lee hit "Fever," retitled "Pennant Fever." Following a load of namedroppings, including manager Leo Durocher and several of the stars singing on the record, Verse 4 and the chorus run:

*"First we win the East Division  
Then we beat the Western stars  
Next we sweep the ol' World Series  
And the championship is ours  
They gave us fever! Pennant fever!  
And the fans are feelin' fine  
Pennant! Pennant fever!  
It's the Cubs in sixty-nine"*

Shortly after the record's release, the Cubs pulled off a classic fold and were beaten in the NL East by the amazin' Mets. After that experience and this year's (which also reportedly includes some Cub overdubs on a Steve Goodman song called "Go Cubs Go"), the Cubs should think twice about any invitations to a recording studio.

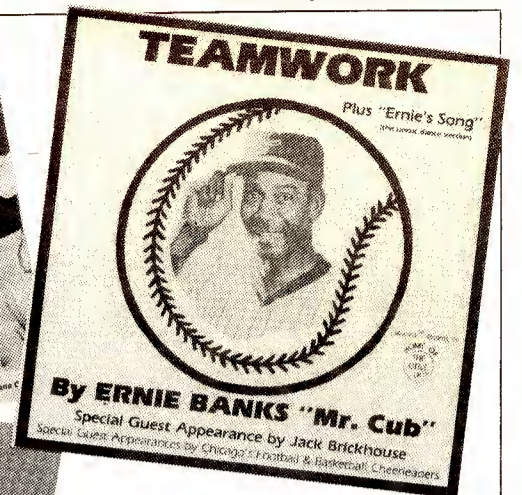
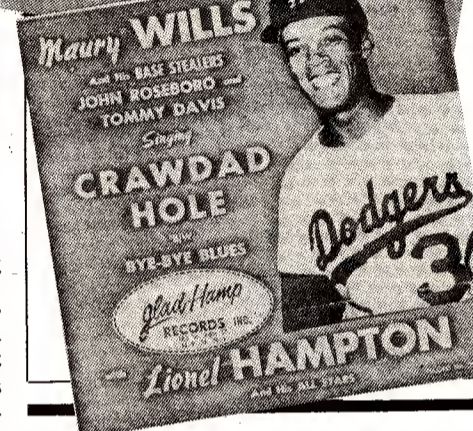
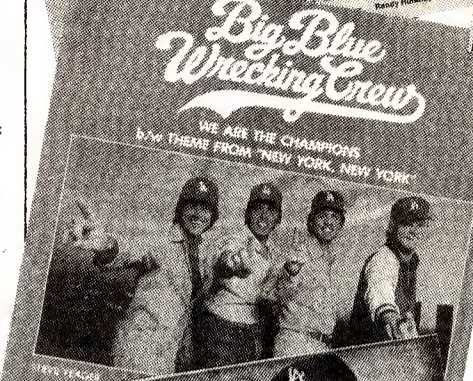
### Diamond Discs

The Cubs do have a fatal attraction for making records. Their great shortstop, Ernie Banks, succumbed to the urge for a single called "Teamwork" in 1981, several

years after he'd retired as an active player. And third baseman Ron Cey, while with the Dodgers, cut the immortal "Third Base Bag," which isn't exactly "Papa's Got A Brand New Bag" (or even "What'd I Cey").

The Dodgers, located in a recording center, have been represented on record several times. Sixties stars Don Drysdale and Maury Wills made singles, with one of Maury's featuring not only teammates John Roseboro and Tommy Davis (later a Casablanca national promotion exec) but Lionel Hampton as well. (Thanks to ABC's Jeff Leonard for that tidbit.) And, prudently waiting until *after* they'd beaten the Astros, Expos, and Yankees for the 1981 World Championship, four Dodgers, Jay Johnstone, Rick Monday, Jerry Reuss, and Steve Yeager, cut "We Are The Champions" for Elektra under the name of the Big Blue Wrecking Crew.

The Detroit Tigers haven't parlayed their World Series appearance into any record deals, but in 1968 Denny McLain's pitching triumphs (and reasonable facility as an organist) won him a Capitol contract (he actually cut an album). Other more serious singing contenders were Red Sox outfielder Tony Conigliaro, who had a few singles on RCA (thanks to Grelun Landon for the reminder), and well-traveled outfielder Lee



NO HITS, THREE ERAS — Baseball records from the early '60s, late '60s, and early '80s.

Maye, who maintained a singing career parallel to his baseball activities for years and whose records (solo and with R&B groups) are actually highly valued as vocal performances, apart from his sporting notoriety. (One of Lee's records, by the way, was cowritten and coproduced by Terry Cashman, the former minor leaguer and longtime producer/writer/artist whose minor league hit "Talkin' Baseball" is still played at ballparks around the country.)

If you know of any other baseball players' records, additions to the roster will be welcomed. Although their artistic quality may be doubtful most of the time, I'm sure we'll continue to see players recording as long as there's a chance of a leftfield hit.

### First Repeating Breaker

A chart milestone of sorts: the Pointer Sisters' "I'm So Excited" appears to be the first song in CHR Back Page history to become a Breaker twice. It first hit in October 1982, eventually reaching No. 26, a peak it's already passed the second time around.

Unsung Prophet Dept: An anonymous letter to R&R five years ago, complaining about the homogenization of music, reads in part: "It wouldn't surprise me if I opened up R&R one day and I saw the Top 40 section, the AOR section, the P/A (A/C) section, and the Pop/Rhythms (Black) section all combined in one area." I wonder what he thinks about the Back Page these days.

Joyce Kennedy, currently teamed up with Jeffrey Osborne on the Black/Urban hit "The Last Time We Made Love," was formerly lead singer for Epic artists Mother's Finest. They were among the earlier experimenters in an R&B/heavy rock mode (now made safer by Prince and Michael Jackson, among others) and once opened for the Who, among other achievements.

### Final Filler

Cowriter of Sheena Easton's "Strut" is Charlie Dore — long way from "Pilot Of The Airwaves." Charlie did the original version of Melissa Manchester's "You Should Hear How She Talks About You," by the way . . . Ellen Foley, who sang on Meat Loaf's first album and cut three solo albums of her own, will become a regular on NBC's comedy series "Night Court" this season.

Correction: I recently referred to Tina Turner's "Better Be Good To Me" as a single from Spider's second album. It wasn't a single, merely an album track, as Warner Books' Daniel Goldin pointed out; it was, in my feeble defense, a Spider single in Europe, however. Tina's flip side, by the way, is a version of Eric Burdon & the Animals' "When I Was Young" that's not on her LP.



### ONE YEAR AGO TODAY

- JOHN GUTBROD NAMED VP/GM AT WWWE & WDOI/CLEVELAND
- CHRIS WITTING NEW PD AT KDKA/PITTSBURGH
- MICHAEL HENDERSON VP/GM AT KQRS & KGLD/MINNEAPOLIS
- RICK CUMMINGS NAMED EMMIS NATIONAL PD
- LARKIN ARNOLD NAMED SR. VP AT CBS
- MICHAEL KIDD VP/BLACK PROMOTION AT RCA
- #1 CHR: "All Night Long" — Lionel Richie (Motown)
- #1 A/C: "All Night Long" — Lionel Richie (Motown) (3rd week)
- #1 COUNTRY: "Islands In The Stream" — Rogers & Parton (RCA) (2nd week)
- #1 BLACK: "All Night Long" — Lionel Richie (Motown) (3rd week)
- #1 AOR TRACK: "Crumbly'n' Down" — John Cougar Mellencamp (Riva/PolyGram)
- #1 LP: "Uh-Huh" — John Cougar Mellencamp (Riva/PolyGram)

### FIVE YEARS AGO TODAY

- TODD CHASE STATION MANAGER AT JB105/PROVIDENCE
- #1 CHR: "Heartache Tonight" — Eagles (Asylum) (2nd week)
- #1 A/C: "You Decorated My Life" — Kenny Rogers (UA) (4th week)
- #1 BLACK: "Knee Deep" — Funkadelic (WB) (4th week)
- #1 COUNTRY: "You Decorated My Life" — Kenny Rogers (UA)
- #1 LP: "The Long Run" — Eagles (Asylum) (2nd week)

### TEN YEARS AGO TODAY

- CHARLIE LAKE NAMED PD AT WJBO-AM & FM/PORTLAND, ME
- #1 CHR: "You Ain't Seen Nothin' Yet" — BTO (Mercury)
- #1 A/C: "My Melody Of Love" — Bobby Vinton (ABC) (3rd week)
- #1 COUNTRY: "Mississippi Cotton Pickin' Town" — Charley Pride (RCA)
- #1 LP: "Not Fragile" — BTO (Mercury) (5th week)



**LOOK** TO COLUMBIA FOR  
THE OBVIOUS CHOICES



# TOTO

“Stranger In Town”

**CHR BREAKERS**

154/64—64%

✓ ONE OF THE  
MOST ADDED

# SCANDAL

*featuring Patty Smyth*

“Hands Tied”



WHTT  
WXKS-FM  
WNYS  
WPHD  
WBLI  
CKOI  
WCAU-FM  
PRO-FM

**CHR NEW & ACTIVE** 137/26—57%

94Q	WHYT	KIMN
Z93	KBEQ	KZZP
KAFM	WKTI	KMJK
93FM	KHTR	KWOD
WNVZ	KWK	KNBQ



# RADIO IS WILD ABOUT

# DURAN DURAN

## "The Wild Boys"

### CHR BREAKERS

FIRST WEEK  
#1 MOST ADDED WITH  
194 ADDS—80%

THANKS RADIO

Capitol

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R&R

Datebook

MONDAY, OCTOBER 29

#### The Last Jackson

Even though **Randy Jackson** is the youngest of the Jackson brothers, he's not all that little any more. Born this day in 1961, Randy actually joined the J-5 on some tour dates before brother **Jermaine** went on his eight-year hiatus from the group. When that split finally materialized on record in 1976, Randy became an official Jackson. Randy himself went solo briefly in the late '70s with a minor soul chart item, "How Can I Be Sure (It's Me That You Love)," that became one of the few releases under **Joe Jackson's Ebony Tower** company. Randy is represented on the current "Victory" album with the self-written/produced "One More Chance."

Other birthday: **Steven Luscombe (Blancmange)** 1954.

TUESDAY, OCTOBER 30

#### The Holland On The Right

The conglomerate name **Holland-Dozier-Holland** is familiar even to many of those unfamiliar with writers, producers, and other behind-the-scenes types. The elder of the two Hollands, **Eddie**, turns 45 today. Before becoming part of H-D-H, Eddie had already scored a solo hit with the **Jackie Wilson**-influenced "Jamie" and often sang on demos of songs intended for Wilson. Once the trio joined forces, they became one of **Motown's** prime creative teams, often banging out hits — "It's The Same Old Song" is the best-known example — on the same day they were recorded. After differences with the label in the late '60s, the trio became the driving force behind **Hot Wax** and then **Invictus** records. They've all resurfaced as the production team on some **Herb Alpert** sides as well as tracks by **Lipstick**.

Other birthdays: **Grace Slick** 1939, **Timothy B. Schmit** 1947.

WEDNESDAY, OCTOBER 31

#### Lwin Button

When **Bow Wow Wow's** "Go Wild In The Country" became a British hit in early 1982, some of the staid **BBC** jocks worked hard to say something nice about it; one, in that year's understatement, backsold the song and then added, "Well, tons of enthusiasm there!" By that time, BWW had done a pretty good job in fulfilling manager **Malcolm McLaren's** plan to bring tribal rhythms to pop music. The woman heard shouting enthusiastically, **Anabella Lwin**, turns 19 today. Lwin succeeded **Adam Ant** as the group's lead singer. A year after some tribal rhythms have found their way onto the U.S. charts (via Ant, **Peter Gabriel** and others), Lwin is in New York working on a solo LP. The remaining members of BWW have regrouped as **Chiefs of Relief**.

Other birthdays: **Bernard Edwards** 1952, **Russ Ballard** 1947.



THURSDAY, NOVEMBER 1

#### Beatles Bloc

There are twelve events in Datebook's files for this day, and six of them are somehow **Beatles**-related. On this day in 1962, the group began the German engagement later immortalized on the "Live At The Star Club" LP. On Nov. 1, 1963, the **Rolling Stones** released the **Lennon/McCartney** penned "I Wanna Be Your Man." In 1968, **George Harrison** released his "Wonderwall Music" album, becoming the first Beatle with a solo album. A year later, "Abbey Road" was released and, simultaneously, the **New York Times** finally acknowledged the rumors of **Paul McCartney's** death. There's a lull for the next 13 years, but on this day in 1982, "Sgt. Pepper's Lonely Heart's Club Band" was finally released on half-speed disc.

Birthday: **Bill Anderson** 1937.

FRIDAY, NOVEMBER 2

#### Gang Way

**Kool & The Gang** have spent the last five years as a consistent chart force, with at least one or two CHR hits a year. It all began on this day in 1979 when the group's comeback, "Ladies' Night," hit #1 on **R&R's** Dancemusic chart. (It was only the #2 Black Radio hit at the time.) Although the **Deodato**-produced single was usually credited as the beginning of the Gang's switch from street funk to sophisticated urban pop, there had actually been traces for several years . . . dating back at least to 1975's "Summer Madness."

SATURDAY, NOVEMBER 3

#### Travels With My Ant

There are some sources that insist **Adam Ant's** birthday is really on Halloween. It's too bad that it's not. As the man who encouraged a disproportionately high number of British teenagers to paint stripes on their faces and walk around in pirate gear for a year, Ant really should have been born on a holiday that encouraged dressing up. Instead he was born this day 30 years ago and grew up in London's Marylebone section. In Britain, where artists go from being very hip to very unhip over a short period of time, Ant has managed to hold up pretty well. Between 1981's "Stand And Deliver" and 1982's "Goody Two Shoes," most of his records managed to enter the charts at #1. Two or three waves later, Ant's last single, "Apollo 9," managed to enter in the top 15 and should be out in the U.S. by the time you read this.

Birthdays: **Marilyn** 1962, **Lulu** 1948.

SUNDAY, NOVEMBER 4

#### The Other Turner

Now that **Tina Turner** is back, it seems that her ex-husband **Ike** is being overlooked. (For example, at least two labels have reissued old **Ike & Tina** records credited to Tina Turner with Ike's name in very small print.) Turner, who turns 53 either today or tomorrow, deserves recognition as a musician. For one, several of the greatest records of all time are half his and the pounding guitar licks that distinguished most of those Ike & Tina hits are all his. By age 11, Turner was playing the piano in small bars across his home state of Mississippi. At 20, Turner along with his **Kings Of Rhythm** had recorded "Rocket 88," credited to saxophonist/vocalist **Jackie Brenston** and often cited as the earliest real rock & roll record. Five years later, Turner met **Annie Mae Bullock** and shortly thereafter rechristened her Tina. Ike was actually the first one to release a solo LP, in 1972; after splitting with Tina, he released another one on an independent blues label.

Birthdays: **Chris Difford** 1954, **Delbert McClinton** 1940, **Pretenders' James Honeyman-Scott** would have been 28.

— Sean Ross



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**SAGGON**  
PRESENTS

**ELTON  
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*breaking hearts tour*



**AN EXCLUSIVE  
LIVE RADIO CONCERT**

Elton and his band have been touring the world since the early part of 1984, and it all comes to a climax the evening of *Sunday, November 4 at 8:30 p.m. (ET)*, when the Westwood One Satellite Network presents one of the final shows of Elton's *Breaking Hearts* tour *live via satellite* from the Centrum in Worcester, Massachusetts. To find out how you can lock up this much-anticipated radio concert exclusive for your market, contact your Westwood One representative now at (213) 204-5000.

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



## Small Sues UPI For \$10 Million

Former UPI President William Small filed a \$10.2 million lawsuit against the news agency last week in U.S. Federal Court in New York, citing breach of contract and libel arising from his termination last month (9-4). Alleging that Small was "dismissed without cause" in violation of his contract, the suit also claims that disparaging comments made about him damaged his reputation.

Named as defendants were Media News Corp., UPI's holding company; principal owners Douglas Ruhe and William Geisler; UPI President/General Manager Luis Nogales; and General Counsel Linda Thoren.

Commenting that the lawsuit was "rather general," a corporate spokesman said, "UPI regards its conduct as proper in this matter, and will vigorously defend its position."

According to the suit, Small contends he had a contract with UPI extending through 1989, and therefore was terminated before its expiration. The suit also claims that under this contract, Small could be dismissed only for "fraud or gross malfeasance or other improper conduct resulting in substantial injury to the interests of UPI." UPI declined to comment on any reasons behind Small's dismissal from the company.

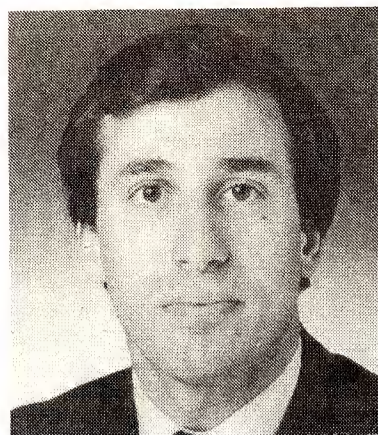
Small had been with UPI for almost two years, joining the organization from NBC, where he served as President of that network.

## Sterin, Orcutt Upped At WROR

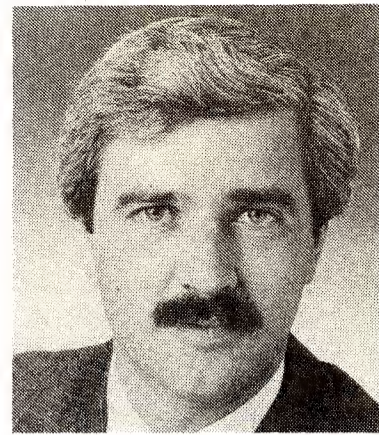
At WROR/Boston, Sales Manager Jay Sterin has been elevated to GSM, while Sr. Account Executive Greg Orcutt was promoted to Local Sales Manager.

VP/GM Joseph Kelly said, "Both men have the experience and ability that will significantly add to the growth and development of WROR."

Sterin joined WROR five years ago as an Account Executive, and in 1982 moved up to Retail Sales Manager; he was named Sales Manager the following year. Orcutt started at WROR in 1978, and has served as a Sr. AE for five years.



Jay Sterin



Greg Orcutt

### TRANSACTIONS

#### Swanson Buys KLLS-AM & FM

Continued from Page 3

Because Swanson also owns San Antonio outlet KKYX, KLLS (AM) will be sold to a third party. Swanson's other properties are flagship KRMG/Tulsa, WBYS/New Orleans, and KKNB/Oklahoma City. Shadok retains ownership of KOGO & KLZZ/San Diego.

KLLS (AM) broadcasts with 5 kw days/1 kw nights on 930 kHz; 100kw KLLS-FM operates on 100.3 MHz at 580 feet. Country station KKYX is powered by 50 kw days/10 kw nights on 680 kHz. No format change is planned for KLLS-FM.



**LOVE AT FIRST BITE** — KROQ/Los Angeles personality Raechel Donahue got "chewed out" during an interview with Jamie James. Jamie's sunglasses impaired his vision, and he mistook Raechel's arm for the sandwich, nearly biting the hand which feeds him to KROQ listeners.

# SUPER WEEKENDS

Thompson Twins  
November 10-11

**HOT ROCKS**

Fleetwood Mac  
November 24-25

---

1984

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THE WEEKLY COUNTRY MUSIC COUNTDOWN		SOLID GOLD COUNTRY	
3-4	WAYLON JENNINGS	3-4	CRYSTAL GAYLE
10-11	GENE WATSON	10-11	MICHAEL MARTIN MURPHEY
17-18	THE OAK RIDGE BOYS	17-18	TAMMY WYNETTE
24-25	DEBORAH ALLEN	24-25	EDDIE RABBITT

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**Racing Funds For Cancer Research**



The Executive Committee for "A Night At The Races," the first annual fundraiser for the Neil Bogart Memorial Laboratories, met recently to plan the gala event, scheduled for November 14 at the Hollywood Park racetrack. Pictured (l-r seated) are Burt Bacharach, Joyce Bogart, and Neil Diamond; (l-r standing) Carole Bayer Sager, Michael Ameen, Lynda Guber, Gil Segel, Ann Van Bebber, Marcia Diamond, Allen Lenard, and Joanne Segel. Committee members not pictured include Ann & Jerry Moss, Abe Somer, and Jane & Jerry Weintraub.

**Triumph For MCA**



MCA and Triumph celebrated their recent affiliation with a reception in Toronto. Pictured (l-r) are MCA Exec. VP Myron Roth, group manager Joe Owens, MCA Canada VP Graham Powers, MCA Canada Exec. VP/GM Ross Reynolds, MCA Records Group President Irving Azoff, group's Gil Moore, MCA Canada's John Alexander, and group's Rik Emmett and Mike Levine.

**Chappell Salutes Songwriters**



Chappell/Intersong recently held an awards party honoring writers in its Nashville Division. Pictured with their awards are (l-r) Charlie Black, Barbara Wyrick, Rory Bourke, and Rafe VanHoy.

**Keeping An Open Mind**



Jean-Luc Ponty recently played the Pier in New York City in support of his forthcoming release on Atlantic, "Open Mind." Visiting backstage are (l-r) Atlantic's Horace Burrell and Simo Doe, Ponty, and Atlantic's David Fleischman.

# NOVEMBER 1984



<p><b>Rick DEES' WEEKLY TOP 40</b></p> <p><b>3-4 JOHN CAFFERTY AND THE BEAVER BROWN BAND</b></p>	<p><b>DICK CLARK'S Rock Roll &amp; Remember</b></p> <p><b>3-4 EVERLY BROTHERS</b></p>	<p><b>THE GREAT SOUNDS</b></p> <p><b>3-4 HERB ALPERT</b></p>
<p><b>10-11 KENNY ROGERS</b></p>	<p><b>10-11 CHUBBY CHECKER</b></p>	<p><b>10-11 MITCH MILLER</b></p>
<p><b>17-18 BILLY OCEAN</b></p>	<p><b>17-18 LIONEL RICHIE &amp; THE COMMODORES</b></p>	<p><b>17-18 CAROL CHANNING</b></p>
<p><b>24-25 KIM CARNES</b></p>	<p><b>24-25 JAN &amp; DEAN</b></p>	<p><b>24-25 AL HIBBLER</b></p>



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# LEADER AT LARGE



JOHN LEADER

## The Toughest Move You'll Ever Make

In the old days, most radio management folks began their careers as air personalities. Say the PD of a Parallel Six-sized station was hired away; well, the general manager would simply name the most reliable jock from the staff to fill the slot. The GM proved what a great organization he was running by promoting from within; the staff experienced a nice morale boost as one of their kind advanced; and the new PD suddenly found himself in one of the most difficult situations of his young career.

Let's face it, nothing can match the thrill of that first shot at management, but when you've been promoted from the ranks and now must *lead* the ranks, well, you need some help. And if you don't get help, literally from the moment the announcement of your promotion is made, your first experience as a manager of people could be your last.

### Put In Charge

Today, not a lot has changed. In the smaller and medium markets, air personalities are elevated to PD, account execs become GSMs, and GSMs often become "the big guy." And even though in most cases the promotions are well-deserved, in just as many cases the person being promoted gets off to a shaky start because of the way the actual promotion is handled.

If you promote a member of your staff by sending around a congratulatory memo, you're setting that new manager up for some real people problems. And that's where promoted-from-within managers first run into problems: the area of personnel.

Throw a bunch of people with similar job descriptions together for a day and you've got yourself a

peer group. Have them work together for a few months and bona fide friendships develop. Then, take one of them out of the bunch and put him in charge of the rest and what do you get? Emotional responses that run the gamut from confusion to abject envy.

The newly-promoted manager now finds evaluations of his future performances will be based upon the performance of his former peer group. In other words, how well he does now depends on how much work he can get out of his

pals . . . the same pals he was bitching about the system with only yesterday. However, human nature being what it is, his pals think they see "Easy Street" closing in fast now that their buddy is in power.

### Who's In Charge?

Sure, the picture I'm painting is your classic "worst case

The staff has to understand that the new manager has all the responsibilities and (most importantly) the power that his new title implies. Without that kind of backup, the new manager begins his duties at a disadvantage.

### Taking Charge

Then, the new manager should sit down with his staff and solicit their cooperation for the early stages of the new relationship. If you're going to be in charge of people, they must know the ground rules, and in your situation as a newly-promoted manager, you must establish your management style (use of authority) quickly and clearly.

Naturally, the new manager's approach has a lot to do with his own success or failure. The good managers know you get a lot more cooperation when you *ask* for it than when you *demand* it. But the new manager must be sensitive to the fact that his relationship with his former peers has to change with his new responsibilities. The more clearly that new relationship is defined, the better it will be for both parties.

As nice as it is to be promoted from within (no moving company!), it can be far trickier than "coming in from out of town" to take over a new situation. It can also be a wonderful opportunity to show your peers, your superiors, and yourself just how effective a manager you can be. Just don't forget what it was like for you when you're in a position to make your afternoon personality the new PD. Get him off to a strong start.

"The new manager must be sensitive

to the fact that his relationship with his

former peers has to change

with his new responsibilities."

"If you're going to be in charge of people,

they must know the ground rules, and in your

situation as a newly-promoted manager,

you must establish your management style

(use of authority) quickly and clearly."

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# “TI AMO”

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Laura Branigan brings you “Ti Amo.”  
The third sensational single  
from her winning album, “Self Control”.

80147

Produced by Jack White & Robbie Buchanan  
Susan Joseph, Grand Trine Management



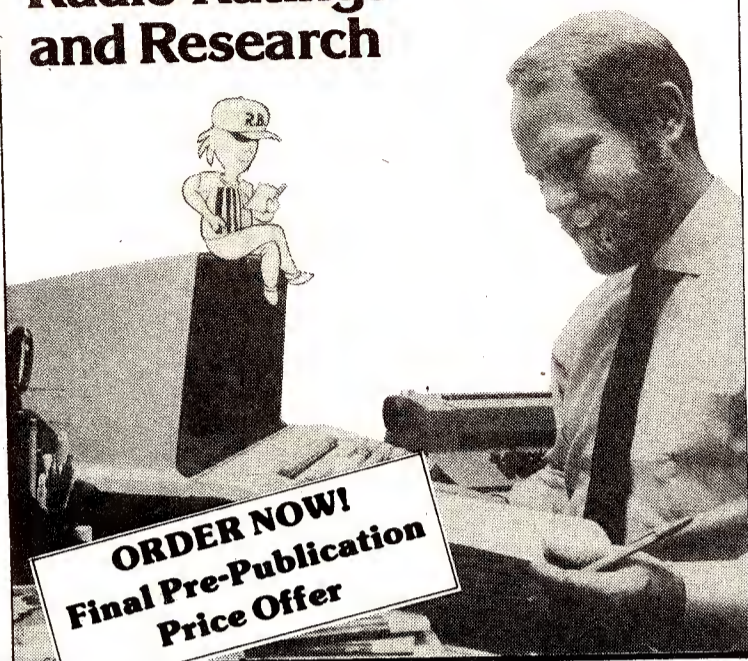
On Atlantic Records and Cassettes

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## CALENDAR



BRAD MESSER

### Star-Rated Radio Guests

Patrick Glynn reported there is a service that grades potential interview people, ranking them on a scale of one to five stars, just as some restaurants and hotels are rated. (See "Rating Talk Show Guests," R&R 9-28.)

The Copley Radio Network Director of Programming writes that "more than 700 stations now use our stories and ratings. In fact, they have been using the service (Wireless Flash) for more than four years."

Stations subscribing to the Copley service get twice-a-week mailings which comprise a daily almanac, daily horoscopes, format-targeted celebrity news, and about ten pages of general interest features stories.

The feature stories contain phone numbers for interviews, incorporating this star-rating system: \*poor \*\*not too thrilling \*\*\*average

\*\*\*\*very good \*\*\*\*\*fantastic.

In the sample week (10-8) sent by Glynn, there were 19 stories, accompanied by the names of folks willing to be interviewed about subjects that included secondhand coffee beans, a Strip Poker-based adult dice game called Love Cubes, a comparison of Sixties hippies and Eighties punks, world leaders' favorable opinions about astrology, women in male-dominated hoodlum gangs, and how to lose weight by drinking beer. The stars did not particularly shine for that batch of interviewees. Wireless Flash ranked one "not too thrilling" and the remaining 18 "average".

Thanks for the information, Patrick! Anyone interested in checking out the Copley Radio Network's mailout service can call (800) 445-4555.

#### Banks Rated Ballpoint Pens Unacceptable

**MONDAY, OCTOBER 29** — The first American-made ballpoint pens went on sale 39 years ago (1945). The pitch was "the pen that writes under water!" That was a slam at fountain pens, which leaked and smeared. But when people began writing checks with those early ballpoints, they discovered the ink was transferable . . . that is, you could sign a check, press your thumb down on the signature, move your thumb to another piece of paper and "print" the signature again. Many banks prohibited the use of ballpoints . . . until PaperMate came out with "banker-approved ink" about five years later.

First weather modification by cloud-seeding from an airplane 1947. Equal Credit Act became law 1974.

Kate Jackson 35. Richard Dreyfuss 37. Opera star Jon Vickers 58.

#### War Of The Worlds

**TUESDAY, OCTOBER 30** — The Orson Welles radio program about an invasion from Mars, "War Of The Worlds," was broadcast on the CBS network 46 years ago (1938). It consisted mostly of fake news "bulletins" about Martian spacecraft landing in New Jersey, inspiring some panic. One example . . . listeners in Newark ran into the streets with wet handkerchiefs and towels over their faces, trying to escape Martian poison gas. Curator Ron Simon of the Broadcasting Museum says "War Of The Worlds" is the single most-requested old radio tape.

John Logie Baird of Scotland transmitted first crude "light and shade" television picture 1925. USSR detonated biggest atomic explosion 1961, estimated 57 megatons.

Henry Winkler 39. Grace Slick 45.

#### Halloween

**WEDNESDAY, OCTOBER 31** — Some of our ancestors believed that on Halloween night, and *only* on Halloween night, a young woman could get a glimpse of her romantic future. The ritual required cold ashes from the fireplace and a live snail: put the snail in the ashes . . . he'd crawl around and spell out a name, or at least the initials of a potential husband.

Juliette Low was born in 1860. She started the Girl Scouts in 1912, with 11 girls. On their first outing, they made a campfire (very liberated stuff for 1912!) and boiled water for tea. Girl Scout skills included how to milk a cow, and how to "tie up a burglar" with a single twelve-inch piece of rope. (Some who have earned Girl Scouting's highest rank, the Gold Award, are Erma Bombeck, Barbara Walters, Justice Sandra Day O'Connor, Cheryl Tiegs, and UN Ambassador Jeanne Kirkpatrick.

Nevada 36th state 1864. First hydrogen bomb exploded 1952.

Dan Rather 53. Lee Grant 55. Barbara Bell Geddes 62. Dale Evans (Roy Rogers's wife) 72.

#### Chrysler Loan Guarantees

**THURSDAY, NOVEMBER 1** — The word November is from the Latin "novem," which means nine. November was the ninth month until Julius Ceasar changed the calendar and named July after himself. He shoved the ninth month over here to eleventh place and left the name the same.

The first federal loan guarantees were proposed for the Chrysler Corporation five years ago (1979) to pull the #3 carmaker back from the brink of bankruptcy. Under Lee Iacocca, Chrysler borrowed more than a billion dollars. The company was turned around, and all the loans were paid off before they were due.

Post Office issued 1st money order 1864. U.S. Weather Bureau made first observation 1870.  
Gordon Lightfoot 45. Gary Player 49.

#### Largest Wings Flew Once

**FRIDAY, NOVEMBER 2** — The largest wings ever made by Man have flown only one time, and then, for less than a minute. The one-and-only test flight of Howard Hughes's flying boat "Spruce Goose" (H-2 Hercules) was 37 years ago today (1947). Its wingspan is 319 feet 11 inches. (The largest wingspan in Nature is the wandering albatross, spanning 11 feet 11 inches.)

Largest squid — 4480 pounds, 55 feet long — captured 1878. North Dakota and South Dakota 39th and 40th states 1889.  
JFK announced dismantling of Soviet missile bases in Cuba 1962, ending Cuban Crisis.

Ken Rosewall 50. Burt Lancaster 71.

Tomorrow (11-3) ex-champ Larry Holmes 35. Sunday (11-4) is the 5th anniversary of the beginning of the Iran hostage crisis. Walter Cronkite 68.



"BREAK DOWN THE WALLS"

# STONE FURY

FROM "BURNS LIKE A STAR" MCA 5522



**MCA RECORDS**  
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# DON henley

## “THE BOYS OF SUMMER”

7-29141

“(AFTER  
THE BOYS  
OF SUMMER  
HAVE GONE)”

Produced By:

Don Henley,

Danny Kortchmar, Greg Ladanyi

and Mike Campbell

From the  
forthcoming Geffen album  
**BUILDING THE PERFECT BEAST**, available on LP  
(GHS 24026), Cassette (MSG 24026), and  
Compact Digital Disc (24026-2)

Management: Front Line



GEFFEN RECORDS

### THE BOYS OF SUMMER

Words & music by  
Don Henley &  
Mike Campbell

Nobody on the road  
Nobody on the beach  
I feel it in the air  
The summer's out of reach  
Empty lake, empty streets  
The sun goes down alone  
I'm drivin' by your house  
Though I know you're not home  
But I can see you—  
Your brown skin shinin' in the sun  
You got your hair combed back and your sunglasses on, baby  
And I can tell you my love for you will still be strong  
After the boys of summer have gone

I never will forget those nights  
Remember how I made me crazy?  
Remember how you made you scream  
Now I don't understand what happened to our love  
But babe, I'm gonna get you back  
I'm gonna show you what I'm made of

I can see you—  
Your brown skin shinin' in the sun  
I see you walkin' real slow and you're smilin' at everyone  
I can tell you my love for you will still be strong  
After the boys of summer have gone

Out on the road today, I saw a "Deadhead" sticker on a Cadillac  
A little voice inside my head said, "Don't look back. You can never  
look back!"  
I thought I knew what love was  
What did I know?  
Those days are gone forever  
I should just let them go but—

I can see you—  
Your brown skin shinin' in the sun  
You got that top pulled down and that radio on, baby  
And I can tell you my love for you will still be strong  
After the boys of summer have gone

I can see you—  
Your brown skin shinin' in the sun  
You got that hair slicked back and those Wayfarers on, baby  
I can tell you my love for you will still be strong  
After the boys of summer have gone



# Contemporary Hit Radio



JOEL DENVER

## TIPS FROM ALL SIDES

# Preparing Your Station For Its Next PD

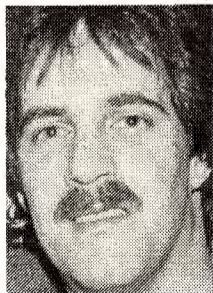
**Scenario of success:** You've been programming your present medium market CHR station for several years. The station has risen to the top of the ratings, and you've kept it there despite heavy competition from all sides. Not only are you a good programmer, but you're well-liked by the GM, the owner, and the entire staff. Your highly successful afternoon show has attracted the attention of some aggressive advertisers who involve you directly in the promotion of their product, bringing home extra cash for voicing their spots on both radio and TV! Your world couldn't be better, but you could be tempted by a new challenge.

**Scenario of dilemma:** A well-known national PD, with whom you've had a number of casual programming discussions, has been admiring your style from a distance. An opening occurs at one of his prestigious major market CHR stations and he's convinced you're the one for the job. After obtaining a composite of your station, he convinces that station's GM of your qualifications. The national PD flies you in for a meeting with the GM, makes you an incredible offer to be an off-air programmer, and gives you the weekend to think about it.

Now what do you do? Should you consider staying where you are because things are going pretty well and look to stay that way for a while? Or does the itch to move and take the shot at the big bucks win out? You know the answer! You're going for it because it's what you've really been dreaming about.

Once you've tied down all the loose ends with your new employer, the next step is to summon the courage to tell your GM, who's treated you like a member of his own family, that you're off to seek your fame and fortune in the big city. So you explain the situation, and after shattering your GM's hopes and dreams for the future, you're faced with helping the station through the transition. While all of the above is a pretty drastic scenario, believe it or not it does happen this way.

So how do you go about making sure the station, whose success you've nurtured, doesn't stumble as you move on? WAVA/Washington PD Smokey Rivers, and KX104/Nashville PD Michael Murphy have many solid suggestions, as both have come from situations similar to what's just been described. And for another perspective, KBEQ/Kansas City VP/GM Gary Smokey Rivers Rodriguez and B97 (WEZB)/New Orleans VP/GM Bob Reich offer some insight to how they make a new PD feel comfortable.



Smokey Rivers

## Details, Details, Details

Programming is a detail-oriented position, so the first step, according to Smokey, is to cover all the bases. The former WKDF/Nashville PD said, "Leave behind all the systems currently in place with a detailed description, along with complete files on your active music library, rotational, and research systems. If your filing system is difficult, make sure to cover this area as well.

"Specifically in the area of music, make sure your music director has a full understanding of all systems. Many PDs only have an MD as a buffer, and if this is the case, you're going to have to give them a crash course on what's going on. When I left Nashville, my MD Dave Hall was able to pick up the ball and run with it right from the first day."

## Market Idiosyncrasies

Despite the common threads of hit records, every market is different in some ways. A new PD can expedite his efficiency by learning these market idiosyncrasies in as short a time as possible. "I basically tried to fill Jerry Lousteau in on some of the finer points of what made a KZZB listener tick," said former PD Michael Murphy. "I

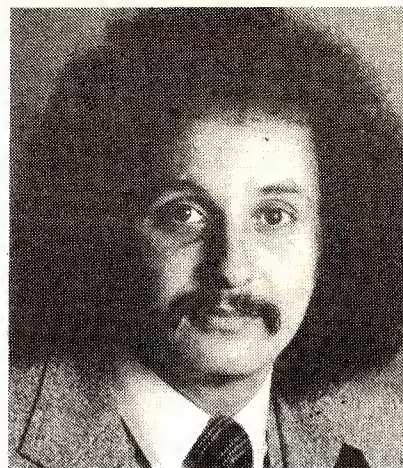


gave my insight as to the thinking in the market, especially in areas of crossover product. We discussed what the market will and won't accept, what types of records worked well in the past, and the kinds that didn't do the job for us.

"If an incoming PD can understand both how the previous PD perceived the station and how it was positioned, that's about the most you can do because everybody has their own system. The best you can do is to let him know the changes you would've made if you'd stayed on. When somebody else comes in, he has an opportunity to make some changes that you might not have. After all, when you've been in one place and know the lay of the land like the back of your hand, you're less likely to make many changes."

## Promotions

One surefire way to get off on the wrong foot at a new station is to research, coordinate, and then propose a promotion that's already been done either at the station or in the market within the last year or so. Smo-



Gary Rodriguez



Bob Reich

# Avoiding Managerial Panic

When the PD walks in to resign for a better job, it can send a number of signals to the GM. After four years at KBEQ/Kansas City, VP/GM Gary Rodriguez views a PD's resignation as an opportunity to improve the station and his relationship with the PD.

"The first question I have is 'Why?' My philosophy is that people shouldn't leave unless they have great opportunities. GMs shouldn't take a departure personally, unless the PD makes it clear that he is the reason.

"Unfortunately, I've seen PDs leave a station because of 1) the station's future in terms of corporate or management support, 2) not having the right tools or people to win, or 3) because of a new competitor. The easy route for a PD is to go where he thinks he has a chance to win.

"When it turns out to be a better opportunity, then I call a jock meeting to let the outgoing PD explain his feelings and why he's leaving. Then I let the jocks recognize I'm on top of things so there will be a smooth transition, and look for an interim PD from the staff. I always open the door for anyone on staff to apply for the PD job."

B97/New Orleans VP/GM Bob Reich related how things went when Nick Bazoo recently wanted to go to KMEL/San Francisco. "We also tried to make it a smooth transition. I had several meetings with Nick to review what we had done promotionally that was successful, and which ones we might want to do again. This would allow the new guy to pick up where we left off. When we run a major promotion, we brainstorm it after it's completed to see what improvements



could be made. We make sure all files are intact, so that we're in synch with what we've committed to for the future."

## Passing On The Autonomy

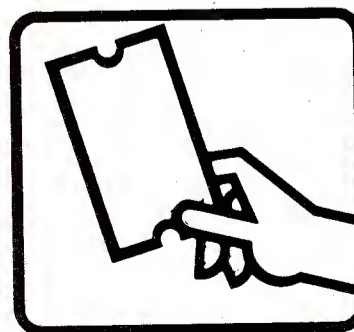
How the authority to program is passed on is vital to the future of the station. Gary said, "If the PD is leaving on a positive note, then I do want input on a replacement who'll be able to understand the quality of the jocks, the rest of the staff, and station direction. The temperament of the new PD is critical to continuing success.

"When a new PD comes in, I spend a few days assuring him he's got my unshakable support. In the beginning, most PDs are

Continued from Page 34

key advised PDs still in place to "chart out the promotional history of the station and the market as you go along, or put it together before you leave.

"One of the biggest nightmares a PD can face when stepping into a new job is to find unfinished business from previous promotions that he knows absolutely nothing about. When I left my last job, I had a complete file on all active promotions, future promotions that I had committed to, and old unfinished business on promotions that were still pending. Any winners receiving multiple items as part of prizes that are still unfulfilled must be dealt with as soon as possible."



## Staff Review

Every PD has a different method of dealing with his staff in terms of letting them know where things really stand. If you have an open relationship with your crew, it's to be hoped your successor will as well. To make sure the transition is smooth in this area, Smokey suggested, "Provide information on any sort of review procedures you may have employed with the jocks. I left a staff down there which was very cohesive; everyone pretty much knew where he stood in respect to the station and everything associated with it.

"In addition, make sure you've got an updated job description available so your replacement knows what everyone does. Otherwise, it's easy for an on-air promotion director to hide behind his on-air gig and say, 'Well, yeah, I helped in promotions, but I didn't do a whole lot,' when the guy may have actually been responsible for 90% of the promotions."



Michael Murphy

Continued on Page 34



# Preparing Your Station

Continued from Page 33

"If an incoming PD can understand both how the previous PD perceived the station and how it was positioned, that's about the most you can do because everybody has their own system."

— Michael Murphy

Michael added, "As far as input to the new PD, I would play it by ear. Many of them want to review the staff without the benefit of your ideas. At KZZB, the staff is responsible for a large amount of the station's success, so I concentrated on letting Jerry know that, and worked to catch him up on what had happened in that market during the past five years. KZZB is very successful and it's important that he understand how our radio station got to where it is."

"Put the station's ratings history in order," advised Smokey, "so the guy can see how your station has performed and where it's going."

"Technical data is very useful — anything that the previous PD may have set up in terms of audio processing on the station. Maybe write down an explanation as to why things are the way they are if there are deficiencies. Specify any certain procedures that have been used in the transfer of music from disc to cart each week, or special equipment problems that need immediate attention."



## Filling In The GM

To insure the smoothest of transitions, it's a great idea to take this information and duplicate it for the GM. "With both the GM and new PD having access to the same material, they can begin communicating more effectively right from the start," said Smokey.

"Chart out the promotional history of the station and the market as you go along, or put it together before you leave. One of the biggest nightmares a PD can face when stepping into a new job is to find unfinished business from previous promotions that he knows absolutely nothing about."

— Smokey Rivers

Michael also understands the importance of bringing the GM up to speed in programming areas. "When I resigned from KZZB I talked with the GM about promotions, concepts, and future things we had planned, because sometimes GMs are not involved day-to-day in the radio station's image-related activities. Let him know what you're thinking regarding the direction of the station and where he needs to take it over the next few months. For me, it was not just a game plan on paper, but an understanding of where the station has been in the past, how we got to where we are, and the natural progression we had planned."

Michael illustrated the importance of helping your previous station through the change in programmers. "You have to if you have any pride in the station you're leaving. If KZZB falters, I've got nothing to gain. I just want it to keep doing well! After spending as many years as I did at KZZB, I left a lot of friends behind and want them all to succeed."

While some GMs have a replacement in mind immediately, others might seek an outgoing PD's advice on prospective candidates. "Some places want to keep recruitment confidential and don't feel that the previous PD should have anything to do with it," noted Smokey. "It depends on the style of the management. When I left WKDF I worked very closely with the GM on recruiting, but by the time I left they hadn't found anyone yet."

## Taking Stock Of The Situation

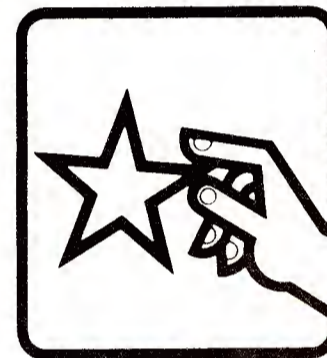
So what does Smokey look for when he comes in to a new station? "If you've got an airstaff that's very involved, you need to

know who is in charge of what area so you know what to expect of them. They can also assist you in familiarizing yourself with existing systems. Those folks who worked with the previous PD at WAVA have been invaluable to me."

And Smokey recommends taking it slow when you first enter the new station. "Most important, take stock of your people; find out what they're all about. Because of personality differences between programmers and jocks, one guy's perception about a staff member may be different from that of the incoming PD. Make your own judgments when you take over. Since coming to WAVA I've discovered some real diamonds in the rough who weren't getting full credit for what they can do."

When it comes to talent, Michael and Smokey agree you should make your own decisions. Michael said, "First, I listened to the guys myself and got input from the former PD on what he thought their strengths and weaknesses were. But in the end I made my own decisions." He added, "I also went to each personality and reassured him that he still had his job. No one can perform to his fullest potential if he has to always look over his shoulder."

## Projecting The Winning Attitude



When Michael joined KX104, the station faced fresh competition in the market, and had just gone through a sale. "Everybody's been in neutral, and getting them motivated and excited about things was my first priority. As a result, they've been very receptive to me. They were ready to do something, and once they saw how I operated and got to know me, then they were able to relax and get about the job of winning."

## Avoiding Managerial Panic

Continued from Page 33

walking on eggs, and are afraid to do what they do best. Until the PD gets established, the jocks, in their own minds, feel they really work for the GM. You must transfer the leadership role back to the PD, otherwise there is instant dissension; the jocks run to the GM with problems."

Bob also noted it's not unusual to find a member of the airstaff with a complaint about the new programmer. "When that happens, I always include the PD in the meeting. I don't get involved with programming problems. I don't call the hotline or directly criticize the jocks either. If there is a problem with one of

the airstaff, I go to the PD, as it's his area of responsibility. If you don't give a PD his autonomy, how can you hold him accountable for that department?"

### Learning From The New PD

"Where is the station going, and where does it need to be? are important questions the new PD needs to address," noted Gary. "If the direction is wrong, then why is it wrong? If needed tools are missing, then they should be provided. Work hard to establish better communication with your new programmer," Gary advised GMs, "because 80% of the time PDs leave due to poor relationships with management. I've learned by making mistakes, and one of the things I've learned is what can drive a talented PD away."



**AND THE WINNER IS . . .** — WLOL/Minneapolis gave away an exact duplicate of the red leather jacket Michael Jackson wore in his "Beat It" video during a recent "Michael Jackson Giveaway." The jacket was only part of an extensive promotion which included tour paraphernalia, albums, posters, and the jacket. Shown here are (l-r): WLOL Ass't PD Gregg Swedberg, winner Kim Zroka, and WLOL PD Tac Hammer.



**BALI GIRL** — 89FM/Auckland ran a "Turn It On For Bali" contest, where entrants had to recognize three songs in a row from any of the five albums they'd registered with the station as their favorites. Shown (l-r) are PD Fred Botica, winner Donna Richards, and travel agent Gaven Hogg.



*Red Hot Richy Records*

Presents

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# Z-ROCKS

---

“The Teacher’s  
A Punk”

RHRR-84001-A

A Uniquely “Britex” Sound

**SUNNY JOE WHITE**  
**WKXS/BOSTON**

“I like it. I love it. The more I listen, the more I crave it!!!”

**BOB HAMILTON**  
**RKO/KEARTH/LOS ANGELES**

“A smash from the start — take that to the bank.”

**DAVE SHOLIN**  
**GAVIN/KFRC/SAN FRANCISCO**

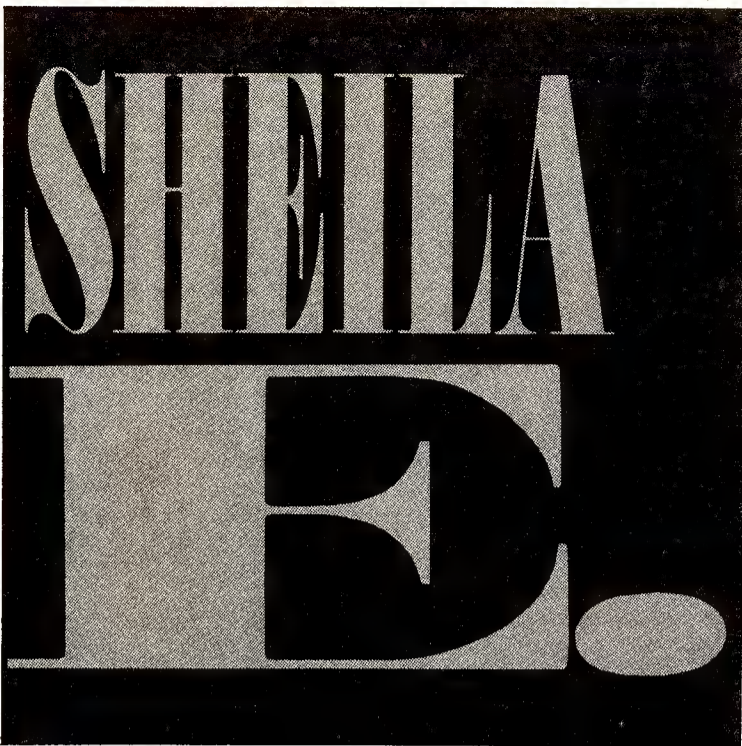
“I first heard it over the phone and right away I wanted it.”

**CLAY GISH**  
**Z92/HOUSTON**

“Best record on radio today. I’ve been playing it since school started . . . it lights up my phones. What a great programming tool!”

The first major Rock & Roll Record Company  
from the forthcoming Third Coast!



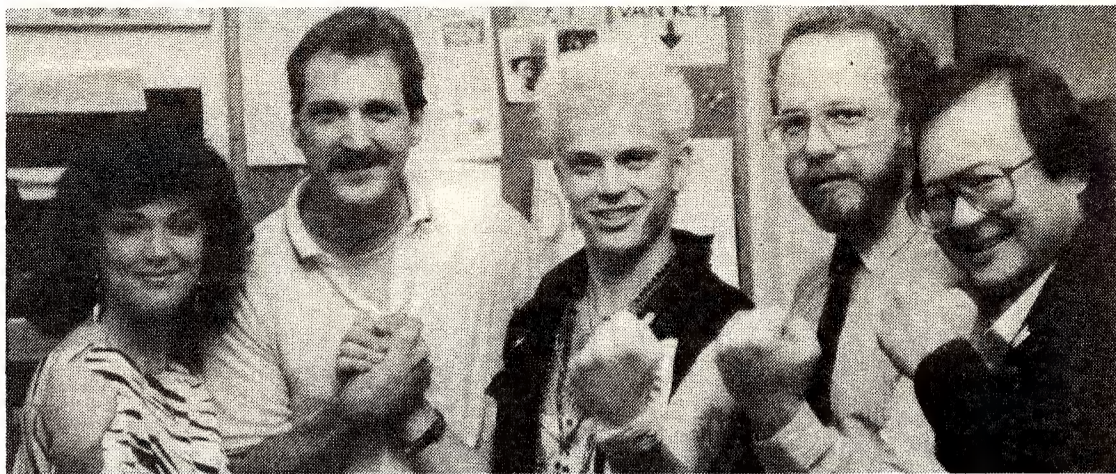


# "The Belle Of St. Mark"

*The second single from  
The Glamorous Life.*

- |                |             |             |
|----------------|-------------|-------------|
| WXKS-FM add    | WNOK-FM add | KDON-FM add |
| CKOI add       | WZLD add    | KCPX add 38 |
| 94Q add        | KAMZ add    | KRQ on      |
| I95 on         | KSET-FM add | WOAY add    |
| KBEQ add 33    | 94TYX add   | WQCM add    |
| WLOL-FM add 34 | WFMI on     | WKHI on     |
| KIIS-FM on     | KX104 add   | WKSF add    |
| FM102 deb-27   | WZKS add    | WJAD on     |
| KPLUS add      | Y106 add    | WCGQ on     |
| KUBE deb-35    | KIHK add    | KNOE-FM on  |
| KNBQ deb-37    | KMGK add    | KWES add    |
| Q100 add       | KQKQ deb-33 | WPFM add    |
| WTIC-FM 32-30  | KQXR deb-36 | KGOT add    |
| KC101 add      | KKFM add    | KCDQ add    |
| WKFM add       | KMGX on     | KGHO on     |
| WPST add       | KIKI on     | K96 add     |
| WHTF add       | KQMQ on     | KBIM add    |
| WBBQ on        | KHOP on     | KZOZ add    |
| KWIC on        | KCAQ deb-38 | OK95 add    |
| WBCY on        | KSKD on     |             |

# CHR PICTURE PAGE



**RADIO PEOPLE DO IT FOR "FLESH!"** — WBCY/Charlotte welcomed Chrysalis recording artis Billy Idol to the station to introduce his latest, "Flesh For Fantasy." Shown here giving the Idol high sign (l-r) are WBCY's Cynthia Clarc, Fred Story, Idol, PD Bob Kaghan, and Chrysalis rep Al Twanmo.



**LEAVE THIS MOMENT ALONE!** — KAFM/Dallas, TX got together with Columbia recording artist Billy Joel to share the moment with the station's ticket contest/backstage party winner. Shown here (l-r) are Columbia's Michael Scurlock, contest winner Patti Castillo, KAFM Asst. PD/MD Pete Thomson, Joel, KAFM's Wilda May, and Production Director Jerry Vigil.



**NOW, THIS IS IT!** — WNVZ/Virginia Beach recently gave Huey Lewis & The News just what they were looking for . . . new shirts. Huey's "This is it" comment was in response to his latest musical question, "If This Is It?" Presenting the Z104 T-shirts to the band are (l-r) the station staffers Greg South, Brian Murphy, and Bill Catcher.



**IT'S ALL IN THE KEY** — WMC-FM/Memphis gave listeners a chance to win over \$10,000 in cash and groceries and a shot at the key that could open the door to a new home for a year and a new car. The lucky keyholder and her daughter are shown here with her reward.





# There's no debate about these hits...



**REO SPEEDWAGON**  
*"I DOWANNA KNOW"*

**CHR BREAKERS 169/56 70%**

**ONE OF THE MOST ADDED**

**AOR TRACKS: 12**



**JACKSONS**  
*"Body"*



**CHR NEW & ACTIVE 109/33**

**#1 Most Added Black/Urban**



**MOLLY HATCHET**  
*"Satisfied Man"*



**CHR SIGNIFICANT ACTION**

- |       |         |         |
|-------|---------|---------|
| WPHD  | WJZR    | WRQN    |
| WHYT  | WANS-FM | KEYN-FM |
| KPLUS | WOKI    | KQXR    |
| WVSR  | WFMI    | KQMQ    |
| WERZ  | WKDD    | KSKD    |
| WRCK  | WGRD    | KHYT    |
| KWIC  | WJXQ    |         |

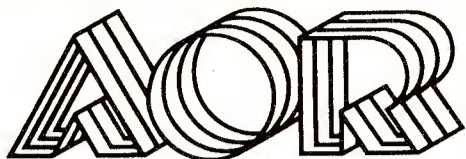
**AOR TRACKS: 13**

**AOR ALBUMS: 15**



Distributed by CBS Records





STEVE FEINSTEIN

RATINGS REALITY

# Unraveling AOR's Bad Rap

Though summer sweeps aren't generally regarded with grave concern, a close look at the book is still worth our time. Why? It offers some pertinent insight into AOR's health, particularly in relation to competing formats. Keep in mind that the following figures refer to Arbitron average quarter-hour shares, Monday-Sunday, 6am-midnight, metro survey area.

### The 12+ Game

On the surface, it may look like a bad book for the 24 AORs surveyed. In 12+ shares, there were 12 down, eight up, and four unchanged.

The 12+ game did play out well in another area, though. In half of these major markets, an AOR led the CHR competition: Boston, Cleveland, Detroit, Philadelphia, St. Louis, and San Diego.

### 18-34 Men

More important, the book reaffirmed AOR's strength in its target demo — young males. Eight of the 12 markets had AORs placing first with 18-34 men, and seven of the eight were also #1 in the 25-34 male cell that enables AORs to get in on 25-49 buys.

### Where Do The Girls Go?

A closer look at CHR's performance offers some surprises. CHR is usually presumed to deliver young adult women, yet only three markets — New York, Los Angeles, and Boston — had CHRs leading in 18-34 women or even the 18-24 female cell.

What formats led in young adult women?

- Urban (five markets): Chicago, Houston, St. Louis, San Francisco, and Washington.
- A/C (three): Detroit, Philadelphia, and San Diego.
- AOR (one): Cleveland.

The same formats also won with 25-34 women, except A/C took additional honors in Boston (tying with CHR), St. Louis, and San Francisco, while Urban topped A/C with 25-34 females in Philadelphia.

### Where The Teens Tune

Compared to AOR, CHR's 12+ shares were composed largely of teens, rather than adults. In all 12 markets, the percentage of the CHR leader's quarter hours derived from teens was greater than the AOR leader's, and CHRs were the #1 teen stations everywhere except San Francisco, where Urban prevailed.

### Immaculate Misconception

Why, then, is CHR lauded as the format that attracts young adults? Perhaps its breathtaking dominance in the two most visible and well-chronicled markets — New York and Los Angeles — led to assumptions that were not uniformly the case for the rest of the country.

Let's look at which formats led in 18-34 adults this summer. Out of the 12 markets, AOR was #1 in six, Urban led in four (Chicago, Houston, San Francisco, and Washington), and CHR took the prize in only two — you guessed it, New York and Los Angeles.

### Spring Review

If you would scoff at the validity of drawing conclusions from a summer book, look at the breakdown of leaders in 18-34 adults

in the top 50 markets from the spring '84 book:

- AOR: 23
- CHR: 21
- Urban: 4
- A/C: 2

Surprising, eh? Bear in mind, also, that this includes one market with no AOR station — New Orleans — and that KIIS/Los Angeles accounted for three of CHR's #1s: the Los Angeles, Anaheim-Santa Ana-Garden Grove, and Riverside-San Bernardino-Ontario books.

In AOR's target demo, 18-34 males, the leaders broke down like this:

- AOR: 35 (71% of the 49 markets with AORs)
- CHR: 10
- Urban: 5

In CHR's arena, 18-34 females, #1's went to:

- CHR: 27 (54%)
- A/C: 14
- Urban: 6
- AOR: 3

In teens:

- CHR: 42 (84%)
- AOR: 8

The success of KIIS and WHTZ/New York has had industry "experts" and journalists, both in the trade and consumer press, leaping to the conclusion that CHR is the only way to go in attracting young adults. They've neglected to look carefully at the broader picture across the country.

## ARBITRON ANALYSIS

# Summer Scoreboard

Station/Market	12+	18-34A	18-34M	25-34M	Teens
WBCN/Boston	9.0-8.6	1	1	1	—
WLUP/Chicago	3.4-2.8	—	1	—	—
WMET/Chicago	3.3-2.9	—	—	—	—
WXRT/Chicago	2.4-2.4	—	2	2	—
WMMS/Cleveland (P)	10.4-10.4	1	1	1	—
WLLZ/Detroit	4.7-4.2	—	—	—	—
WRIF/Detroit	5.4-5.7	1	1	1	—
KLOL/Houston	5.8-5.8	—	2	—	—
KSRR/Houston (P)	7.4-5.5	—	—	—	—
KLOS/Los Angeles (P)	3.9-3.5	2	2	2	—
KMET/Los Angeles (A)	3.4-3.1	—	—	—	—
KROQ/Los Angeles (C)	2.1-2.8	—	—	—	—
WAPP/New York	2.9-2.4	—	—	—	—
WNEW-FM/New York (A)	3.1-3.1	—	2	1	—
WIOQ/Philadelphia	4.4-4.3	—	2	—	—
WMMR/Philadelphia (A)	5.5-6.2	1	1	1	—
WYSP/Philadelphia (P)	4.1-3.7	—	—	—	—
KSHE/St. Louis (P)	7.2-8.8	1	1	2	2
KGB/San Diego	7.6-9.2	1	1	1	—
91X/San Diego (C)	4.1-4.4	—	—	—	2
KFOG/San Francisco (P)	2.1-1.9	—	—	—	—
KQAK/San Francisco (C)	1.4-1.6	—	—	—	—
KRQR/San Francisco	2.8-1.8	—	—	—	—
WWDC-FM/Washington(A)	4.2-5.3	2	1	1	—



Consulted stations are noted by (A) for Burkhardt/Abrams/Michaels/Douglas; (C) Rick Carroll; (P) Jeff Pollack.

All stations indicated as such were consulted during the summer '84 Arbitron ratings period. Stations may have terminated or begun consulting relationships since.

Stations with #1-ranking shares in their markets have 12+ figures in **bold**.

First or second-place showings in key demos are indicated. Demo figures are for market rank, and do not indicate actual share. *Italics* signify a tie for the position.

All figures refer to metro survey area, Monday-Sunday 6am-midnight.



The simple truth is that if you're looking for the leader in young males, it's AOR. To find the teen champion (which also may do well with young women), it's CHR.

### What Makes A Winner

It's not the format, per se, that makes KIIS and Z100 successful. Rather, their success is a function of the people involved: farsighted ownership and management, in-

novative programmers, gifted air talent, and smart marketers.

As I've said in this column before, I bow to no man in my admiration for KIIS. By any account, it is an absolute marvel. Unlike most CHRs surveyed this summer, its dominance was based on adults rather than teens. KIIS outperformed its nearest competitor in young adults even better than it did its closest competitor for teens. (KIIS had more than double the 18-34 adults of #2 KLOS, and 58% more teens than #2 KKHR.) Take away all of KIIS's teens, and it would still lead the market. Similarly, AOR WMMS/Cleveland and Urban KMJQ/Houston would still be #1 if you lopped off their teen shares.

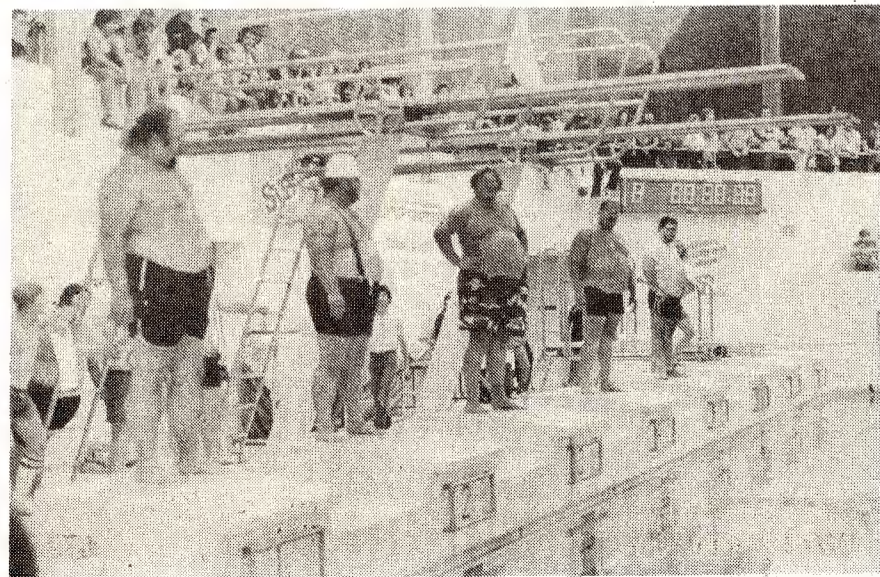
### Coexistence

There's no need for anyone in either CHR or AOR to condemn the other. CHR is a vibrant format that will always thrive when executed well, as long as advertisers want to reach teens and young females. How long will that be? Probably for as long as other advertisers want to reach AOR's 18-34 males... forever.

The point is that it isn't a matter of there only being enough room on the airwaves for one format or the other. Quite the contrary — the formats generally produce complementary audiences, and an advertiser's ability to target those specific audiences is precisely the beauty of radio. Instead of a matter of "either/or" format being "hot," the truth is that all is right in the world of radio when both formats are flourishing.

### Cheer Up

Above all, let this message ring loud and clear: AOR has no reason to hang its head



**SKINNY DIPPING IT'S NOT** — Tell these guys that "thin is in," and you're likely to wind up flat as a pancake. These burly bathers, all between 300-500 pounds, lined up for the second annual Belly Flop Competition held by WLUP/Chicago's Jonathon Brandmeier. The prizes will help the winners qualify next year, too: runners-up received gift certificates for area restaurants, and the best flopper's reward included a ride in a food-equipped luxury limousine.

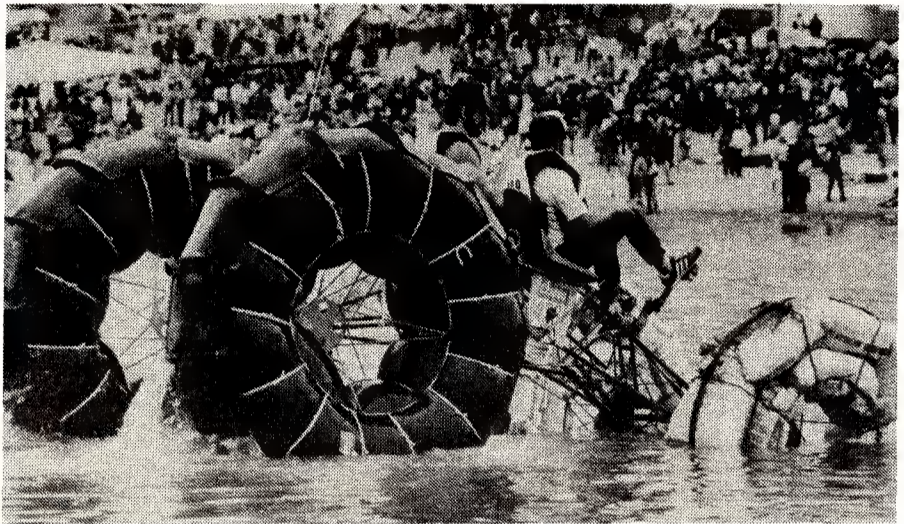
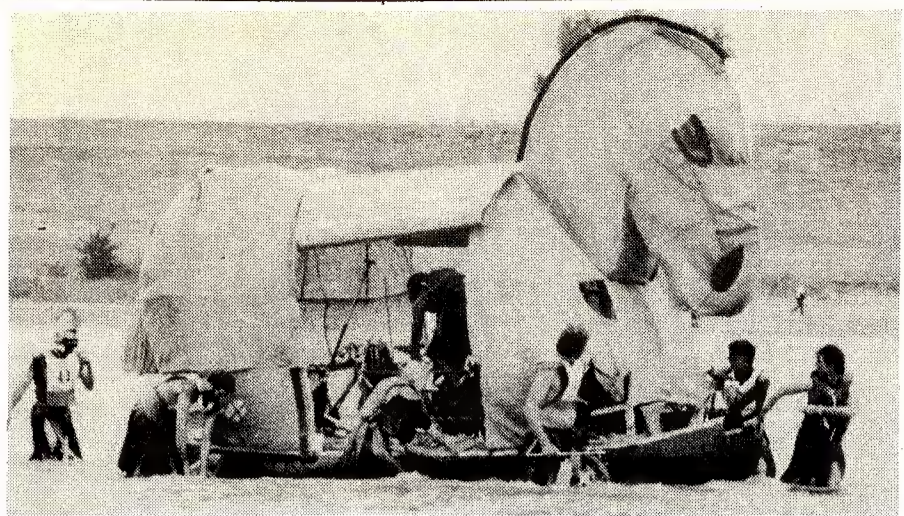


**SEGUES**

**WYNF/Tampa** moves to 9720 Executive Center Drive, Suite 200, St. Petersburg, FL 33702. Its new phone numbers are (813) 228-6090 and (813) 576-6090. **Steven Gelder** shifts from **WXQR/Jacksonville, NC** mornings to OM/mornings at **WZYC/Newport, NC**.

**Fitzgerald** is available at (713) 583-1489. **KKCI/Kansas City** afternoons now belong to **Mark Mason** from crosstown **WHB**. **MD Tom Cale** takes over **KZAP/Sacramento** mornings from exiting **Kevin "Boom Boom" Anderson**. **Stu Schader** leaves **WWCK/Flint** late nights and is replaced by **MD Linda Lansl**. **Dan Bammes** succeeds **Dave Porter** as **KRSP-AM & FM/Salt Lake City's** News Director.

**Tim Scott** from **KILO/Colorado Springs** goes to **KSRR/Houston** for late nights. Former **KSRR** late nighter **Greg**



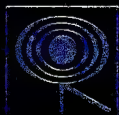
**HOW TO BEAT THE HIGH COST OF GAS** — This was the fifth year for the **KBCO/Boulder Kinetic Sculpture Challenge**, in which entrants design human-powered vehicles that can navigate both land and sea. A crowd of 20,000 watched the contraptions and their crews compete for best sculpture design, costumes, engineering, and style, as well as finish position. The top picture shows the "aTROYcious Horse," which picked up honors as best sculpture. Below is the "Homerbuilt."



**THE BUTLER DID IT** — **Richard Butler** of the **Psychadelic Furs** poses with **KTYD/Santa Barbara** personality **Guy Guden** (left) and **PD Rick Williams**.

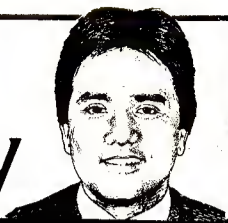
# A: Eurogliders

The album "This Island" featuring their first hit "Heaven"





# Adult/ Contemporary



RON RODRIGUES

## CHR Crossovers: How Much Is Enough?

The summer Arbitron produced more good news for the CHR format. In many of the surveyed markets, the top-rated station in 25-49 demos was CHR-formatted. This, of course, results in a lot of cume sharing with the markets' A/C's. So is it safe now for A/C programmers to increase the amount of CHR-oriented product because of this phenomenon? I spoke with programmers who have increased their CHR crossover programming and those who haven't. This week, we'll focus on two who are leaning more contemporary.

WENS/Indianapolis PD Scott Wheeler and 2WD (WWDE)/Norfolk PD Paul Richardson stress that their outlets are solidly A/C. However, they both feel that as a result of cume sharing, adults are more adjusted to CHR music than before. "It seems the mood of the country has changed in the past couple of years," noted Scott. "When we first went on the air in 1981, we were much softer than we are now. But it was reflective of the times. If you go back to the CHR chart three years ago, hits such as 'Endless Love,' 'Love On The Rocks,' 'Just The Two Of Us,' and 'Guilty,' were among the bigger hits. These days, it's 'State Of Shock,' 'Dancing In The Dark,' and other much harder-sounding records. We don't play all of those, but the mood of the country and the tone of music is much more uptempo these days. With the CHRs coming on so strong, we feel we have to play some of that product to stay competitive."

Paul had market-competitive reasons for skewing more contemporary. "The other A/C here is very soft and Oldies-oriented. Thus, our strategy is to take the other tack and become more current and more contemporary. It's a function of being different. However, I think we're still a long way from being confused as a CHR station. Even if we didn't adjust our programming, we'd still share a fair portion of audience on both sides."

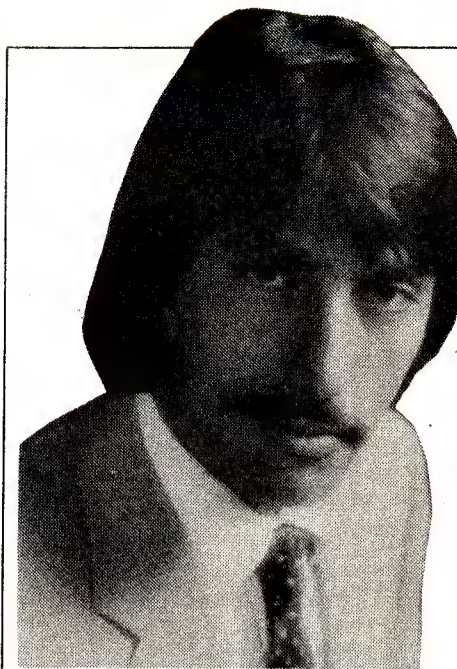
### Image Problems

Considering that many of today's top CHR artists haven't been around long, is it a problem announcing the sometimes bizarre group names to a more staid audience?

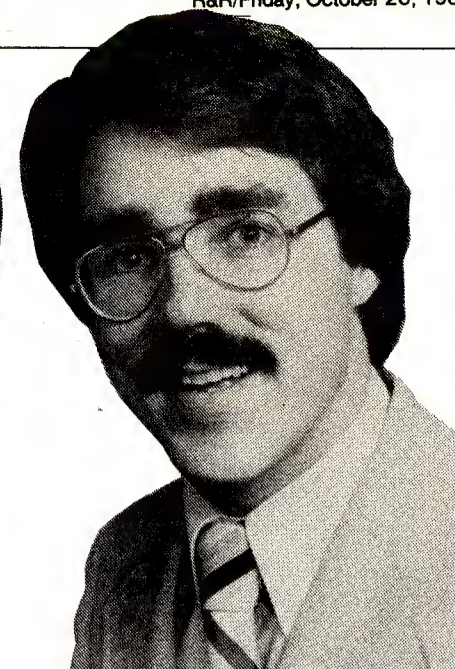
"We thought that artist identification could be a problem," replied Scott. "But when you look closely our listeners, who tend to be younger than those of a full-service station, they are familiar with most of those artists anyway. For example, if you walk into an aerobics class, you'll hear the Pointer Sisters, Madonna, Huey Lewis, and Prince all the time. It's not foreign to them."

"As far as our older demos go, we haven't had any solid feedback, but we haven't had any complaints either. It's getting to the point where people in their 40s have grown up with rock and roll. It's much more accepted now than it was just a few years ago."

Paul said he depends on other competitive media to break the CHR product for him. "Since the CHR outlet does do well among traditional adult demos, the crossover music that we do choose is already going to be familiar. This is a heavily-cabled



Scott Wheeler



Paul Richardson

market, so MTV is also seen here. And you can't turn on HBO, Cinemax, or Showtime without seeing videos, which are mostly CHR. Our audience is quite familiar with most of the artists we play before we get to play them."

### Traditional A/C Over?

With CHR's popularity currently the rage, what happens to the traditional A/C artist who doesn't cross over? Paul said, "Up until just a few years ago, if you told someone that you're an A/C, people automatically knew that you played a lot of Barry Manilow, Kenny Rogers, Neil Diamond, and Barbra Streisand. Those artists are still a part of our format, but now they share the airwaves with the Eurythmics, the Police, Corey Hart, and Bruce Springsteen. There will continue to be soft, Oldies-oriented A/C's that will continue to play soft A/C product. Then you will have more current, somewhat CHR-oriented A/C's like us."

Scott added, "There is still room for pure A/C artists on our charts, but perhaps not for as many as a few years ago. We'll still play them if they're going to be legitimate hits."

Paul brought up a good point: "While one part of A/C goes more conservative, I see one faction of A/C getting more contemporary; not necessarily in a CHR direction, but using more of a 'hit' approach. They're going to be asking themselves, 'Are other stations playing this record?' or 'Are people buying this record?' If that's the case, then we're likely to play it."

### What's Next?

I asked the two of them to gaze into the crystal ball and predict how long this current state of CHR dominance will last. Both of them replied that it's all cyclical.

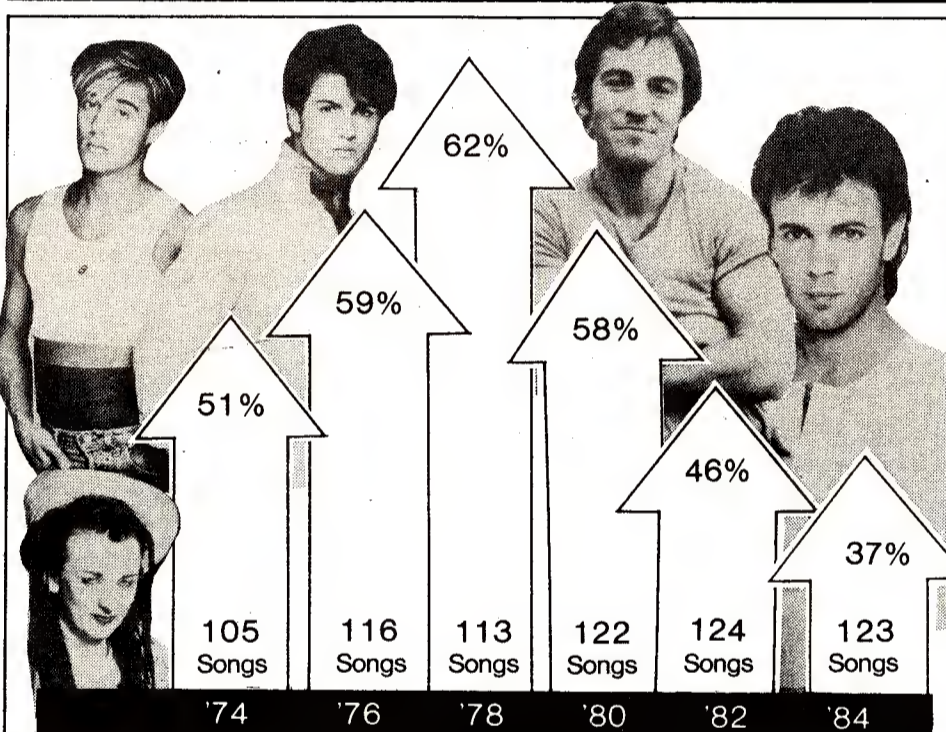
"If the economy turns down and the mood of the country follows," Scott offered, "then more softer A/C music might be back. Right now that mood is high, and CHRs are capitalizing on that. When you see CHRs beating A/C's in their target demographic, you've got to wonder if traditional A/C formats are working these days. Then again, it could turn around at any time. It really is a matter of cycles."

Both programmers also felt they weren't clouding their position by playing more contemporary music. "We are very much an A/C station," stressed Paul, "and we stick mostly with A/C product. We look for songs on the CHR chart that almost force themselves onto our station. We don't scan the chart saying, 'We need another crossover record this week.' We wait for CHR records that grow so dominant, people will acquire the impression that we are on what's new and hot. A good example is 'Ghostbusters.' We did several promos associated with the song, gave away movie tickets, and even recorded a parody of it for the morning show. Since 'Ghostbusters' is the biggest movie of the year, we felt it was appropriate to be associated with such a hot item."

Scott added, "Stepping out of an A/C position is a danger, but at least we're not playing Quiet Riot or Twisted Sister, which CHRs will play. And we're playing oldies, which CHRs tend not to play these days."

Next week: Two programmers who are more cautious about playing crossovers.

### CHR Records Which Also Appeared On A/C



Source: R&R, songs that reached top 15. 1984 survey current through October 5, 1984.

## CHR, A/C Common Ground Growing Smaller

Although A/C appears to be playing more CHR crossover material, just the opposite is true. The formats are more exclusive of each other than they've ever been. Why? Both formats have shifted their scope over the years.

In 1974, songs such as "Seasons In The Sun," "Sunshine On My Shoulders," "The Way We Were," and even "The Lord's Prayer" were all top five CHR hits. A/C radio, which at that time consisted mostly of AM full-service stations, was still playing a lot of MOR. Perry Como, Sammy Davis Jr., and even Telly Savalas had top adult hits that year.

As adult radio shifted its stance from MOR to true A/C through the '70s, the amount of shared music hit a peak in 1978. It was also the year of "Saturday Night Fever," which produced multi-format smash music. There was also a lack of hard rock music; what existed was being enjoyed mostly on AOR radio, not CHR. The result was that artists such as the Bee Gees, Barry Manilow, Donna Summer, Andy Gibb, Billy Joel, and the Little River Band were CHR as well as A/C mainstays.

In the early '80s, however, a tidal wave of new music blasted its way onto CHR airwaves, finally giving that format some exclusive identity. Duran Duran, Eurythmics, the Go-Go's, Human League, and Prince, all of whom were twinkles in record executives' eyes in 1978, became CHR staples. With little need to play many oldies, CHR radio also began sidestepping many of the artists it played heavily in the '70s, leaving much of that duty to the A/C's.

Some of those artists from that "tidal new wave" enjoy multi-format exposure. They include Men At Work, Toto, the Police, Culture Club, the Cars, and Wham! And those popular CHR artists of the '70s, such as Donna Summer, Elton John, and Billy Joel, now perform well on A/C.

As CHR continues to experiment with different artists and music, it leaves a trail of pretested, pre-exposed new music for A/C radio to program. As a result, the format has realized the value of playing Bruce Springsteen, Madonna, and Tina Turner, among others.



# EASY LISTENING



GAIL MITCHELL

## RCPC WRAP-UP

# Format Prognosis: Alive And Kicking

If Easy Listening/Beautiful Music/Nostalgia/Big Band formats are dead, the full house at this year's RCPC format session provided no proof whatsoever. Panelists buried the competitive hatchet for 90 minutes, sharing their viewpoints on programming, promotion, burnout, and news.

Panel members numbered nine: WGAY/Washington OM Bob Chandler, TM-O-R Director of Programming Dave Graupner, Music Of Your Life President/founder Al Ham, Mathieu Associates' Jeff Mathieu, WJIB/Boston Manager/Operations & Programming Donald Nutting, WWJ & WJOL/Detroit Director of Operations Steve Van Oort, Leisure Market Radio VP/Creative Director Phil Stout, Bonneville Broadcasting System founder/Creative Director Marlin Taylor, and WQLR/Kalamazoo & Kalamusic Exec. VP Bill Wertz. Canvassed by phone prior to the session, each panelist reiterated chief areas of concern he wanted the discussion to cover. At that point the Q&A segment kicked off.

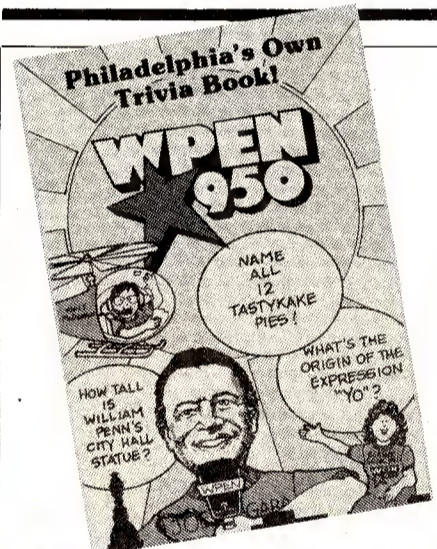
The general consensus: As the format evolves from its "good music" image and its former orchestral backbone, stations find themselves in a more competitive stance with their marketplace peers. This is forcing closer scrutiny of promotional, advertising, and news/weather/information strategies. But above all, though, Chandler cautioned that the music is the key. By the same token, others emphasized that these stations aren't McDonald's franchises; an outlet's programming/promotional balance should be in accordance with what's right for its particular market.

Another major discussion topic focused on the 35-64 Committee. One questioner asked if the committee's planned aims would warrant any major programming changes. Committee member and WWRC & WGAY/Washington VP/GM Ted Dorf countered with the suggestion that maybe it's a sales problem rather than a programming one. Other subjects included:

- Promotion — among the suggestions were use of "mystery" songs and crossword puzzles that center on the station and its music
- Closet listeners — how to get them to admit their listening habit
- News — Marlin Taylor acknowledged its importance, but said it should be kept short and to the point

- Live vs. live assist
- Gershwin, Rogers & Hart, other classic artists — are these renditions timeless and a programming plus or a negative?

All told, it was a very informative session. And judging by the turnout and various reactions, Easy Listening/Beautiful Music/Nostalgia/Big Band won't die down — not without a fight.



## In Pursuit Of Trivia

Sports aside, it looks like Americans' favorite leisure pursuits are trivial: Board games and TV game shows are cropping up to test trivia prowess. Jumping into the fray is WPEN/Philadelphia, with "Joe Niagara's Traffic Trivia."

Compiled and edited by Mark Lipsky, Marjorie Glass, and Dean Tyler, the 60-page paperback features 290 questions gleaned from morning man Niagara's "Traffic Trivia" feature, launched in 1979. Each morning Niagara reads a listener-submitted trivia question about Philadelphia, offers a clue, and then takes random calls to "PEN down the correct answer. Both the winner and sender are rewarded with prizes.

The feature's coinciding popularity spawned the book, whose 29 question categories range from easy ("Name the five members of the WPEN 'Morning Team'") to difficult ("What is the origin of the Philadelphia buzzword 'yo?'"). You can also regale your friends with conversational tidbits like the names of all 12 Tastykake pies and the misspelled word on the Liberty Bell. Area residents (plus trivia junkies) can get their Phil of trivia by plunking down \$2.95 at various retail stores and newsstands. For more information call Mark Lipsky or Marjorie Glass at (215) 879-6000.



**A MAG-NANIMOUS EFFORT:** The KOIT sales staff poses proudly with its survival guide/handbook.

## It's A Mag, Mag World

This month's Easy Listening promotional grab-bag highlights two Bonneville facilities, KOIT-AM & FM/San Francisco and KSEA/Seattle.

KOIT, in association with Arts & Leisure Publications, developed a 32-page insert geared to listeners, advertisers, and readers. Titled "Host Survival Guide & Amateur Tour Director's Handbook," the publication debuted in the August issue of *San Francisco Magazine*. The station, advertisers, and readers/listeners benefitted all the way around.

Advertisers bought a combination media package that included a month of on-air promotion time, print advertising, point-of-purchase display, and extra copies of the insert. On-air announcements told listeners where they could pick up the handbook, which outlined suggestions "for the care and feeding of soon-to-arrive visitors." The KOIT sales staff plans a new guide and theme in '85.

KSEA's "Emerald City Illustrated" began as a newspaper supplement. During the past three years, it's been an exclusive station publication and earned an "outstanding sales promotion" accolade at the '84 RAB sales conference. Besides serving as a marketing and sales tool, the magazine doubles as a platform for the staff's writing and printing talents. Each twice-a-year issue features station and city activities.

## Flow

J.D. North joins WYYD/Raleigh as Operations Manager. He hails from WAEV/Savannah, where he spent four years as PD . . . **David Lorenz**

moves to WKBQ & WRNF/Muskegon, MI as Operations Manager/PD, following three years as OM of WGN/Grand Haven, MI . . . **Gary Moss** steps up from evenings to PM drive at WZEZ/Nashville . . . **KOSI/Denver** sports a new 60-second feature, "Red's Picks." Host **Red Miller**,



David Lorenz

former Bronco and Gold head coach, picks weekly favorites in games played by the CU Buffaloes, the Air Force Falcons, the CSU Rams, the Denver Broncos, and the AFC West.

### Programming Notes

Earlier this month KDES/Palm Springs, CA adopted a new identity, KKAM, and a Nostalgia format. Under the leadership of Station Manager **Joseph Tourtelot**, the station will program "Unforgettables," music from the '40s through present day . . . **WFLN/Philadelphia** is marking 35 years with the same Classical format . . . **WNCN/New York** began its eighth consecutive season of broadcasting performances by the **Chicago Symphony Orchestra** and its third fall season of live concerts from its on-site studios . . . **WPEN/Philadelphia** celebrated the one-year anniversary of its "Stardust Countdown," the weekday morning segment that highlights a different version of the popular song. During that time AM personality **Joe Niagara** has aired 262 various "Stardust" renditions; for the last two years, the 'PEN audience

has voted the song number one in the station's "Listeners' Poll."

### Promotions In Motion

**WLIF/Baltimore** conducted a "Life Around Baltimore Calendar Photo Contest," with amateur photographers vying for the grand prize trip for two to Jamaica. Thirteen of the winning color photos will be used in the station's "Life Around Baltimore" 1984-85 calendar . . . **WBBG/Cleveland**, in conjunction with Air Canada, sponsored a "Big Band Getaway to London" drawing. Besides the entrant's name, address, and phone number, each postcard was required to include three song titles heard on the station.



**CHANGING OF THE GUARD** — Noble's KJOI/Los Angeles has appointed Major Market Radio as its national sales rep. On hand for the official contract signing were (l-r) Noble Broadcast Consultants Executive VP John Lynch and MMR President Warner Rush.



**PAINTING THE TOWN** — Twenty-one KIXI-AM & FM/Seattle listener volunteers, with the aid of Parker Paint, painted the outside of Auburn, WA's Children's Home Society building. The painters, some of whom came from as far away as 45 miles, completed the task in five and a half hours.



# "TEACHERS"

## THE STORY SO FAR...

### THE FILM:

Outrageously funny, deeply dramatic and intensely human, United Artists' "TEACHERS" blows the lid off America's troubled public schools. Irreverent, yet sensitive and realistic, it is a comedy that takes its audiences into the world of a contemporary urban high school, where teachers, students and parents alike are faced with the absurdities of modern society on the path toward higher education.

Starring Nick Nolte, JoBeth Williams, Judd Hirsch, Ralph Macchio, Allen Garfield, Lee Grant and Richard Mulligan, "Teachers" was directed by Arthur Hiller and produced by Aaron Russo, the former Bette Midler manager who produced her hit film, "The Rose," as well as "Trading Places."

"Teachers" opened Oct. 5 in 1,721 theaters throughout the U.S. and Canada. Bolstered by strong critical praise, the film had a \$6,351,167 opening three-day gross, for a \$3,690 per-screen average, making it the week's No. 1 box office-sensation.

### THE MUSIC:

Russo and music supervisor Sandy Gibson spent months assembling the roster of ten of the top acts in the music business for the "Teachers" rock and roll soundtrack. BOB SEGER, JOE COCKER, 38 SPECIAL, ZZ TOP, NIGHT RANGER, THE MOTELS, FREDDIE MERCURY, IAN HUNTER, ERIC MARTIN and ROMAN HOLLIDAY were signed on to the project, which was made even more challenging by the fact that the soundtrack is composed entirely of original and never-before-released songs. The list of producers of the tracks includes such stellar talent as Mutt Lange, Keith Forsey, Bob Clearmountain, Rodney Mills, Mick Ronson, Richie Zito, Bill Ham and Bob Seger.

### THE ALBUM:

The *Original Soundtrack from the Motion Picture "Teachers"* was released on albums and high-quality XDR<sup>®</sup> cassettes by Capitol Records on Sept. 21, racking up nearly 500,000 units within three weeks. The LP was an R&R album BREAKER, debuting at No. 6 bullet on the chart.

"Teachers" also debuted at No. 1 in Bill Hard's *FMQB Album Report*, and was No. 1 New Action and No. 1 Most Progress in *Album Network*.

The LP's first single, "Teacher, Teacher" written by Bryan Adams and Jim Vallance and recorded by 38 Special, was an R&R BREAKER in both the CHR and AOR/Hot Tracks sections. Within three weeks, the track had bulletted into the Top 5 on the AOR chart.

The second single, "Edge Of A Dream (Theme From 'Teachers')," also penned by Adams and Vallance, and sung by Joe Cocker, was one of the most added records at CHR radio the week it premiered.

Also enjoying healthy AOR action is Night Ranger's "Interstate Love Affair," which came on the AOR/Hot Tracks chart at No. 55 bullet.

Capitol



THE NEW SINGLE:

The third single from the "Teachers" soundtrack is "UNDERSTANDING," from BOB SEGER AND THE SILVER BULLET BAND. Seger has written over 500 songs and has five multi-platinum albums for Capitol under his belt (including his most recent, *The Distance*, which spawned three hit singles). He saw a screening of a work print of the film in his native Detroit and was so moved that he went home and immediately composed "Understanding." Before he left the screening room he had a message for the producers: "save me the spot over the end titles" (which they did).

"Understanding," the title of which was suggested to Seger by his friend, former Eagle Glenn Frey, was an R&R AOR/Hot Tracks BREAKER, debuting on the AOR chart at No. 26 bullet and is now nearing the top of the AOR chart.

**BOB SEGER**  
& THE SILVER BULLET BAND

Understanding



# Country



LON HELTON

## Using Research — A Question Of Balance

By Charlie Ochs

To research or not to research, that used to be the question. Today, the question has been answered in most broadcasting facilities with a resounding affirmative reply. Now there is a new question that only those hearty souls who are confident of their longevity with the company are asking: "Now what the hell do we do with all this information?"

### Ways To Interpret Research

After using research of every size, shape, and expense, two facts are evident. First, each piece of research is interpreted in as many ways as there are people doing the interpreting. Second, the people who confuse the interpretation the most are those who have done the research; i.e., the research company. Most researchers disagree with me on the second point, but I've seen too many of them so close to their product that the obvious message gets lost in the statistics.

Let me give you an example. Recently a research firm completed auditorium music testing for a station, then presented its voluminous results to the client. The data included every table the program director could possibly want to help him program the music and appropriate rotations.

"The people who confuse the interpretation the most are those who have done the research."

The problem occurred in the interpretation of the tables. The research firm suggested that the songs which scored in the top 100 or so serve as the hot rotation "super oldies," and recommended slower rotations for the lower-scoring selections. The bottom 100 songs were to be taken off the air.

### Understanding The Art Form

There is a lesson to be learned in this example, which has something to do with why there are human bodies in decision-making positions within a radio station. (Of course, the other lesson is "Who is paying for this project anyway?")

When research is taken literally, radio as an art form begins to drop by the wayside. I'm not suggesting that you disregard research and program by the seat of your pants like in the old days. But don't forget that the product you are presenting is indeed an art form.

Imagine Pablo Picasso's or Salvador Dali's paintings if the Acme Art Research Company had made 800 calls to consumers throughout Europe and the United States to determine what the average art consumer wanted, and Pablo and Salvadore had taken the results literally. You can bet Picasso's "Dove of Peace" would have looked more like a Currier & Ives print, and I assure you that Dali's "Portrait of Picasso" would not be hanging in my living room.

### Pointing In The Right Direction

Again, I am not advising that you and I throw out all research and paint the picture the way we see it. After all, you aren't Picasso and I'm certainly not Dali, but good

research and a lot of it can point our brushes in the right direction to create an audio work of art.

My point is that Picasso's works are not merely a series of brush strokes, but rather a completed work to be enjoyed. In the same way, a radio station is a complete product, not just songs on the radio. Therefore, a research project is more than just answers to individual questions; it's a whole work to be used as a pathfinder.

When conducting a music research project, rather than look only at individual songs which scored high or low, try to determine the types of songs scoring high or low. Then use that information along with your knowledge of your market, station, and the people used in the project to study how and which songs should be rotated.

All research should be used this way. I mentioned music research only as an example. Ask people how much news they want, where it should be placed, and what the content should be. They'll answer, "Five minutes, on the hour and half-hour, mostly local news." That's not necessarily true, but it is what they'll say. The bottom line is to be careful and understand who and how you are researching.

### No Substitute For Work

If you're hoping research will simplify your job, forget it! If you use it correctly



Charlie Ochs

your station will definitely, in the long run, do better. But you will also work twice as hard. And you'll also still have the same anxieties about whether your decisions — this time research-based — were correct,

"If you're hoping research will simplify your job, forget it!"

as you had in the old days when the only rule was "play it if it sounds good to me and if the promo guy gives me a T-shirt and buys me dinner." (\$25 sweaters were good for a top 10 hit!)

Probably the best use of research is reflected in the line used when a station goes down the toilet: "The research company was off target."

## Have You Heard

Many thanks to those of you whose calls and letters of condolence softened the blow of the Cubs' loss in the playoffs. Because I'm still in mourning over the fate of the hapless Bruins (not to mention the fact that I took a few days off), this week's space is being turned over to the first-ever Country "guest columnist." Since my nine-year-old daughter wasn't available to write another column (see R&R 9-21), I solicited the talents of good friend and top-notch broadcaster **Charlie Ochs** to grace these pages. I sincerely appreciate his efforts and thoughts.

However, now that I'm back from Nashville and assorted other points of interest, reality has set in (I've been told I can't have a guest columnist every week) and I have a blank VDT staring back at me once again. The good news is that being away for ten days results in a ton of mail detailing a myriad of comings and goings, so there's plenty to feed into the old TI terminal.

For instance, have you heard of all the MD changes that have taken place recently? **Bob Duchesne** is now in charge of music at **WMZQ/Washington** . . . **Kevin Burris**, a four-year vet at **WIRE/Indianapolis**, moves up to MD in addition to producing the morning show. **Terry Fullen** remains with the station in a parttime capacity . . .

**Don Crawley**, Asst. PD at **WDAF/Kansas City** for the past five years, has added the MDship to his duties. **Stephanie Pflumm** stays on parttime with **61 Country** . . . At **WYNE/Kimberly, WI**, **Mark Lewis** has been upped from Production Director to MD and afternoon jock . . . **KRRK/E. Grand Forks, MN** morning man **Ron Kennedy** becomes MD . . . **John Wells**, evening personality at **KEND/Lubbock**, is now Asst. PD/MD.

There have been some PD changes, too, as **Chris Michaels** has taken over the reins at **WAMS/Wilmington, DE** . . . **Jay Perry** was recently installed as PD/MD at **KANI/Wharton, TX** . . . After an 18-month absence, **Mike Anderson** has returned as PD/MD for **WRNL/Richmond**, replacing the exiting **Dick Grant** . . . **Henry Jay** is now acting PD at **WGTO/Cypress Gardens**, as **Lyle Wood** has left the station . . . **Steve Akers** is the new OD and midday talent at **J93/Roanoke** . . . **Chris Taylor**, **KLLL/Lubbock** MD, has been upped to PD for AM sister station **KIXZ**. Chris will retain his KLLL music duties, helping take some of the load off of PD **Dugg Collins**, who recently suffered a heart attack. Chris tells me Dugg is feeling great and is back working as hard as ever. Slow down, Dugg, let Chris do the work!



The KMPS/Seattle Morning Team — Patti, Ichabod, and Don.

There are a number of jock changes we need to catch up on, too. The morning team at **KMPS/Seattle** now consists of **Patti Par**, **Ichabod Caine**, and **Don Riggs** . . . **Doc Long** is new to middays at **WTHI/Terre Haute** . . . **Jerry Lee** leaves afternoons at **KFRE/Fresno** to cross town for mornings at **KMAK** . . . **Linda Webster** is handling the giant overnight signal at **KOMA/Oklahoma City** . . . **WONE/Dayton** personality **Dan O'Brien** has moved west to take over middays at **KLZ/Denver** . . . **Jimmy Reed** jumps into the 10am-3pm slot at **WITL/Lansing** . . . **KVET/Austin** has a couple of new personalities, as **Randy Williams** comes aboard for evenings from **KNUE/Tyler**, while **Taylor Thompson** moves in for afternoons from **KYKX/Longview** . . . **Judy Michaels** has joined **WPOR/Portland, ME** for the evening show . . . Finally, from the *Have You Heard* annals of "strange stuff" comes a note from **Bob Cole**. Bob says that the driver of the moving van who transported all his earthly possessions from Washington, DC to Austin was the very same fellow who carted **Rob Ryan's** belongings from Tulsa to Salt Lake City the following week! Perhaps it's not so strange when you consider the number of times people in this business move their stuff around the country, especially when you factor in the number of times Bob has packed it up and moved it out. (Sorry, Bob, I couldn't resist.) That's it for now . . . but don't forget to keep me posted on what it is you have heard!



**GOLD HILL GOIN'S ON** — RCA's Sylvia was in Gold Hill, OR not too long ago as part of a concert presented by KRWQ. Shown prior to the show are (l-r) MD Ben Shepard, morning talent Linda Garnett, Sylvia, and PD Larry Neal.



# We're having a **HEART** attack!



**DEBORAH ALLEN**

"**HEART**ache  
And A Half"

PB-13921

*Country* **BREAKER**

R&R BB CB  
41 52 50

**A/C NEW & ACTIVE**



**GAIL DAVIES**

"Jagged Edge Of  
A Broken **HEART**"

PB-13912

R&R BB CB  
38 43 43



**JUICE NEWTON**

"Restless **HEART**"

PB-13907

R&R BB  
56/8 62

# We've got the **beats** that count



**RCA**  
Records and Cassettes



# Nashville This Week



SHARON ALLEN

## Wild Turkey Contest

On Friday, November 2, the 10 regional winners of the Wild Turkey Battle of Country Bands will compete in the National Grand Finals at the Tennessee Performing Arts Center in Nashville.

Johnny Lee and Lane Brody are hosting the competition, which will award more than \$100,000 in cash and prizes. Finalists were chosen from over 2000 different auditions in 101 clubs throughout the country.

The band winning first place in the Grand Final will record an LP, win a complete set of Pearl International Drums, a Les Paul guitar from Gibson, Durango boots, and a one-year booking contract with In Concert International, as well as cash prizes. The second and third place winners will each receive a recording session to record a single, and will be awarded cash prizes.

For further information contact Jerry Free at (615) 254-7777.

### Waylon's Musical Documentary

Look for Waylon Jennings to host a musical documentary for the Nashville Network called "My Heroes Have Always Been Cowboys" this week-end. He spent ten days roaming 250 square miles of the magnifi-

tune in on Sunday, October 28 at 12:30pm and check it out for myself!

### Banjo King Dies

The man known as "the King of the Five String Banjo," Don Reno, died last week in Charlottesville, VA of heart failure. Reno wrote more than 500 country and bluegrass songs. His most famous composition is a tune he cowrote for the movie "Deliverance" called "Dueling Banjos." Reno was also noted for his work with Red Smiley and the Tennessee Cutups. For those wishing to contribute, a Don Reno Appreciation Fund has been established. The address is: Bank One, P.O. Box 1103, Dayton, OH 45401.



**WELK DIGS MUSIC ROW:** Pictured breaking ground on the site of the Welk Music Group's new Nashville headquarters are (l-r): Earl Swensson & Assoc. Chairman, Gregg Construction VP, Pat Riley, Welk Exec. VP Dean Kay, Chief Joe Casey, BMI VP Frances Preston, ASCAP's Connie Bradley, Nashville Manager Richard Fulton, SESAC VP Dianne Petty, Welk's Bob Kirsch, and Telekew Prods. Pres. Larry Welk.

cent West Texas plains with 20 authentic modern-day heroes who list "cowboy" as their occupation on their IRS forms.

The show was filmed on the 06 Kokernot Ranch (the largest privately owned ranch in America), where horses and cowboys still do cattle roundup work as they did 100 years ago. The documentary is punctuated with Waylon's music and interviews with the cowboys.

"I think everybody secretly dreams of being a cowboy, no matter where they're from," says Waylon. But after completing this special he concluded that the fantasy of cowboy life is probably more attractive than the reality. However, if I were you, I'd

### Welk Breaking Ground

During country music week, the Welk Music Group hosted a "champagne" groundbreaking ceremony to celebrate the beginning of construction on its new building in Nashville, located at 52 Music Square East and South Street.

Welk came to Music City in 1975 through the acquisition of the late Bill Hall's publishing companies. It currently has 42 writers on-staff here, including Bob McDill, Tommy Rocco, Dickey Lee, Ricky Skaggs, Reba McEntire, David Wills, David Frizzell, Don Williams, and Jerry Kennedy.

Welcome to . . . world-famous . . . Music Row!



**POLYGRAM DECADE:** Doyal McCollum (center) PolyGram's Asst. National Country Promotion Director, receives a plaque for his ten years with the company from Sr. VP Frank Jones (left) and National Country Promotion Director Frank Leffel.

**Bits & Pieces:** Tom T. Hall's son Dean T. Hall tied the knot last Saturday the 13th with Carol Dean, and papa served as best man. They were married at Fox Hollow by the Rev. Will Campbell. Congratulations and best wishes! . . . Willie Nelson and Kris Kristofferson donated their time to the largest public service announcement campaign ever mounted for voter registration and education - "Vote with a friend. Make it count more." More than 40 other celebrities from the entertainment, sports, and music world helped to create this national media campaign, encompassing television, radio, magazine and newspaper. Quincy Jones, Ray Parker Jr., Jill Clayburgh, and Bruce Jenner are a few of the celebrities participating, but Willie and Kris are the only country music representatives . . . You can see the Judds (Wynonna and Naomi) appearing on "Good Morning America" Friday, October 26 . . . The Statlers are scheduled to appear in an segment of "Lifestyles of the Rich and Famous" . . . Ed Bruce just performed a benefit concert for the Pathway School for Mentally Handicapped and Physically Disabled Children in Jacksonville, IL. The event was cosponsored by WJIL and the American Business Club . . . If you see Gus Hardin in the very near future, don't run up and give her a bear hug or anything. She's trying to recover from three broken ribs. She was performing outdoors in Eau Claire, WI when it started to rain - but she con-

tinued to perform and consequently slipped onstage . . . Congratulations to Doyle McCollum, who is celebrating 10 years with PolyGram Records. McCollum is Assistant National Country Promotion Director . . . Want to know who Columbia's new artist Carl Jackson is? You may remember him as Glen Campbell's lead guitarist. . . .

Just thought you'd like to know!



**WAXX-ING MUSIC CITY** - Tim Closson (center) of WAXX/Eau Claire was recently in Nashville, serving as host of a tour group from his town. While there, they had the opportunity to visit with EMI/America recording artists Dan Seals and Lane Brody.



**THE GANG'S ALL HERE** - WOW/Omaha was the welcoming station when the Oak Ridge Boys played the Nebraska State Fair. The Boys had some help from talent contest winners the Rizzuto Sisters, who opened the show; everybody gathered for this photo afterwards. All of the women pictured are Rizzuto Sisters, and they're joined by (standing l-r) Oak Ridge Boys William Lee Golden, Joe Bonsall, Duane Allen, and Richard Sterban, WOW PD Chuck Urban, and (kneeling) MD Bill Corey.



**Country News**  
Next Week's Guests:  
**T.G. SHEPPARD &  
JIM GLASER**

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



# Black/Urban Radio



WALT LOVE

## The Benns Group — Doing It Their Way

After seeing the success of WMYK/Norfolk (K94) in the spring '84 Arbitron and continued improvement in Benns Communications' sister Chattanooga property WJTT (JET 94), I decided to talk with Benns Communications Programming Manager/partner Robert Benns about why this relatively small broadcasting organization decided to get into the Urban format.

The decision to support Urban was clearly the right one. WMYK pulled a 6.9, ranking fifth in the market after only one book. At the same time, 3 kw JET 94 has climbed from a one share with its rock format in 1981 to a ten today with Urban.

### Good Programming Rules Apply

Robert has been in the industry approximately 22 years and has programmed the gamut of formats. Were there any lessons of success to be learned from putting WJTT on the air? Robert said, "The rules that apply to programming other types of formats also apply to Urban radio. If you look for the 'secrets' to Urban radio or say, 'How is this different?', you're really seeking the wrong answer. Whether you're programming Country, A/C, CHR, or Urban, you must play the right songs, keep yourself well-identified and your name simple. If you do these things, people will listen, remember, and write down your call letters if they get a diary."

### The Key To Winning In Norfolk

Why did WMYK do so well so quickly in the Norfolk market? Robert frankly pointed to the weaknesses of his challenger. "The current market leader in the Black/Urban format, WOWI, was run by a person who did not care that much for a competitive situation. WOWI is a fine FM facility, but the station was just maintaining the barest adequate programming. Its automation system seemed to break down every hour for five minutes, the audio chain was weak, and the staff earned minimum pay. Our lowest-paid person makes more than their highest-paid talent, which tells you where you get your quality individuals."

"It's almost as if Black/Urban stations are tools for the record companies. We don't get along very well with the labels because we don't go out of our way to add new records. We would rather add the *correct* records."

Robert recalled, "We came out of the rock field where there'd been a battle up and down the street. We fought our way up to a ten share and down to a three, back up to an 8, and then we finally decided that it was better to battle somebody that didn't battle so well!"

### Getting Started Promotionally

What about promotions to kick off the format? Robert replied, "We really didn't spend that much money. Our entire advertising budget for the first book was somewhere around \$10-12,000. We bought some billboards and did a phone callout-type contest where we gave away prizes for a whole

# K94

THE RHYTHM OF THE CITY

year — rent, car payments, clothes, and records.

"It was a nice little promotion, but it wasn't a kicker! We called it a 'Whole New Year' because when we introduced our new format, it was a nice way to promote a whole new station."

### Music — The Key Ingredient

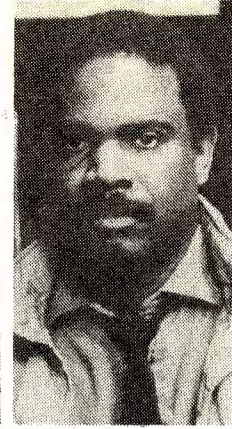
Musically speaking, Robert said different strategies were implemented in the two stations. "Having been in Urban radio for awhile (in Chattanooga), we knew that the Norfolk format should be highly researched like CHR and A/C. We didn't do so much in Chattanooga; we just kind of flew by the seat of our pants, not having any competition that mattered a whole lot!" AM outlet WNOO had been the area's traditional Black-formatted station.

Robert continued, "Even though we felt they weren't doing as good a job as they should, our Norfolk competitor had been in the market for years, so we wanted to make sure we laid our groundwork properly. We conducted a couple of thousand street interviews, and found out that, just as in general market formats, we should play the cream of the crop of the new material, keep recurrences on the air until they are dead and gone (don't get rid of them when the programming staff is tired of them), and pick the best oldies you can find that will mix with the other things you are playing. At this point it's important to daypart all these songs to get the sound that will give you the best return."

### K94 Airstaff



Terri Michelle/Bruce Dowdy



Ben Fagen



Wynn Evers



Larry Hollowell



Mike Allen



Mark O.

### Play The Hits

Robert really hit the bell with his next statement. "If you look at most Black/Urban stations in the country, you find them playing predominantly currents . . . it's almost as if they're tools for the record companies. We don't get along very well with the labels because we don't go out of our way to add new records. We would rather add the *correct* records, making sure they have as much receptive positive qualities as you can put on them and no weak ones. We want *hits* on the radio! We'll take a chance; once a week we'll add a record that meets our sound requirements. But if it doesn't perform quickly, I get embarrassed about having it on the air, so off it comes. In Chattanooga, Rich has more freedom because he has enough sense to say 'No' about marginal product. It's simple: If we've made a mistake adding a song, we admit it. At that point, there's probably something else we didn't add that we should have, so then we'll go ahead and put it on."

We all know that playing the hits is the safest way to go musically. Robert commented, "When I look at charts, I really only see the top ten because we know their appeal. I might play ten out of the next 20 on the national charts, it just depends on their sound. If a record gets close to number ten on the charts and we haven't put it on yet, I get worried that maybe we've missed

something. So we'll take a closer look at it."

Robert concluded, "Why play a song too soon and make it a hit for someone else? Your competitor may reap the benefits of its popularity after your station has worn it out."

### The Rainbow Audience In Urban Radio

JET 94 PD/MD Rich Phillips is a 13-year industry vet. Now in his first Urban opportunity after programming both CHR and A/C stations, Rich offered insight to JET 94's crossover appeal. "We knew there was a void in this market for a Black/Urban format on FM. The station had been programmed heavily black, and we decided to make it a rainbow so that its appeal could be more universal. That's exactly what happened."

Robert added, "We're the epitome of a crossover format. The traditional way Urban stations build audience is by working with their core audience first. Coming from a rock format that already had some listeners, we decided not to piss off the original audience. Instead, we began cultivating the new audience we wanted to join us."

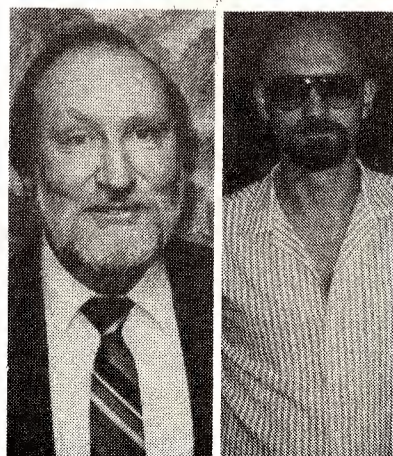
"Our cume at both stations is 60% black and 40% white, which is what every one is working for in the Urban format. I don't think we need to classify radio like we do society." Sounds good, but we all know it's not the reality of the world we live in. Robert maintained, "It's not really appropriate to describe your audience as being black or white or urban-dwelling or upscale or downscale or in one or two classes. TV did the right thing when they took the black and white out of TV; it's about time radio did the same thing. If one decides to be black or white as a format, you're then putting forth a product which leaves out a lot of the sounds most pleasing to the human ear."

### JET 94's Staff Makeup

When asked about the racial mixture of the JET 94 staff, Rich answered, "P.J. does mornings, she's white; I'm in mid-days; Frank St. James, who's black, works afternoons. From 6-10pm it's Judith Stripley, Thomas Henderson does 10pm-2am, and Kelly McCoy, who's white, handles overnights." Three women, three blacks, and three whites? "Right . . . now that I think about it. That wasn't really our intent. We just want the best people on the air who will please the public and win."

## JET-94

The Rhythm of the City



GM Johnny Eagle

PD Rich Phillips



JET 94'S RAINBOW STAFF — Pictured from left to right are: (top) Dean Gaines, weekends; Judith Stribbling, 6-10pm; Kelly McCoy, 2-6am; Thomas Henderson, 10-2am, (bottom) Rita Smith, weekends; Frank St. James, 2-6pm; and 6-10am personality, P.J.



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# The Benns Group — Doing It Their Way

Continued from Page 51

## More Oldies, Less Rap Records

As I talked music with Rich, he made an interesting observation. "With there being such a heavy concentration on currents, it seems as though all the great oldies have gotten lost in the shuffle. Our target audience is 18-49, which I know is broad, but we're number one in that category. We're looking for adults, so we're more of an adult-oriented Urban format than one which has the pop, pop, pop sound all the time."

"Why play a song too soon and make it a hit for someone else? Your competitor may reap the benefits of its popularity after your station has worn it out."

In short, Rich would rather have the best oldies in the world on the air than every newly-released rap record. "Right. It's familiarity. People need to open up and realize that it's the mix that makes listeners gravitate to your station — a sound that makes them feel good and enjoy life. There's little room in today's music for the people who are prejudiced."

## The K94 Local View

K94 Operations Director Bruce Dowdy, who handles the PD duties, has been in the industry five years; WMYK is his first programming challenge. Regarding K94's immediate success, Bruce said, "Not only were the Urban stations open to be beaten, so were all the others in the market."

"There was too much racial segregation on the airwaves in this area. By that I mean there was a musical void to be filled. When our station was AOR, I would go out and play gigs and get a number of white high school and college kids asking me to play songs by the Gap Band and Dazz Band, just to name a few groups."

## Crossover Music Helps Get The Job Done

"There was this huge hole right in the middle where broadcasters were being too race-conscious. White stations were not

playing black music and vice-versa. So we bridged the gap by airing the best of both worlds. We just jumped right into the hole!"

## Black/Urban Radio

## ACTION

Lots of action here in Los Angeles. GM J.B. Stone and MD Bill Chappel are out at KJLH/Los Angeles. The new lineup features ex-crosstowners from KACE: **Lon McQue** in mornings, **Marv Roberts** in early afternoons, and **Doug Gilmore** for evenings. The rest of the personnel lineup includes, **Eric "Rico" Reed** (afternoons), **King Oliver** (midnight-3am) and **Koko** (overnights). **Pam Robinson** moves from KJLH to KACE as MD. Robinson started her broadcasting career at KACE.

Those who stayed in L.A. on Labor Day heard the old "sound of success" jingles rolling again as part of KGFJ's 1984 "Family Reunion" weekend. Among the family members were **Hunter Hancock** and **Margi, Eddie Love, Jim Wood**, former ND **Booker Griffin, Larry McCormick**, and **Roland Bynum**. Not just a boon for aircheck collectors, the KGFJ weekend presented one of the few chances to hear "Ebony Princess" by **Jimmy Briscoe & the Little Beavers** or "Look Over Your Shoulder" by the **Escorts**.

**WJMO/Cleveland**, another R&B legend, hits its 25th anniversary this month. Besides a month-long on-air celebration, WJMO is sponsoring the third annual United Negro College Fund 10K "Run for the Mind."

**KDAY/Los Angeles** will be running its new "Video Reflections of KDAY" vid-clips program on nine L.A. area cable systems beginning this month.

This hasn't been a great year for blues fans with the deaths of **Z.Z. Hill, Esther Phillips, Big Mama Thornton**, and others. On September 15, the blues and soul survivors congregated near Greenville, MS for the annual Mississippi Delta Blues Festival. Among the performers: **Albert King, Lynn White, Bo Diddley, Johnnie Taylor**, and Hill's **Down Home Blues Band**, which recorded the festival's theme, "Delta State of Mind."

In other blues-related news: The **Blues Founda-**

## Extra Facts

If you're wondering if these stations use jingles, or if you prefer, logos, the answer is no. What they do use to sell the calls are prerecorded voice drop-ins. The voice they use is an unfamiliar distinguishable voice from outside their respective markets. Music sweeps are regularly four or five records in a row, but the stations do feature "commercial-free" programming blocks throughout the day. One last interesting tid-

"If one decides to be black or white as a format, you're then putting forth a product which leaves out a lot of the sounds most pleasing to the human ear."

bit about both stations is that they air a weekly feature called "Motown Mondays." I look forward to hearing what that sounds like.

**Jim "Stonewall" Jackson** of **WBM/Miami Beach** reports that the station has moved to a 24-hour Gospel format. Contact him at (305) 672-1100 if you can help with records. Jackson has a new morning team with **Donna French** and **Maxwell Sinclair**.

In Mid-September, **WDUR & WFXC/Durham** teamed up with the Raleigh newspapers to present the "Stroh's Basketball Challenge," featuring NBA stars like **Alex English** and **Michael Jordan** in a regulation East/West all-stars game. This accompanies a basketball clinic with the NBA stars for 50 of the station's winners.

Congratulations to **Motown Sr. VP/Director of Operations Skip Miller** and his wife **Karen**, whose son, **Dominique Joseph**, was born on September 17. . . . **WQMG/Greensboro's** midday personality, **Sandy**, gave birth to a daughter on September 28.

Just in time for fall, **WQKQ/Nashville** hosted a free outdoor concert featuring **Autumn**, the **Complete** label act whose members began performing while students at Fisk. Tying in with the band's last single, "Computer Touch," WQKQ gave away a personal computer.

Some big summer promotions that wrapped up last month: **WUSL** recently awarded \$20,000 and a Z-28 Camaro as a runner-up prize; **WBMX/Chicago** gave away \$25,000 in conjunction with a Care Free Curl hair products drawing.

tion is preparing to distribute its fifth annual "Handy Awards" on November 16. Eight artists are set to receive awards for their achievements in melding the blues to country music, including **Merle Haggard, George Jones, Waylon Jennings**, and **Ray Charles**. More information is available by calling (901) 332-6459.

**Buddy King, KAAV/Little Rock's** overnight blues host, has developed a blues chart from his own research and is syndicating hour and half-hour versions of his "Mid-South Blues Alley National Blues Chart" countdown. More information is available at (601) 634-5775.

Other September events: **WGCI/Chicago's** coverage of the 1984 Kool Jazz Festival, with jocks hosting various segments of the program and scat-to-scat coverage from Grant Park's famous Petrillo Bandshell. . . . the **Black Music Association** held its "Politics & Economics of Black Music" in Washington, September 20-23. . . . The **World Institute of Black Communications** has awarded \$4500 to three winners of the **WIBC/American Association of Advertising Agencies** scholarship competition.



**TEN YEARS FOR WDKX** — WDKX/Rochester celebrated its tenth anniversary recently. Pictured from l-r are WDKX GM Andrew Langston and Jerry Culler, winner of the WDKX 104FM 'Escape' weekend.

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# Marketplace

## AIRCHECKS

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 Special Issue #S-42 features ST. LOUIS, with CHR's KHTR & KWK, AOR KSHE, A/C's KYKY, KADI, & KSD-FM, Oldies KGLD, plus Urban KMJM & WZEN. Cassette, \$5.50  
 Special Issue #S-43 features HOUSTON! CHR's KKBO, KKBO-FM, KRBE, A/C's KRMK & KLTR, AOR's KLOL, KSRR & KRBE-AM, plus Urban KMJQ. 90-minute cassette, \$5.50.  
 Classic Issue #C-48 features KIMN/Ross Reagan-1968, KCBO/Bobby Wayne-Scotty Day-1967, KHJ/Charlie Van Dyke-1976, KDAY/J.J. Johnson-1975, KHJ/Bobby Tripp-1968, KHJ/Machine-Gun Kelly-Billy Pearl-1975, NY Radio '60s-'70s (short sets from WABC-WMCA-WINW-etc.). Cassette, \$10.50.  
 STILL AVAILABLE: #S-40 (PORTLAND) & #S-41 (SEATTLE) @ \$5.50 each.

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### EAST

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Program Director needed for Northern New England AM market leader. Will coordinate all aspects of active AC/News/Talk format. Airshift included. Computer experience and music research especially helpful. Tapes and resumes to Bob Frisch, GM, WGIR, Box 610, Manchester, NH 03105. No calls. EOE

PD/air personality needed for top 50 NE CHR. T&R/other vital information: Box 416, Poughkeepsie, NY 12602. (10-19)

Morning communicator needed for full-service A/C station. T&R: Dave Anthony, WEIR, Box 2494, Weirton, WV 26062. EOE M/F (10-19)

## Openings

### HOW DO YOU SPELL RELIEF?

N.E. A/C needs PD/OM ASAP to handle AM or PM. Help us continue our drive to #1. Must be warm personality with good voice and enjoy people. Send tape, photo and resume to Radio & Records, 1930 Century Park West, #828, Los Angeles, CA 90067. EOE

Announcers for BM station on ME eastern shore. Good news delivery a must. T&R: WKYZ, Nailor Mill Rd., Salisbury, ME 21801. EOE M/F (10-26)

Wanted: full & parttime air talent for upstate NY Urban FM outlet. Females encouraged. C&R: Andre Marcel, WDKX, Rochester, NY 14605. Two years experience needed. EOE M/F (10-26)

Looking for local news reporter/anchor for future position. Must be ambitious team worker. T&R: Lisa Mullins, WEIM, Box 727, Fitchburg, MA 01420. EOE M/F (10-26)

Drivetime shift open soon. Experience necessary. Low pay, hard work will get you a good position with fast growing chain. T&R: Curt Durst, WQZK-FM, Keyser, WV EOE M/F (10-26)

WLNH, WKZU, Laconia NH, looking for air/production talent. Join a winning company-Sconnix Broadcasting. T&R: Warren Bailey, Village West, Gilford, NH 03246. EOE M/F (10-26)

AM MOR looking for fulltime on-air. Include production on T&R: J Bailey, WKBR, 155 Front St., Manchester, NH 03102. EOE M/F (10-26)

Midday talk host needed mid November. Must be unpredictable, off-the-wall, yet able to handle serious topics. C&R: Dan Allen, 3 E. 4th St., Cincinnati, OH 45202. (10-26)

Premiere A/C seeks afternoon drive announcer. Production a plus. T&R: Bill Celler, 97WK, Box 6624, Wheeling, WV 26003. EOE M/F (304) 232-2250 (10-19)

Part & fulltime anchor/reporter with on-air experience needed immediately. Strong delivery & writing skills a must. T&R: Shawn Marsh, WJLK, Asbury Pk., NJ 07712. EOE M/F (9-21)

Eastern Long Island adult rock station seeking full & parttime air talent. T&R: Paul Gelber, WWHB, 252 W. Montauk Hwy., Hampton Bays, NY 11946. EOE M/F (10-19)

WCOU needs ND & people to work SMN programming. Great experience for right people. T&R: Ken Silva, Box 330, Lewiston, ME 04240. EOE M/F (10-19)

98ESA needs morning personality for Pittsburgh area AM/FM A/C. T&R: John Randall, Box 202, Charleroi, PA 15022. EOE M/F (10-19)

PD/announcer needed in beautiful southern New Hampshire for A/C. Experienced only. T&R: Ray Bradley, Box 418, Peterborough, NH 03458. EOE M/F (10-19)

One of America's highest rated CHR stations needs energy person for afternoons. T&R: Tony Booth, WFBG, Hilltop, Logan Blvd., Altoona, PA 16603. EOE M/F (10-19)

Looking for top-notch production ace/fast copy writer for AOR WDHA-FM & A/C WMTR-AM in north Jersey. No airshift. Mark Chernoff: (201) 328-1055, 9am-1pm est EOE (10-19)

PD/air talent needed now. Near Boston. Call John Frawley: WLYT/WHAV (617) 374-4733 EOE M/F (10-19)

WERZ needs a strong Production Director. Short airshift. T&R: Jack O'Brien, Box 1540, Exeter, NH 03833. EOE M/F (10-19)

### CHIEF ENGINEER

Growing group broadcaster needs experienced, motivated chief engineer. Talented in all areas of radio operation for successful AM/FM combo. Excellent benefits and additional opportunities. Reply in confidence to: American Media, Inc., P.O. Box 230, Patchogue, NY 11772. EOE

### SOUTH

FM Country looking for afternoon live, night automation announcer/production. T&R: Eric Blankenship, KEMM, Box 1292, Greenville, TX 75401. (214) 454-9245 EOE M/F (10-26)

Morning person wanted ASAP! Up tempo CHR. Send your best to: MacMurphy, KKQV, Box 4647, Wichita Falls, TX 76308. No calls please. EOE M/F (10-26)

Medium market CHR searching for talented winner for future opening. Good production & appearances. T&R: Mike Rainier, 99FM, 4740 Radio Rd., Montgomery, AL 36116. EOE M/F (10-26)

Opening for parttime announcer. Experience desired with good on-air presentation. T&R: Bob Grisinger, WINK, Box 331, Fort Myers, FL 33902. EOE M/F (10-26)

News reporter for FM Urban Contemporary. One year experience. Strong news commitment. T&R: News Director, Box 530860, Grand Prairie, TX 75053. EOE M/F (10-26)

## Openings

Continuous Country FM has immediate opening. Strong production a must. T&R/photo: Steve Dallas, Box 789, Decatur, AL 35602. EOE M/F (10-5)

WCKN, 100kw rock & roller in Greenville/Spartanburg has an immediate opening for talented morning personality. T&R: Gary Jackson, Box 650, Anderson, SC 29622. (10-26)

SE small market broadcast group seeks chief engineer, excellent advancement. Resume & salary: WATP, Box 1103, Marion, SC 29571. EOE M/F (10-26)

G93/SW FL top rated CHR has an opening for hi-energy jock. T&R: Brian Lange, WRGI, 950 Manatee Rd., Naples, FL 33962. (10-26)

New CHR hits the air December 1. Great management. One hour from S.C. coast. T&R: Benji Norton, Box FM 106 X, Florence, SC 29501. EOE M/F (10-26)

Top rated CHR seeks talent for future openings. T&R: KIXY, City Hall Plaza, San Angelo, TX 76903. EOE M/F (10-26)

Small market Country AM/FM seeks AM drive announcer with production & sports reporting skills. T&R: WHOD, Box 518, Jackson, AL 36545. EOE M/F (10-26)

Dominant rocker has opening for PM jock who can communicate. Excellent fringe benefits. Progressive community. T&R: Lee Barr, 308 N. 7th St., Garden City, KN 67846. (10-26)

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South TX CHR seeks experienced up-tempo jocks for possible openings. T&R: Max Kelly, Box 3487, Victoria, TX 77903. (10-19)

Top-rated A/C in the country. If you're a winner & entertainer, we want you. T&R: Paul Conrad, WRCC, FM104, Box 189, Cape Coral, FL 33910. (10-19)

Needed yesterday! Morning drive, stable company, good pay with right qualifications. T&R: KKYN, Box 147, Plainview, TX 79072. EOE M/F (10-19)

Rare opening for motivated, evening personality at top station. Good production skills a must. T&R: Rhubarb Jones, WLWI, Box 4999, Montgomery, AL 36195. EOE M/F (10-19)

94TYX has rare midday opening. T&R: Jim Chick, Box 9446, Jackson, MS 39206. EOE M/F (10-19)

Come to America's secret paradise. Magic 102 is live-assist Country. We need air talent, all shifts. Females encouraged. C&R: Thom Davis, Box 1570, Gulfport, MS 39560. (10-19)

Programmer looking for future new talent. T&R: David Wilson, KOTN, 920 Commerce Rd. Pine Bluff, AR 71601. EOE M/F (10-19)

Hi-energy air talent/production needed for Country station. T&R: Ross Brooks, WKZF, Box 757, Fayetteville, TN 37334. EOE M/F (615) 433-2537 (10-19)

Southern Kentucky station on Lake Cumberland searching for all around air talent/production person. T&R: WKEQ, 4140 Hwy S. 27, Somerset, KY 42501. EOE M/F (10-19)

Afternoon drive needed at top 25 market Country. T&R: Bill Jenkins, WQYK-FM, Box 20087, St. Petersburg, FL 33742. EOE M/F (10-19)

## Openings

Work & vacation at this urban station. Immediate opening fulltime announcer. Female preferred. T&R: WTAM, 2200 15th Ave., Gulfport, MS 39501. No calls. EOE M/F (10-19)

### SOUTHWEST COUNTRY FM

Looking for experienced news person. Emphasis on delivery and working with morning air talent. T&R to: Radio & Records, 1930 Century Park West, #818, Los Angeles, CA 90067. EOE M/F

New CHR hits the air December 1. Great management, one hour from SC coast. T&R: Benji Norton, Apt. J, South Esidro Dr., Florence, SC 29501. EOE M/F (10-19)

KCWM AM stereo is looking for midday announcer/Promotions Director. Good company, good benefits. T&R: Robert Lee, Box 3487, Victoria, TX 77903. EOE M/F (10-19)

FM100 looking for experienced up-tempo A/C 7-midnight air talent. T&R: Dave Duquesne, KHOO, Box 21088, Waco, TX 76702. EOE M/F (10-19)

KDJW/KBUY needs Country announcer with three years experience. Nights & overnights. T&R: John Kelly, Box 5844, Amarillo, TX 79117-5844. EOE M/F (10-19)

Personality weekenders needed! Join a winner, work hard, you will be rewarded! Contact: Kelly Jay, Rock108, Box 473, Abilene, TX 79604. EOE M/F (10-12)

Help! Our evening jock was stolen by Chicago. Need a great air personality. T&R: Robb Stewart, WRAL, Box 10100, Raleigh, NC 27605. EOE M/F (10-12)

### PRODUCTION/PROMOTIONS

Skilled, imaginative, creative individual to take charge of our Promotions and Production department. Excellent opportunity for the right person. Production samples and resumes to Radio & Records, 1930 Century Park West, #819, Los Angeles, CA 90067. EOE

KZ103 north Mississippi's top CHR in search of fresh blood. If you're serious about radio, T&R: Mike Grace, PD, Box 808, New Albany, MS 38662. EOE M/F (10-12)

News anchor needed as part of morning team. One year experience. T&R: Lon Patrick, OM, 4908 N.W. 34th St., Gainesville, FL 32605. No calls. EOE M/F (10-12)

WRVR Memphis FM, A/C needs 7-midnight personality yesterday. T&R: Jim Robertson, PD, 5904 Ridgeway Pkwy., 38119. No calls. EOE M/F (10-12)

### MORNING AIR TALENT

Contemporary Country in Sunbelt. Warm natural personality, a communicator that says something. Send T&R to Radio & Records, 1930 Century Park West, #820, Los Angeles, CA 90067. EOE

Need applicants with experience/education in broadcast advertising, promotion, copywriting & production. T&R: Joe Schwartzel, WINK, Box 331, Fort Myers, FL 33902. EOE (10-12)

Shouldn't news entertain? If you're a news entertainer for the baby boom generation, send T&R: Bob Linden, Star106, Box 20107, San Antonio, TX 78220. (10-12)

KJ-97 top Country station accepting T&R for future openings. A/C approach, pros only. Johnny O'Neil, 6222 NW I-10, San Antonio, TX 78201. EOE (10-12)



Come live and play in beautiful Austin, TX, one of the nation's top 10 growth markets! We are seeking creative CHR personalities for all shifts. Must be a team player that takes pride in winning. T&R to: Waylon Richards, 1219 West Sixth Street, Austin, TX 78703. No calls.

AOR has an immediate midday opening & future nighttime opening. Females encouraged. T&R to: Nat Lamp, 5613 Villa Dr., Lubbock, TX 79452. (10-12)

Morning news anchor for CHR station. Are you a personality plus? If so, send T&R: Margaret Mehearg, Box 2744, Montgomery, AL 36196. EOE (10-12)



# Opportunities

## Openings

### MIDWEST

**WQHK** currently has a parttime announcer position open. T&R: Jeff DeWeese, Box 8000, Ft. Wayne, IN 46896. (219) 447-5511 EOE M/F (10-26)

**KFH/Wichita**, is now accepting T&R's for future air talent. Bob Givens, 104 S. Emporia, Wichita, KS 67202. EOE M/F (10-26)

**KDVV**, top-rated CHR wanted yesterday for middays, fun personality, strong production. Females encouraged. T&R: Kevan Rabat, 715 Harrison, Topeka, KS 66603. EOE M/F (10-26)

Opening for Promotional Director. Opportunity to work with one of the brightest promotional minds in radio. Experienced only. Box 31777, Omaha, NB 68131. EOE M/F (10-26)

If you love production & especially enjoy doing hot sounding station promos, then rush samples to: WVIC, Bill Martin, 2517 East Mt. Hope, Lansing, MI 48910. EOE M/F (10-26)

**KORX**, the new rock of the Ozarks, is searching for an aggressive GSM. Tremendous potential. Inquiries kept confidential. Mark Allen: (417) 881-8399 EOE M/F (10-26)

**WKXD FM** needs announcer & production people for full & parttime. T&R: John Powell, Box C-1730, Aurora, IL 60507. EOE M/F (10-26)

**KBRA**, Wichita's class FM now accepting T&R's for future A/C air talent. Steve McIntosh, 104 S. Emporia, Wichita, KS 67202. (10-26)

Still looking! Country morning talent/production needed ASAP at smooth running WXYQ. T&R: Jay Bouley, Box 247 Stevens Pt., WI 54481. (715) 341-1300 EOE M/F (10-26)

**WEAQ & WIAL** seeking experienced creative copywriter/producer. T&R/writing sample: Don Smith, Box 1, Eau Claire, WI 54702. EOE M/F (10-26)

Experienced AOR personalities needed for station near Chicago. C&R: WYFE, 1901 Reidfarm Rd., Rockford, IL 61111. EOE M/F (10-26)

100kw CHR needs a morning man. T&R: Denny Collier, 99KG, Box 995, Salina, KS 67402-0995. EOE M/F (10-19)

### PRODUCTION WIZ

With strong creative copy writing, organization and people skills needed by top-rated Indiana CHR. Tape, resume and copy sample to: Radio & Records, 1930 Century Park West, #829, Los Angeles, CA 90067. EOE

**MOR station** looking for a morning entertainer. Experienced personality with great production. T&R: Clarke Sanders, KGNO, Box 1398, Dodge City, KS 67801. EOE M/F (10-19)

**Aggressive MW group** seeks strong morning talent. Good bucks for the right show. T&R: Dan Kieley, KKRC, 1704 S. Cleveland, Sioux Falls, SD 57103 EOE M/F (10-19)

Need midday talent/production/Continuity Director. Talent a must! T&R: Denny Collier, 99KG, Box 995, Salina, KS 67402-0995. EOE M/F (10-19)

**Wake up Madison!** Great morning opportunity in beautiful capitol city for believable, informative, A/C entertainer. T&R: Bill Vancil, WISM, Box 2058, Madison, WI 53701. (10-19)

## PROGRAM DIRECTOR OPENING Top Ten Market Leading A/C FM

We have a rare opportunity for the brightest Adult/Contemporary programmer in the country. If you have the programming, people, and management skills to take full charge of one of the best known A/C's in the country, we would like to hear from you. If you are the proper candidate we can offer you a historic ratings leader, excellent facilities, an exemplary staff, massive promotional support, and an income that could place you at the top of the league. We promise absolute confidence, and no background checks will be made without your approval. Please rush your cover letter and resume to: Radio & Records, 1930 Century Park West, #815, Los Angeles, CA 90067. EOE

## Openings

### GENERAL SALES MANAGER

Probably the  
most lucrative  
Sales Manager  
Position  
Offered  
Anywhere

Respond to: Radio & Records,  
1930 Century Park West, Los  
Angeles, Ca 90067. EOE

Reporter/anchor needed for AM/FM in MO state capitol. T&R: Rick Stachel, ND, KLIK/KTXV, Box 414, Jefferson City, MO 65102. EOE M/F (10-19)

**WLRW** has parttime weekend opening at personality CHR. Some experience necessary. T&R: Jim Wnek, Box 3369, Champaign, IL 61821. EOE M/F (10-19)

**3WM**, top-rated P2 is now seeking PM drive talent. Voice, maturity & talent a must. T&R: Jerry King, Box 7581, Toledo, OH 43616. EOE M/F (10-19)

Need 8-10pm rocker for top CHR in Appleton/Oshkosh. T&R: Chris Caine, WAHC, Box 707, Neenah, WI 54956. EOE M/F (10-12)

**WFZX** is looking for parttime air personality T&R: Kim Travis, Box 357, Pinconning, MI 48860. EOE M/F (10-12)

### CHR IN MIDWEST UNIVERSITY TOWN

Looking for creative, energetic air talent with good production skills. Send tape & resume to: Radio & Records, 1930 Century Park West, #824, Los Angeles, CA 90067. EOE

Talented, mature set of pipes with professional A/C attitude needed. Upper MW applicants only. T&R: Jon Dahl, KWEB, 29 NE 7th St., Rochester, MN 55904. (10-12)

Fulltime announcer needed in northern Michigan. Good production a must. T&R: Box 286, Petoskey, MI 49770. (10-12)

## Openings

### CHR FM MORNINGS

One of the country's highest-rated CHR FM's is looking for a crazoid morning man or team. This market is ripe for a Dees/Zoo morning show. We also need an off-the-wall newperson to react to the morning man and do bizarre stories. You'll be given the on-air freedom to create and entertain. If you fit the bill, rush . . . I repeat rush tapes and resumes now to Radio & Records, 1930 Century Park West, #821, Los Angeles, CA 90067. EOE

Wanted: Afternoon drive for medium market CHR. Strong production a must. T&R: Brian Ketz, Z100, Box 24, Eau Claire, WI 54702. (715) 835-1007 (10-12)

One of the top A/C's. Future openings! T&R: Bob Vizza, Box 7093, Lafayette, IN 47903. (10-12)

### wiba Someplace Special 1310

#### Program Director—WIBA/Madison

Current PD leaving for top 20 market. We're looking for creative people manager for leading adult station. WIBA is full-service, fulltime, A/C at 1310 kHz with 5kw. Heavy emphasis on news, sports, personalities, local involvement. PD supervises large airstaff, promotion director, production director, production engineer. Executive level position with appropriate salary. Excellent benefits from group owner. Letter, tape and resume. Contact: Jim Worthington, Pres./GM, WIBA-AM, P.O. Box 99, Madison, Wisconsin 53701.

## WEST

Immediate news opening in Vail Valley! T&R: Lee Bottom, KVMT, 2271 N. Frontage Rd. West, Vail, CO 81657. (10-26)

**KYYA** needs evening CHR personality. T&R: Jack Bell, 1845 Central Ave., Billings, MT 59102. EOE M/F (10-26)

Newperson wanted parttime. T&R: PD, KSFR, 1425 5th St., Santa Monica, CA 90401. No calls. (10-26)

**KMFR** searching for personality entertainer able to communicate with 35 plus audience. T&R: Jim Zinn, Box 159, Medford, OR 97501. (10-26)

Country station 40 miles from Tucson needs air personality. Ideal snow-free climate. KAVV, Box 42977, Tucson, AZ 85733. EOE M/F (10-26)

**KXGO-FM** needs air talent with CHR, A/C background. Good production a must. No beginners please. Call: PD Jim Nelly: (707) 822-3666 EOE M/F (10-26)

**KCKN**, contemporary Country is looking for future jocks & news. Communicators wanted, not hicks. T&R: Gary Bailey, Box 289, Roswell, NM 88201. EOE M/F (10-26)

AM drive news anchor needed for new FM station. \$1200 per month. T&R: Brad Orchard, Box 2630, Bakersfield, CA 93308. EOE M/F (10-12)

Immediate PM drive opening for friendly & witty personality. T&R/salary requirements: Dave Roberts, KRFX, Box 1076, Price, UT 84501. EOE M/F (10-26)

100kw CHR needs hi-energy evening jock now. Rush T&R/photo: Max Miller, Magic 99, Box 7089, Pueblo West, CO 81007. EOE M/F (10-26)

Transfer, America's top A/C network has opportunities for weekend personalities. T&R: Chick Watkins, Box 966, Colorado Springs, CO 80901. EOE M/F (10-19)

59KFXM. Just lost my evening cooker to KKHR/L.A. Can you replace him? T&R: Craig Powers, Box 50005, San Bernardino, CA 92412. EOE M/F (10-19)

**KKHR** looking for energetic, creative news talent for parttime/fill-in work. No beginners. T&R: Jim Chenevey, KKHR/CBS, 6121 Sunset Blvd., Los Angeles, CA 90028. (10-19)

A/C air personality needed for evening shift at station in the Rockies. T&R: Tom Fricke, KUBC, Box 970, Montrose, CO 81402. EOE M/F (10-12)

### K-101

#### All Night Entertainer.

We're looking for someone to make this show entertaining and informative. Good training for a future morning talent. Send tape, photo, personal letter: Jeff Sattler, K101, 700 Montgomery St., San Francisco, CA 94111 EOE

Country cross-over seeks personality-oriented announcer for fulltime position. T&R: Don Chatham, KLAK, 401 E. Coal Ave., Gallup, NM 87301. EOE M/F (10-19)

## Openings

### ARE YOU WHAT I NEED?

Can you cut a decent concert spot? How about a straight spot? Are you a future Program Director? Can you handle an air shift and production? Can you follow formatics? Would you like to work in a Top 50, Western states market? Are you excited about snow-covered mountains, major pro and college sports teams? Are you promotionally minded? Can you be a production director? Can you give and take direction? Are you an organized, systems person? Are you willing to work for above average compensation? Would you like to work 12 hours a day for a new and growing company? Can you answer yes to all the above? If so, send T&R, recent snapshot and any other pertinent items to: RADIO & RECORDS, 1930 CENTURY PARK WEST, #830, LOS ANGELES, CA 90067. AN EQUAL OPPORTUNITY EMPLOYER.

### KFOG

We have an immediate opening for a great 6pm-10pm announcer. Foreground communicators with production background desired. Cassette airchecks only along with resumes to Dave Logan, PD, KFOG, 900 North point, San Francisco, CA 94109. EOE

Fresno area station seeks ND. Must be news-minded. Experience preferred. T&R: Gary Weinstein, KNTN, Box 3329, Visalia, CA 93277. (209) 733-1400 EOE M/F (10-19)

Colorado Springs, all new, all hit, KIKX-102FM needs a night cooker. T&R: John Dantzer, Box 431, Manitou Springs, CO 80829. EOE M/F (10-19)

AM drive personality sought. Medium market AM. Good production & personality a must. Minimum five years experience. T&R: 660 Rood Ave., Grand Junction, CO 81501. (10-19)

Top-rated CHR has immediate opening for parttime help. T&R: Randy Chambers, 1150 Coddington Center, Ste. D, Santa Rosa, CA 95401. EOE M/F (10-19)

KRKT AM & FM Country has a rare opening for qualified air & production person. T&R: Bill O'Brien, KRKT AM/FM, 1207 E. 9th, Albany, OR 97321. (503) 926-8628 EOE M/F (10-19)

### SMALL/MEDIUM MARKET JOCKS & PDs

Corporation with stations throughout the Rocky Mt. West seeking PD and morning types for future openings. Great living conditions/benefits/pay! T&R to: Radio & Records, 1930 Century Park West, #817, Los Angeles, CA 90067. EOE

Future opening for experienced Production Director at top-rated A/C outlet in Monterey. No Calls. T&R: Scott O'Brien, 1900 Garden Rd., Ste.100, Monterey, CA 93940. EOE (10-12)

KLVC wants hi-energy PM drive CHR personality. T&R: Bill Richards, Box 14805, Las Vegas, NV 89114. EOE (10-12)

### K-CUB 1290 THE COUNTRY STATION

#### Experienced

#### News Director/Anchor

For KCUB, Tucson's top Country station. Authoritative delivery a must. Requires writing and rewrites ability, flexibility, ability to work closely with management. Tape, resume, writing samples and salary requirements to: Jay Price, KCUB Radio, P.O. Box 50006, Tucson, AZ 85703. No calls please. EOE M/F



# Opportunities

## Positions Sought

### ENTRY LEVEL POSITION EMERSON COLLEGE GRAD

Seeking an entry level position in radio. Wealth of experience 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.

Experienced announcer/MD looking for a PD/MD gig in NW CHR, AOR, or A/C formats. College graduate. ERIC GESSNER: (503) 632-7383 (10-26)

Seasoned newspaper reporter with fulltime job, local radio experience, seeks parttime DJ/news slot. Any format. L.A. area. RUFUS BAKER: (213) 473-6248 (10-26)

Major market news anchor formerly KFWB, KFRC, WNEW. Seeking similar position. Call: (602) 956-6677 (10-26)

Experienced broadcaster available. Full or parttime. CHR, A/C, MOR, news, sports or talk. Also experienced in sales & production. ALAN ABRAMS: (213) 471-7841 or 838-2433 (10-26)

Personable Country jock. Two years parttime medium market. Also experienced in sports, news & much more! MW & northern states, fulltime, any shift. (715) 835-7487 (10-26)

Eight years A/C, CHR looking to move into top 50 market. Creative/somewhat funny. Award winning production. BILL: (716) 386-4465 (10-26)

PAT MOORE formerly WNAT, WNDE, looking to return to the biz. PD, MD, jock position welcome. Great Lakes states preferred. (317) 898-7327 (10-26)

Announcer has 2 1/2 years programming & production experience at small/major market CHR. Will relocate to A/C. TOM: (612) 823-1439 (10-5)

Male ready to relocate. Enthusiastic, trained for all aspects of radio broadcasting. News & sales. Some commercial experience. EARL: (718) 783-3958 (10-26)

CHARLES WALTON (aka COCO). Good voice with ten years experience including major markets. Loves to sell. Prefer CA. (912) 549-8698 (10-26)

Production supervisor for coordinating all production for sales/programming. Extensive copywrite experience. Will relocate anywhere. J.J.: (304) 845-0556 (10-26)

Wake-up your evenings/overnights. Enthusiastic, hard-working AOR/CHR NE. rocker. FRANK: (201) 322-4593 (10-26)

The greatest DJ in the Free World wants work in S. CA. Many years experience as PD/ND/production manager & announcer. CRAIG SHERMAN: (818) 341-8218 (10-26)

11 year veteran has worked all formats. Production pro. Ready to work. Call DAN BORTZ: (503) 592-2646 (10-26)

Ten years experience but replaced by satellite. Good voice & production. Need gig in KY or surrounding states. RON SMITH: (606) 437-9855 (10-26)

Top 10 market experienced personality seeks air shift. Prefer medium energy format, overnights. Okay, let's talk. BOB MOHR: (301) 777-2988 (10-26)

Some like it hot! Bits, wit, phones for your top 100 CHR. 4 1/2 years experience. Primo production, killer air check. ANDY WAITS: (915) 694-0343 (10-26)

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

Dependable. CHR, A/C. Urban professional DJ/announcer. Outstanding voice, delivery & production. Greater Cincinnati. SCOTT: (513) 528-5793

NYC broadcast school grad. Skills include: production, good pipes, PBP, & jock. Worth a shot. DOUG: (201) 483-0401 (10-26)

Former MD of WIRE/Indianapolis seeking same position, on-air, or other position. Good worker, great asset to your station. TERRY FOLLEN: (317) 856-3240 (10-26)

Experienced ND, call-in host, half of popular morning show seeks relocation. Open to anything new. JAMES: (601) 842-7542 (10-26)

I break for commercials. Eight year pro with winning attitude looking for CHR position. MIKE McCOY: (814) 459-3483 (10-26)

Lookin' West. Production Director/PD, medium market experience. AOR, CHR. RICH: (904) 743-0460 or (904) 249-8918 (after 5 pm EST) (10-26)

Hot salesman & promotion seeking GM or GSM position. Currently employed in Dallas market as GSM. Also announcer combo. 25 years in radio. Make offer. K.C.T.: (214) 278-3466 (10-26)

KROK format change. 13 year pro looking for CHR. AM/PM drive in medium/major market. Available immediately. MICHAEL STORY: (318) 797-8366 (10-26)

## Positions Sought

Sports/news/DJ with three years experience. B.S. Communications degree. Enthusiastic, willing to relocate. JEFF: (916) 481-1962 or 481-3834 (10-26)

Creative, relevant news enhancer to compliment your air personalities. Anchor/reporter plus humorous interplay. Over ten years experience. TOM REOPELLE: (619) 475-7754 (10-26)

News & air experience. Great voice. Looking for a new home. MW preferred. All offers considered. TOM: (414) 467-3689 (10-26)

PHIL BECKMAN PD Oldies formatted WNSY, seeks PD/jock gig with stable A/C, CHR, Oldies station. 18 years experience in major markets. S.E. preferred. (804) 877-9944 (10-26)

Country personality with adult approach & excellent background looking to work with other pros in small/medium market. MARK: (205) 759-2936 (10-26)

Would like to move back home. MW & W all medium/major markets considered. Will look at small/medium market PD. A/C preferred. LONNIE DEAN: (512) 993-8387 (10-26)

Major market programmer/personality experienced CHR, A/C, Urban formats & corporate PD. Available now. BOBBY: (218) 257-5004 (10-26)

11 years, CHR & A/C, the last three years Country. Looking for small/medium CA market. ASAP. TERRY: (312) 774-2057 (10-26)

Five year hard-working pro seeking fulltime CHR or A/C. Have MD experience. Would like top 100 market, but I'll consider. RANDELL: (515) 277-3335 (10-26)

Three time Assistant PD wants real thing. Small/medium market. BRIAN (415) 976-1966 or (408) 866-6107 (10-26)

Help! I need out of Idaho! Four years experience in A/C, CHR & Country. Any position, anywhere, just out of Idaho! SCOTT: (208) 376-0696 (10-26)

Production freak looking for work in MW. Major market & multi-track experience. Great blade & voice. MICK: (312) 849-0404 (10-26)

Recent OR State grad seeking entry level position news/air talent. Willing to relocate. ROB CONAHEY: 1050 Lockhaven Dr. N.E., Salem, OR 97303. (503) 393-4367 (10-26)

Wanting AOR/CHR airshift in MW. It's worth your call to get the information you need before making a final decision. CHRIS: (219) 663-5453 (10-19)

### THE NATION'S FIRST ALL-COMEDY FORMAT AIR TALENT

Wants to make history at your station!  
Major or medium markets. All formats  
and locations considered. Personality  
PDs call WALT HOWARD at (301)  
963-1751.

Lewiston, ME/Ten year vet, team player looking for winning organization. Strong production. Let's talk. KEN SILVA: (work) (207) 784-8921 (10-26)

Stick-it with "Traps" — the radio king of the Beat! GARY: (212) 722-8997 (10-26)

Want top ratings? RALPH RICHARDS will take your CHR/AOR station there. Production, T&R, will relocate anywhere. (216) 328-3028 (home) or (216) 826-2145 (work) (10-26)

Dynamic female news & sportscaster. Looking for position, medium-large market, West Coast. TRACY: (415) 692-5446 (10-26)

Known & respected nationally, these rating effective veterans offer a new, innovative two-man show to the right aggressive station. (619) 459-4115 (10-26)

Nine year lady pro looking for a change. Prefer CHR in IN, OH, TN, but willing to talk. Call NANCY (after 5pm cdt): (502) 969-7491 (10-26)

Programming/promotion pro in NY metro can build your ratings & billing. No ego, just hard work. Strong people management. All formats. HARVE: (516) 293-7947 (10-26)

NDI Put my 18 years experience to work for you. Will train, motivate & get results. Major market pro. (602) 234-1141 (10-26)

Who me? I'm an entertainer on the air. Naturally funny, topical, reliable. Mornings or whatever. 15 years experience. Mature individual. (702) 871-7595 (10-26)

Great references: 15 years announcer/PD experience in MOR, AOR, Country, telephone/talk, news, traffic, production. ANDY BUDNICK: (904) 744-5750 (10-26)

Broadcaster with 12 years on-air experience seeks air shift. MOR, Country, A/C. TOM: (707) 839-4551 (10-26)

Personality, pipes, production pro. Ten years CHR, AOR, MD, proven numbers. Want major challenge. Either solo or team. Currently parttime in Tampa. CHUCK SMITH: (813) 530-4106 (10-26)

Intelligent pro. Operations Manager, programmer & MD seeking new challenge. STEVE LOVIG: (205) 353-4798 (10-26)

Experienced announcer seeking medium market announcing position. Interested in leaving sales on a parttime basis. Prefer East. MARK: (309) 342-2090 (before 2pm cdt).

## Positions Sought

Solid winner seeks fulltime major/medium position at S. CA/TX/S.W. CHR or A/C. Notorious lady killer. Possible PD. Box 2635, Lafayette, LA 70502. (10-26)

### 18 YEARS IN BROADCASTING

15 years in major markets: KYA & KCBS/San Francisco, KCBO/San Diego, KDAY and most recently KUTE/Los Angeles. High personality. Majors only. Good references. BRIAN ROBERTS (818) 893-9112.

Six years at WOWO, a victim of Talknet, seeking talk or A/C. Friendly communicator, strong on information & civic involvement. BOB WESTABY: (219) 482-1734. (10-19)

GARRY HARGIS, up-beat air personality is right for your A/C or CHR station. Prefer afternoons or evenings. (904) 799-0354, after 5:30 EST (10-19)

Professional-sounding air talent seeking professional organization. Two years on-air, one as present PM drive in Cincinnati market CHR. JON SCOTT: (513) 674-3421 (10-19)

I programmed one of the top-rated A/C stations in the U.S. & am available to do the same for your station. JIM: (317) 743-1349 (10-19)

PD/MD/air talent seeks employment with professionals. Medium to large market A/C, CHR & Country experience. GEORGE: (801) 257-7407 or 257-3672 (10-19)

Dedicated & reliable production whiz. Winning AM/PM drive numbers & two years young adult promotion at major brewery. Time to move on. BRAD: (217) 359-6080 (10-19)

VANESSA CARGO. Top-rated ten-year AOR pro from KLOL is ready to roll your rock winner in the SW. (702) 456-6712 (10-19)

Top-notch PD/production looking for a chance. Proven track record, CHR/AOR/Country experience. DAVE LOURIE: (913) 825-7808 (10-19)

Morning show need resurrecting? CHR crazy ready to wake-up the dead with phones, fun, bits & little animals. MW only. LAZARUS: (502) 827-8490 (10-19)

OM/PD available now. Excellent on-air personality. Country or A/C. DICK GRANT, Richmond, VA (804) 272-7916 (10-19)

Ready to unleash me into your 18-34 demos? AOR lady with five years experience looking for medium/major market rocker. Will relocate. JAN: (206) 893-2615 (10-12)

Looking for first job as DJ/news. Trained at broadcasting school. Great tape. Bright personality. Mature & responsible. GARY: (312) 369-0548 (10-19)

Help! Radio fanatic, experienced pro & team player. Prefer East coast. ASHLEY SCHARGE: (718) 228-2094 (10-19)

Look to the big E! Experience, energy, entertainment. CHR/Oldies, ten year pro personality. Pipes. Prefer East. COSMIC TRUCKER: (516) 423-0167 (10-19)

MIKE JETTER. 11 years in A/C, CHR & Country. Looking for PD position. Strong production, available now & great references. (305) 269-4179 (10-19)

Broadcast school grad. three years parttime experience, seeking fulltime in small/medium market. Any format. Great pipes. BOB BENNETT: (414) 654-2056 or (414) 552-9483 (10-19)

Want to trade Hollywood glitter for Nashville sparkle. Employed L.A. jock with consistent great numbers, wants to program CHR, A/C in Music City/San Diego. (818) 505-9503 (10-19)

WENDY WHITE, black female announcer, newscaster, talk host, is interested in a newscaster position. 10 years experience major markets (213) 388-2853 (10-19)

Friendly, funny, four year pro with great production & character voices looking for CHR in E/S. (703) 978-6609 (10-19)

STEVE MORRIS, KLZ, KSD, KXOK & WHK. Available for major market personality A/C, CHR, or Country station. Good track record & references. (303) 363-0961 (10-19)

Four year announcer from WI looking to relocate. Small/medium market. DJ/production. GARY RAY: (715) 752-4217 (10-19)

Indianapolis personality looking for top 100 market A/C or Country drive shift. Warm, friendly, creative & dedicated ten year pro. JOHN DIAL: (317) 849-5533 (10-19)

Female DJ/production/news. Go anywhere, entry level position. Broadcast school graduate. JANELLE: (319) 927-3753 (10-19)

Versatile announcer seeks fulltime air-personality/sports position. Currently working parttime, medium market. DAVE MURDOCK: (305) 275-6054 (10-19)

Fulltime announcer five years experience, two years PD. Prefer MW, WI or MN. Available immediately. BRUCE: (515) 276-8736 (10-19)

BILL CONWAY Proven winner PD. Good track record KRMG, WTMJ, WDGW, WBCS. Seeks major market Country or A/C programming position immediately. (918) 250-8740 (10-19)

Smooth & dependable announcer with five years under the belt. Ready to sink my teeth into medium or large market. MI & MW. SCOTT: (616) 527-4198 (10-19)

Top 30 market A/C Production Director/middays seeks new challenge. MARK: (513) 922-0326 (10-19)

## Changes

### RADIO

Elise Riis appointed Account Executive KRXV AM & FM/Denver.

Shelby Reddick appointed Account Executive WEZW/Milwaukee from WDEZ/Wausau.

Mary O'Grady named Account Executive WPLJ/New York.

Paul Hobson named Account Executive KRXV AM-FM/Denver.

Lucy Holfield appointed Account Executive WEZW/Milwaukee.

Scott Sampson joins KRXV AM & FM/Denver as Account Executive from KBRQ AM & FM.

### INDUSTRY

Dick Kelley named Account Executive for United Stations/New York from USA Cable.

Diana Hull joins Katz Broadcasting as Data Systems Manager from WINE & WRKI/Danbury.

Sue Yahm appointed Publishing Coordinator A&R Entertainment Corp. & Avnet Management.

### Miscellaneous

WELM/WLVY needs record service A/C, CHR & Jazz. Contact Bob Sheridan: (607) 733-5626, 1075 Lake Rd., Elmira, NY 14901

New CHR needs record service. Hits back five years. Ken Hagen, K-HIT 97, Box 1686, Minot, ND 58702.

WORL/Oriando needs Jazz service. Especially Jazz/Fusion. Jerry Young, 2001 Mercy Dr., Orlando, FL 32808.

KMBZ-AM needs A/C record service. Cheryl Jackman, 4935 Belinder, Shawnee Mission, KS 66205. (913) 236-9800.

KMBR-FM needs E-Z listening record service. Jim Welch, 4935 Belinder, Shawnee Mission, KS 66205. (913) 236-9800.

Dates appearing at the end of each listing signify first week listed.

### R&R Opportunities Advertising

Radio & Records provides free (24 words or 3 lines) listings to radio stations and record companies in Openings. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought. All other advertising must run display. Changes must be mailed in on company letterhead.

#### Deadline

To appear in the following week's issue, we must receive your ad by **Thursday 12 noon (PST)** prior to issue date.

#### Display Advertising

**Display:** \$30 per inch per week (maximum 35 words per inch). Includes border and logo.

**Blind Box:** \$45 per inch per week (maximum 35 words per inch). Includes border, box number and postage/handling.

#### Payable In Advance

**Display & Blind Box** advertising orders must be typewritten or printed and accompanied by check mailed to our office in advance.

For Opportunities you may place your free listings by phone only on **Wednesday, Thursday & Friday 9am-5pm (PST)** (213) 553-4330 or mail to: R&R Opportunities, 1930 Century Park West, Los Angeles, CA 90067.



# The Music Section

## National Music Formats Added This Week

### BPI

John Sherman/Bob English (206) 624-8651

#### Adult Contemporary

JULIAN LENNON "Valotte"  
NEIL DIAMOND "Sleep With Me Tonight"  
WHAM! "Wake Me Up Before You Go-Go"

#### Modern Country

CRYSTAL GAYLE "Me Against The Night"  
RICKY SKAGGS "Something In My Heart"  
JUICE NEWTON "Restless Heart"  
B.J. THOMAS "The Girl Most Likely To"  
MERLE HAGGARD "A Place To Fall Apart"  
JOEY SCARBURY "The River's Song"

### Media General Broadcast Services

Bob Dumais (901) 320-4433

#### Action

DAN FOGELBERG  
"Sweet Magnolia & The Traveling Salesman"  
HONEYDRIPPERS "Sea Of Love"  
AL JARREAU "After All"

#### Your Country

BARBARA MANDRELL "Crossword Puzzle"  
JOHN CONLEE "Years After You"  
REBA McENTIRE "How Blue"  
DEBORAH ALLEN "Heartache And A Half"  
GENE WATSON "Got No Reason Now For Goin' Home"  
GAIL DAVIES "Jagged Edge Of A Broken Heart"  
MOE BANDY & JOE STAMPLEY "The Boy's Night Out"

#### Hit Rock

38 SPECIAL "Teacher, Teacher"  
SAMMY HAGAR "I Can't Drive 55"  
HONEYDRIPPERS "Sea Of Love"  
TOMMY SHAW "Girls With Guns"  
HUEY LEWIS & THE NEWS "Walking On A Thin Line"  
PETER WOLF "I Need You Tonight"  
MATTHEW WILDER "Bouncin' Off The Walls"

### Concept Productions

Dick Wagner (916) 782-7754

#### CHR

HUEY LEWIS & THE NEWS "Walking On A Thin Line"  
JOHN WAITE "Tears"  
SCANDAL featuring PATTY SMYTH "Hands Tied"  
KISS "Heaven's On Fire"

### Peters Productions, Inc.

Debbie Welsh (619) 565-8511

#### Country Lovin'

ANNE MURRAY "Nobody Loves Me Like You Do"  
REBA McENTIRE "How Blue"  
TOM T. HALL "P.S. I Love You"

#### The Great Ones

DAN FOGELBERG  
"Sweet Magnolia & The Traveling Salesman"  
JULIAN LENNON "Valotte"  
HONEYDRIPPERS "Sea Of Love"

### Transtar

Chick Watkins (303) 578-0700

#### Adult Contemporary

DENNIS DeYOUNG "Desert Moon"  
DARYL HALL & JOHN OATES "Out Of Touch"

#### Country

Tom Casey (213) 460-6383

NITTY GRITTY DIRT BAND "I Love Only You"  
JUDDS "Why Not Me"  
TOM T. HALL "P.S. I Love You"  
EDDIE RABBITT "The Best Year Of My Life"

### Drake-Chenault

Bob Laurence (818) 883-7400

#### XT-40

HONEYDRIPPERS "Sea Of Love"  
PETER WOLF "I Need You Tonight"  
HUEY LEWIS & THE NEWS "Walking On A Thin Line"  
JULIAN LENNON "Valotte"

#### Contempo 300

HONEYDRIPPERS "Sea Of Love"  
JULIAN LENNON "Valotte"

#### Great American Country

REBA McENTIRE "How Blue"  
GENE WATSON "Got No Reason Now For Goin' Home"  
JOHN CONLEE "Years After You"

### TM Programming

Cal Casey (214) 634-8511

#### Stereo Rock

HUEY LEWIS & THE NEWS "Walking On A Thin Line"  
JOHN WAITE "Tears"  
JULIAN LENNON "Valotte"  
SCANDAL featuring PATTY SMYTH "Hands Tied"

#### TM A/C

CYNDI LAUPER "All Through The Night"  
ANNE MURRAY "Nobody Loves Me Like You Do"

#### TM Country

GENE WATSON "Got No Reason Now For Going Home"  
DAVID FRIZZELL & SHELLY WEST "It's A Be Together Night"  
MERLE HAGGARD "A Place To Fall Apart"  
ATLANTA "Wishful Drinkin'"

### Century 21

Greg Stephens (214) 934-2121

#### The Z Format

JULIAN LENNON "Valotte"  
TOTO "Stranger In Town"  
PAT BENATAR "We Belong"

#### The A/C Format

NEIL DIAMOND "Sleep With Me Tonight"  
JULIAN LENNON "Valotte"

#### Super-Country

CHARLEY PRIDE "Missin' Mississippi"  
MERLE HAGGARD "A Place To Fall Apart"  
MEL TILLIS "Slow Nights"  
KENDALLS "I'd Dance Every Dance With You"

### Radio Arts

John Benedict (818) 841-0225

#### Country's Best

DEBORAH ALLEN "Heartache And A Half"  
JOHN CONLEE "Years After You"  
B.J. THOMAS "The Girl Most Likely To"

#### Soft Contemporary

BAND OF GOLD "Love Songs Are Back Again"

#### Sound 10

NEIL DIAMOND "Sleep With Me Tonight"  
HONEYDRIPPERS "Sea Of Love"





JAZZ RADIO

NATIONAL AIRPLAY/30

- October 26, 1984
1 WYNTON MARSALIS/Hot House Flowers (Columbia)
2 PAT METHENY/First Circle (WB)
3 DAVE VALENTIN/Kalahari (GRP)
4 GROVER WASHINGTON JR./Inside Moves (Elektra)
5 HANK CRAWFORD/Down On The Deuce (Milestone/Fantasy)
7 RICHARD ELLIOT/Initial Approach (ITI/Allegiance)
28 BOB JAMES/12 (Columbia)
6 JIMMY McGRIFF/Skywalk (Milestone/Fantasy)
11 CABO FRIO/Just Having Fun (Zebra)
10 AZYMUTH/Flame (Milestone/Fantasy)
14 BRUCE FORMAN w/BOBBY HUTCHERSON/Full Circle (Concord)
8 12 SADAO WATANABE/Rendezvous (Elektra)
23 13 JAZZ MONTEREY/Highlites 1958-1980 (Palo Alto)
15 14 TITO PUENTE & HIS LATIN ENSEMBLE/El Rey (Concord Picante)
18 15 CAL TJADER/Good Vibes (Concord Picante)
16 16 DIANNE REEVES/For Every Heart (TBA/Palo Alto)
24 17 FREE FLIGHT/Beyond The Clouds (Palo Alto)
12 18 CHUCK MANGIONE/Disguise (Columbia)
13 19 CHET BAKER TRIO/Mr. B (Timeless/Zebra)
20 20 STACY & JIMMY ROWLES/Tell It Like It Is (Concord)
DEBUT 21 DIANE SCHUUR/Deedles (GRP)
9 22 MODERN JAZZ QUARTET 1984/Echoes (Pablo)
DEBUT 23 BOBBE NORRIS & LARRY DUNLAP/Hoisted Sails (Palo Alto)
17 24 KEVIN EUBANKS/Sundance (GRP)
25 25 DAN SIEGEL/Another Time, Another Place (Pausa)
DEBUT 26 WAYNE JOHNSON TRIO/Everybody's Painting Pictures (Zebra)
19 27 ROB McCONNELL & BOSS BRASS/All In Good Time (Palo Alto)
29 28 DIRTY DOZEN BRASS BAND/My Feet Can't Fail... (George Wein/Concord)
21 29 LES McCANN/HOUSTON PERSON/Road Warriors (Greene St./2001)
DEBUT 30 ART BLAKEY & JAZZ MESSENGERS/New York Scene (Concord)

Black/Urban stations contributing to Jazz:
WKND/Hartford, Melonae McClean; WGIV/Charlotte, Hal Harrill; WJAX/Jacksonville, Chris Turner; KJCB/Lafayette, Beatrice Evans; WYLD-FM/New Orleans, Dell Spencer; WGCI/Chicago, Graham Armstrong; WDMT/Cleveland, Dean-Dean Rufus; WVOI/Toledo, Maxx Myrick; XHRM/San Diego, Duff Lindsey.

NEW & ACTIVE

- JOHN SCOFIELD "Electric Outlet" (Gramavision) 13/3
Rotations: Heavy 2/0, Medium 3/1, Light 7/1, Extra Adds 1, Total Adds 3, WNOP, KCSC, KCRW. Heavy: KUHF, KLCC. Medium: KJZZ, KPLU.
MAHAVISHNU "Mahavishnu" (WB) 11/9
Rotations: Heavy 3/1, Medium 3/3, Light 2/2, Extra Adds 3, Total Adds 9, WNOP, WJZZ, WKSU, KKKO, KJAZ, KJZZ, WFSS, KRML, KIFM, Heavy: KCRW, KWUM.
EARL KLUGH "Night Songs" (Capitol) 11/3
Rotations: Heavy 3/1, Medium 5/1, Light 3/1, Extra Adds 0, Total Adds 3, KERA, KIFM, WKND. Heavy: WYRS, WJZZ. Medium: WBGO, KBEM, KJCB, WVOI.
QUEST "Quest" (Palo Alto) 10/5
Rotations: Heavy 1/0, Medium 4/2, Light 3/1, Extra Adds 2, Total Adds 5, WRTI, KUHF, WNOP, KKKO, KPLU. Heavy: KJAZ. Medium: WBFO, KCRW.
RALPH MacDONALD "Universal Rhythm" (Polydor/PolyGram) 10/2
Rotations: Heavy 0/0, Medium 4/1, Light 5/0, Extra Adds 1, Total Adds 2, WLOQ, WNOP. Medium: WJZZ, KLSK, WVOI.
JEAN LUC-PONTY "Open Mind" (Atlantic) 9/9
Rotations: Heavy 1/1, Medium 2/2, Light 2/2, Extra Adds 4, Total Adds 9, WBFO, KERA, KSAX, WMOT, WBEE, WNOP, WIAN, KKKO, KIFM.
ANDREAS VOLLENWEIDER "Pace Verde" (Columbia) 8/2
Rotations: Heavy 3/1, Medium 1/0, Light 4/1, Extra Adds 0, Total Adds 2, WGBH, WYBC. Heavy: WMOT, WBEE. Medium: KCSC.
SCOTT HAMILTON QUINTET "Second Set" (Concord) 7/6
Rotations: Heavy 2/1, Medium 1/1, Light 1/1, Extra Adds 3, Total Adds 6, WMOT, WKSU, KKKO, KMHD, KJAZ, WUSF. Heavy: WYRS.
BLUE WISP BIG BAND "Live At Carmelo's" (Mopro) 7/5
Rotations: Heavy 1/1, Medium 3/1, Light 2/2, Extra Adds 1, Total Adds 5, WBFO, WBEE, WKSU, KRON, WUSF. Medium: WMOT, WIAN.
MAKOTO OZONE "Makoto Ozone" (Columbia) 7/5
Rotations: Heavy 3/2, Medium 3/2, Light 0/0, Extra Adds 1, Total Adds 5, WUWM, KKKO, KRVS, KLSK. Heavy: WUSF. Medium: WGBH.
KAZUMI WATANABE "Mobo 2" (Gramavision) 7/3
Rotations: Heavy 1/0, Medium 2/0, Light 3/2, Extra Adds 1, Total Adds 3, WKSU, KCSC, KCRW. Heavy: KUHF. Medium: KERA, KRVS.
PAULINHO da COSTA "Sunrise" (Pablo) 7/0
Rotations: Heavy 4/0, Medium 2/0, Light 1/0, Extra Adds 0, Total Adds 0. Heavy: WBEE, WJZZ, KJZZ, KRML. Medium: KTCJ, KRVS.
FRANK SINATRA w/QUINCY JONES ORCHESTRA "L.A. Is My Lady" (Qwest/WB) 7/0
Rotations: Heavy 2/0, Medium 1/0, Light 4/0, Extra Adds 0, Total Adds 0. Heavy: KUHF, WBBY. Medium: KMHD.
BUCKY & JOHN PIZZARELLI "Swinging Sevens" (Stash) 6/4
Rotations: Heavy 0/0, Medium 2/1, Light 4/3, Extra Adds 0, Total Adds 4, WDET, KADK, KUOP, WHRO. Medium: KUHF.

The Call That Gets It All!
SUBSCRIBE TODAY!
RADIO & RECORDS
(213) 553-4330

MOST ADDED
DIANE SCHUUR (22)
Deedles (GRP)
BOB JAMES (14)
12 (Columbia)
ART BLAKEY & JAZZ MESSENGERS (11)
New York Scene (Concord)
JAZZ MONTEREY (10)
Highlites 1958-1980 (Palo Alto)
HOTTEST
WYNTON MARSALIS (29)
Hot House Flowers (Columbia)
DAVE VALENTIN (24)
Kalahari (GRP)
PAT METHENY (22)
First Circle (WB)
HANK CRAWFORD (15)
Down On The Deuce (Milestone/Fantasy)
GROVER WASHINGTON (15)
Inside Moves (Elektra)

- DALLAS JAZZ ORCHESTRA "Fat Mama's Revenge" (DJO) 6/3
Rotations: Heavy 1/0, Medium 2/1, Light 2/1, Extra Adds 1, Total Adds 3, WBEE, WNOP, KPLU. Heavy: WMOT. Medium: KBEM.
LEE KONITZ NONET "Live At Laren" (Soul Note) 6/3
Rotations: Heavy 0/0, Medium 5/2, Light 1/1, Extra Adds 0, Total Adds 3, WDET, KJAZ, WYBC. Medium: KCRW, KLCC, KXPR.
POCKET CHANGE "Out Of The Blue" (Brain Child) 6/3
Rotations: Heavy 1/1, Medium 1/1, Light 4/1, Extra Adds 0, Total Adds 3, WLOQ, KBEM, KUOP.
PHIL WOODS & CHRIS SWANSEN "Piper At The Gates Of Dawn" (Sea Breeze) 6/3
Rotations: Heavy 1/0, Medium 0/0, Light 4/2, Extra Adds 1, Total Adds 3, WNOP, KADK, KJAZ. Heavy: WBFO.
IVAN CONTI "The Human Factor" (Milestone Fantasy) 6/2
Rotations: Heavy 0/0, Medium 3/1, Light 3/1, Extra Adds 0, Total Adds 2, KSAX, WVPE. Medium: WYRS, KJZZ.
JAMAALADEEN TACUMA "Renaissance Man" (Gramavision) 6/2
Rotations: Heavy 1/0, Medium 3/0, Light 1/1, Extra Adds 1, Total Adds 2, WGBH, KCSC. Heavy: WNUR. Medium: KUHF, WDET, WVPE.
JOE WILLIAMS "Nothin' But The Blues" (Delos) 6/2
Rotations: Heavy 1/1, Medium 1/0, Light 4/1, Extra Adds 0, Total Adds 2, KADK, KJAZ. Medium: KLON.
GEORGE SHEARING w/DON THOMPSON "Live At The Cafe Carlyle" (Concord) 6/1
Rotations: Heavy 1/0, Medium 2/0, Light 3/1, Extra Adds 0, Total Adds 1. Heavy: WVPE. Medium: KUHF, WHRO.
OSCAR PETERSON w/MILT JACKSON "Very Tall" (Verve) 5/3
Rotations: Heavy 1/1, Medium 2/1, Light 2/1, Extra Adds 0, Total Adds 3, KLON, WNUR, KLCC. Medium: WDET.
TOM SPLITT "Elan" (Quaver) 5/3
Rotations: Heavy 1/0, Medium 2/2, Light 2/1, Extra Adds 0, Total Adds 3, KMCR, KUOP, WVPE. Heavy: KCSC.
DAVID MURRAY QUARTET "Morning Song" (Black Saint) 5/1
Rotations: Heavy 3/1, Medium 2/0, Light 0/0, Extra Adds 0, Total Adds 1, WNUR. Heavy: WRTI, WDET. Medium: WBGO, KCRW.
PETE PETERSEN & COLLECTION JAZZ ORCHESTRA "Jazz Journey" (Pausa) 5/1
Rotations: Heavy 1/1, Medium 4/0, Light 0/0, Extra Adds 0, Total Adds 1, WYRS. Medium: WBEE, WBBY, KTCJ, KLSK.
PUTTIN' ON THE RITZ "Steppin' Out" (Pausa) 5/1
Rotations: Heavy 1/1, Medium 2/0, Light 2/0, Extra Adds 0, Total Adds 1, WYRS. Medium: WBGO, WRTI.
JIMMY SMITH & WES MONTGOMERY "Dynamic Duo" (Verve) 5/1
Rotations: Heavy 0/0, Medium 4/0, Light 1/1, Extra Adds 0, Total Adds 1, WUWM. Medium: WYRS, WBEE, KLCC, KXPR.
ERNIE WILKINS ALMOST BIG BAND "Montreux" (Steeplechase) 5/1
Rotations: Heavy 0/0, Medium 4/1, Light 1/0, Extra Adds 0, Total Adds 1, WGBH. Medium: WDET, KLCC, KXPR.
ELEMENTS "Forward Motion" (Antilles/Island) 5/0
Rotations: Heavy 1/0, Medium 3/0, Light 1/0, Extra Adds 0, Total Adds 0. Heavy: WMOT. Medium: WNOP, KJZZ, KKKU.

Regionalized Adds & Hots
Printed Adds are first ten provided by station. Hots are printed in order given by reporter. \* symbol denotes commercial station.

EAST
WYBC/New Haven (\*)
Tena Enrie
ANDREAS VOLLENWEIDER
JANET LANGRISH
ALEXANDER ZONJIC
BRBO & BEYOND
HANK CRAWFORD
RICH HALLLEY
HAL SINGER
BIG MAYBELLE
GENE TONTOLO
KEITH JARRETT
CANNONBALL ADDERLY
HOTTEST:
GIL SCOTT HERON
ANDREAS VOLLENWEIDER
PAT METHENY
COLETTI & GEMMILL
JANET LANGSON
WYRS/Stamford (\*)
RICK PATTON
PETE PETERSEN/COL
DIANE SCHUUR
PUTTIN' ON THE RI
C'EST QUATRI
SHELLEY MANNE
ALEX DEGRASSI
STACY & JIMMY ROW
HOTTEST:
SUE RANEY
JACKIE & ROY
WYNTON MARSALIS
PETE PETERSEN/COL
NORRIS & DUNLAP
WYBC/Philadelphia
Peter Gouzozealis
TIMBLESS ALLSTARS
RAY ANGELOSON
ETHEL BARGONETTI
JIMMY McNEPPER
HEATH BROTHERS
RICH HALLLEY
PEGGY KING
ARCHIE SHREPP
QUEST
CANNONBALL ADDERLY
HOTTEST:
JAZZ MONTEREY
KEVIN EUBANKS
DAVID MURRAY
ART BLAKEY
DON SICKLER
WYRS/Stamford (\*)
RICK PATTON
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RAY ANGELOSON
ETHEL BARGONETTI
JIMMY McNEPPER
HEATH BROTHERS
RICH HALLLEY
PEGGY KING
ARCHIE SHREPP
QUEST
CANNONBALL ADDERLY
HOTTEST:
JAZZ MONTEREY
KEVIN EUBANKS
DAVID MURRAY
ART BLAKEY
DON SICKLER
WYRS/Stamford (\*)
RICK PATTON
PETE PETERSEN/COL
DIANE SCHUUR
PUTTIN' ON THE RI
C'EST QUATRI
SHELLEY MANNE
ALEX DEGRASSI
STACY & JIMMY ROW
HOTTEST:
SUE RANEY
JACKIE & ROY
WYNTON MARSALIS
PETE PETERSEN/COL
NORRIS & DUNLAP
WYBC/Philadelphia
Peter Gouzozealis
TIMBLESS ALLSTARS
RAY ANGELOSON
ETHEL BARGONETTI
JIMMY McNEPPER
HEATH BROTHERS
RICH HALLLEY
PEGGY KING
ARCHIE SHREPP
QUEST
CANNONBALL ADDERLY
HOTTEST:
JAZZ MONTEREY
KEVIN EUBANKS
DAVID MURRAY
ART BLAKEY
DON S



# Black/Urban

## BREAKERS®

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

### RICK JAMES You Turn Me On (Gordy/Motown)

69% of our reporting stations on it. Rotations: Heavy 7/0, Medium 21/6, Light 26/10, Extra Adds 1, Total Adds 17 including WXYV, WAMO, KNOK-FM, KDAY, KJLH, WATV, Z93, KIIZ, WLOU, WJJS, K94, WTOY, WWDM, WLUM. Debuts at number 32 on the Black/Urban chart.

### MTUME

#### C.O.D. (I'll Deliver) (Epic)

69% of our reporting stations on it. Rotations: Heavy 7/0, Medium 23/3, Light 25/11, Extra Adds 0, Total Adds 14, WAMO, KNOK-FM, WHRK, WYLD-FM, WZEN-FM, KJLH, XHRM, KSOL, WATV, WFXC, KIIZ, WWDM, WWWWS, KUKQ. Debuts at number 33 on the Black/Urban chart.

### SLAVE

#### Ooohh (Cotillion/Atco)

69% of our reporting stations on it. Rotations: Heavy 2/0, Medium 18/3, Light 35/12, Extra Adds 0, Total Adds 15, WUSL, KNOK-FM, KRNB, WZAK, WKND, WRDW, KNOW, WKXI, WPDQ, WFXC, WQMG, WKXI, WPDQ, WPLZ, WEAS, WANM, WQKS, WAAA, KDKO, WGCI. Debuts at number 38 on the Black/Urban chart.

### JERMAINE STEWART

#### The Word Is Out (Arista)

68% of our reporting stations on it. Rotations: 9/0, Medium 17/3, Light 28/6, Extra Adds 0, Total Adds 9, WUSL, WDJY, WGCI, KMJM, Z93, JET94, KIIZ, KHYS, WANT. Moves 38-35 on the Black/Urban chart.

### TEENA MARIE Lovergirl (Epic)

61% of our reporting stations on it. Rotations: Heavy 2/0, Medium 16/4, Light 30/14, Extra Adds 1, Total Adds 19 including WAMO, WDJY, WHRK, WGCI, WBLZ, WZAK, WJLB, KMJM, KNOW, WKXI, KAPE, WWDM, WWWWS, KDKO. A Most Added Record. Debuts at number 39 on the Black/Urban chart.

## NEW & ACTIVE

### JUNIOR "Somebody" (London/PolyGram) 44/5

Rotations: Heavy 5/0, Medium 21/0, Light 18/5, Extra Adds 0, Total Adds 5, WDMT, KIIZ, WTOY, KOKA, WKWM. Heavy: WEDR, XHRM, KSOL, WPEG, WWWWS. Medium: WWIN-FM, WILD, KRNB, WBMX, WZEN-FM, KACE, KJLH, WNHC, WENN, JET94, WFXC, WQMG, WKXI, WPDQ, WPLZ, WEAS, WANM, WQKS, WAAA, KDKO, WGCI. Debuts at 40 on the Black/Urban chart.

### ✓ S.O.S BAND "No One's Gonna Love You" (Tabu/CBS) 43/19

Rotations: Heavy 2/0, Medium 18/6, Light 22/12, Extra Adds 1, Total Adds 19 including WWIN-FM, WXYV, WILD, WDAS, WHUR, WAO, KNOK-FM, WYLD-FM, WDMT, WZAK, WJLB, WATV, WORL, WANM, WKWM. Heavy: WBMX, KIIZ. Medium: WUSL, WVEE, KYOK, WGCI, WBLZ, KDAY, WXOK, WJMI, WBLX, WQOK, WDAO, WZEN-FM.

### ✓ TEMPTATIONS "Treat Her Like A Lady" (Gordy/Motown) 42/20

Rotations: Heavy 2/1, Medium 17/7, Light 23/12, Extra Adds 0, Total Adds 20 including WAMO, WAO, KNOK-FM, WTMP, WDMT, WZAK, XHRM, JET94, WJMI, WQOK, WQKS, WAAA, WTLIC, KDKO. Heavy: WBMX. Medium: WWIN-FM, KKDA-FM, WDIA, WGCI, WZEN-FM, KDAY, WBLX, KAPE, WANM, WDAO.

### WHODINI "Friends" (Jive/Arista) 38/2

Rotations: Heavy 21/0, Medium 11/1, Light 6/1, Extra Adds 0, Total Adds 2, WKND, WPDQ. Heavy: WILD, WRKS, WAO, WVEE, KNOK-FM, KMJQ, WBMX, WBLZ, WDMT, WZAK, WDRQ, WJLB, KJLH, XHRM, WJMI, WJAX, WPLZ, WDAO, WKWM, WVOI, KDKO. Medium: WGCI, KSOL, WNHC, KNOW, WPEG, WFXC, KIIZ, WANT, WQKS, WAAA. Moves 36-34 on the Black/Urban chart.

### TOM BROWNE "Secret Fantasy" (Arista) 37/9

Rotations: Heavy 1/0, Medium 19/2, Light 17/7, Extra Adds 0, Total Adds 9, WAO, KNOK-FM, WDMT, WZAK, WJMI, KJCB, WWDM, WQKS, KDKO. Heavy: WZEN-FM. Medium: WILD, WDIA, WYLD-FM, WDRQ, KMJM, KACE, XHRM, KSOL, WLOU, WBLX, WQOK, KAPE, WANM, WAAA, WDAO, WWWWS, WVOI.

### RJ'S LATEST ARRIVAL "Harmony" (Golden Boy/Quality) 37/3

Rotations: Heavy 7/0, Medium 9/0, Light 21/3, Extra Adds 0, Total Adds 3, WRDW, WANT, WQKS. Heavy: KMJQ, WEDR, WATV, WKXI, KOKA, WTLIC, WWWWS. Medium: WDAS, WAMO, WDMT, XHRM, WENN, WPEG, KHYS, WEAS, WAAA.

### K. ROGERS w/K. CARNES & J. INGRAM "What About Me?" (RCA) 37/2

Rotations: Heavy 3/0, Medium 18/1, Light 16/1, Extra Adds 0, Total Adds 2, JET94, WPLZ. Heavy: KOKA, WQKS, KDKO. Medium: WXYV, WVEE, KNOK-FM, KRNB, WYLD-FM, WDMT, XHRM, KSOL, WKND, WNHC, KQXL, WXOK, Z93, WPEG, WANT, WWWWS, KUKQ.

### JOYCE KENNEDY "Stronger Than Before" (A&M) 35/14

Rotations: Heavy 0/0, Medium 14/3, Light 21/11, Extra Adds 0, Total Adds 14, WWIN-FM, WDAS, WJLB, KSOL, WRDW, KNOW, WFXC, WKXI, WBLX, WTOY, WWDM, WANM, WVOI, KDKO. Medium: WILD, WHUR, WAO, WVEE, KKDA-FM, KNOK-FM, WDIA, WTMP, KJCB, KAPE, WWWWS.

### LILLO THOMAS w/MELBA MOORE "(Can't Take Half) All Of You" (Capitol) 35/11

Rotations: Heavy 0/0, Medium 12/0, Light 22/10m Extra Adds 1, Total Adds 11, WILD, WAO, KNOK-FM, WFXC, WKXI, WLOU, WBLX, KAPE, WWDM, WQKS, WKWM. Medium: WAMO, KRNB, WDIA, WTMP, WDMT, WZAK, WZEN-FM, WPDQ, KJCB, KOKA, WANM, WWWWS.

### EUGENE WILDE "Gotta Get You Home Tonight" (Philly World/Atco) 35/6

Rotations: Heavy 5/0, Medium 12/0, Light 18/5, Extra Adds 0, Total Adds 6, WBMX, XHRM, KNOW, Z93, WVKO, WKWM. Heavy: WWIN-FM, WILD, WZAK, WNHC, KHYS. Medium: WXYV, WDAS, WUSL, KKDA-FM, WDMT, WZEN-FM, WPDQ, KIIZ, WLOU, KAPE, WQKS.

### RANDY HALL "A Gentleman" (MCA) 34/8

Rotations: Heavy 1/0, Medium 8/0, Light 25/8, Extra Adds 0, Total Adds 8, KRNB, WJLB, KMJM, WXOK, WATV, WLOU, WAAA, WVOI. Heavy: WAO. Medium: WGCI, KSOL, WRDW, WJMI, WJAX, KAPE, WANM, WWWWS.

### FAT BOYS "Jailhouse Rap" (Sutra) 34/3

Rotations: Heavy 5/0, Medium 18/0, Light 11/3, Extra Adds 0, Total Adds 3, WILD, KNOK-FM, WQKS. Heavy: WRKS, WDAS, KYOK, WZEN-FM, WKND. Medium: WWIN-FM, WUSL, WAMO, WVEE, WBMX, WDMT, WZAK, WJLB, KMJM, KDAY, XHRM, WPEG, WKXI, WQOK, WEAS, WWDM, WTLIC, WWWWS.

### ✓ JACKSONS "Body" (Epic) 33/32

Rotations: Heavy 2/2, Medium 12/11, Light 18/18, Extra Adds 1, Total Adds 32 including WILD, WUSL, WAMO, WHUR, KKDA-FM, KRNB, WDIA, WHRK, WTMP, WBLZ, WJLB, WZEN-FM, KDAY, KJLH, WJAX, WORL. Medium: WVKO.

### DREAMBOY "I Promise (I Do Love You)" (Qwest/WB) 33/1

Rotations: Heavy 5/0, Medium 14/0, Light 14/1, Extra Adds 0, Total Adds 1, WRKS. Heavy: KKDA-FM, KNOK-FM, WZAK, WKWM, WWWWS. Medium: WWIN-FM, WTMP, WDMT, WDRQ, WJLB, XHRM, KSOL, WPEG, WQMG, WBLX, WQMG, WBLX, WQOK, WWDM, WQKS, WVOI.

### ONE WAY "Don't Stop" (MCA) 31/14

Rotations: Heavy 1/0, Medium 7/1, Light 22/12, Extra Adds 1, Total Adds 14, KKDA-FM, KRNB, KMJM, KSOL, WKND, WXOK, WATV, WENN, KJCB, WBLX, KAPE, WQKS, WAAA, WDAO. Heavy: KNOK-FM. Medium: WILD, WAO, WVEE, WTMP, WZAK, WWWWS.

### BEAU WILLIAMS "You Are The One" (Capitol) 31/4

Rotations: Heavy 4/0, Medium 15/1, Light 11/2, Extra Adds 1, Total Adds 4, WXYV, WZAK, WRDW, WQMG. Heavy: WATV, WENN, KAPE, WANM. Medium: WILD, KYOK, KRNB, WDIA, WEDR, WTMP, WXOK, WJMI, WPDQ, KJCB, WBLX, KOKA, WWWWS, WVOI.

### O'BRYAN "Go On And Cry" (Capitol) 29/2

Rotations: Heavy 1/0, Medium 18/1, Light 10/1, Extra Adds 0, Total Adds 2, KNOK-FM, KHYS. Heavy: WBLX. Medium: WDAS, KKDA-FM, WDIA, WHRK, WTMP, WJLB, KJLH, XHRM, WATV, WPEG, WKXI, WPDQ, KAPE, KOKA, WKWM, WWWWS.

### RICHARD "DIMPLES" FIELDS "Jazzy Lady" (RCA) 28/3

Rotations: Heavy 2/0, Medium 14/1, Light 12/2, Extra Adds 0, Total Adds 3, KDAY, KJCB, KHYS. Heavy: WDIA, WGCI. Medium: WXYV, WILD, KMJQ, KRNB, KJLH, WKND, WQMG, WJAX, WPDQ, WEAS, KOKA, WAAA, WTLIC.

## MOST ADDED

JACKSONS (32)  
Body (Epic)  
WHISPERS (27)  
Contagious (Solar/Elektra)  
TEMPTATIONS (20)  
Treat Her Like A Lady (Gordy/Motown)  
TEENA MARIE (19)  
Lovergirl (Epic)  
S.O.S. BAND (19)  
No One's Gonna Love You (Tabu/CBS)

## HOTTEST

CHAKA KHAN (64)  
I Feel For You (WB)  
NEW EDITION (49)  
Cool It Now (MCA)  
REBBIE JACKSON (39)  
Centipede (Columbia)  
STEVIE WONDER (39)  
I Just Called To Say I Love You (Motown)  
PRINCE (36)  
Purple Rain (WB)

### ✓ WHISPERS "Contagious" (Solar/Elektra) 27/27

Rotations: Heavy 0/0, Medium 8/8, Light 19/19, Extra Adds 0, Total Adds 27 including WILD, WDAS, WUSL, WAMO, WHUR, KNOK-FM, KYOK, WHRK, WTMP, WDRQ, WZEN-FM, KDAY, KJLH, WFXC, WTLIC.

### BRONNER BROTHERS "Self Conscious" (Neighbor) 27/4

Rotations: Heavy 0/0, Medium 12/1, Light 15/3, Extra Adds 0, Total Adds 4, WJLB, KMJM, WJMI, WQKS. Medium: WAO, WTMP, WZEN-FM, WATV, WENN, WPEG, WJAX, WQOK, KOKA, WANM, WTLIC.

### GOODIE "Because Of You" (Total Experience/RCA) 27/3

Rotations: Heavy 1/0, Medium 11/0, Light 15/3, Extra Adds 0, Total Adds 3, WWIN-FM, WAO, KHYS. Heavy: WTLIC. Medium: WJLB, KSOL, WENN, WQMG, WKXI, WJAX, KAPE, WEAS, KOKA, WANM, WWWWS.

### DIVINE SOUNDS "Changes (We Go Through)" (Specific) 26/4

Rotations: Heavy 4/0, Medium 8/1, Light 14/3, Extra Adds 0, Total Adds 4, WDMT, XHRM, Z93, WLOU. Heavy: WAO, KMJQ, KYOK, KOKA. Medium: WVEE, WEDR, WJLB, WKXI, WQOK, WAAA, WTLIC, KDKO.

### TERRI WELLS "I'm Giving All My Love" (Philly World/Atco) 26/3

Rotations: Heavy 0/0, Medium 9/0, Light 17/3, Extra Adds 0, Total Adds 3, WHUR, WDAO, WTLIC. Medium: WDAS, WUSL, WDIA, WEDR, WENN, WPDQ, WLOU, WANM, WAAA.

### ✓ SYLVERS "In On Love & Out The Other" (Geffen) 25/16

Rotations: Heavy 0/0, Medium 6/3, Light 19/13, Extra Adds 0, Total Adds 16, WWIN-FM, WAMO, WHUR, KKDA-FM, KRNB, WZAK, KMJM, WZEN-FM, XHRM, KSOL, WATV, WENN, WEAS, WANM, WQKS, WWWWS. Medium: WTMP, KDAY, WJAX.

### BOBBY WOMACK & PATTI LABELLE "It Takes A Lot Of Strength To Say Goodbye" (Beverly Glen) 25/5

Rotations: Heavy 3/0, Medium 9/0, Light 13/5, Extra Adds 0, Total Adds 5, WILD, WDMT, WNHC, WLOU, WBLX. Heavy: WDIA, WJMI, WDAO. Medium: WWIN-FM, KRNB, WHRK, WATV, WKXI, KAPE, KOKA, WANM, WWWWS.

## SIGNIFICANT ACTION

### CULTURE CLUB "The War Song" (Epic) 24/2

Rotations: Heavy 4/1, Medium 11/0, Light 9/1, Extra Adds 0, Total Adds 2, K94, WTLIC. Heavy: WDJY, WRDW, WJAX. Medium: WHUR, KRNB, WQXL, WENN, Z93, JET94, WFXC, KOKA, WQKS, WWWWS, KUKQ.

### STYLISTICS "Give A Little Love" (Streetwise) 22/12

Rotations: Heavy 1/0, Medium 8/4, Light 13/8, Extra Adds 0, Total Adds 12, WDAS, WHUR, WDIA, WHRK, WTMP, WBMX, WZAK, KJLH, XHRM, WATV, WQKS, WTLIC. Heavy: KDAY. Medium: WRKS, WVEE, WGCI, WDMT.

### BRENDA LEE EAGER "Watch My Body Talk" (Private I/CBS) 22/1

Rotations: Heavy 0/0, Medium 7/0, Light 15/1, Extra Adds 0, Total Adds 1, WEAS. Medium: WAO, KRNB, WNHC, WKXI, WPDQ, KOKA, WTLIC.

### PENNYE FORD "Change Your Wicked Ways" (Total Experience/RCA) 19/2

Rotations: Heavy 1/1, Medium 5/0, Light 13/1, Extra Adds 0, Total Adds 2, WENN, WVKO. Medium: WPEG, WQOK, KOKA, WANM, WTLIC.

### ✓ THELMA HOUSTON "You Used To Hold Me So Tight" (MCA) 18/17

Rotations: Heavy 0/0, Medium 7/6, Light 11/11, Extra Adds 0, Total Adds 17, WDAS, KNOK-FM, KYOK, WDIA, WBMX, WGCI, KMJM, WZEN-FM, KDAY, KJLH, WNHC, KNOW, WJMI, WKXI, KJCB, KOKA, WLUM. Medium: WUSL.

### KLYMAXX "The Men All Pause" (MCA) 18/15

Rotations: Heavy 0/0, Medium 2/2, Light 15/12, Extra Adds 1, Total Adds 15, WAO, KNOK-FM, KMJQ, KYOK, KRNB, WDRQ, WJLB, WZEN-FM, KSOL, WJMI, WLOU, WBLX, WQOK, WDAO, WTLIC.

### MIDWAY "Set It Out" (Personal) 18/2

Rotations: Heavy 3/0, Medium 7/1, Light 8/1, Extra Adds 0, Total Adds 2, WGCI, WLOU. Heavy: WVEE, WBMX, KIIZ. Medium: WAMO, WEDR, WDMT, WDRQ, KNOW, WKWM.

### PRETTY POISON "Nighttime" (Svengali) 17/1

Rotations: Heavy 2/0, Medium 8/0, Light 7/1, Extra Adds 0, Total Adds 1, WKWM. Heavy: WVEE, KYOK. Medium: WWIN-FM, WAO, WDIA, WEDR, WDRQ, WJLB, KMJM, WKXI.

### CHOPS "Your Red Hot Love" (Atlantic) 15/2

Rotations: Heavy 0/0, Medium 2/0, Light 13/2, Extra Adds 0, Total Adds 2, WKXI, WJJS. Medium: WQMG, WPDQ.

### HERBIE HANCOCK "Metal Beat" (Columbia) 16/2

Rotations: Heavy 1/0, Medium 5/1, Light 10/1, Extra Adds 0, Total Adds 2, KMJM, XHRM. Heavy: KOKA. Medium: KACE, WKXI, WQOK, WANM.

### AMUZEMENT PARK BAND "No" (Atlantic) 14/3

Rotations: Heavy 2/0, Medium 6/0, Light 6/3, Extra Adds 0, Total Adds 3, WBLX, KOKA, WVOI. Heavy: WDMT, WZAK. Medium: WZEN-FM, XHRM, WENN, WKXI, KHYS, WEAS.

### ONE ON ONE "Gotta Thang" (Kee Wee) 14/3

Rotations: Heavy 0/0, Medium 8/0, Light 12/3, Extra Adds 0, Total Adds 3, WBMX, WENN, WLOU. Medium: KRNB, WEAS.

### TWILIGHT 22 "Street Love" (Vanguard) 14/2

Rotations: Heavy 1/0, Medium 7/0, Light 6/2, Extra Adds 0, Total Adds 2, WBLX, KOKA. Heavy: WTLIC. Medium: WWIN-FM, WVEE, KKDA-FM, WEDR, XHRM, WJAX, WWWWS.

### KOKO-POP "I'm In Love With You" (Motown) 13/2

Rotations: Heavy 0/0, Medium 8/0, Light 4/1, Extra Adds 1, Total Adds 2, KAPE, WTLIC. Medium: KNOK-FM, WDRQ, WJLB, KJLH, WDRW, WJMI, WWWWS, WVOI.

### AUTUMN "Creepin' (Ah-Ah There You Go)" (Complete/PolyGram) 13/1

Rotations: Heavy 0/0, Medium 3/0, Light 10/1, Extra Adds 0, Total Adds 1, WDAO. Medium: WAMO, WKXI, WQOK.

### C.L. BLAST "50/50 Love" (Park Place) 13/1

Rotations: Heavy 1/0, Medium 5/0, Light 7/1, Extra Adds 0, Total Adds 1, WBLX. Heavy: WATV. Medium: WAO, KRNB, WDIA, WENN, WEAS.

### DETROYT "Physical Lover" (Tabu/CBS) 13/1

Rotations: Heavy 2/0, Medium 5/0, Light 6/1, Extra Adds 0, Total Adds 1, WQMG. Heavy: KKDA-FM, KNOK-FM. Medium: KJLH, WKXI, KJCB, WQOK, KOKA.

### BONNIE POINTER "Premonition" (Private I/CBS) 13/1

Rotations: Heavy 1/0, Medium 6/0, Light 6/1, Extra Adds 0, Total Adds 1, WENN. Heavy: WJAX. Medium: WAMO, WAO, WDIA, KJCB, KOKA, WTLIC.

### BLACK MAMBA "Vicious" (Island) 12/4

Rotations: Heavy 0/0, Medium 3/1, Light 9/3, Extra Adds 0, Total Adds 4, WZEN-FM, WRDW, KJCB, WANM. Medium: WILD, KRNB.

### BAND OF GOLD "Love Songs Are Back Again" (RCA) 12/3

Rotations: Heavy 1/0, Medium 4/1, Light 6/1, Extra Adds 1, Total Adds 3, WXYV, WDMT, KUKQ. Heavy: WRDW. Medium: WVEE, WYLD-FM, WTMP.

### CHARME "Georgy Porgy" (RCA) 11/6

Rotations: Heavy 0/0, Medium 2/1, Light 8/4, Extra Adds 1, Total Adds 6, WXYV, WILD, KKDA-FM, KNOK-FM, WATV, WAAA. Medium: WTLIC.

### KLOCKWISE "Cruzamatic" (Sinban) 11/4

Rotations: Heavy 0/0, Medium 3/1, Light 8/3, Extra Adds 0, Total Adds 4, WDIA, WZEN-FM, WQOK, WANM. Medium: WKXI, WEAS.

### DENROY MORGAN "Universal Party/Into The Light" (RCA) 11/3

Rotations: Heavy 0/0, Medium 3/0, Light 8/3, Extra Adds 0, Total Adds 3, KJLH, WQMG, WPDQ. Medium: XHRM, KAPE, KOKA.

### RUN D.M.C. "Hollis Crew" (Profile) 10/7

Rotations: Heavy 0/0, Medium 2/0, Light 8/7, Extra Adds 0, Total Adds 7, WAMO, WDIA, WDMT, WATV, WPEG, WKXI, WWDM. Medium: KDAY, WANM.

### BOBBY BROOM "Beat Freak" (Arista) 10/2

Rotations: Heavy 0/0, Medium 4/1, Light 6/1, Extra Adds 0, Total Adds 2, WBLX, KDKO. Medium: KKDA-FM, KNOK-FM, WDAO.



# THE SYLVERS



"IN ONE LOVE  
AND OUT  
THE OTHER"

7-29293

Produced by: **Leon F. Sylvers III**  
Management: **Weisner-DeMann Entertainment, Inc.**

From the forthcoming Geffen album **BIZARRE**  
Available on LP (GHS 24039) and cassette (MSG 24039)

**DONNA**

# SUMMMER

"SUPERNATURAL LOVE"

7-29142



Produced by **Michael Omartian**

Management: **Susan Munao Management Co., Inc.**

Original version on the Geffen album **CATS WITHOUT CLAWS**,  
available on LP (GHS 24040), cassette (MSG 24040) and compact digital disc (2-24040)





# Black/Urban Regionalized Adds & Hots

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

## EAST

**WVBN-FM/Baltimore**  
Keith Newman

SYLVERS  
ANGELA BOFILL  
JOYCE KENNEDY  
SOS BAND  
GOODIE  
WORLD FAMOUS SUPR  
TINA B  
Hottest:  
CHAKA KHAN  
ALEEM  
STEVIE WONDER  
EUGENE WILDE  
PRINCE

**WVYV/Baltimore**  
Roy Sampson

RICK JAMES  
SOS BAND  
CHARME  
WORLD FAMOUS SUPR  
BEAU WILLIAMS  
BUNNY SEIGLER  
ANGELA BOFILL  
BAND OF GOLD  
Hottest:  
NEW EDITION  
ASHFORD & SIMPSON  
LEON HAYWOOD  
CHAMPAIGN  
JEFFREY OSBORNE

**WILD/Boston**  
Elroy R.C. Smith

JACKSONS  
WHISPERS  
JEFFREY OSBORNE  
SOS BAND  
LILLO THOMAS  
CHARME  
FAT BOYS  
WOMACK & LABELLE  
DIANA ROSS  
Hottest:  
CHAKA KHAN  
WHODINI  
PRINCE  
ASHFORD & SIMPSON

**WKND/Hartford**  
Jordan McLean

LIONEL RICHIE  
DAZZ BAND  
SLAVE  
ANGELA BOFILL  
ISLEY, JASPER & I  
ONE WAY  
GLENN JONES  
WHISPERS  
WHODINI  
Hottest:  
STEVIE WONDER  
NEW EDITION  
CHAKA KHAN  
REBBIE JACKSON  
FAT BOYS

**WNHC/New Haven**  
James Jordan

JACKSONS  
MATTHEW WILDER  
WOMACK & LABELLE  
WHISPERS  
THELMA HOUSTON  
Hottest:  
NEW EDITION  
CHAKA KHAN  
STEVIE WONDER  
REBBIE JACKSON  
ALICIA MYERS

**WRKS/New York**  
Taylor/Quartrone

BOBBY PICKETT  
DREAMBOY  
STARSKI  
CHAMPAIGN  
Hottest:  
FORCE MD'S  
PRINCE  
NEW EDITION  
KURTIS BLOW  
CHAKA KHAN

**WUSL/Philadelphia**  
Wyatt/Buggs

WHISPERS  
WORLD FAMOUS SUPR  
JERMAINE STEWART  
SLAVE  
MR. T  
TINA TURNER  
JAZZY JAY  
JACKSONS  
Hottest:  
TIME  
NEW EDITION  
CHAKA KHAN  
REBBIE JACKSON  
PRINCE

**WDAS/Philadelphia**  
Joe Tamburro

SOS BAND  
STYLISTICS  
THELMA HOUSTON  
JOYCE KENNEDY  
HALL & OATES  
WISH  
WHISPERS  
Hottest:  
CHAKA KHAN  
STEVIE WONDER  
DAZZ BAND  
FAT BOYS  
JEFFREY OSBORNE

**WAMO/Pittsburgh**  
Allen Harrison

JACKSONS  
TEENA MARIE  
SYLVERS  
MR. T  
RICK JAMES  
WHISPERS  
RUN D.M.C.  
JUNIE MORRISON  
TEMPTATIONS  
MTUME  
STARSKI  
Hottest:  
PRINCE  
JEFFREY OSBORNE  
JERMAINE STEWART  
HALL & OATES  
PRINCE

**WVBN-FM/Baltimore**  
Keith Newman

SYLVERS  
ANGELA BOFILL  
JOYCE KENNEDY  
SOS BAND  
GOODIE  
WORLD FAMOUS SUPR  
TINA B  
Hottest:  
CHAKA KHAN  
ALEEM  
STEVIE WONDER  
EUGENE WILDE  
PRINCE

**WVYV/Baltimore**  
Roy Sampson

RICK JAMES  
SOS BAND  
CHARME  
WORLD FAMOUS SUPR  
BEAU WILLIAMS  
BUNNY SEIGLER  
ANGELA BOFILL  
BAND OF GOLD  
Hottest:  
NEW EDITION  
ASHFORD & SIMPSON  
LEON HAYWOOD  
CHAMPAIGN  
JEFFREY OSBORNE

**WILD/Boston**  
Elroy R.C. Smith

JACKSONS  
WHISPERS  
JEFFREY OSBORNE  
SOS BAND  
LILLO THOMAS  
CHARME  
FAT BOYS  
WOMACK & LABELLE  
DIANA ROSS  
Hottest:  
CHAKA KHAN  
WHODINI  
PRINCE  
ASHFORD & SIMPSON

**WKND/Hartford**  
Jordan McLean

LIONEL RICHIE  
DAZZ BAND  
SLAVE  
ANGELA BOFILL  
ISLEY, JASPER & I  
ONE WAY  
GLENN JONES  
WHISPERS  
WHODINI  
Hottest:  
STEVIE WONDER  
NEW EDITION  
CHAKA KHAN  
REBBIE JACKSON  
FAT BOYS

**WNHC/New Haven**  
James Jordan

JACKSONS  
MATTHEW WILDER  
WOMACK & LABELLE  
WHISPERS  
THELMA HOUSTON  
Hottest:  
NEW EDITION  
CHAKA KHAN  
STEVIE WONDER  
REBBIE JACKSON  
ALICIA MYERS

**WUSL/Philadelphia**  
Wyatt/Buggs

WHISPERS  
WORLD FAMOUS SUPR  
JERMAINE STEWART  
SLAVE  
MR. T  
TINA TURNER  
JAZZY JAY  
JACKSONS  
Hottest:  
TIME  
NEW EDITION  
CHAKA KHAN  
REBBIE JACKSON  
PRINCE

**WDJY/Washington, DC**  
Dan O'Neil

BOBBY PICKETT  
TEENA MARIE  
JERMAINE STEWART  
SAM HARRIS  
WISH  
Hottest:  
REBBIE JACKSON  
CHAKA KHAN  
PRINCE  
STAPLE SINGERS  
JEFFREY OSBORNE

**WHUR/Washington, DC**  
Libby Lawson

JACKSONS  
TERRI WELLS  
LAKESIDE  
DENROY MORGAN  
WORLD FAMOUS SUPR  
ROY AYERS  
WHISPERS  
SYLVERS  
STYLISTICS  
SHEILA E  
ALICIA MYERS  
SOS BAND  
Hottest:  
BILLY OCEAN  
REBBIE JACKSON  
CHAKA KHAN  
STEVIE WONDER  
PRINCE

**WDAO/Dayton**  
Lankford Stephens

JACKSONS  
ONE WAY  
KLYMAXX  
KIDDO  
AUTUMN  
TERRI WELLS  
CHUCK MANGIONE  
NEW HORIZONS  
Hottest:  
STEVIE WONDER  
WHODINI  
CHAKA KHAN  
TIME  
REBBIE JACKSON

**WDMT/Cleveland**  
"Dean-Dean"

DIVINE SOUNDS  
JUNIOR  
RUN D.M.C.  
SOS BAND  
TOM BROWNE  
BAND OF GOLD  
TEMPTATIONS  
WOMACK & LABELLE  
FRESH 3 MC's  
Hottest:  
AMUZEMENT PARK  
STEVIE WONDER  
CHAKA KHAN  
NEW EDITION  
PRINCE

**WVCO/Columbus**  
Lyles/Jones

SHEILA E  
PENNYE FORD  
GLENN JONES  
EUGENE WILDE  
Hottest:  
JANET JACKSON  
REBBIE JACKSON  
TIME  
ASHFORD & SIMPSON  
LEON HAYWOOD

**WJLB/Detroit**  
James Alexander

SOS BAND  
JACKSONS  
RANDY HALL  
JOYCE KENNEDY  
KIDDO  
KLYMAXX  
HERBIE HANCOCK  
BRONNER BROTHERS  
Hottest:  
APOLLONIA 6  
KENNEDY & OSBORNE  
CHAKA KHAN  
PRINCE

**WDRQ/Detroit**  
Steve Harris

VANITY  
KLYMAXX  
TEDDY PENDERGRASS  
WHISPERS  
Hottest:  
APOLLONIA 6  
CHAKA KHAN  
NEW EDITION  
PRINCE  
READY FOR THE WOR

**WKWM/Grand Rapids**  
Frank Grant

RICK JAMES  
JUNIOR  
KIDDO  
EVELYN KING  
SOS BAND  
LILLO THOMAS  
WHISPERS  
DENICE WILLIAMS  
EUGENE WILDE  
PRETTY POISON  
Hottest:  
BILLY OCEAN  
CHAKA KHAN  
READY FOR THE WOR  
GLENN JONES  
DREAMBOY

**WVOI/Toledo**  
Maxx Myrick

JOYCE KENNEDY  
AMUZEMENT PARK  
SLAVE  
APOLLONIA 6  
KIDDO  
RANDY HALL  
Hottest:  
CHAKA KHAN  
NEW EDITION  
STEVIE WONDER  
TIME  
LEON HAYWOOD

## SOUTH

**WAOK/Atlanta**  
Larry Tinsley

TEMPTATIONS  
SOS BAND  
KLYMAXX  
RAMSEY LEWIS  
LYDIA MURDOCK  
TOM BROWNE  
LILLO THOMAS  
WEST STREET MOB  
GOODIE  
Hottest:  
CHAKA KHAN  
REBBIE JACKSON  
PRINCE  
BILLY OCEAN  
CHAKA KHAN

**KNOW/Austin**  
Ken Rush

TEENA MARIE  
THELMA HOUSTON  
AL JARREAU  
SLAVE  
EUGENE WILDE  
JOYCE KENNEDY  
Hottest:  
PRINCE  
REBBIE JACKSON  
STEVIE WONDER  
JERMAINE STEWART

**WVVEE/Atlanta**  
Scotty Andrews

none  
Hottest:  
CHAKA KHAN  
MTUME  
NEW EDITION  
PRINCE  
REBBIE JACKSON

**WXOK/Baton Rouge**  
Al Wallace

JACKSONS  
KIDS AT WORK  
JOEY DEES  
PHILIP BAILEY  
RANDY HALL  
Hottest:  
REBBIE JACKSON  
CHAKA KHAN  
STEVIE WONDER  
NEW EDITION  
TIME

**KQXL/Baton Rouge**  
Gerard Raine

none  
Hottest:  
JACKSONS  
CHAKA KHAN  
NEW EDITION  
STEPHANIE MILLS  
REBBIE JACKSON

**WATV/Birmingham**  
Ron January

CHARME  
SYLVERS  
SOS BAND  
TEENA MARIE  
RANDY HALL  
HALL & OATES  
MTUME  
ONE WAY  
STYLISTICS  
JACKSONS  
RUN D.M.C.  
RICK JAMES  
Hottest:  
CHAKA KHAN  
NEW EDITION  
SMOKEY ROBINSON  
LIONEL RICHIE  
PRINCE

**WENN/Birmingham**  
Michael Star

ONE ON ONE  
BONNIE POINTER  
ONE WAY  
PENNYE FORD  
SYLVERS  
Hottest:  
CHAKA KHAN  
STEVIE WONDER  
DIANA ROSS  
NEW EDITION  
STEPHANIE MILLS

**Z93/Charleston**  
Marc Little

JACKSONS  
RICK JAMES  
WHISPERS  
EUGENE WILDE  
DIVINE SOUNDS  
JERMAINE STEWART  
Hottest:  
CHAKA KHAN  
REBBIE JACKSON  
TIME  
CONTROLERS  
NEW EDITION

**WPEG/Charlotte**  
Mike Rossi

TEENA MARIE  
RUN D.M.C.  
LEON LOVE  
WHISPERS  
KIDS AT WORK  
DAZZ BAND  
HAROLD MELVIN  
Hottest:  
CHAKA KHAN  
NEW EDITION  
REBBIE JACKSON  
PRINCE  
CHAMPAIGN

**WRDW/Augusta**  
Charlotte Logan

SLAVE  
FORCE MD'S  
RJ'S LATEST ARRIV  
WOMACK & LABELLE  
CREATIONS  
JOYCE KENNEDY  
BEAU WILLIAMS  
BLACK MAMBA  
Hottest:  
LYDIA MURDOCK  
STEVIE WONDER  
ALICIA MYERS  
PRINCE  
BILLY OCEAN  
CHAKA KHAN

**WFXC/Durham**  
Alvin Stowe

FORCE MD'S  
MTUME  
LILLO THOMAS  
AL JARREAU  
WHISPERS  
Hottest:  
CHAKA KHAN  
PRINCE  
STEVIE WONDER  
NEW EDITION  
REBBIE JACKSON

**KNOK-FM/Fl. Worth**  
Kenny Byrd

AL JARREAU  
TEMPTATIONS  
O'BRYAN  
RICK JAMES  
MTUME  
SOS BAND  
LEON BRYANT  
THELMA HOUSTON  
WHISPERS  
SHEILA E  
LILLO THOMAS  
CHARME  
KLYMAXX  
RAMSEY LEWIS  
TOM BROWNE  
WISH  
FAT BOYS  
Hottest:  
DREAMBOY  
PRINCE  
LIONEL RICHIE  
WHODINI  
WONDER & WARWICK

**WQMG/Greensboro**  
Doc Foster

DAVID SIMMONS  
FORCE MD'S  
DETROIT  
TEMPTATIONS  
GRANDMASTER MELLE  
DENROY MORGAN  
RODNEY SAULSBERRY  
BEAU WILLIAMS  
SOS BAND  
Hottest:  
CHAKA KHAN  
STEVIE WONDER  
NEW EDITION  
DIANA ROSS  
LIONEL RICHIE

**KYOK/Houston**  
Steve Hedgewood

WHISPERS  
THELMA HOUSTON  
KLYMAXX  
Hottest:  
JANET JACKSON  
JOCELYN BROWN  
PATRICE RUSHEN

**KMJQ/Houston**  
Jim Snowden

FBI CREW  
JEFFREY OSBORNE  
KLYMAXX  
MATTHEW WILDER  
Hottest:  
STEVIE WONDER  
GRANDMASTER MELLE  
NEW EDITION  
CHAKA KHAN

**WJMI/Jackson**  
Carl Haynes

JACKSONS  
AL JARREAU  
DAZZ BAND  
KLYMAXX  
WHISPERS  
TEMPTATIONS  
TOM BROWNE  
BRONNER BROTHERS  
HALL & OATES  
CHUCK MANGIONE  
JEFFREY OSBORNE  
THELMA HOUSTON  
PHILIP BAILEY  
Hottest:  
TIME  
GLENN JONES  
CHAKA KHAN  
DENICE WILLIAMS  
CHRIS TAYLOR

**WVXI/Jackson**  
Tommy Marshall

TEENA MARIE  
WHISPERS  
JOYCE KENNEDY  
LILLO THOMAS  
RUN D.M.C.  
SLAVE  
CHOPS  
TONY COMER  
DAVID SIMMONS  
JACKSONS  
THELMA HOUSTON  
Hottest:  
TIME  
SMOKEY ROBINSON  
NEW EDITION  
REBBIE JACKSON  
LAKESIDE

**JET94/Chattanooga**  
Rich Phillips

KENNY ROGERS  
JERMAINE STEWART  
TEMPTATIONS  
Hottest:  
CHAKA KHAN  
STEVIE WONDER  
REBBIE JACKSON  
TIME  
NEW EDITION

**KKDA-FM/Dallas**  
Terri Avery

JACKSONS  
SOS BAND  
ASHFORD & SIMPSON  
BAR-KAYS  
CHARME  
ONE WAY  
SYLVERS  
Hottest:  
STEVIE WONDER  
STEVIE WONDER  
CHAKA KHAN  
OHIO PLAYERS  
PRINCE

**WJAX/Jacksonville**  
Chris Turner

JACKSONS  
SHEILA E  
ROY AYERS  
ALICIA MYERS  
RAMSEY LEWIS  
Hottest:  
RICK SPRINGFIELD  
CHAKA KHAN  
WHODINI  
ROD STEWART  
PRINCE

**KIIZ/Killeen**  
Bill St. John

FORCE MD'S  
JERMAINE STEWART  
JUNIOR  
MTUME  
RICK JAMES  
PRINCE  
Hottest:  
NEW EDITION  
REBBIE JACKSON  
CHAKA KHAN  
WHODINI  
PRINCE

**KJCB/Lafayette**  
Beatrice Evans

RICHARD D. FIELDS  
ONE WAY  
THELMA HOUSTON  
ERAMUS HALL  
BOBBY GLOVER  
TOM BROWNE  
BLACK MAMBA  
JUNIE MORRISON  
Hottest:  
CHAKA KHAN  
REBBIE JACKSON  
PRINCE  
DIANA ROSS  
NEW EDITION

**WLOU/Louisville**  
Tony Fields

DIVINE SOUNDS  
MIDWAY  
RICK JAMES  
TEMPTATIONS  
KLYMAXX  
RANDY HALL  
DAVID SIMMONS  
LILLO THOMAS  
ONE ON ONE  
WOMACK & LABELLE  
Hottest:  
CHAKA KHAN  
NEW EDITION  
JANET JACKSON  
JOCELYN BROWN  
PATRICE RUSHEN

**WJWS/Lynchburg**  
Lad Goins

JACKSONS  
CHOPS  
DAZZ BAND  
RICK JAMES  
SLAVE  
FORCE MD'S  
ISLEY, JASPER & I  
TINA TURNER  
CYNDI LAUPER  
Hottest:  
STEVIE WONDER  
PRINCE  
CHAKA KHAN  
MADONNA  
DIANA ROSS

**KRNB-FM/Memphis**  
Jerry Mason

RANDY HALL  
JACKSONS  
ONE WAY  
SYLVERS  
KLYMAXX  
KURTIS BLOW  
SLAVE  
AL JARREAU  
Hottest:  
CHAKA KHAN  
NEW EDITION  
REBBIE JACKSON  
STEVIE WONDER  
TIME

**WDAI/Memphis**  
Bobby O'Jay

JACKSONS  
FORCE MD'S  
THELMA HOUSTON  
ALICIA MYERS  
FRESH 3 MC's  
MATTHEW WILDER  
STYLISTICS  
MICHAEL ZAGER BAN  
CATCH  
RUN D.M.C.  
KLOCKWIZE  
Hottest:  
NEW EDITION  
PRINCE  
REBBIE JACKSON  
WOMACK & LABELLE  
STAPLE SINGERS

**WPDQ/Jacksonville**  
Scott/Jackson

PRINCE  
WHODINI  
MARC ANTHONY THOM  
SLAVE  
KAREN YOUNG  
JUNIE MORRISON  
WORLD FAMOUS SUPR  
MILLIE JACKSON  
WHISPERS  
TEMPTATIONS  
DENROY MORGAN  
Hottest:  
STEVIE WONDER  
LEON HAYWOOD  
REBBIE JACKSON  
CHAKA KHAN  
TIME

**WHRK/Memphis**  
Maddox/Smith

JACKSONS  
STYLISTICS  
TEENA MARIE  
FORCE MD'S  
WHISPERS  
MIDNIGHT STAR  
MTUME  
PHILIP BAILEY  
Hottest:  
STEVIE WONDER  
BILLY OCEAN  
TINA TURNER  
PRINCE  
BAR-KAYS

**WEDR/Miami**  
Jackson/Jones

none  
Hottest:  
CHAKA KHAN  
STEPHANIE MILLS  
NEW EDITION  
ALICIA MYERS  
LEON HAYWOOD

**WBLX/Mobile**  
B.J. Taylor

ONE WAY  
JACKSONS  
TEENA MARIE  
KLYMAXX  
WHISPERS  
LILLO THOMAS  
TWILIGHT 22  
WOMACK & LABELLE  
JOYCE KENNEDY  
DAVID SIMMONS  
AMUZEMENT PARK  
C.L. BLAST  
BOBBY BROOM  
Hottest:  
CHAKA KHAN  
STEVIE WONDER  
PRINCE  
REBBIE JACKSON

**WQQK/Nashville**  
Fred Harvey

TEMPTATIONS  
KLYMAXX  
JACKSONS  
NATIVE  
KLOCKWIZE  
MARC ANTHONY THOM  
Hottest:  
CHAKA KHAN  
APOLLONIA 6  
TIME  
TINA TURNER  
FORCE MD'S

**WYLD-FM/New Orleans**  
Dell Spencer

SOS BAND  
MTUME  
CARS  
SMOKEY ROBINSON  
ROD STEWART  
Hottest:  
CHAKA KHAN  
STEVIE WONDER  
REBBIE JACKSON  
DIANA ROSS  
TIME

**KJLH/Los Angeles**  
Rico Reed

DENROY MORGAN  
MTUME  
THELMA HOUSTON  
BAR-KAYS  
WHISPERS  
STYLISTICS  
ASHFORD & SIMPSON  
RICK JAMES  
JERMAINE STEWART  
BOBBY BLAND  
JUNIE MORRISON  
ALICIA MYERS  
Hottest:  
STEVIE WONDER  
NEW EDITION  
FORCE MD'S  
REBBIE JACKSON  
PRINCE

**KACE/Los Angeles**  
Miller/Robinson

none  
Hottest:  
PRINCE  
NEW EDITION  
CHAKA KHAN  
REBBIE JACKSON  
PRINCE

**KDAY/Los Angeles**  
Jack Patterson

WHISPERS  
RICK JAMES  
JACKSONS  
ISLEY, JASPER & I  
THELMA HOUSTON  
WORLD FAMOUS SUPR  
SCRITTI POLITTI  
DYNAMIC BREAKERS  
SUGAR HILL GANG  
Hottest:  
PRINCE  
NEW EDITION  
CHAKA KHAN  
REBBIE JACKSON  
PRINCE

**K94/Norfolk**  
Bruce Dowdy

ROD STEWART  
CULTURE CLUB  
STEPHANIE MILLS  
ASHFORD & SIMPSON  
RICK JAMES  
VANITY  
APOLLONIA 6  
Hottest:  
CHAKA KHAN  
CHAMPAIGN  
TINA TURNER  
REBBIE JACKSON

**WORL/Orlando**  
Earl James

JACKSONS  
SOS BAND  
ASHFORD & SIMPSON  
TINA B  
EVELYN KING  
KASHIP  
ISLEY, JASPER & I  
SMOKEY ROBINSON  
HALL & OATES  
LEON LOVE  
TONY COMER  
Hottest:  
CHAKA KHAN  
NEW EDITION  
REBBIE JACKSON  
PRINCE

**WPLZ/Petersburg**  
Hardy Jay

HALL & OATES  
ANGELA BOFILL  
SLAVE  
KENNY ROGERS  
Hottest:  
NEW EDITION  
RALPH MACDONALD  
WHODINI  
PRINCE  
ASHFORD & SIMPSON

**KHYS/Port Arthur**  
Mark Petry

GRANDMASTER MELLE  
HAROLD MELVIN  
RICHARD D. FIELDS  
SADAO WATANABE  
O'BRYAN  
DIANNE REEVES  
JERMAINE STEWART  
LEON LOVE  
PRINCE  
Hottest:  
STEVIE WONDER  
ALICIA MYERS  
CHAKA KHAN  
DIANA ROSS

**WYLD-FM/New Orleans**  
Dell Spencer

SOS BAND  
MTUME  
CARS  
SMOKEY ROBINSON  
ROD STEWART  
Hottest:  
CHAKA KHAN  
STEVIE WONDER  
REBBIE JACKSON  
DIANA ROSS  
TIME

**KUKQ/Phoenix**  
Jay Stone

PRINCE  
BAND OF GOLD  
RICK JAMES  
JACKSONS  
SMOKEY ROBINSON  
MTUME  
DENICE WILLIAMS  
Hottest:  
CHAKA KHAN  
NEW EDITION  
TIME  
EL CHICANO

**KSOL/San Mateo**  
Bernie Moody

MTUME  
ISLEY, JASPER & I  
ONE WAY  
SYLVERS  
JOYCE KENNEDY  
STYLISTICS  
KLYMAXX  
Hottest:  
STEVIE WONDER  
REBBIE JACKSON  
HALL & OATES  
LIONEL RICHIE  
WEST STREET MOB

**XHRM/San Diego**  
Duff Lindsey

STYLISTICS  
TEMPTATIONS  
SYLVERS  
DIVINE SOUNDS  
EUGENE WILDE  
MTUME  
HERBIE HANCOCK  
Hottest:  
CHAKA KHAN  
STEVIE WONDER  
NEW EDITION  
REBBIE JACKSON  
JANET JACKSON

**WANT/Richmond**  
Kirby Carmichael

TEMPTATIONS  
APOLLONIA 6  
SOS BAND  
JERMAINE STEWART  
JACKSONS  
RJ'S LATEST ARRIV  
TEENA MARIE  
Hottest:  
NEW EDITION  
CHAKA KHAN  
REBBIE JACKSON  
STEVIE WONDER  
PRINCE

**WTOY/Roanoke**  
Scott Morris

RICK JAMES  
JOYCE KENNEDY  
TEMPTATIONS  
AL JARREAU  
JUNIOR  
Hottest:  
NEW EDITION  
REBBIE JACKSON  
VANITY  
TEDDY PENDERGRASS

**KAPE/San Antonio**  
Mike Kelly

TEENA MARIE  
ERAMUS HALL  
ONE WAY  
SOS BAND  
KOKO POP  
LILLO THOMAS  
JACKSONS  
Hottest:  
LAKESIDE  
CHAKA KHAN  
PRINCE  
REBBIE JACKSON  
LIONEL RICHIE

**WEAS/Savannah**  
Don Jones

KAREN YOUNG  
BRENDA LEE EAGER  
LEON LOVE  
SYLVERS  
INTRUDERS  
Hottest:  
NEW EDITION  
CHAKA KHAN  
STEVIE WONDER  
LIONEL RICHIE  
PRINCE

**WQKS/Williamsburg**  
Steve Crumley

SOS BAND  
TEMPTATIONS  
SLAVE  
LILLO THOMAS  
ONE WAY  
TOM BROWNE  
BRONNER BROTHERS  
SYLVERS  
Hottest:  
STEVIE WONDER  
REBBIE JACKSON  
CHAKA KHAN  
NEW EDITION  
PRINCE

**WAAA/Winston-Salem**  
Eric St. James

TEENA MARIE  
CHARME  
RANDY HALL  
ONE WAY  
TEMPTATIONS  
JESSE JAMES  
AL JARREAU  
HALL & OATES  
Hottest:  
CHAKA KHAN  
NEW EDITION  
REBBIE JACKSON  
STEVIE WONDER  
DIANA ROSS

80 Reporting Stations  
76 Current Reports

These stations reported a frozen playlist this week:

WVVE/Atlanta  
KQXL/Baton Rouge  
WEDR/Miami  
KACE/Los Angeles



# R&R Country NATIONAL AIRPLAY/50

## October 26, 1984

Three Weeks	Two Weeks	Last Week		Total Reports/Adds	Heavy	Medium	Light
14	7	4	1 EARL THOMAS CONLEY/Chance Of Lovin' You (RCA)	154/0	120	33	1
7	5	3	2 JOHNNY LEE/You Could've Heard A Heart Break (Full Moon/WB)	154/0	119	27	8
19	12	10	3 A. MURRAY w/D. LOGGINS/Nobody Loves Me Like You Do (Capitol)	155/1	109	40	6
13	8	6	4 JANIE FRICKE/Your Heart's Not In It (Columbia)	151/0	107	40	4
10	6	5	5 LEE GREENWOOD/Fool's Gold (MCA)	146/1	110	29	7
2	2	1	6 JOHN SCHNEIDER/I've Been Around Enough To Know (MCA)	146/0	118	21	7
11	9	8	7 RONNIE MILSAP/Prisoner Of The Highway (RCA)	150/1	110	33	7
15	10	9	8 DON WILLIAMS/Maggie's Dream (MCA)	150/0	100	37	13
3	3	2	9 EXILE/Give Me One More Chance (Epic)	144/0	111	24	9
18	15	13	10 MICKEY GILLEY/Too Good To Stop Now (Epic)	152/0	85	61	6
25	20	15	11 GEORGE JONES/She's My Rock (Epic)	152/0	61	80	11
16	13	12	12 STATLERS/One Takes The Blame (Mercury/Pg)	142/1	84	40	18
36	27	17	13 JUDDS (WYNONNA & NAOMI)/Why Not Me (RCA/Curb)	154/4	56	84	14
4	4	11	14 JOHN ANDERSON/She Sure Got Away With My Heart (WB)	137/0	89	28	20
22	18	16	15 WHITES/Pins And Needles (MCA/Curb)	138/2	64	50	24
30	24	18	16 NITTY GRITTY DIRT BAND/I Love Only You (WB)	151/2	41	93	17
35	28	21	17 WAYLON JENNINGS/America (RCA)	150/4	37	95	18
26	23	20	18 DOLLY PARTON/God Won't Get You (RCA)	145/1	38	88	19
1	1	7	19 WILLIE NELSON/City Of New Orleans (Columbia)	130/2	85	27	18
37	31	25	20 EDDIE RABBITT/The Best Year Of My Life (WB)	153/4	28	102	23
28	25	22	21 TOM T. HALL/P.S. I Love You (Mercury/Pg)	138/3	38	83	17
34	30	24	22 BELLAMY BROTHERS/World's Greatest Lover (MCA/Curb)	145/2	39	84	22
24	22	19	23 MICHAEL MARTIN MURPHEY/Radio Land (Liberty)	128/3	36	66	26
42	33	27	24 GEORGE STRAIT/Does Fort Worth Ever Cross You Your Mind (MCA)	139/10	25	89	25
46	40	33	25 BARBARA MANDRELL/Crossword Puzzle (MCA)	141/9	8	93	40
38	34	30	26 CHARLY McCLAIN/Some Hearts Get All The Breaks (Epic)	132/5	19	78	35
-	47	38	27 REBA McENTIRE/How Blue (MCA)	135/10	9	79	47
44	39	34	28 HANK WILLIAMS JR./All My Rowdy Friends Are Comin' (WB/Curb)	123/5	13	75	35
39	35	32	29 DAVID FRIZZELL & SHELLY WEST/It's A Be Together Night (Viva)	124/3	18	75	31
12	11	14	30 EMMYLOU HARRIS/Pledging My Love (WB)	93/0	36	36	21
49	43	37	31 MARK GRAY/Diamond In The Dust (Columbia)	129/10	10	68	51
41	38	35	32 ATLANTA/Wishful Drinkin' (MCA)	112/7	13	59	40
-	-	46	33 JOHN CONLEE/Years After You (MCA)	125/25	2	57	66
-	-	42	34 CRYSTAL GAYLE/Me Against The Night (WB)	121/23	6	50	65
48	45	40	35 VINCE GILL/Turn Me Loose (RCA)	112/7	8	57	47
20	19	23	36 MOE BANDY/Woman Your Love (Columbia)	78/1	23	30	25
-	-	45	37 GENE WATSON/Got No Reason Now For Goin' Home (MCA/Curb)	106/9	5	58	43
-	50	47	38 GAIL DAVIES/Jagged Edge Of A Broken Heart (RCA)	100/12	4	49	47
-	48	44	39 MOE BANDY & JOE STAMPLEY/The Boy's Night Out (Columbia)	100/9	3	52	45
6	16	28	40 ALABAMA/If You're Gonna Play In Texas (RCA)	63/0	17	20	26
BREAKER			41 DEBORAH ALLEN/Heartache And A Half (RCA)	114/22	2	42	70
BREAKER			42 MERLE HAGGARD w/JANIE FRICKE/A Place To Fall Apart (Epic)	98/40	2	33	63
27	26	29	43 RAY CHARLES (w/B.J. THOMAS)/Rock And Roll Shoes (Columbia)	45/0	11	19	15
47	44	41	44 JIMMY BUFFETT/When The Wild Life Betrays Me (MCA)	73/3	5	36	32
8	14	31	45 CONWAY TWITTY/I Don't Know A Thing About Love (WB)	55/0	13	27	15
23	21	26	46 LOUISE MANDRELL/Goodbye Heartache (RCA)	58/1	15	32	11
5	17	36	47 GARY MORRIS/Second Hand Heart (WB)	48/0	11	25	12
DEBUT			48 KENDALLS/I'd Dance Every Dance With You (Mercury/Pg)	83/28	0	23	60
DEBUT			49 KEITH STEGALL/Whatever Turns You On (Epic)	81/4	4	31	46
45	42	43	50 STEVE WARINER/Don't You Give Up On Love (RCA)	52/0	5	28	19

### MOST ADDED

- RICKY SKAGGS (45)  
Something In My Heart (Epic)
- ED BRUCE (41)  
You Turn Me On (Like A Radio) (RCA)
- M. HAGGARD & J. FRICKE (40)  
A Place To Fall Apart (Epic)
- CHARLEY PRIDE (39)  
Missin' Mississippi (RCA)
- T.G. SHEPPARD (33)  
One Owner Heart (WB/Curb)
- CONWAY TWITTY (30)  
Ain't She Somethin' Else (WB)
- KENDALLS (28)  
I'd Dance Every Dance... (Mercury/Pg)
- JOHN CONLEE (25)  
Years After You (MCA)
- CRYSTAL GAYLE (23)  
Me Against The Night (WB)
- OAK RIDGE BOYS (23)  
Make My Life With You (MCA)

### HOTTEST

- JOHN SCHNEIDER (78)  
I've Been Around Enough... (MCA)
- EXILE (61)  
Give Me One More Chance (Epic)
- A. MURRAY with D. LOGGINS (47)  
Nobody Loves Me Like... (Capitol)
- EARL THOMAS CONLEY (47)  
Chance Of Lovin' You (RCA)
- JUDDS (45)  
Why Not Me (RCA/Curb)
- JOHNNY LEE (42)  
You Could've Heard A... (Full Moon/WB)
- WILLIE NELSON (39)  
City Of New Orleans (Columbia)
- RONNIE MILSAP (36)  
Prisoner Of The Highway (RCA)
- LEE GREENWOOD (27)  
Fool's Gold (MCA)
- JANIE FRICKE (25)  
Your Heart's Not In It (Columbia)

MOST ADDED & HOTTEST list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicate the total number of Country reporters adding the song this week or noting that the song is among their five hottest.

## BREAKERS

The information shown on the National Airplay 50, Breakers, New & Active and Significant Action, is current. The results shown are based on reports taken from our reporters on Monday, 10-22-84.

### DEBORAH ALLEN Heartache And A Half (RCA)

On 74% of reporting stations. Rotations: Heavy 2, Medium 42, Light 70, Total Adds 22 including WCAO, KIX106, WZZK, WCOS, KSSN, KISS-FM, WLWI, WTQR, WQHK, K102, KGHL, KLZ, KFRE, KNIX, KSAN. Moves 50-41 on the Country chart.

### MERLE HAGGARD with JANIE FRICKE A Place To Fall Apart (Epic)

On 63% of reporting stations. Rotations: Heavy 2, Medium 33, Light 63, Total Adds 40 including WCAO, WRKZ, WWVA, KLLL, WKIX, WUSQ, KJJY, WWWV, WBCS, WIL, WTOD, KSOP, KSON, KSAN, KCUB. A most added record. Debuts at number 42 on the Country chart.



# HANK'S PICKS For Week Of Oct. 27th

Last Week 90% Correct

## COLLEGE

- LSU over NOTRE DAME
- WASHINGTON over ARIZONA
- TEXAS over SMU
- BOSTON COLLEGE over RUTGERS
- MISSOURI over IOWA STATE

## PROS

- DALLAS COWBOYS over INDIANAPOLIS COLTS
- WASHINGTON REDSKINS over NEW YORK GIANTS
- MIAMI DOLPHINS over BUFFALO BILLS
- KANSAS CITY CHIEFS over TAMPA BAY BUCCANEERS
- ST. LOUIS CARDINALS over PHILADELPHIA EAGLES





# Country

## NEW & ACTIVE

- KENDALLS "I'd Dance Every Dance With You" (Mercury/PolyGram) 83/28**  
Rotations: Heavy 0, Medium 23, Light 60, Total Adds 28 include WYRK, WPOR, WNYR, WILQ, KIKK, KYXX, WTQR, WITL, WTHI, KRST, KGHL, KUUY, KFTN, KCKC, KCUB. Debuts at number 48 on the Country chart.
- KEITH STEGALL "Whatever Turns You On" (Epic) 81/4**  
Rotations: Heavy 4, Medium 31, Light 46, Total Adds 4, WIXY, WONE, KRST, KYGO. Heavy: KXYL, WOKK, WPAP, KKYX. Medium: WSNO, WWVA, WYNK, WTSO, WOW, KUGN, KGA. Debuts at number 49 on the Country chart.
- EVERLY BROTHERS "On The Wings Of A Nightingale" (Mercury/PolyGram) 75/4**  
Rotations: Heavy 6, Medium 30, Light 39, Total Adds 4, KHEY, WTQR, WAXX, KFRE. Heavy: WGNA, KIKK, KISS-FM, KRMD, WDAF, WOW. Medium: WXTU, KEBC, WTOD, KEIN, KRSY.
- B.J. THOMAS "The Girl Most Likely To" (Cleveland International/Columbia) 74/20**  
Rotations: Heavy 1, Medium 22, Light 51, Total Adds 20 including WIXL, WIXY, WWVA, KEAN, WFNC, KIKK, KSSN, WOKK, WONE, KWMT, WBCS, KYAK, KUZZ, KKCS, KFRE.
- SAWYER BROWN "Leona" (Capitol/Curb) 68/8**  
Rotations: Heavy 1, Medium 21, Light 46, Total Adds 8, WIXL, KRRV, WLWI, WQYK, WQHK, WTHI, KMAK, KGA. Heavy: WGNA. Medium: WYII, KXYL, KHEY, WONE, KTTS, KFDI.
- RICKY SKAGGS "Something In My Heart" (Epic) 66/45**  
Rotations: Heavy 1, Medium 17, Light 48, Total Adds 45 including WVAM, WCAO, WPOR, KIX106, KASE, WCMS, WQYK, KSO, WDAF, WXCL, KFDI, KRST, KMAK, KTOM, KMPS.
- MEL TILLIS with GLEN CAMPBELL "Slow Nights" (MCA) 66/21**  
Rotations: Heavy 0, Medium 18, Light 49, Total Adds 21 including WIXL, WNYR, WIXY, WYNK, KHEY, WLWI, WKIX, WUSQ, WGEE, WITL, KIOV, KJOT, KKCS, KTOM, KSON.
- ED BRUCE "You Turn Me On (Like A Radio)" (RCA) 61/41**  
Rotations: Heavy 1, Medium 11, Light 37, Total Adds 41 including WPTR, WKYG, WNYR, WXBQ, WCMS, KRMD, WTQR, WMNI, KOMA, WXCL, KTPK, KVOC, KCKC, KCBQ, KCUB.
- CHARLEY PRIDE "Missin' Mississippi" (RCA) 59/39**  
Rotations: Heavy 0, Medium 9, Light 50, Total Adds 39 including WVAM, WRKZ, WPOR, WNYR, WSOC, WFNC, WUSQ, KFGO, KXXY, WTOD, KVOO, KYGO, KEIN, KSOP, KGA.
- JUICE NEWTON "Restless Heart" (RCA) 56/8**  
Rotations: Heavy 0, Medium 19, Light 37, Total Adds 8, WIXL, KHEY, WUSQ, WSLR, WITL, KMAK, KMPS, KCUB. Medium: WGNA, WKSJ, KXYL, WXCL, WWJO, KRKT, KRSY.
- WILLIE NELSON & KRIS KRISTOFFERSON "How Do You Feel About Foolin'..." (Columbia) 55/20**  
Rotations: Heavy 1, Medium 16, Light 38, Total Adds 20 including WCAO, WRKZ, WIXY, WYNK, WSOC, KSSN, WUSQ, KBMR, WWWV, WTSO, KXXY, WTOD, KFRE, KEIN, KGA.
- JOHNNY RODRIGUEZ "Rose Of My Heart" (Epic) 49/4**  
Rotations: Heavy 1, Medium 15, Light 33, Total Adds 4, KYXX, WTQR, KSOP, KCUB. Heavy: WESC. Medium: WYII, KASE, KXYL, WTVY, KKYX, KRMD, WITL, KTTS, KFDI, KRSY.

- BUTCH BAKER "Thinking 'Bout Leaving" (Mercury/PolyGram) 24/3**  
Rotations: Heavy 0, Medium 1, Light 23, Total Adds 3, KEBC, KOMA, KRWQ. Medium: KXYL. Light: WSNO, KKYX, KBMR, WTOD, KGA.
- REX ALLEN JR. "Running Down Memory Lane" (Moon Shine) 22/16**  
Rotations: Heavy 0, Medium 2, Light 20, Total Adds 16 including WSNO, WPOR, KRRV, KXYL, WAXX, KFGO, KEBC, KTTS, KRKT, KUZZ.
- EDDY RAVEN "She's Gonna Win Your Heart" (RCA) 21/19**  
Rotations: Heavy 0, Medium 2, Light 19, Total Adds 19 including WSNO, KLVI, WTVY, WKSJ, WCUZ, KRKT, KRWQ, KWJJ, KTOM, KCKC.
- MEL McDANIEL "Baby's Got Her Blue Jeans On" (Capitol) 20/14**  
Rotations: Heavy 0, Medium 3, Light 17, Total Adds 14 including WGNA, WQYK, WAXX, WCUZ, WXCL, KVOO, KRWQ, KRSY, KTOM, KMPS.
- THE SHOPPE "If You Think I Love You Now" (American Country) 19/4**  
Rotations: Heavy 0, Medium 2, Light 17, Total Adds 4, WKYG, WYII, KFGO, KMPS. Medium: WCXI, WAXX. Light: WLWI, KRMD, KOMA, KRSY.
- KIMBERLY SPRINGS "Old Memories Are Hard To Lose" (Capitol) 17/0**  
Rotations: Heavy 0, Medium 3, Light 14, Total Adds 0. Medium: KHEY, KRMD, WCXI. Light: WWVA, WYII, WQYK, WOW, WTOD, KRWQ, KRSY.
- JIM GLASER "Let Me Down Easy" (Noble Vision) 16/16**  
Rotations: Heavy 0, Medium 2, Light 14, Total Adds 16 including WXXW, WNYR, WTVY, KSSN, KRMD, WCUZ, KOMA, KUUY, KRSY, KTOM.
- RAY PRICE "What Am I Gonna Do Without You" (Viva) 16/11**  
Rotations: Heavy 0, Medium 1, Light 15, Total Adds 11, WPTR, KRRV, KHEY, WCMS, WAXX, KFGO, KEBC, KTTS, WTOD, KTPK, KVOO.
- KENNY ROGERS with KIM CARNES & JAMES INGRAM "What About Me?" (RCA) 15/9**  
Rotations: Heavy 2, Medium 3, Light 10, Total Adds 9, WGNA, WKYG, WNYR, WILQ, KXYL, KSSN, WKSJ, WIRE, KRWQ. Heavy: WXXW, WUSN.
- NARVEL FELTS "I'm Glad You Couldn't Sleep Last Night" (Evergreen) 15/2**  
Rotations: Heavy 1, Medium 5, Light 9, Total Adds 2, WIXY, WWJO. Heavy: WVAM. Medium: KMML, WEZL, WITL, WOW.
- PAM TILLIS "Goodbye Highway" (WB) 14/10**  
Rotations: Heavy 0, Medium 1, Light 13, Total Adds 10, WGNA, WWVA, KHEY, WKIX, WCXI, KEBC, WXCL, KTTS, WTOD, KVOO.
- LEON RAINES "Biloxi Lady" (Atlantic America) 14/6**  
Rotations: Heavy 0, Medium 1, Light 13, Total Adds 6, WSNO, WKSJ, WCMS, KBMR, WTOD, KVOO. Medium: WWJO.
- JOEY SCARBURY "The River's Song" (RCA) 14/1**  
Rotations: Heavy 1, Medium 6, Light 7, Total Adds 1, WAXX. Heavy: KXYL. Medium: WGNA, WBGW, WYII, KKYX, WQYK, KSON.
- MALCHACK & RUCKER "Just Like That" (Revolver Records) 13/3**  
Rotations: Heavy 0, Medium 0, Light 13, Total Adds 3, KEAN, KHEY, KTTS. Light: WBGW, WKYG, WKLO, WTVY, KOMA.
- JACK GREENE "If It's Love (Then Bet It All)" (EMH) (12/5)**  
Rotations: Heavy 0, Medium 1, Light 11, Total Adds 5, WVAM, WSNO, WYII, WKLO, KTTS. Medium: WPAP. Light: KVOO, KFDI, KTOM.
- JOHN ARNOLD BAND "How We Gonna Know If It's Love" (Compleat/PolyGram) 12/2**  
Rotations: Heavy 0, Medium 0, Light 12, Total Adds 2, KFGO, KRKT. Light: WSNO, KXYL, WOW, KTPK, KRSY, KIGO.
- GUS HARDIN with EARL THOMAS CONLEY "All Tangled Up In Love" (RCA) 10/10**  
Rotations: Heavy 0, Medium 0, Light 10, Total Adds 10, WSNO, KXYL, WGTO, WTVY, WPAP, KRKT, KRWQ, KQIL, KRSY, KTOM.
- MIKE DEKLE "The Minstrel" (NSD) 8/1**  
Rotations: Heavy 0, Medium 1, Light 7, Total Adds 1, WILQ. Medium: KHEY. Light: KKYX, WOW, WXCL, WTOD, KWJJ.
- ALABAMA "Rock On The Bayou" (RCA) 8/0**  
Rotations: Heavy 0, Medium 0, Light 8, Total Adds 0. Light: WBGW, WOKQ, KRRV, KXYL, WWOD, WTQR, KOMA, KTOM.

## SIGNIFICANT ACTION

- MASON DIXON "Gettin' Over You" (Texas) 38/4**  
Rotations: Heavy 2, Medium 11, Light 25, Total Adds 4, WCMS, WPAP, WTSO, KMAK. Heavy: KXYL, KKYX. Medium: WYII, WTVY, KVOO, KFDI.
- CONWAY TWITTY "Ain't She Somethin' Else" (WB) 36/30**  
Rotations: Heavy 1, Medium 6, Light 29, Total Adds 30 including WCAO, WSNO, KRRV, WSOC, KIKK, WNOX, WKSJ, WTQR, KWJJ, KMPS, WIRE, KTPK.
- T.G. SHEPPARD "One Owner Heart" (WB/Curb) 34/33**  
Rotations: Heavy 1, Medium 6, Light 27, Total Adds 33 including WXXW, KIKK, WMC, WIRK, WXCL, KFDI, KQIL, KTOM, KCKC, KCBQ.
- ALABAMA "(There's A) Fire In The Night" (RCA) 34/32**  
Rotations: Heavy 3, Medium 10, Light 21, Total Adds 32 including WEEP, WNOX, WMC, KRMD, WCXI, WIL, KRKT, KFRE, KCKC, KSAN.
- WRIGHT BROTHERS "Eight Days A Week" (Mercury/PolyGram) 30/20**  
Rotations: Heavy 0, Medium 4, Light 26, Total Adds 20 including WGNA, WWVA, KASE, KHEY, WLWI, WIRE, KTTS, KFDI, KRSY, KGA.
- CARL JACKSON "She's Gone, Gone, Gone" (Columbia) 29/6**  
Rotations: Heavy 1, Medium 5, Light 23, Total Adds 6, WYII, KBMR, KFGO, WCUZ, WITL, WTOD. Heavy: WOW. Medium: WLWI, KXYX, WCXI.
- ROY CLARK "Another Lonely Night With You" (MCA/Churchill) 28/5**  
Rotations: Heavy 0, Medium 8, Light 20, Total Adds 5, WXXW, WVAM, WYII, KWMT, WTOD. Medium: KKYX, KTTS, KVOO, KQIL, KSOP.
- OAK RIDGE BOYS "Make My Life With You" (MCA) 26/23**  
Rotations: Heavy 0, Medium 4, Light 22, Total Adds 23 including WXXW, WOKQ, KXYL, WGTO, WIL, K102, KUUY, KRWQ, KSOP, KCBQ.
- SUSAN RAYE "Put Another Notch In Your Belt" (Westexas America) 26/3**  
Rotations: Heavy 0, Medium 3, Light 23, Total Adds 3, WVAM, WSNO, KEBC. Medium: WBGW, WOKK, KRKT. Light: KMML, KRMD, KSO, KSOP.

## COUNTRY ALBUM TRACKS

Cuts are listed in order, with the first cut receiving the heaviest airplay.

ARTIST/Song Title (Label)	Album Title
JANIE FRICKE/Another Man Like That (Col)	<i>The First Word In...</i>
GLEN CAMPBELL/Letter To Home (Atl. Amer.)	<i>Letter To Home</i>
RICKY SKAGGS/Country Boy (Epic)	<i>Country Boy</i>
JOHN CONLEE/Working Man (MCA)	<i>Blue Highway</i>
LOUISE MANDRELL/This Bed's Not Big... (RCA)	<i>I'm Not Through Loving...</i>
TOM JONES/I'm An Old Rock 'N' Roller (Mercury/PG)	<i>All The Love's On The...</i>
DAN SEALS/In San Antone (EMI America)	<i>Rebel Heart</i>
EARL THOMAS CONLEY/Love Don't Care (RCA)	<i>Treadin' Water</i>
KENNY ROGERS/Crazy (RCA)	<i>What About Me</i>
GEORGE JONES w/BARBARA MANDRELL/Daisy Chain (Epic)	<i>Lady's Choice</i>
GEORGE JONES/Learning To Do Without Me (Epic)	<i>You've Still Got A Place</i>
M. TILLIS w/W. NELSON/Texas On A Saturday Night (MCA)	<i>New Patches</i>
DAVID FRIZZELL/Country Music Love Affair (Viva)	<i>Solo</i>
GEORGE STRAIT/Any Old Time (MCA)	<i>Does Forth Worth Ever...</i>
JOHN ANDERSON/Eye Of A Hurricane (WB)	<i>Eye Of A Hurricane</i>
EARL THOMAS CONLEY/Treadin' Water (RCA)	<i>Treadin' Water</i>

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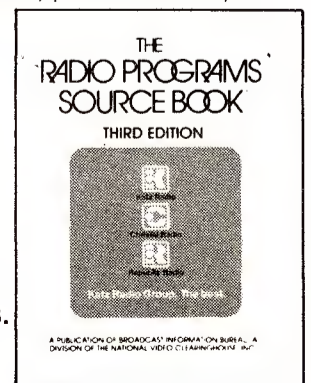
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# Adult / Contemporary

Continued from Back Page

## BREAKERS

### HONEYDRIPPERS

#### Sea Of Love (Es Paranza/Atlantic)

77% of our reporters on it. Rotations: Heavy 3/0, Medium 67/9, Light 36/16, Total Adds 25 including WTAE, Y97, W101, WCLR, WLTF, KUDL, WISN, WMYX, KMG, KOST, KGW, KFMB, WICC, WRIE, WAFB, WMJJ, and 9 more. Debuts at number 19 on the A/C chart.

### JERMAINE JACKSON

#### Do What You Do (Arista)

68% of our reporters on it. Rotations: Heavy 1/0, Medium 48/17, Light 45/24, Total Adds 41 including WPIX, WPRO, WRMM, WSB, KRBE-FM, 97AIA, W101, WCLR, WMJI, WISN, KHOW, KKL, B100, KFMB, KJR, and 26 more. Debuts at number 25 on the A/C chart.

## NEW & ACTIVE

**COREY HART "It Ain't Enough" (EMI America) 78/8**  
Rotations: Heavy 3/0, Medium 41/3, Light 34/5, Total Adds 8, 97AIA, WMYX, WRIE, WIVY, KBOI, KDUK, KQUA, KRNO. Heavy: WKBW, KOST, WCHV. Medium: WFB, WSB-FM, KRBE-FM, WLLT, WCCO, KEZR, V100, WKYE, WKGW, KEY103, WKJJ, WMAZ, WSFL, 2WD, WHBC, WMG, KFI, KWAV, KIXI-FM, WNNR, WEIM, WKNE, WSKI, WTN, WPPA, KORQ, WSKY, WCKQ, WFFX, WTYL, WCIL, KEEZ, WHNN, WJON, KTWO, KQSW, KRBS, KALE.

**STEPHEN STILLS featuring MIKE FINNIGAN "Can't Let Go" (Atlantic) 76/11**  
Rotations: Heavy 2/0, Medium 41/5, Light 33/6, Total Adds 11, WPIX, WRMM, KFMB, WRIE, WBT, WMGN, KDUK, WTKO, KRLB, K99, KRNO. Heavy: WHBY, WNNR. Medium: KVIL-FM, WCCO, WAEB, WGY, WKGW, WMAZ, WSFL, WRVA, WAVE, WNAM, KRNT, KSL, KIXI-FM, KKPL, WEIM, WKNE, WSKI, WTN, KORQ, WSKY, WCKQ, WCHV, WAGE, WFFX, KTYL, WCIL, WXUS, KEEZ, KWEB, WHNN, WJON, KTWO, KQSW, KRBS, KALE.

**POINTER SISTERS "I'm So Excited" (Planet/RCA) 71/3**  
Rotations: Heavy 18/0, Medium 46/2, Light 7/1, Total Adds 3, WGY, KRAV, KDUK. Heavy: WLTF, WMJI, KMG, B100, WAEB, WKYE, WIVY, WKJJ, 2WD, WSNY, WLHT, WENS, KFI, WSKI, WPPA, WCKQ, WCIL, KALE. Medium: WFB, 3WS, WTAE, KRBE-FM, 55KRC, WOMC, KLSI, KUDL, KMJI, KOST, KGW, KFMB, KJR, WICC, V100, WHAS, WRKA, WMAZ, WLAC-FM, WING, WFMK, 3WM, WMHE, KWAV, KKPL, WNNR, WEIM, WTN, WSKY, WCHV, KRLB, WKYX, WZLQ, WFFX, KTYL, WHNN, WJON, WBOW, KTWO, K99, KRNO, KQSW, KRBS. Due to heavy airplay activity, appears at number 24 on the A/C chart.

**JULIAN LENNON "Valotte" (Atlantic) 64/28**  
Rotations: Heavy 1/0, Medium 24/7, Light 39/21, Total Adds 28, WARM98, Y97, WSB-FM, 55KRC, B100, WWOM, WICC, WGY, WKGW, K106, WBT, WAHR, WSFL, WNAM, WFMK, KSL, WNNR, WPPA, KORQ, WGSV, WKYX, WZLQ, WFFX, WXUS, WJON, K99, KQSW, KRBS. Heavy: WKBW. Medium: WFB, KVIL-FM, WMAZ, WAVE, WHBY, WMGN, KIXI-FM, WEIM, WKNE, WSKI, WSKY, WCKQ, WCHV, WAGE, WCIL, KTWO, KALE.

## ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 K. ROGERS w/K. CARNES & J. INGRAM	138/0	118	16	4
2 LIONEL RICHIE	138/0	108	29	1
3 STEVIE WONDER	129/0	104	20	5
4 DENNIS DeYOUNG	130/2	85	41	4
5 BILLY OCEAN	121/3	92	25	4
6 CHICAGO	117/0	81	32	4
7 WHAM!	130/4	71	50	9
8 BARBRA STREISAND	121/1	74	36	11
9 ELTON JOHN	118/1	68	47	3
10 DARYL HALL & JOHN OATES	118/2	57	57	4
11 PAUL McCARTNEY	132/6	30	87	15
12 ANNE MURRAY w/DAVE LOGGINS	106/1	47	49	10
13 CARS	96/0	35	47	14
14 CYNDI LAUPER	119/22	15	78	26
15 RALPH MacDONALD f/BILL WITHERS	93/1	38	44	11
16 EVERLY BROTHERS	99/0	40	54	5
17 AMERICA	98/2	30	58	10
18 SERGIO MENDES	101/3	18	66	17
19 HONEYDRIPPERS	106/25	3	67	36
20 AL JARREAU	100/10	6	73	21
21 JULIO IGLESIAS	95/8	10	67	18
22 BARRY GIBB	81/1	18	46	17
23 MADONNA	77/1	28	33	16
24 POINTER SISTERS	71/3	18	46	7
25 JERMAINE JACKSON	94/41	1	48	45

## MOST ADDED

JERMAINE JACKSON (41)  
Do What You Do (Arista)  
LAURA BRANIGAN (34)  
Ti Amo (Atlantic)  
JULIAN LENNON (28)  
Valotte (Atlantic)  
HONEYDRIPPERS (25)  
Sea Of Love (Es Paranza/Atlantic)  
MELISSA MANCHESTER (25)  
Thief Of Hearts (Casablanca/PolyGram)  
JOE COCKER (23)  
Edge Of A Dream (Capitol)

## HOTTEST

LIONEL RICHIE (84)  
Penny Lover (Motown)  
K. ROGERS w/K. CARNES & J. INGRAM (81)  
What About Me? (RCA)  
STEVIE WONDER (81)  
I Just Called To Say... (Motown)  
BILLY OCEAN (72)  
Caribbean Queen (Jive/Arista)  
CHICAGO (47)  
Hard Habit To Break (WB)  
WHAM! (46)  
Wake Me Up Before You... (Columbia)

**NEIL DIAMOND "Sleep With Me Tonight" (Columbia) 62/12**  
Rotations: Heavy 3/0, Medium 33/4, Light 28/8, Total Adds 12, KS94, KFMB, WGY, WAVE, WHBC, WING, WMGN, WSKY, WKYX, WXUS, WBOW, KALE. Heavy: WKBW, WISN, WCCO. Medium: WSB, WTC, WBT, WMAZ, WRVA, WHBY, KRNT, WTRX, WHB, KIXI-FM, WNNR, WEIM, WKNE, WSKI, KORQ, WCKQ, WCHV, WGSV, WAGE, WFFX, KTYL, WJBC, WCIL, KFSB, KEEZ, KTWO, KRNO, KQSW, KRBS.

**BAND OF GOLD "Love Songs Are Back Again" (RCA) 61/3**  
Rotations: Heavy 4/0, Medium 36/3, Light 21/0, Total Adds 3, WPRO, KS94, K106. Heavy: 97AIA, WAEB, KQUA, KRBS. Medium: WPIX, WSB-FM, KVIL-FM, KOST, KGW, WMAZ, WSFL, WEZS, WRVA, WHBY, KRNT, WTRX, KBOI, KFI, KIXI-FM, WNNR, WEIM, WKNE, WSKI, WTN, WPPA, WSKY, WCHV, WGSV, WAGE, WFFX, WJBC, WCIL, KEEZ, WHNN, WJON, KRNO, KALE.

**JOE COCKER "Edge Of A Dream (Theme From Teachers)" (Capitol) 56/23**  
Rotations: Heavy 1/1, Medium 16/3, Light 39/19, Total Adds 23, WKBW, WISN, WCCO, WWOM, V100, WKYE, WKGW, WSFL, WRVA, WAVE, WMGN, KOIL, KBOI, KWAV, KKPL, WKNE, WPPA, KRLB, WVBS, KFBS, WXUS, WBOW, K99. Medium: WAEB, KRNT, KIXI-FM, WSKI, WSKY, WZLQ, WFFX, KTWO, KQSW, KRBS, WFB, WEIM.

**DAN FOGELBERG "Sweet Magnolia And The Travelling Salesman" (Full Moon/Epic) 56/9**  
Rotations: Heavy 1/0, Medium 25/2, Light 30/7, Total Adds 9, WLTT, WTRX, WEIM, WKNE, WFFX, WCIL, KFSB, WHNN, KALE. Heavy: WSNY. Medium: WFB, WISN, WCCO, WMAZ, WRVA, WAVE, WHBY, KRNT, WMGN, KSL, KIXI-FM, WTKO, WSKI, WSKY, WCKQ, WCHV, WGSV, KRLB, WZLQ, KTYL, KWAV, WJON, KQSW.

**ROD STEWART "Some Guys Have All The Luck" (WB) 51/9**  
Rotations: Heavy 12/0, Medium 28/6, Light 11/3, Total Adds 9, KVIL-FM, 55KRC, KGW, WLHT, 3WM, WNNR, WTKO, WTN, KRAV. Heavy: KRBE-FM, WLTF, KMG, KEZR, WPJB, CK101, WKJJ, WAVE, WMGN, WSKI, KRLB, WKYX. Medium: 97AIA, WLLT, WMJI, B100, K101, WICC, WSPM, K106, WHAS, WRKA, 2WD, WSNY, WENS, KOIL, WMHE, KFI, KWAV, WEIM, WSKY, KEEZ, WJON, KKL.

**MELISSA MANCHESTER "Thief Of Hearts" (Casablanca/PolyGram) 46/25**  
Rotations: Heavy 0/0, Medium 10/5, Light 38/20, Total Adds 25, KGW, WAEB, WKYE, WKGW, WAFB, WAHR, WMAZ, WRVA, WAVE, WNAM, WHBC, KIOA, WTRX, KOIL, KORQ, WKYX, WFFX, KTYL, WJBC, KFSB, KEEZ, WHNN, WJON, KQSW, KRBS. Medium: KVIL-FM, WMGN, WTKO, WSKI, WCHV.

**PAT BENATAR "We Belong" (Chrysalis) 41/21**  
Rotations: Heavy 0/0, Medium 11/2, Light 30/19, Total Adds 21, KRBE-FM, KUDL, WICC, V100, KEY103, WRVA, WHBC, WSNY, WTRX, WENS, KOIL, KQUA, KWAV, WPPA, WCHV, WAGE, WKYX, WCIL, WJON, WBOW, WCKQ, WSKY, WFFX, WSKY, WNNR, WSKI, WCKQ, KTYL, KEEZ, KQSW, KALE, WMGN.

**COYOTE SISTERS "I've Got A Radio" (Morocco/Motown) 40/17**  
Rotations: Heavy 1/1, Medium 5/3, Light 34/13, Total Adds 17, WFB, WKBW, V100, WKYE, WMAZ, WAVE, KIOA, KTRX, WMGN, KIXI-FM, WCHV, WKYX, KEEZ, WJON, WBOW, KTWO, KALE. Medium: WFFX, WSKI.

**LAURA BRANIGAN "Ti Amo" (Atlantic) 34/34**  
Rotations: Heavy 0/0, Medium 6/6, Light 28/28, Total Adds 34, WFB, WKYE, KEY103, WAHR, WMAZ, WRVA, WNAM, WHBC, WTRX, KWAV, KIXI-FM, WNNR, WEIM, WKNE, WSKI, KORQ, WSKY, WCKQ, WCHV, WGSV, WAGE, WZLQ, KTYL, WCIL, KFSB, WXUS, KEEZ, WHNN, WJON, WBOW, KTWO, KQSW, KRBS, KALE.

**JACK WAGNER "All I Need" (Qwest/WB) 34/21**  
Rotations: Heavy 2/0, Medium 10/2, Light 22/19, Total Adds 21, WLLT, KMJI, WAEB, KEY103, WMAZ, WNAM, WTRX, WNNR, WEIM, WSKI, KORQ, WSKY, WCKQ, WGSV, KRLB, WZLQ, KTYL, WCIL, KFSB, WBOW, KQSW. Heavy: WEZC, KKL. Medium: WSB-FM, 97AIA, WKYE, K106, WSFL, KIXI-FM, WFFX, KRBS.

**DEBORAH ALLEN "Heartache And A Half" (RCA) 33/8**  
Rotations: Heavy 0/0, Medium 6/2, Light 27/6, Total Adds 8, K106, WNNR, KRLB, WFFX, KTYL, WVBS, KFSB, K99. Medium: KVIL-FM, KSL, KIXI-FM, WSKI.

## SIGNIFICANT ACTION

**SHEENA EASTON "Strut" (EMI America) 23/4**  
Rotations: Heavy 3/0, Medium 14/1, Light 6/3, Total Adds 4, WTAE, KVIL-FM, WLTF, WLAC-FM. Heavy: WSKI, WPPA, WCKQ. Medium: KRBE-FM, KMG, K101, WKYE, WPJB, WMAZ, 2WD, WENS, WTN, WSKY, WKYX, WFFX, KQSW.

**JOHN DENVER & SYLVIE VARTAN "Love Again" (RCA) 21/13**  
Rotations: Heavy 0/0, Medium 6/2, Light 15/11, Total Adds 13, WFB, WKBW, WRIE, KEY103, WSFL, WHBY, KIXI-FM, WCIL, KEEZ, WHNN, WJON, KRBS, KALE. Medium: WCCO, KSL, WEIM, WJBC.

**CULTURE CLUB "The War Song" (Virgin/Epic) 20/1**  
Rotations: Heavy 0/0, Medium 13/0, Light 7/1, Total Adds 1, WNAM. Medium: KRBE-FM, WMAZ, WEIM, WSKI, WPPA, WSKY, WCKQ, KRLB, WKYX, KTYL, KEEZ, KKL, KQSW.

**DIANA ROSS "Swept Away" (RCA) 18/1**  
Rotations: Heavy 3/0, Medium 12/1, Light 3/0, Total Adds 1, Y97. Heavy: WPPA, WCKQ, WCHV. Medium: KVIL-FM, KRBE-FM, WPJB, CK101, KFI, KWAV, WSKI, WKYX, KTYL, KKL, KQSW.

**ROGER HODGSON "Had A Dream (Sleeping With The Enemy)" (A&M) 17/0**  
Rotations: Heavy 0/0, Medium 5/0, Light 12/0, Total Adds 0. Medium: WEIM, WSKI, WFFX, KRBS, KALE.

**TINA TURNER "Better Be Good To Me" (Capitol) 14/5**  
Rotations: Heavy 2/0, Medium 5/2, Light 7/3, Total Adds 5, KVIL-FM, K101, CK101, WMHE, KQUA. Heavy: KRBE-FM, KEZR. Medium: KMG, WPJB, WFFX.

**RICK SPRINGFIELD with RANDY CRAWFORD "Taxi Dancing" (RCA) 14/1**  
Rotations: Heavy 0/0, Medium 3/0, Light 11/1, Total Adds 1, WNAM. Medium: WFB, KOST, WCHV.

**EDDIE RABBITT "The Best Year Of My Life" (WB) 13/6**  
Rotations: Heavy 0/0, Medium 2/0, Light 11/6, Total Adds 6, WHBC, WSKI, WCHV, KEEZ, WBOW, KRBS. Medium: WCCO, KRNT.

**JOHN CAFFERTY & THE BEAVER BROWN BAND "On The Dark Side" (Scotti Bros./CBS) 12/1**  
Rotations: Heavy 4/0, Medium 3/1, Light 5/0, Total Adds 1, KRLB. Heavy: KRBE-FM, WPJB, CK101, WAVE. Medium: KEZR, WSKY.

**DANNY O'KEEFE "Along For The Ride" (Coldwater) 11/3**  
Rotations: Heavy 0/0, Medium 1/0, Light 10/3, Total Adds 3, WCCO, WTRX, WCHV. Medium: KIXI-FM.

**BREAKERS** 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 sufficient heavy and medium rotation airplay to enter the chart.



# A/C Regional Adds & Hots

## EAST

### Parallel One

#### WFBR/Baltimore

Andy Szulinski  
 LAURA BRANIGAN  
 JOHN DENVER  
 COYOTE SISTERS  
 Hottest: KENNY ROGERS  
 STEVIE WONDER  
 CHICAGO  
 HALL & OATES  
 LIONEL RICHIE

#### WBNB/Buttalo

Roger Christian  
 AL JARREAU  
 Hottest: STEVIE WONDER  
 KENNY ROGERS  
 BARBRA STREISAND  
 LIONEL RICHIE  
 CARL

#### WKBW/Buttalo

Sandy Beach  
 JOE COCKER  
 COYOTE SISTERS  
 JOHN DENVER  
 Hottest: STEVIE WONDER  
 KENNY ROGERS  
 LIONEL RICHIE  
 BARBRA STREISAND  
 DENNIS DEYOUNG

#### WPIX/New York

Anderson/Silverstein  
 JERMAINE JACKSON  
 STEPHEN STILLS  
 Hottest: STEVIE WONDER  
 WHAM!  
 KENNEDY & OSBORNE  
 BARBRA STREISAND  
 LIONEL RICHIE

#### Y97/Pittsburgh

Jay Crosswell  
 DIANA ROSS  
 JULIAN LENNON  
 HONEYDRIPPERS  
 CYNDI LAUPER  
 Hottest: CHICAGO  
 CARL  
 STEVIE WONDER  
 BILLY OCEAN  
 ELTON JOHN

#### WTAE/Pittsburgh

Don Berns  
 AL JARREAU  
 HONEYDRIPPERS  
 SHEENA EASTON  
 Hottest: CHICAGO  
 STEVIE WONDER  
 WHAM!  
 POINTER SISTERS  
 BRUCE SPRINGSTEEN

#### WWSW(WSW)/Pittsburgh

Crowe/Waltzel  
 ELTON JOHN  
 PAUL MCCARTNEY  
 Hottest: STEVIE WONDER  
 CHICAGO  
 DENNIS DEYOUNG  
 HALL & OATES  
 LIONEL RICHIE

#### WPRO/Providence

Cuddy  
 JERMAINE JACKSON  
 BAND OF GOLD  
 Hottest: KENNY ROGERS  
 ANNE MURRAY  
 LIONEL RICHIE  
 WHAM!  
 HONEYDRIPPERS

#### WLTT/Washington D.C.

Bob Cummings  
 RALPH MACDONALD  
 DAN FOGELBERG  
 Hottest: JOHN WHITE  
 CARL  
 BUEY LEWIS & NEWS  
 STEVIE WONDER  
 CHICAGO

### Parallel Two

#### WWOM/Albany

Knot/Holmberg  
 JULIAN LENNON  
 JOE COCKER  
 Hottest: JULIO IGLESIAS  
 Hottest: BARRY GIBB  
 STEVIE WONDER  
 KENNY ROGERS  
 LIONEL RICHIE  
 BILLY OCEAN

#### WABE/Albiontown

Neal Newman  
 CYNDI LAUPER  
 MELISSA MANCHESTE  
 JACK WAGNER  
 Hottest: EVERLY BROTHERS  
 BILLY OCEAN  
 POINTER SISTERS  
 KENNY ROGERS  
 HALL & OATES

#### WICC/Bridgeport

Pantano/Broadin  
 JULIAN LENNON  
 PAT BENATAR  
 HONEYDRIPPERS  
 JERMAINE JACKSON  
 Hottest: KENNY ROGERS  
 STEVIE WONDER  
 LIONEL RICHIE  
 BILLY OCEAN  
 WHAM!

#### V100/Charleston, WV

Bob Spence  
 COYOTE SISTERS  
 JOE COCKER  
 PETER WOLF  
 PAT BENATAR  
 Hottest: BILLY OCEAN  
 KENNY ROGERS  
 LIONEL RICHIE  
 WHAM!  
 HALL & OATES

## WRIE/Erie

### Parallel Three

#### WVNR/Beckley

Ballie/Stewart  
 LAURA BRANIGAN  
 JACK WAGNER  
 ROD STEWART  
 JULIAN LENNON  
 JIM GLASER  
 DEBORAH ALLEN  
 Hottest: KENNY ROGERS  
 BARBRA STREISAND  
 ELTON JOHN  
 WHAM!  
 LIONEL RICHIE

#### WEIM/Fitchburg

Jack Raymond  
 LAURA BRANIGAN  
 JACK WAGNER  
 JIM GLASER  
 CARL  
 Hottest: JOHN LENNON  
 DAN FOGELBERG  
 Hottest: BILLY OCEAN  
 ELTON JOHN  
 WHAM!  
 EVERLY BROTHERS  
 JULIO IGLESIAS

#### WTIC/Hartford

Tom Barantini  
 JERMAINE JACKSON  
 HONEYDRIPPERS  
 Hottest: STEVIE WONDER  
 KENNY ROGERS  
 LIONEL RICHIE  
 JULIO IGLESIAS  
 PAUL MCCARTNEY

#### WKYE/Johnstown, PA

Farrow/Michaels  
 COYOTE SISTERS  
 JOE COCKER  
 LAURA BRANIGAN  
 MELISSA MANCHESTE  
 Hottest: CHICAGO  
 MADONNA  
 BILLY OCEAN  
 DENNIS DEYOUNG  
 WHAM!

#### WPJB/Providence

Tom Hunter  
 TOPO  
 PETER WOLF  
 TOMMY SHAW  
 Hottest: PRINCE  
 WHAM!  
 ROD STEWART  
 DENNIS DEYOUNG  
 ELTON JOHN

#### WGWV/Nice-Rome

Carpenter/Carr  
 JERMAINE JACKSON  
 JOE COCKER  
 JULIAN LENNON  
 MELISSA MANCHESTE  
 CAT STEVENS  
 Hottest: KENNY ROGERS  
 DENNIS DEYOUNG  
 BARBRA STREISAND  
 LIONEL RICHIE  
 ANNE MURRAY

#### WVPA/Williamsport, PA

Scott Masteller  
 CHAKA KHAN  
 HONEYDRIPPERS  
 JULIAN LENNON  
 PAT BENATAR  
 JACKSON  
 JOE COCKER  
 Hottest: KENNY ROGERS  
 BILLY OCEAN  
 LIONEL RICHIE  
 DENNIS DEYOUNG  
 HALL & OATES

#### WVSK/Kanawha, VT

Bruce Stebbins  
 JACK WAGNER  
 EDDIE RABBITT  
 LAURA BRANIGAN  
 Hottest: LIONEL RICHIE  
 WHAM!  
 DENNIS DEYOUNG  
 ELTON JOHN  
 AMERICA

#### WVTH/Waterbury, NY

Jay Donovan  
 ROD STEWART  
 Hottest: KENNY ROGERS  
 ELTON JOHN  
 LIONEL RICHIE  
 WHAM!  
 HALL & OATES

#### WVWA/Williamsport, PA

Scott Masteller  
 CHAKA KHAN  
 HONEYDRIPPERS  
 JULIAN LENNON  
 PAT BENATAR  
 JACKSON  
 JOE COCKER  
 Hottest: KENNY ROGERS  
 BILLY OCEAN  
 LIONEL RICHIE  
 DENNIS DEYOUNG  
 HALL & OATES

#### WVWB/Portland

Mike Dirix  
 HONEYDRIPPERS  
 MELISSA MANCHESTE  
 ROD STEWART  
 Hottest: KENNY ROGERS  
 LIONEL RICHIE  
 WHAM!  
 BILLY OCEAN  
 HALL & OATES

#### KBEST/San Diego

Mitchell/Dean  
 CYNDI LAUPER  
 JERMAINE JACKSON  
 Hottest: none

#### KMJJ/Denver

Elliott/Brady  
 ANNE MURRAY  
 JACK WAGNER  
 Hottest: STEVIE WONDER  
 CHICAGO  
 LIONEL RICHIE  
 KENNY ROGERS  
 BILLY OCEAN

#### WABE/Albiontown

Neal Newman  
 CYNDI LAUPER  
 MELISSA MANCHESTE  
 JACK WAGNER  
 Hottest: EVERLY BROTHERS  
 BILLY OCEAN  
 POINTER SISTERS  
 KENNY ROGERS  
 HALL & OATES

## Parallel Three

#### WVNR/Beckley

Ballie/Stewart  
 LAURA BRANIGAN  
 JACK WAGNER  
 ROD STEWART  
 JULIAN LENNON  
 JIM GLASER  
 DEBORAH ALLEN  
 Hottest: KENNY ROGERS  
 BARBRA STREISAND  
 ELTON JOHN  
 WHAM!  
 LIONEL RICHIE

#### WEIM/Fitchburg

Jack Raymond  
 LAURA BRANIGAN  
 JACK WAGNER  
 JIM GLASER  
 CARL  
 Hottest: JOHN LENNON  
 DAN FOGELBERG  
 Hottest: BILLY OCEAN  
 ELTON JOHN  
 WHAM!  
 EVERLY BROTHERS  
 JULIO IGLESIAS

#### WTIC/Hartford

Tom Barantini  
 JERMAINE JACKSON  
 HONEYDRIPPERS  
 Hottest: STEVIE WONDER  
 KENNY ROGERS  
 LIONEL RICHIE  
 JULIO IGLESIAS  
 PAUL MCCARTNEY

#### WKYE/Johnstown, PA

Farrow/Michaels  
 COYOTE SISTERS  
 JOE COCKER  
 LAURA BRANIGAN  
 MELISSA MANCHESTE  
 Hottest: CHICAGO  
 MADONNA  
 BILLY OCEAN  
 DENNIS DEYOUNG  
 WHAM!

#### WPJB/Providence

Tom Hunter  
 TOPO  
 PETER WOLF  
 TOMMY SHAW  
 Hottest: PRINCE  
 WHAM!  
 ROD STEWART  
 DENNIS DEYOUNG  
 ELTON JOHN

#### WGWV/Nice-Rome

Carpenter/Carr  
 JERMAINE JACKSON  
 JOE COCKER  
 JULIAN LENNON  
 MELISSA MANCHESTE  
 CAT STEVENS  
 Hottest: KENNY ROGERS  
 DENNIS DEYOUNG  
 BARBRA STREISAND  
 LIONEL RICHIE  
 ANNE MURRAY

#### WVPA/Williamsport, PA

Scott Masteller  
 CHAKA KHAN  
 HONEYDRIPPERS  
 JULIAN LENNON  
 PAT BENATAR  
 JACKSON  
 JOE COCKER  
 Hottest: KENNY ROGERS  
 BILLY OCEAN  
 LIONEL RICHIE  
 DENNIS DEYOUNG  
 HALL & OATES

#### WVSK/Kanawha, VT

Bruce Stebbins  
 JACK WAGNER  
 EDDIE RABBITT  
 LAURA BRANIGAN  
 Hottest: LIONEL RICHIE  
 WHAM!  
 DENNIS DEYOUNG  
 ELTON JOHN  
 AMERICA

#### WVTH/Waterbury, NY

Jay Donovan  
 ROD STEWART  
 Hottest: KENNY ROGERS  
 ELTON JOHN  
 LIONEL RICHIE  
 WHAM!  
 HALL & OATES

#### WVWA/Williamsport, PA

Scott Masteller  
 CHAKA KHAN  
 HONEYDRIPPERS  
 JULIAN LENNON  
 PAT BENATAR  
 JACKSON  
 JOE COCKER  
 Hottest: KENNY ROGERS  
 BILLY OCEAN  
 LIONEL RICHIE  
 DENNIS DEYOUNG  
 HALL & OATES

#### WVWB/Portland

Mike Dirix  
 HONEYDRIPPERS  
 MELISSA MANCHESTE  
 ROD STEWART  
 Hottest: KENNY ROGERS  
 LIONEL RICHIE  
 WHAM!  
 BILLY OCEAN  
 HALL & OATES

#### KBEST/San Diego

Mitchell/Dean  
 CYNDI LAUPER  
 JERMAINE JACKSON  
 Hottest: none

#### KMJJ/Denver

Elliott/Brady  
 ANNE MURRAY  
 JACK WAGNER  
 Hottest: STEVIE WONDER  
 CHICAGO  
 LIONEL RICHIE  
 KENNY ROGERS  
 BILLY OCEAN

#### WABE/Albiontown

Neal Newman  
 CYNDI LAUPER  
 MELISSA MANCHESTE  
 JACK WAGNER  
 Hottest: EVERLY BROTHERS  
 BILLY OCEAN  
 POINTER SISTERS  
 KENNY ROGERS  
 HALL & OATES

## MIDWEST

### Parallel One

#### WCLR/Chicago

Lee DeYoung  
 BILLY OCEAN  
 JERMAINE JACKSON  
 HONEYDRIPPERS  
 Hottest: CARL  
 LIONEL RICHIE  
 LIONEL RICHIE  
 KENNY ROGERS  
 BARBRA STREISAND  
 LIONEL RICHIE  
 HALL & OATES

#### WISN/Milwaukee

Harris/Murphy  
 HONEYDRIPPERS  
 JERMAINE JACKSON  
 JOE COCKER  
 Hottest: KENNY ROGERS  
 STEVIE WONDER  
 BARBRA STREISAND  
 LIONEL RICHIE  
 HALL & OATES

#### WVYX/Milwaukee

Best Fast  
 CYNDI LAUPER  
 HONEYDRIPPERS  
 COREY HART  
 Hottest: STEVIE WONDER  
 KENNY ROGERS  
 LIONEL RICHIE  
 BARBRA STREISAND  
 BILLY OCEAN

#### WCCO/Minneapolis

Denny Long  
 JACK WAGNER  
 DAN O'KEEFE  
 CYNDI LAUPER  
 AL JARREAU  
 JOHN CAFFERTY & B  
 Hottest: STEVIE WONDER  
 CHICAGO

#### WVTV/Cincinnati

Willie Shannon  
 DAN STEVENS  
 DAN O'KEEFE  
 CYNDI LAUPER  
 FRANK SINATRA  
 JOE COCKER  
 Hottest: none

#### WVTV/Cincinnati

Willie Shannon  
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 DAN O'KEEFE  
 CYNDI LAUPER  
 FRANK SINATRA  
 JOE COCKER  
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 CYNDI LAUPER  
 FRANK SINATRA  
 JOE COCKER  
 Hottest: none

## KUDL/Kansas City

### Parallel One

#### WCLR/Chicago

Lee DeYoung  
 BILLY OCEAN  
 JERMAINE JACKSON  
 HONEYDRIPPERS  
 Hottest: CARL  
 LIONEL RICHIE  
 LIONEL RICHIE  
 KENNY ROGERS  
 BARBRA STREISAND  
 LIONEL RICHIE  
 HALL & OATES

#### WISN/Milwaukee

Harris/Murphy  
 HONEYDRIPPERS  
 JERMAINE JACKSON  
 JOE COCKER  
 Hottest: KENNY ROGERS  
 STEVIE WONDER  
 BARBRA STREISAND  
 LIONEL RICHIE  
 HALL & OATES

#### WVYX/Milwaukee

Best Fast  
 CYNDI LAUPER  
 HONEYDRIPPERS  
 COREY HART  
 Hottest: STEVIE WONDER  
 KENNY ROGERS  
 LIONEL RICHIE  
 BARBRA STREISAND  
 BILLY OCEAN

#### WCCO/Minneapolis

Denny Long  
 JACK WAGNER  
 DAN O'KEEFE  
 CYNDI LAUPER  
 AL JARREAU  
 JOHN CAFFERTY & B  
 Hottest: STEVIE WONDER  
 CHICAGO

#### WVTV/Cincinnati

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 DAN STEVENS  
 DAN O'KEEFE  
 CYNDI LAUPER  
 FRANK SINATRA  
 JOE COCKER  
 Hottest: none

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Willie Shannon  
 DAN STEVENS  
 DAN O'KEEFE  
 CYNDI LAUPER  
 FRANK SINATRA  
 JOE COCKER  
 Hottest: none

## WSNY/Columbus, OH

### Parallel One

#### WCLR/Chicago

Lee DeYoung  
 BILLY OCEAN  
 JERMAINE JACKSON  
 HONEYDRIPPERS  
 Hottest: CARL  
 LIONEL RICHIE  
 LIONEL RICHIE  
 KENNY ROGERS  
 BARBRA STREISAND  
 LIONEL RICHIE  
 HALL & OATES

#### WISN/Milwaukee

Harris/Murphy  
 HONEYDRIPPERS  
 JERMAINE JACKSON  
 JOE COCKER  
 Hottest: KENNY ROGERS  
 STEVIE WONDER  
 BARBRA STREISAND  
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 DAN STEVENS  
 DAN O'KEEFE  
 CYNDI LAUPER  
 FRANK SINATRA  
 JOE COCKER  
 Hottest: none

## &lt;





# AOR / ALBUMS

October 26, 1984

159 REPORTERS

Three Weeks Last  
Weeks Weeks Week

Total Hot Medium Adds All  
Reports Rotation Rotation Rotations

Three Weeks Last Weeks Weeks Week	Rank	Artist/Album (Label)	Total Reports	Hot Rotation	Medium Rotation	Adds	All Rotations
6 4 2	1	TEACHERS/Soundtrack (Capitol)	155	125+	30-	0-	0-
1 1 1	2	DAVID BOWIE/Tonight (EMI America)	150	129-	20-	1+	1+
4 3 3	3	U2/The Unforgettable Fire (Island)	152	120+	32-	1+	1+
7 6 4	4	SURVIVOR/Vital Signs (Scotti Bros./CBS)	146+	130+	16-	2=	2=
31 11 6	5	HONEYDRIPPERS/Volume One (Es Paranza/Atlantic)	154+	103+	50-	4-	4-
30 13 10	6	ROGER HODGSON/In The Eye Of The Storm (A&M)	146+	70+	75-	2-	2-
16 12 11	7	TOMMY SHAW/Girls With Guns (A&M)	141+	75+	64-	3-	3-
2 2 5	8	J. CAFFERTY &.../Eddie & The... (Scotti Bros./CBS)	137+	72-	61+	11+	11+
9 8 8	9	SCANDAL f/PATTY SMYTH/The Warrior (Columbia)	132-	66-	65+	4-	4-
5 7 9	10	BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia)	116-	77-	38=	7=	7=
DEBUT	11	JULIAN LENNON/Valotte (Atlantic)	137	52	78	18	18
26 15 13	12	HALL & OATES/Big Bam Boom (RCA)	115+	78+	37+	2-	2-
3 5 7	13	FIXX/Phantoms (MCA)	115-	63-	50+	2+	2+
22 26 17	14	CARS/Heartbeat City (Elektra)	110+	45+	61+	11-	11-
- - 18	15	MOLLY HATCHET/The Deed Is Done (Epic)	126+	23+	101+	4-	4-
11 10 12	16	SAMMY HAGAR/VOA (Geffen)	108-	56-	52+	1+	1+
18 17 15	17	KISS/Animalize (Mercury/PG)	113=	37-	76+	5+	5+
35 37 22	18	HUEY LEWIS & THE NEWS/Sports (Chrysalis)	105+	51+	50-	14-	14-
DEBUT	19	PAUL McCARTNEY/Give My Regards To... (Columbia)	112	42	70	10	10
8 9 14	20	JOHN WAITE/No Brakes (EMI America)	107-	41-	66+	0-	0-
25 22 19	21	ZEBRA/No Tellin' Lies (Atlantic)	113+	22+	89-	4+	4+
37 35 31	22	PETER WOLF/Lights Out (EMI America)	108+	25+	78+	13-	13-
32 30 28	23	DOKKEN/Tooth And Nail (Elektra)	99+	18+	81-	5-	5-
28 24 21	24	TINA TURNER/Private Dancer (Capitol)	87-	60-	27+	2-	2-
40 29 26	25	JETHRO TULL/Under Wraps (Chrysalis)	104-	13=	88-	4-	4-
12 16 24	26	KROKUS/The Blitz (Arista)	85-	19-	62+	7+	7+
14 14 20	27	PRINCE/Purple Rain (WB)	73-	50-	23+	0=	0=
24 21 18	28	STEVE PERRY/Street Talk (Columbia)	74-	44-	30-	2=	2=
17 23 29	29	HONEYMOON SUITE/Honeymoon Suite (WB)	81-	19-	56+	10+	10+
- 40 33	30	COREY HART/First Offense (EMI America)	87+	20+	63+	8-	8-
13 19 27	31	BILLY SQUIER/Signs Of Life (Capitol)	69-	26-	43-	0-	0-
- - 36	32	TIMOTHY B. SCHMIT/Playin' It Cool (Asylum)	81+	11+	68+	9-	9-
DEBUT	33	VAN HALEN/1984 (WB)	74+	13+	51+	27=	27=
19 18 23	34	VARIOUS ARTISTS/Every Man Has A... (Polydor/PG)	69-	12-	57-	0-	0-
- - 40	35	EUROGLIDERS/This Island (Columbia)	78+	10+	59+	21+	21+
38 38 35	36	TWISTED SISTER/Stay Hungry (Atlantic)	62+	17-	44+	4+	4+
DEBUT	37	AC/DC/'74 Jailbreak (Atlantic)	73	4	60	35	35
- - 39	38	CYNDI LAUPER/She's So Unusual (Portrait/CBS)	62+	29+	33-	5-	5-
DEBUT	39	JOHN PARR/John Parr (Atlantic)	70+	6+	54+	26+	26+
38 34 32	40	BLACKFOOT/Vertical Smiles (Atco)	74-	4-	70-	1-	1-

JUST WHEN YOU THOUGHT YOU HAD EVERYTHING

# REM.

NEW SINGLE  
(don't Go back TO)  
**ROCKVILLE** IR 9931

b/w  
**CATAPULT (live)**  
never before available

Another song from  
that album, "RECKONING"

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I.R.S. Manufactured and Distributed by A&M Records, Inc.



## BREAKERS

**JULIAN LENNON**  
Valotte (Atlantic)

86% of our reporters on it. 137/18 including adds at: WYSP, KQRS, KMET, KGB, KISS. Debuts at #11 on the Albums chart.

**PAUL McCARTNEY**  
Give My Regards To Broad Street (Columbia)

70% of our reporters on it 112/10 including adds at: WDVE, WOUR, WLVO, WTUE. Debuts at #19 on the Albums chart.

**TIMOTHY B. SCHMIT**  
Playin' It Cool (Asylum)

51% of our reporters on it. 81/9 including adds at: KSHE, WBCO, WCMF, KNCN, WLAV. Moves 36-32 on the Albums chart.

**NEW & ACTIVE** — Records building in airplay and coming closest to charting. Numbers indicate total reports/total adds; for example, 40/20 means 40 reports and, of those, 20 added it this week. Figures in parentheses are last week's data. Checked records are those that were among the week's most added.

**AOR ALBUMS** — Compiles album airplay data from all reporting stations. Includes four-week trend of chart movement, plus cuts listed numerically by airplay. Current singles are **BOLDED**. Also listed is present week's number of reports in hot and medium rotations, and total adds. Symbols represent more (+), less (-), or equal (=) number of reports in each rotation compared to last week's figures. Records showing significant upward momentum are bulleted.



# AOR/ALBUMS

## MOST ADDED

**AC/DC (35)**  
 '74 Jailbreak (Atlantic)  
**VAN HALEN (27)**  
 1984 (WB)  
**JOHN PARR (26)**  
 John Parr (Atlantic)  
**EUROGLIDERS (21)**  
 This Island (Columbia)  
**JULIAN LENNON (18)**  
 Valotte (Atlantic)  
**AUTOGRAPH (15)**  
 Sign In Please (RCA)  
**HUEY LEWIS & THE NEWS (14)**  
 Sports (Chrysalis)

## MOST HOTS

**SURVIVOR (130)**  
 Vital Signs (Scotti Bros./CBS)  
**DAVID BOWIE (129)**  
 Tonight (EMI America)  
**TEACHERS (125)**  
 Soundtrack (Capitol)  
**U2 (120)**  
 The Unforgettable Fire (Island)  
**HONEYDRIPPERS (103)**  
 Volume One (Es Paranza/Atlantic)  
**HALL & OATES (78)**  
 Big Bam Boom (RCA)  
**BRUCE SPRINGSTEEN (77)**  
 Born In The U.S.A. (Columbia)

## NEW & ACTIVE

**STEVE MILLER/Italian X-Rays (Capitol) 65/13 (0/0)**  
 Adds include KBCO, KMET, KFOG, KLAQ, WDIZ, KOMP. Hots: 11 include WLIR, WSHE, KINK, WDHA, WFYV, WIMZ, WOOS. Mediums 49 include WKLS, WXRT, WMMS, WPYX, WTPA, WAQY, WAQX, WOUR, KLB, KMJX, WTUE, WIOT, KZEL, KKDJ, KWFM.

**JOAN JETT/Glorious Results Of A Misspent Youth (Blackheart/MCA) 58/6 (54/9)**  
 Adds: WPLR, WHEB, WAQY, KISS, WXQR, KSQY. Hots: 11 include WBCN, WBAB, WNEW, WAAF. Mediums: 43 include WIYY, WMMR, WHJY, DC101, KLOL, KSRR, WNOR, WYNF, WRIF, KMET, KROQ, KGB, WZZO, WTPA, WCMF, WOUR, KLB, KNCN, KLAQ, WIMZ, WAPL, WTUE, KILO.

**FEE WAYBILL/Read My Lips (Capitol) 53/6 (0/0)**  
 Adds: WNEW, KBCO, WRXL, KKDJ, WIZN, WRUF. Hots: 6 KZEW, KFOG, KSJO, WPDH, KLPX, KFMF. Mediums: 43 include WBAB, WHJY, WNOR, WMMS, WRIF, WQFM, KSHE, KLOS, KDKB, KZAP, KGB, KRQR, KOME, WTPA, WAQY, WOUR, WAAF, KLB, WFYV, WIMZ, WLAV, KATT, KFMG, KILO, KEZE.

**STONE FURY/Burns Like A Star (MCA) 42/10 (35/17)**  
 Adds include WNEW, WHJY, WAQY, WIMZ, KKDJ. Hots: 1 KGB. Mediums: 36 include WBAB, WKLS, KZEW, WYNF, WQFM, KOME, WKLC, WTPA, WCMF, WOUR, WAAF, KNCN, KLAQ, KISS, WIOT, KFMG, KWFM.

**AUTOGRAPH/Sign In Please (RCA) 41/15 (28/11)**  
 Adds include WEBN, KLB, WIMZ, WRXL, KILO. Hots: 0. Mediums: 36 include WIYY, WBAB, WDVE, WHJY, WKLS, KZEW, WRIF, KYYS, WQFM, KSHE, KGB, KISW, WTPA, WAQX, WOUR, WAAF, KLAQ, KISS, KQDS, KICT, KFMG, KEZE.

**GENERAL PUBLIC/All The Rage (IRS/A&M) 40/6 (41/13)**  
 Adds: WBAB, WTPA, WPLR, KNCN, WWWV, KZOO. Hots: 11 WBCN, KBCO, KROQ. Mediums: 24 include WMMR, WHJY, WXRT, WAQY, KLB, WOOS, KQDS, KKDJ.

**BILLY IDOL/Rebel Yell (Chrysalis) 34/10 (42/0)**  
 Adds include KLOL, KGB, WTPA. Hots: 9 WLIR, CHOM, CHUM, WSHE, WNOR, 91X, KISW, WLVO, KTYD. Mediums: 21 include WBCN, KSHE, WHCN, KRSP.

**FAST FORWARD/Living In Fiction (Island) 34/6 (32/5)**  
 Adds: WLLZ, WQFM, WEZX, KATT, WIZN, KOZZ. Hots: 2 CFOX, KFMF. Mediums: 31 include WBAB, WDVE, WHJY, KLOL, KSRR, WEBN, KGB, WPYX, WTPA, WAQY, KNCN, WOOS, WLVO, WTUE.

**GOLDEN EARRING/Something Heavy Going Down (21/PolyGram) 27/5 (0/0)**  
 Adds: CHUM, KGB, KWFM, WIZN, WBYG. Hots: 1 CITI. Mediums: 23 include WNOR, WMET, WTPA, KLB, WAPL, WWCK, KILO.

**QUEENSRYCHE/The Warning (EMI America) 20/2 (17/4)**  
 Adds: WCKO, WXQR. Hots: 2 KISS, CITI. Mediums: 18 include KTXQ, KZEW, WQFM, KMET, KISW, WAQX, KNCN, KLAQ, KFMG.

**AIRRACE/Shaft Of Light (Atco) 17/6 (12/6)**  
 Adds: WLLZ, WQFM, WCCC, KFMG, WXCS, KWXL. Hots: 0. Mediums: 14 include WMMS, KSHE, WAQY, WQMF, WDIZ, KQDS.

**BRUCE COCKBURN/Stealing Fire (Gold Mtn./A&M) 17/3 (15/2)**  
 Adds: WHCN, KLAQ, WXKE. Hots: 6 WXRT, KBCO, KINK, WIZN, KSPN, KTCL. Mediums: 9 include WBCN, KAZY, KFOG.

**ALPHAVILLE/Forever Young (Atlantic) 15/5 (11/7)**  
 Adds include WZZO, WPDH, KOZZ. Hots: 1 WLIR. Mediums: 11 include WMMS, KBCO, KROQ, KLAQ.

**WHAM!/Make It Big (Columbia) 15/1 (0/0)**  
 Adds: WCPZ. Hots: 9 include WLUP, WMMS, WZZO. Mediums: 5 include KMJX.

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**AOR BREAKERS** — Records reported by at least 50% of reporting stations for the first time. Total reports/total adds information listed; for example, 100/50 means 100 total station reports and, of those, 50 added it this week.

**MOST ADDS** — A numerical listing of the most added records of the week.

**MOST HOTS** — A numerical listing of the records receiving the most hot rotation reports.

# The most comprehensive guide to RETAIL RADIO & TV ADVERTISING ever published!



Includes proven in-store systems to maximize co-op funds!

• 441 fact-filled pages. Paperback, 8 1/2 x 11.

- Written by William L. McGee, retail broadcast authority, and 34 contributing experts from every aspect of the business.
- Easy-to-read, non-technical writing with 254 charts, graphs, photographs.
- Research from over 150 textbooks, trade journals, and taped interviews.
- Appendix includes glossary of terms, national directory of retail agencies and production houses, summary of 10,000 Starch newspaper scores by store type.
- Invaluable whether you're buying, creating, managing, selling, producing or teaching broadcast advertising, or selling through retailers.

**OFFERS AGENCIES** all they need to know to win retail accounts. Examples of successful marketing and advertising plans; case histories; award-winning commercials.

**OFFERS RETAILERS** a step-by-step battle plan to analyze customer markets and attitudes; plan and schedule advertising to reach specific groups; even how to produce and test effective low-cost commercials.

**OFFERS BROADCASTERS** an inside look at retailers' problems and opportunities. Will help station salespeople understand their prospect's needs and wants and become better retail marketing consultants — not just sellers of time.

**OFFERS NATIONAL ADVERTISERS** 10-25 year projections on new retailing/distribution forms; social/economic forces, and advertising's future.

**OFFERS COLLEGES** the first all-in-one textbook on real-world retailing, broadcasting, and advertising.

**A practical, how-to encyclopedia for retailers (and anyone who works with — or sells through — retailers) to increase store traffic, sales, and profits. Specifically, you'll learn "How to:"**

- Position the store — finding that most profitable market niche.
- Establish store ad budgets (with a guide to 44 store categories).
- Create effective commercials (34 actual scripts of the best new commercials).
- Use new trends in retail marketing, research, and analysis to pinpoint merchandising weaknesses and seek out the most profitable customer groups.
- Capture the store's share of the \$5 1/2 billion co-op goldmine.
- Organize pooled allowance dealer programs and retailer to vendor presentations.
- Add a broadcast schedule by reducing newspaper ad sizes — and actually increase reach and frequency.
- Discover (and exploit) the broadcast advertising assistance available to retailers almost everywhere.
- Understand the "secrets" of broadcast audience research; time buying and station rate cards; scheduling and billing procedures.
- Extract better advertising from your advertising agency (or do it yourself, in-house).
- Utilize vital planning tools such as computerized audience data and Target Group Index.

## MAIL THIS NO-RISK COUPON TODAY:

Mail to: **R&R BOOKS**  
 1930 CENTURY PARK WEST, LOS ANGELES, CA 90067

Yes, please send me \_\_\_\_\_ copy(ies) of *Building Store Traffic with Broadcast Advertising* at \$50 each.

Enclosed is my check for \$ \_\_\_\_\_

VISA/MasterCard \_\_\_\_\_ Exp. Date \_\_\_\_\_  
 Interbank — \_\_\_\_\_  
(MasterCard Only) California Residents add 6 1/2% Sales Tax

NAME \_\_\_\_\_  
 FIRM \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY/STATE/ZIP \_\_\_\_\_





# AOR / HOT TRACKS

# BREAKERS

Three Weeks	Two Weeks	Last Week	159 REPORTERS	Total	Hot	Medium	Total Adds
3	2	2	<b>1</b> U2/Pride (In The Name Of Love) (Island)	151-	120+	31-	1=
6	5	3	<b>2</b> SURVIVOR/I Can't Hold Back (Scotti Bros./CBS)	146+	129+	17-	2=
1	1	1	<b>3</b> DAVID BOWIE/Blue Jean (EMI America)	144-	123-	21-	0=
5	4	4	<b>4</b> 38 SPECIAL/Teacher Teacher (Capitol)	144-	112+	32-	1=
26	6	5	<b>5</b> BOB SEGER/Understanding (Capitol)	145+	82+	62-	5-
30	13	6	<b>6</b> ROGER HODGSON/Had A Dream (Sleeping...) (A&M)	145+	69+	75-	3-
34	15	8	<b>7</b> HONEYDRIPPERS/Rockin' At Midnight (Es Paranza/Atl.)	137+	82+	54-	5-
-	-	13	<b>8</b> PAT BENATAR/We Belong (Chrysalis)	144+	73+	70-	14-
13	12	9	<b>9</b> TOMMY SHAW/Girls With Guns (A&M)	137+	74+	61-	3-
<b>DEBUT</b>			<b>10</b> BRYAN ADAMS/Run To You (A&M)	140	52	61	137
-	35	17	<b>11</b> JULIAN LENNON/Valotte (Atlantic)	133+	51+	76-	17-
-	-	21	<b>12</b> REO SPEEDWAGON/I Dowanna Know (Epic)	137+	33+	101+	15-
35	23	18	<b>13</b> MOLLY HATCHET/Satisfied Man (Epic)	126+	23+	101+	4-
24	18	15	<b>14</b> HALL & OATES/Out Of Touch (RCA)	101=	72+	29+	1-
14	14	12	<b>15</b> KISS/Heaven's On Fire (Mercury/PG)	113=	37-	76+	5+
10	7	10	<b>16</b> SAMMY HAGAR/I Can't Drive 55 (Geffen)	104-	53-	51+	0-
40	30	24	<b>17</b> PAUL McCARTNEY/No More Lonely Nights (Columbia)	109+	40+	69-	7-
25	22	19	<b>18</b> ZEBRA/Bears (Atlantic)	113+	22+	89-	4+
8	8	11	<b>19</b> JOHN WAITE/Tears (EMI America)	102-	40-	62+	0-
53	42	35	<b>20</b> CARS/Hello Again (Elektra)	98+	41+	52+	15-
-	45	32	<b>21</b> HONEYDRIPPERS/Sea Of Love (Es Paranza/Atlantic)	91+	56+	35=	17-
2	3	7	<b>22</b> J. CAFFERTY &.../On The Dark Side (Scotti Bros./CBS)	82-	63-	19+	0-
-	60	37	<b>23</b> HUEY LEWIS & NEWS/Walking On A Thin... (Chrysalis)	94+	42+	48-	15-
58	44	34	<b>24</b> PETER WOLF/I Need You Tonight (EMI America)	106+	23+	78+	14-
31	29	27	<b>25</b> DOKKEN/Into The Fire (Elektra)	99+	18+	81-	5-
12	11	14	<b>26</b> SCANDAL f/PATTY SMYTH/Beat Of A... (Columbia)	81-	48-	33-	0-
28	24	22	<b>27</b> TINA TURNER/Better Be Good To Me (Capitol)	85-	60-	25+	1-
-	-	43	<b>28</b> TOTO/Stranger In Town (Columbia)	106+	14+	88+	34-
41	32	30	<b>29</b> JETHRO TULL/Lap Of Luxury (Chrysalis)	95-	13+	79-	4-
-	-	52	<b>30</b> JOHN CAFFERTY &.../Tender Years (Scotti Bros./CBS)	91+	22+	61+	36+
20	21	28	<b>31</b> FIXX/Sunshine In The Shade (MCA)	81-	37-	42-	6+
22	20	16	<b>32</b> STEVE PERRY/Strung Out (Columbia)	74-	43-	31-	2=
7	10	23	<b>33</b> BRUCE SPRINGSTEEN/Cover Me (Columbia)	66=	48-	18-	0=
17	16	25	<b>34</b> PRINCE/Purple Rain (WB)	68-	46-	22+	0=
-	-	56	<b>35</b> SCANDAL f/PATTY SMYTH/Hands Tied (Columbia)	72+	23+	46+	23-
59	43	39	<b>36</b> COREY HART/It Ain't Enough (EMI America)	86+	20+	62+	8-
36	31	36	<b>37</b> DAVID BOWIE/Neighborhood Threat (EMI America)	70-	33-	37-	1-
<b>DEBUT</b>			<b>38</b> J. GEILS BAND/Concealed Weapons (EMI America)	89	8	56	88
4	9	20	<b>39</b> FIXX/Are We Ourselves? (MCA)	56-	38-	18-	0=
43	47	41	<b>40</b> BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia)	57+	28-	28+	10+
<b>DEBUT</b>			<b>41</b> VAN HALEN/Hot For Teacher (WB)	72+	11+	51+	27-
<b>DEBUT</b>			<b>42</b> AC/DC/Jailbreak (Atlantic)	73+	4+	60+	35-
-	-	51	<b>43</b> EUROGLIDERS/Heaven (Columbia)	76+	10+	57+	20+
-	-	60	<b>44</b> JOHN PARR/Naughty Naughty (Atlantic)	69+	6+	53+	25+
60	53	47	<b>45</b> FRANKIE GOES TO HOLLYWOOD/Two Tribes (Island)	65+	15+	46+	13+
51	50	49	<b>46</b> TWISTED SISTER/I Wanna Rock (Atlantic)	58+	15+	42+	6-
<b>DEBUT</b>			<b>47</b> DURAN DURAN/The Wild Boys (Capitol)	77	14	36	77
-	54	50	<b>48</b> CYNDI LAUPER/All Through The Night (Portrait/CBS)	60+	29+	31-	5-
-	-	54	<b>49</b> TIMOTHY B. SCHMIT/Playin' It Cool (Asylum)	72+	10+	61+	10-
21	19	26	<b>50</b> ELTON JOHN/Who Wears These Shoes? (Geffen)	54-	22-	32-	0-
38	36	38	<b>51</b> BLACKFOOT/Morning Dew (Atco)	68-	3-	65-	2-
56	55	55	<b>52</b> HONEYMOON SUITE/Burning In Love (WB)	61+	10-	46+	12+
27	26	29	<b>53</b> EDDIE MONEY/I'm Moving On (Polydor/PG)	60-	9-	51-	0-
23	28	33	<b>54</b> DENNIS DeYOUNG/Desert Moon (A&M)	55-	20-	35-	0-
55	49	48	<b>55</b> NIGHT RANGER/Interstate Love Affair (Capitol)	44=	19-	25+	0-
-	59	57	<b>56</b> FEE WAYBILL/You're Still Laughing (Capitol)	52-	5+	44+	5-
<b>DEBUT</b>			<b>57</b> KROKUS/Our Love (Arista)	51	9	37	34
32	39	42	<b>58</b> BILLY SQUIER/All Night Long (Capitol)	44-	14-	30-	1-
15	27	40	<b>59</b> ROMEO VOID/A Girl In Trouble (Is A...) (415/Columbia)	44-	19-	25-	1+
11	17	31	<b>60</b> KROKUS/Midnite Maniac (Arista)	43-	14-	29-	0=

## BRYAN ADAMS Run To You (A&M)

88% of our reporters on it. 140/137 with adds at: WIYY, WBCN, WBAB, WNEW, WMMR, WDVE, KTXQ, WNOR, WYNF, WEBN, KYYS, WQFM, KSHE, KLOS, KDKB, KOME. Debuts at #10 on the Hot Tracks chart.

## TOTO

### Stranger In Town (Columbia)

67% of our reporters on it. 106/34 including adds at: WDVE, WHJY, KTXQ, WRIF, KYYS, KBPI, WPYX, WAQX, WOUR, WFYV, WDIZ, WFBQ, WIOT, KILO, KOMP, KWFM. Moves 43-28 on the Hot Tracks chart.

## HUEY LEWIS & THE NEWS

### Walking On A Thin Line (Chrysalis)

59% of our reporters on it. 94/15 including adds at: WNEW, DC101, KRQR, WFYV, KMJX, WTUE, WWCK. Moves 37-23 on the Hot Tracks chart.

## JOHN CAFFERTY & THE BEAVER BROWN BAND

### Tender Years (Scotti Bros./CBS)

57% of our reporters on it. 91/36 including adds at: WMMR, WMET, KGON, KZAP, KGB, KFOG, WPYX, KLAQ, WRXL, WLVO, WTUE, WLAV, KZEL, KOMP, KEZE. Moves 52-30 on the Hot Tracks chart.

## HONEYDRIPPERS

### Sea Of Love (Es Paranza/Atlantic)

57% of our reporters on it. 91/17 including adds at: WDVE, KGB, KISW, WZZO, WAAF, WOOS, WTUE, WWCK. Moves 32-21 on the Hot Tracks chart.

## J. GEILS BAND

### Concealed Weapons (EMI America)

56% of our reporters on it 89/88 including adds at: WBCN, WBAB, WNEW, WDVE, WHJY, KZEW, KLOR, WNOR, WXRT, WRIF, KAZY, KLOS, KZAP, WTPA, WHCN, WCMF, KLBJ, KNCN, WDIZ, WLVO, KQDS, KFMG, KILO. Debuts at #38 on the Hot Tracks chart.

## COREY HART

### It Ain't Enough (EMI America)

54% of our reporters on it 86/8 with adds at: WYNF, KUPD, WDHA, WAQX, KQDS, WXKE, KPOI, KSPN. Moves 39-36 on our Hot Tracks chart.

# NEW & ACTIVE

- STONE FURY "Break Down The Walls" (MCA) 41/10 (34/16)**  
Adds include WNEW, WHJY, WAQY, WIMZ, KKDJ. Hots: 1 KGB. Mediums: 35 include WBAB, KZEW, WYNF, WQFM, KOME, WKLC, WTPA, WAAF, KNCN, KLAQ, KISS, WIOT, KFMG, KWFM.
- GENERAL PUBLIC "Tenderness" (IRS/A&M) 39/6 (37/10)**  
Adds: WBAB, WTPA, WPLR, KNCN, WWWV, KZOO. Hots: 11 include WBCN, KBCO, KROQ. Mediums: 23 include WMMR, WHJY, WXRT, WAQY, KLBJ, WOOS, KQDS, KKDJ.
- AUTOGRAPH "Turn Up The Radio" (RCA) 36/13 (24/9)**  
Adds include WEBN, WIMZ, WRXL, KILO. Hots: 0. Mediums: 32 include WIYY, WBAB, WDVE, WHJY, WKLS, WZEW, WRIF, KYYS, KSHE, KGB, KISW, WTPA, WAQX, WAAF, KLAQ, KISS, KQDS, KICT, KFMG, KEZE.
- U2 "Wire" (Island) 34/3 (32/11)**  
Adds: WDVE, WOUR, WTUE. Hots: 18 include WBAB, WNEW, WHJY, KTXQ, KMET, KFOG, KNCN, WAPL, KILO, KKDJ, KWFM. Mediums: 16 include WIYY, DC101, WKLS, KGB, WPYX, KLAQ, KQDS.
- U2 "The Unforgettable Fire" (Island) 32/4 (29/5)**  
Adds: CHOM, CFOX, KILO, WQBK. Hots: 19 include WBAB, KAZY, KFOG, WAPL. Mediums: 13 include KLOS, WAQX, KLBJ, WZXR, KQDS, KICT.
- FAST FORWARD "What's It Gonna Take" (Island) 27/4 (26/4)**  
Adds: WEZX, KATT, WIZN, KOZZ. Hots: 1 CFOX. Mediums: 25 include WBAB, WDVE, WHJY, KLOR, KSRR, WEBN, KGB, WPYX, WTPA, WAQY, WOOS, WTUE.
- GOLDEN EARRING "Something Heavy Going Down" (21/PolyGram) 25/5 (25/14)**  
Adds: CHUM, KGB, KWFM, WIZN, WBYG. Hots: 1 CITI. Mediums: 21 include WNOR, WMET, WTPA, KLBJ, WAPL, WWCK, KILO.
- JOAN JETT "I Love You Love Me Love" (Blackheart/MCA) 23/3 (21/4)**  
Adds: KMET, KISS, WTUE. Hots: 4 WCKO, WPDH, KIDQ, WXCS. Mediums: 19 include WMMR, DC101, WYNF, KNCN, KLAQ.
- JULIAN LENNON "Too Late For Goodbyes" (Atlantic) 22/20 (2/1)**  
Adds include KMET, KWXL. Hots: 9 WCKO, KYYS, KAZY, KCAL, WHCN, WAAF, WTKX, WQBK, WWWV. Mediums: 10 include WMMR, WTPA.
- FIXX "Less Cities, More Moving People" (MCA) 21/7 (19/0)**  
Adds: WMMR, KTXQ, WXRT, KBCO, KLAQ, WWCT, KLPX. Hots: 12 include KMET, KFOG, WAPL. Mediums: 7 include KROQ, KGB, WAQX.
- JOAN JETT "New Orleans" (Blackheart/MCA) 21/4 (17/3)**  
Adds: WPLR, WHEB, WXQR, KSQY. Hots: 5 WBCN, WBAB, WNEW, KRQR, WAAF. Mediums: 13 include WIYY, WHJY, KSRR, WRIF, KMET, WTPA, WCMF, WOUR, KLBJ, KILO.
- QUEENSRYCHE "Take Hold Of The Flame" (EMI America) 20/2 (16/3)**  
Adds: WCKO, WXQR. Hots: 2 KISS, CITI. Mediums: 18 include KTXQ, KZEW, WQFM, KMET, KISW, WAQX, KNCN, KLAQ, KFMG.
- BRUCE SPRINGSTEEN "Bobby Jean" (Columbia) 20/2 (20/2)**  
Adds: KBCO, KISW. Hots: 13 include WHJY, WXRT, KLOS, WOUR, KLBJ, KILO. Mediums: 7 include WLUP, WMET, WAAF, KGGO, KQDS, KEZE.
- AZTEC CAMERA "All I Need Is Everything" (Sire/WB) 18/1 (19/4)**  
Adds: WBCN. Hots: 5 WXRT, KBCO, WHMD, KSPN, KRCL. Mediums: 12 include WMMR, WLUP, WZZO, WTPA, KKDJ, KWFM.
- AIRRACE "I Don't Care" (Atco) 17/6 (12/7)**  
Adds: WLLZ, WQFM, WCCC, KFMG, WXCS, KWXL. Hots: 0. Mediums: 14 include WMMS, KSHE, WAQY, WQMF, WDIZ, KQDS.
- BILLY IDOL "Catch My Fall" (Chrysalis) 16/15 (1/0)**  
Adds include WYDD, KLPX, WGIR. Hots: 2 WLIR, WLVO. Mediums: 9 include KLOL, WNOR, KGB, WTPA.
- JOAN JETT "Cherry Bomb" (Blackheart/MCA) 16/1 (16/4)**  
Adds: WAQY. Hots: 2 WLIR, WNEW. Mediums: 13 include WNOR, KROQ, KGB, WAAF, WIMZ, WAPL, KILO.
- HALL & OATES "Bank On Your Love" (RCA) 15/3 (12/5)**  
Adds: KOAK, CITI, KILO. Hots: 5 include WPDH, KMBY. Mediums: 10 include DC101, WLLZ, WRIF, KSHE, KFOG.

## MOST ADDED

- BRYAN ADAMS (137)  
Run To You (A&M)
- J. GEILS BAND (88)  
Concealed Weapons (EMI America)
- DURAN DURAN (77)  
The Wild Boys (Capitol)
- J. CAFFERTY & BEAVER BROWN BAND (36)  
Tender Years (Scotti Bros./CBS)
- AC/DC (35)  
Jailbreak (Atlantic)
- TOTO (34)  
Stranger In Town (Columbia)
- KROKUS (34)  
Our Love (Arista)

## MOST HOTS

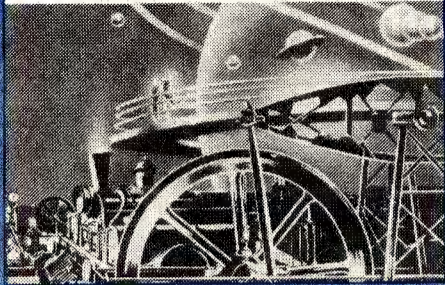
- SURVIVOR (129)  
I Can't Hold Back (Scotti Bros./CBS)
- DAVID BOWIE (123)  
Blue Jean (EMI America)
- U2 (120)  
Pride (In The Name Of Love) (Island)
- 38 SPECIAL (112)  
Teacher Teacher (Capitol)
- HONEYDRIPPERS (82)  
Rockin' At Midnight (Es Paranza/Atlantic)
- BOB SEGER (82)  
Understanding (Capitol)
- TOMMY SHAW (74)  
Girls With Guns (A&M)

**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.



# MORE MONSTER TRACKS FROM E/P/A

**REO SPEEDWAGON**  
**WHEELS ARE TURNIN'**  
including:  
Can't Fight This Feeling  
I Do'Wanna Know/Thru The Window  
Gotta Feel More/One Lonely Night



## REO SPEEDWAGON "I DOWANNA KNOW"

**BREAKERS** HOT TRACKS 12

"Wheels Are Turnin' " Album in your hands  
Monday



## MOLLY HATCHET "The Deed Is Done"

**BREAKERS** ALBUMS 15

Featuring Hot Track 13 "Satisfied Man"



**JOHN CAFFERTY AND  
THE BEAVER BROWN BAND**  
MUSIC FROM THE ORIGINAL MOTION  
PICTURE SOUNDTRACK  
**EDDIE AND THE CRUISERS**  
including:  
On The Dark Side  
Tender Years/Wild Summer Nights  
Down On My Knees/Boardwalk Angel



## JOHN CAFFERTY & THE BEAVER BROWN BAND

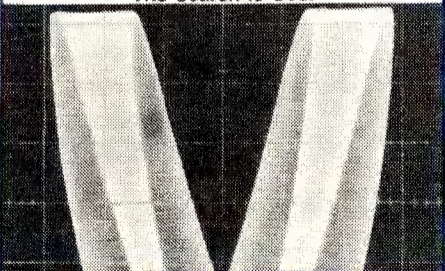
Featuring "Tender Years"

**BREAKERS** 30



**SURVIVOR**  
**VITAL SIGNS**

including:  
I Can't Hold Back/High On You  
First Night/Popular Girl  
The Search Is Over



## SURVIVOR "Vital Signs"

ALBUMS 4

Featuring "I Can't Hold Back" Hot Tracks 2  
and their next Hot Track "High On You"



## JOHN HUNTER "Famous At Night"

Featuring "Tragedy"



# E/P/A's FALL HARVEST OF HITS

Distributed by CBS Records













MIDWEST (continued)

KSHE/St. Louis (314) 842-1111

MD: RICK BALES MD: ANDY KOFFER

ROCK HOOGSON BRUCE SPRINGSTEEN BRUCE SPRINGSTEEN TRACKERS JOHN CAFFERTY SAMMY HAGAR HUEY LEWIS HONEYDRIPPERS SURVIVOR BILLY SQUIER RED SPEEDWAGON RED STEWART

KKCI/Kansas City (816) 531-3400

MD: FRANK HAMEL

Not JOHN CAFFERTY HUEY LEWIS SCORPIONS (M) BRUCE SPRINGSTEEN STEVE PERRY SURVIVOR HONEYMOON SUITE TEACHERS (M) HONEYDRIPPERS DENNIS DEYOUNG RED STEWART PAUL MCCARTNEY SCANDAL ELTON JOHN EVERY MAN HAS A... TINA TURNER TOMMY SHAM COREY HART HUEY LEWIS VAN HALEN HOLLY HATCHET VAN HALEN DAVID BOWIE

KQRS/Minneapolis (612) 545-5601

MD: VICKI WOODSON MD: WALLY WALKER

Not HONEYMOON SUITE (M) SURVIVOR RED STEWART TEACHERS (M) STEVE PERRY BRUCE SPRINGSTEEN BILLY SQUIER SAMMY HAGAR DAVID BOWIE U2 CARS DOKKEN DENNIS DEYOUNG TOMMY SHAM ROGER HOOGSON HONEYDRIPPERS HOLLY HATCHET RED SPEEDWAGON PAUL MCCARTNEY JOHN CAFFERTY SCANDAL WHITESNAKE VAN HALEN TINA TURNER CYNID LAUPER TINA TURNER COREY HART Light Adda BRYAN ADAMS JULIAN LENNON

WLLZ/Detroit (313) 863-1800

MD: LEE ARNOLD MD: FRANK HAMEL

Not TRACKERS SAMMY HAGAR BRUCE SPRINGSTEEN BRUCE SPRINGSTEEN JEFFERSON STARSHIP JOHN CAFFERTY HUEY LEWIS VAN HALEN FARG WHITESNAKE HOLLY HATCHET JULIAN LENNON BILLY SQUIER EVERY MAN HAS A... RED SPEEDWAGON DAVID GILFILLAN (M) SON JONI JOHN CAFFERTY ROGER HOOGSON SCANDAL GARY MOORE TWISTED SISTER HUEY LEWIS DOKKEN KIM MICHIELL BAND TOMMY SHAM

KATT-FM/Oklahoma City (405) 848-0100

MD: PAT WELSH MD: SCOTT DOUGLAS

Not SURVIVOR (M) HUEY LEWIS SAMMY HAGAR TEACHERS (M) JOHN CAFFERTY (M) HONEYMOON SUITE (M) ROGER HOOGSON DENNIS DEYOUNG HONEYDRIPPERS LINDEY BUCKINGHAM PAT BENATAR SAMMY HAGAR HUEY LEWIS SCANDAL JULIAN LENNON KROKUS PAT BENATAR JIM CAPALDI TALKING HEADS YET FASTWAY HONEYDRIPPERS Light Adda HOLLY HATCHET JULIAN LENNON BILLY SQUIER SCANDAL

Parallel Two

CITI-FM/Winnipeg (204) 786-6181

MD: STEVE YOUNG MD: ANDY FROST

Not FLOX IRON MAIDEN WHITESNAKE MAH DAVID BOWIE TINA TURNER U2 ROGER HOOGSON QUENSTRICHE HONEYDRIPPERS SURVIVOR JULIAN LENNON TOMMY SHAM GOLDEN BARRING DOKKEN TEACHERS (M) W.A.S.P. SCANDAL PAT BENATAR VAN HALEN & CARLS FOR FEARS PRINCE ROMBO VOID SAMMY HAGAR JOHN CAFFERTY PAT BENATAR BRYAN ADAMS

KMOD/Tulsa (918) 664-2810

MD: CHARLIE WEST MD: JIM JONES

Not CARS TIMOTHY B. SCHMIT JULIAN LENNON QUENSTRICHE TEACHERS (M) STEVE PERRY BILLY SQUIER BRYAN ADAMS HONEYDRIPPERS SAMMY HAGAR JOHN CAFFERTY JEFFERSON STARSHIP HONEYMOON SUITE PAUL MCCARTNEY SCANDAL ELTON JOHN EVERY MAN HAS A... ROGER HOOGSON TOMMY SHAM HOLLY HATCHET COREY HART DOKKEN WHITESNAKE WILD LIFE PAT BENATAR RED SPEEDWAGON CARS IRON MAIDEN VAN HALEN HUEY LEWIS HUEY LEWIS CARL BRUCE SPRINGSTEEN SCANDAL (M) JOHN CAFFERTY (M) DAVID BOWIE TEACHERS (M) NIGHT RANGER HONEYDRIPPERS ROGER HOOGSON

WIBA-FM/Madison (608) 274-5450

MD: JACK MITCHELL MD: CHRIS LANE (FROZER)

Not HUEY LEWIS CARS BRUCE SPRINGSTEEN SCANDAL (M) JOHN CAFFERTY (M) DAVID BOWIE TEACHERS (M) NIGHT RANGER HONEYDRIPPERS ROGER HOOGSON VAN HALEN CARS TWISTED SISTER HUEY LEWIS J. CELLS BAND SURVIVOR SAMMY HAGAR PAUL MCCARTNEY DOKKEN ELTON JOHN Light Adda TOMMY SHAM COREY HART JETHRO TULL

WWSK/Cincinnati (513) 868-3696

MD: PAUL FREDRICKS MD: MARTY BENDER

Not VAN HALEN CARS SURVIVOR HUEY LEWIS HONEYMOON SUITE SAMMY HAGAR (M) JOHN CAFFERTY TEACHERS DID WHITESNAKE U2 BILLY SQUIER SAMMY HAGAR DAVID BOWIE IRON MAIDEN BILLY SQUIER HOLLY HATCHET EVERY MAN HAS A... TWISTED SISTER RED SPEEDWAGON PAT BENATAR JOHN PARR AC/DC KROKUS HONEYDRIPPERS SCANDAL WHITESNAKE VAN HALEN TINA TURNER CYNID LAUPER TINA TURNER COREY HART Light Adda BRYAN ADAMS JULIAN LENNON

WWCK/Flint (313) 744-1570

MD: MARK MILLER MD: LINDA LAMSI

Not DAVID BOWIE JULIAN LENNON TOMMY SHAM PETER WOLF HUEY LEWIS ROGER HOOGSON PAT BENATAR JOHN PARR AC/DC KROKUS HONEYDRIPPERS SCANDAL WHITESNAKE VAN HALEN TINA TURNER SURVIVOR HONEYDRIPPERS (M) HUEY LEWIS Light Adda RED SPEEDWAGON JOHN CAFFERTY STEVE PERRY BRUCE SPRINGSTEEN PAT BENATAR FRANKIE GOES TO... FLOX HOLLY HATCHET JETHRO TULL

KQDS/Duluth (218) 728-6421

MD: MIKE TAYLOR MD: BIRK KELLER

Not SON JONI JOHN CAFFERTY ROGER HOOGSON SCANDAL GARY MOORE TWISTED SISTER HUEY LEWIS DOKKEN KIM MICHIELL BAND TOMMY SHAM

CHICAGO HALL & OATES CARS YET FEE MAYBELL TIMOTHY B. SCHMIT JETHRO TULL SCORPIONS WHITESNAKE FLOX DOKKEN VAN HALEN HUEY LEWIS TINA TURNER U2 ROGER HOOGSON QUENSTRICHE HONEYDRIPPERS SURVIVOR JULIAN LENNON TOMMY SHAM GOLDEN BARRING DOKKEN TEACHERS (M) W.A.S.P. SCANDAL PAT BENATAR VAN HALEN & CARLS FOR FEARS PRINCE ROMBO VOID SAMMY HAGAR JOHN CAFFERTY PAT BENATAR BRYAN ADAMS

WLVQ/Columbus, OH (614) 224-1271

MD: PAT STILL MD: LEE RANDALL

Not FLOX IRON MAIDEN WHITESNAKE MAH DAVID BOWIE TINA TURNER U2 ROGER HOOGSON QUENSTRICHE HONEYDRIPPERS SURVIVOR JULIAN LENNON TOMMY SHAM GOLDEN BARRING DOKKEN TEACHERS (M) W.A.S.P. SCANDAL PAT BENATAR VAN HALEN & CARLS FOR FEARS PRINCE ROMBO VOID SAMMY HAGAR JOHN CAFFERTY PAT BENATAR BRYAN ADAMS

WWCT/Peoria (309) 674-2000

MD: JEFF MURPHY MD: JOHN AMBERG

Not HUEY LEWIS SURVIVOR ROGER HOOGSON BILLY SQUIER RED SPEEDWAGON CHICAGO (L) TEACHERS (M) HALL & OATES DAVID BOWIE DENNIS DEYOUNG HONEYDRIPPERS (M) SAMMY HAGAR STEVE PERRY (M) JOHN CAFFERTY (M) HONEYDRIPPERS HUEY LEWIS CYNID LAUPER COREY HART JOHN PARR AC/DC KROKUS HONEYDRIPPERS SCANDAL ELTON JOHN EVERY MAN HAS A... TINA TURNER TOMMY SHAM HOLLY HATCHET COREY HART DOKKEN WHITESNAKE WILD LIFE PAT BENATAR RED SPEEDWAGON CARS IRON MAIDEN VAN HALEN HUEY LEWIS HUEY LEWIS CARL BRUCE SPRINGSTEEN SCANDAL (M) JOHN CAFFERTY (M) DAVID BOWIE TEACHERS (M) NIGHT RANGER HONEYDRIPPERS ROGER HOOGSON

WIBO-FM/Madison (608) 274-5450

MD: JACK MITCHELL MD: CHRIS LANE (FROZER)

Not HUEY LEWIS CARS BRUCE SPRINGSTEEN SCANDAL (M) JOHN CAFFERTY (M) DAVID BOWIE TEACHERS (M) NIGHT RANGER HONEYDRIPPERS ROGER HOOGSON VAN HALEN CARS TWISTED SISTER HUEY LEWIS J. CELLS BAND SURVIVOR SAMMY HAGAR PAUL MCCARTNEY DOKKEN ELTON JOHN Light Adda TOMMY SHAM COREY HART JETHRO TULL

KEZO/Omaha (402) 592-5300

MD: BRUCE HOOGSON MD: JOE BLOOM

Not U2 DAVID BOWIE (M) BRUCE SPRINGSTEEN STEVE PERRY TOMMY SHAM STEVE MILLER HONEYDRIPPERS (M) HUEY LEWIS Light Adda RED SPEEDWAGON JOHN CAFFERTY STEVE PERRY BRUCE SPRINGSTEEN PAT BENATAR FRANKIE GOES TO... FLOX HOLLY HATCHET JETHRO TULL

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MD: TONY GATES MD: ARIS HAMBERS

Not DAVID BOWIE JULIAN LENNON TOMMY SHAM PETER WOLF HUEY LEWIS ROGER HOOGSON PAT BENATAR JOHN PARR AC/DC KROKUS HONEYDRIPPERS SCANDAL WHITESNAKE VAN HALEN TINA TURNER SURVIVOR HONEYDRIPPERS (M) HUEY LEWIS Light Adda RED SPEEDWAGON JOHN CAFFERTY STEVE PERRY BRUCE SPRINGSTEEN PAT BENATAR FRANKIE GOES TO... FLOX HOLLY HATCHET JETHRO TULL

KQDS/Duluth (218) 728-6421

MD: MIKE TAYLOR MD: BIRK KELLER

Not SON JONI JOHN CAFFERTY ROGER HOOGSON SCANDAL GARY MOORE TWISTED SISTER HUEY LEWIS DOKKEN KIM MICHIELL BAND TOMMY SHAM

HONEYMOON SUITE MICHAEL PURLONG ZEBRA J. CELLS BAND AUTOGRAPH BLACKFOOT TRANCE GENERAL PUBLIC DRAGON HONEYDRIPPERS Light Adda COREY HART JOHN PARR JOHN HEMPER

WAPL/Appleton (414) 734-8226

MD: WAYNE SHAYNE MD: MARK COULDER

Not DAVID BOWIE TEACHERS (M) RED SPEEDWAGON JOHN CAFFERTY TINA TURNER BRUCE SPRINGSTEEN KISS SURVIVOR ROGER HOOGSON HONEYDRIPPERS HUEY LEWIS AC/DC BRYAN ADAMS KROKUS SAMMY HAGAR TOMMY SHAM PAT BENATAR PAT BENATAR HONEYMOON SUITE SCANDAL ZEBRA GOLDEN BARRING JOHN JETT DOKKEN JOHN CAFFERTY JOHN CAFFERTY IRON MAIDEN JETHRO TULL Light Adda JULIAN LENNON PAUL MCCARTNEY HONEYDRIPPERS ELTON JOHN AL STEWART

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JULIAN LENNON JOHN CAFFERTY STONE PONY SCANDAL IRON MAIDEN JETHRO TULL ROGER HOOGSON COREY HART JOHN PARR PAT BENATAR BRUCE SPRINGSTEEN PETER WOLF FRANKIE GOES TO... TOTO J. CELLS BAND ELTON JOHN J. CELLS BAND ELTON JOHN J. CELLS BAND BRYAN ADAMS

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JETHRO TULL COREY HART HOLLY HATCHET FEE MAYBELL HONEYMOON SUITE FLOX JOHN CAFFERTY (L) SAMMY HAGAR HUEY LEWIS STEVEN EASTON TOTO DEVO ROGER HOOGSON COREY HART STEVE MILLER HONEYDRIPPERS ROGER HOOGSON BLACKFOOT TIMOTHY B. SCHMIT TOTO TOMMY SHAW

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CYNID LAUPER NIGHT RANGER BILLY SQUIER GLENN FRYE ROMBO VOID EVERLY BROTHERS DONNA SUMMER LINDEY BUCKINGHAM FARG WHITESNAKE TOTO DEVO ROGER HOOGSON COREY HART STEVE MILLER HONEYDRIPPERS ROGER HOOGSON BLACKFOOT TIMOTHY B. SCHMIT TOTO TOMMY SHAW

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THE SINGLE:

# "GOING DOWN TO OOL" LIVERPOOL

Columbia Records



## WEST

Continued from Page 77

### Seattle's Hit Radio

# K-PWV FM 101.5

PD: Jeff King  
MD: Damien Seattle

H 5 1 PRINCE/Purple Rain  
2 2 MIAMI/Make Me Up Before You  
3 3 BILLY OCEAN/Caribbean Queen(No No No)  
4 4 DAVID BOWIE/Blue Jean  
5 5 JOHN CAFFERTY & B/On The Dark Side  
H 11 6 CHAKA KHAN/I Feel For You  
7 7 SHEENA EASTON/Strut  
10 8 DIANA ROSS/Swept Away  
14 9 STEVIE WONDER/I Just Called To Say Hello  
12 10 ELTON JOHN/Who Wears These Shoes  
11 11 CHICAGO/Hard Habit To Break  
H 15 12 TINA TURNER/Better Be Good To Me  
13 13 STEVE PERRY/Strung Out  
16 14 TOMMY SHAM/Girls With Guns  
17 15 HALL & OATES/Out Of Touch  
19 16 CYNDI LAUPER/All Through The Night  
18 17 DENNIS DEYOUNG/Desert Moon  
20 18 ROD STEWART/Some Guys Have All The Time  
23 19 ROD STEWART/Some Guys Have All The Time  
23 20 3B SPECIAL/Teacher Teacher  
25 21 SAMMY HAGAR/I Can't Drive 55  
H 31 22 HONEYDRIPPERS/Sea Of Love  
23 23 KENNY ROGERS/What About Me?  
26 24 ROMEO VOID/A Girl In Trouble  
27 25 STEVE PERRY/Strung Out  
28 26 CULTURE CLUB/The Mar Song  
29 27 COREY HART/It Ain't Enough  
30 28 LIONEL RICHIE/Penny Lover  
32 29 JOHN FARRAR/Naughty Naughties  
30 30 FRANKIE GOES TO THE RAIN  
33 31 TWISTED SISTER/I Wanna Rock  
34 32 HUEY LEWIS & NEWS/Making On A Thin Lin  
35 33 ROGER HODGSON/Ad A Dream  
36 34 KISS/Heaven's Fire  
37 35 PAUL MCCARTNEY/No More Lonely Nights  
40 36 VAN HALEN/Hot For Teacher  
37 37 PETER WOLF/I Need You Tonight  
H 38 38 DURAN DURAN/The Wild Boys  
A 39 BRYAN ADAMS/Run To You  
D 40 BRUCE SPRINGSTEEN/Born In The U.S.A.

ADDS 38, 39  
SHEILA E./The Belle Of St. Mark  
DAN HARTMAN/We Are The Young

ON GEORGE MICHAEL/Careless Whisper  
CARS/Hello Again  
TOTO/Stranger In Town  
JOHN WAITE/Tears  
BILLY SQUIER/All Right Now  
PAT BENATAR/We Belong  
Bananarama/The Wild Life  
U2/Pride In The Name Of  
HOLLY NATCHREZ/Satisfied Man

## Hotradio

# KMJK 102.1

Portland

PD: Jon Barry  
MD: Steve Naganuma

H 1 1 STEVIE WONDER/I Just Called To Say Hello  
2 2 BILLY OCEAN/Caribbean Queen(No No No)  
3 3 PRINCE/Purple Rain  
H 6 4 MIAMI/Make Me Up Before You  
7 5 MADONNA/Lucky Star  
H 9 6 DENNIS DEYOUNG/Desert Moon  
8 7 JOHN CAFFERTY & B/On The Dark Side  
9 8 ROD STEWART/Some Guys Have All The Time  
10 9 ELTON JOHN/Who Wears These Shoes  
H 14 10 CHICAGO/Hard Habit To Break  
14 11 CHAKA KHAN/I Feel For You  
17 12 HALL & OATES/Out Of Touch  
15 13 TINA TURNER/Better Be Good To Me  
16 14 DAVID BOWIE/Blue Jean  
19 15 LIONEL RICHIE/Penny Lover  
16 16 DIANA ROSS/Swept Away  
20 17 SHEENA EASTON/Strut  
21 18 CYNDI LAUPER/All Through The Night  
27 19 PAUL MCCARTNEY/No More Lonely Nights  
11 20 BRUCE SPRINGSTEEN/Cover Me  
13 21 PRINCE/Let's Go Crazy  
31 22 KENNY ROGERS/What About Me?  
30 23 SURVIVOR/I Can't Hold Back  
34 24 COREY HART/It Ain't Enough  
12 25 RICK SPRINGFIELD/Sop 'Til You Drop  
29 26 STEVE PERRY/Strung Out  
37 27 SAMMY HAGAR/I Can't Drive 55  
32 28 HONEYDRIPPERS/Sea Of Love  
22 29 SHEILA E./The Glamorous Life  
D 30 TIME/Jungle Love  
37 31 CULTURE CLUB/The Mar Song  
33 32 HUEY LEWIS & NEWS/Making On A Thin Lin  
38 33 TOMMY SHAM/Girls With Guns  
39 34 ROMEO VOID/A Girl In Trouble  
D 35 3B SPECIAL/Teacher Teacher  
D 36 ROD STEWART/Some Guys Have All The Time  
40 37 JOHN WAITE/Tears  
D 38 CARS/Hello Again  
D 39 PAT BENATAR/We Belong  
D 40 MARIA VIDAL/Body Rock

ADDS BRYAN ADAMS/Run To You  
DURAN DURAN/The Wild Boys  
TOTO/Stranger In Town  
J. GILLES BAND/Concealed Weapons  
DONNA SUMNER/Supernatural Love  
RICK SPRINGFIELD/Taxi Dancing

ON JERMAINE JACKSON/Do What You Do  
VAN HALEN/Hot For Teacher  
U2/Pride In The Name Of  
SCANDAL/Heads Tied  
ROGER HODGSON/Ad A Dream  
STEPHEN STILLS/Can't Let Go

## Hot Hits in 105KITS

# San Francisco

PD: Bob Garrett  
MD: Craig Roberts

H 1 1 PRINCE/Let's Go Crazy  
2 2 BILLY OCEAN/Caribbean Queen(No No No)  
3 3 STEVIE WONDER/I Just Called To Say Hello  
4 4 PRINCE/Purple Rain  
H 12 5 CHICAGO/Hard Habit To Break  
13 6 TINA TURNER/Better Be Good To Me  
H 11 7 MIAMI/Make Me Up Before You  
8 8 DAVID BOWIE/Blue Jean  
9 9 BRUCE SPRINGSTEEN/Cover Me  
10 10 MADONNA/Lucky Star  
4 11 TINA TURNER/What's Love Got To Do With Me  
H 14 12 HALL & OATES/Out Of Touch  
14 13 CULTURE CLUB/The Mar Song  
6 14 CARS/Drive  
17 15 CHAKA KHAN/I Feel For You  
16 16 SHEENA EASTON/Strut  
15 17 JOHN WAITE/Missing You  
15 18 BANANARAMA/Cool Summertime  
27 19 CYNDI LAUPER/All Through The Night  
26 20 ROD STEWART/Some Guys Have All The Time  
21 21 APOLLONIA 6/Sex Shooter  
D 22 NEW EDITION/Cool It Now  
23 23 FIIX/Are We Ourselves?  
25 24 ROMEO VOID/A Girl In Trouble  
28 25 DENNIS DEYOUNG/Desert Moon  
D 26 KENNY ROGERS/What About Me?  
29 27 LIONEL RICHIE/Penny Lover  
D 28 3B SPECIAL/Teacher Teacher  
D 29 SAMMY HAGAR/I Can't Drive 55  
A 30 DURAN DURAN/The Wild Boys

ADDS 30  
SAN HARRIS/Sugar Don't Bite  
FRANKIE GOES TO THE RAIN  
3B SPECIAL/Teacher Teacher  
U2/Pride In The Name Of  
SURVIVOR/I Can't Hold Back  
COREY HART/It Ain't Enough  
STEVE PERRY/Strung Out  
PAUL MCCARTNEY/No More Lonely Nights  
STEPHANIE MILLS/The Medicine Song  
MARIA VIDAL/Body Rock  
HUEY LEWIS & NEWS/Making On A Thin Lin

ON SURVIVOR/I Can't Hold Back  
COREY HART/It Ain't Enough  
STEVE PERRY/Strung Out  
PAUL MCCARTNEY/No More Lonely Nights  
STEPHANIE MILLS/The Medicine Song  
MARIA VIDAL/Body Rock  
HUEY LEWIS & NEWS/Making On A Thin Lin

## KS 103 FM

### HOT HITS!

PD: Dave Parks San Diego  
MD/Assist. PD: Mike Preston

H 3 1 BILLY OCEAN/Caribbean Queen(No No No)  
4 2 CHAKA KHAN/I Feel For You  
H 5 3 PRINCE/Purple Rain  
2 4 STEVIE WONDER/I Just Called To Say Hello  
5 5 MIAMI/Make Me Up Before You  
1 6 CHICAGO/Hard Habit To Break  
7 7 POINTER SISTERS/I'm So Excited  
H 9 8 DIANA ROSS/Swept Away  
15 9 JOHN CAFFERTY & B/On The Dark Side  
12 10 SHEENA EASTON/Strut  
11 11 DAVID BOWIE/Blue Jean  
12 12 MADONNA/Lucky Star  
16 13 TINA TURNER/Better Be Good To Me  
14 14 HALL & OATES/Out Of Touch  
19 15 CULTURE CLUB/The Mar Song  
16 16 SHEILA E./The Glamorous Life  
20 17 ROD STEWART/Some Guys Have All The Time  
13 18 BRUCE SPRINGSTEEN/Cover Me  
24 19 CYNDI LAUPER/All Through The Night  
23 20 PAUL MCCARTNEY/No More Lonely Nights  
26 21 DENNIS DEYOUNG/Desert Moon  
14 22 PRINCE/Let's Go Crazy  
29 23 LIONEL RICHIE/Penny Lover  
33 24 KENNY ROGERS/What About Me?  
21 25 CARS/Drive  
36 26 COREY HART/It Ain't Enough  
34 27 HONEYDRIPPERS/Sea Of Love  
H 40 28 NEW EDITION/Cool It Now  
31 29 ROMEO VOID/A Girl In Trouble  
39 30 SAMMY HAGAR/I Can't Drive 55  
32 31 ELTON JOHN/Who Wears These Shoes  
17 32 FIIX/Are We Ourselves?  
27 33 CYNDI LAUPER/She Bop  
28 34 DONNA SUMNER/There Goes My Baby  
4 35 JACK WAGNER/All I Need  
36 36 PAT BENATAR/We Belong  
D 37 DAN HARTMAN/We Are The Young  
8 7 HUEY LEWIS & NEWS/Making On A Thin Lin  
D 39 SURVIVOR/I Can't Hold Back  
D 40 CARS/Hello Again

ADDS 35  
BANANARAMA/The Wild Life  
DURAN DURAN/The Wild Boys  
U2/Pride In The Name Of

ON JERMAINE JACKSON/Do What You Do  
TOTO/Stranger In Town

## JUST RAIN

Denver

PD: Doug Erickson  
MD: Gloria Avila

H 2 1 PRINCE/Purple Rain  
H 1 2 STEVIE WONDER/I Just Called To Say Hello  
4 3 BILLY OCEAN/Caribbean Queen(No No No)  
CARS/Drive  
H 10 5 MIAMI/Make Me Up Before You  
5 6 PRINCE/Let's Go Crazy  
9 7 JOHN CAFFERTY & B/On The Dark Side  
7 8 BRUCE SPRINGSTEEN/Cover Me  
6 9 MADONNA/Lucky Star  
H 16 10 CYNDI LAUPER/All Through The Night  
13 11 HALL & OATES/Out Of Touch  
9 12 CHICAGO/Hard Habit To Break  
11 13 TINA TURNER/What's Love Got To Do With Me  
15 14 ELTON JOHN/Who Wears These Shoes  
17 15 DENNIS DEYOUNG/Desert Moon  
20 16 PAUL MCCARTNEY/No More Lonely Nights  
18 17 ROD STEWART/Some Guys Have All The Time  
21 18 TINA TURNER/Better Be Good To Me  
22 19 CHAKA KHAN/I Feel For You  
23 20 DAVID BOWIE/Blue Jean  
24 21 LIONEL RICHIE/Penny Lover  
26 22 CULTURE CLUB/The Mar Song  
25 23 SHEENA EASTON/Strut  
19 24 SCANDAL/The Warrior  
30 25 KENNY ROGERS/What About Me?  
37 26 HONEYDRIPPERS/Sea Of Love  
14 27 SHEILA E./The Glamorous Life  
32 28 SURVIVOR/I Can't Hold Back  
33 29 3B SPECIAL/Teacher Teacher  
36 30 HUEY LEWIS & NEWS/Making On A Thin Lin  
A 31 PAT BENATAR/We Belong  
34 32 TOMMY SHAM/Girls With Guns  
35 33 COREY HART/It Ain't Enough  
D 35 ROD STEWART/Some Guys Have All The Time  
D 36 TOTO/Stranger In Town  
38 37 JOHN WAITE/Tears  
39 38 SAN HARRIS/Sugar Don't Bite  
40 39 PETER WOLF/I Need You Tonight  
D 40 JULIAN LENNON/Violotte

ADDS 32  
CARS/Hello Again  
JERMAINE JACKSON/Do What You Do  
DURAN DURAN/The Wild Boys

ON SCANDAL/Heads Tied  
DAN HARTMAN/We Are The Young

## KWSS 94.5 FM

San Jose

PD: Dave Van Stone  
MD: Robin Kipps

H 1 1 STEVIE WONDER/I Just Called To Say Hello  
2 2 BILLY OCEAN/Caribbean Queen(No No No)  
3 3 PRINCE/Purple Rain  
7 4 POINTER SISTERS/I'm So Excited  
H 11 5 MIAMI/Make Me Up Before You  
2 6 CHICAGO/Hard Habit To Break  
10 7 DAVID BOWIE/Blue Jean  
12 8 DENNIS DEYOUNG/Desert Moon  
3 9 BRUCE SPRINGSTEEN/Cover Me  
4 10 MADONNA/Lucky Star  
15 11 ROD STEWART/Some Guys Have All The Time  
8 12 FIIX/Are We Ourselves?  
9 13 DONNA SUMNER/There Goes My Baby  
14 14 JOHN CAFFERTY & B/On The Dark Side  
H 24 15 TINA TURNER/Better Be Good To Me  
H 26 16 HALL & OATES/Out Of Touch  
17 17 DIANA ROSS/Swept Away  
21 18 CHAKA KHAN/I Feel For You  
22 19 TOMMY SHAM/Girls With Guns  
20 20 CYNDI LAUPER/All Through The Night  
25 21 SHEENA EASTON/Strut  
H 29 22 LIONEL RICHIE/Penny Lover  
13 23 CARS/Drive  
30 24 PAUL MCCARTNEY/No More Lonely Nights  
D 26 HUEY LEWIS & NEWS/Making On A Thin Lin  
D 27 HONEYDRIPPERS/Sea Of Love  
D 28 PAT BENATAR/We Belong  
18 29 RICK SPRINGFIELD/Sop 'Til You Drop  
D 30 CARS/Hello Again

ADDS TOTO/Stranger In Town  
JERMAINE JACKSON/Do What You Do  
U2/Pride In The Name Of  
DURAN DURAN/The Wild Boys  
JERMAINE JACKSON/Do What You Do  
JOHN WAITE/Tears

ON ELTON JOHN/Who Wears These Shoes  
STEVE PERRY/Strung Out  
KENNY ROGERS/What About Me?  
3B SPECIAL/Teacher Teacher  
SURVIVOR/I Can't Hold Back  
COREY HART/It Ain't Enough  
STEVE PERRY/Strung Out  
PAUL MCCARTNEY/No More Lonely Nights  
CULTURE CLUB/The Mar Song  
NEW EDITION/Cool It Now

## FM 102

Sacramento

PD: Rick Gillette  
MD: Chris Collins

H 1 1 STEVIE WONDER/I Just Called To Say Hello  
2 2 BILLY OCEAN/Caribbean Queen(No No No)  
H 6 3 CHAKA KHAN/I Feel For You  
4 4 SHEENA EASTON/Strut  
3 5 CHICAGO/Hard Habit To Break  
7 6 MIAMI/Make Me Up Before You  
5 7 SHEILA E./The Glamorous Life  
8 8 DIANA ROSS/Swept Away  
10 9 KENNY ROGERS/What About Me?  
H 14 10 NEW EDITION/Cool It Now  
12 11 POINTER SISTERS/I'm So Excited  
15 12 HALL & OATES/Out Of Touch  
9 13 TINA TURNER/Better Be Good To Me  
6 14 PRINCE/Purple Rain  
19 15 CYNDI LAUPER/All Through The Night  
11 16 PRINCE/Let's Go Crazy  
13 17 FIIX/Are We Ourselves?  
16 18 HARRY CHASE/Drive Shove  
23 19 LIONEL RICHIE/Penny Lover  
H 20 20 TIME/Jungle Love  
22 21 VANITY/Pretty Mean  
24 22 WATKINS HILLER/Band/Shangri-La  
D 23 JERMAINE JACKSON/Do What You Do  
27 24 ROD STEWART/Some Guys Have All The Time  
28 25 DENNIS DEYOUNG/Desert Moon  
29 26 JEFFREY STARBUCK/Don't Stop  
D 27 SHEILA E./The Belle Of St. Mark  
26 28 RICK SPRINGFIELD/Sop 'Til You Drop  
30 29 SAN HARRIS/Sugar Don't Bite  
D 30 DAN HARTMAN/We Are The Young

ADDS DURAN DURAN/The Wild Boys  
CARS/Hello Again  
BRYAN ADAMS/Run To You  
DONNA SUMNER/Supernatural Love

ON PAT BENATAR/We Belong  
PAUL MCCARTNEY/No More Lonely Nights  
HONEYDRIPPERS/Sea Of Love  
STEPHANIE MILLS/The Medicine Song  
BARBRA STREISAND/Left In The Dark  
MARK ANTHONY THOMAS/Fine  
MARIA VIDAL/Body Rock

## KUBE 93 FM

Seattle

PD: Bob Case  
MD: Wendy Christopher

H 1 1 STEVIE WONDER/I Just Called To Say Hello  
2 2 BILLY OCEAN/Caribbean Queen(No No No)  
H 4 3 PRINCE/Purple Rain  
5 4 CHAKA KHAN/I Feel For You  
6 5 CHICAGO/Hard Habit To Break  
10 6 SHEENA EASTON/Strut  
12 7 DAVID BOWIE/Blue Jean  
6 8 JOHN CAFFERTY & B/On The Dark Side  
13 9 DENNIS DEYOUNG/Desert Moon  
H 15 10 TINA TURNER/Better Be Good To Me  
7 11 PRINCE/Let's Go Crazy  
16 12 HALL & OATES/Out Of Touch  
8 13 ROD STEWART/Some Guys Have All The Time  
17 14 POINTER SISTERS/I'm So Excited  
19 15 CYNDI LAUPER/All Through The Night  
18 16 KENNY ROGERS/What About Me?  
14 17 ELTON JOHN/Who Wears These Shoes  
H 22 18 PAUL MCCARTNEY/No More Lonely Nights  
21 19 SAMMY HAGAR/I Can't Drive 55  
20 20 DIANA ROSS/Swept Away  
23 21 LIONEL RICHIE/Penny Lover  
24 22 SURVIVOR/I Can't Hold Back  
25 23 COREY HART/It Ain't Enough  
26 24 CULTURE CLUB/The Mar Song  
27 25 HONEYDRIPPERS/Sea Of Love  
28 26 BAND OF GOLD/Love Songs Are Back  
31 27 ROGER HODGSON/Ad A Dream  
30 28 STEVE HILLER/Band/Shangri-La  
D 30 U2/Pride In The Name Of  
33 29 PETER WOLF/I Need You Tonight  
D 32 PAT BENATAR/We Belong  
D 34 CARS/Hello Again  
D 35 SHEILA E./The Belle Of St. Mark  
D 36 VAN HALEN/Hot For Teacher

ADDS JACK WAGNER/All I Need  
DURAN DURAN/The Wild Boys

## KZZP

Phoenix

MD: Steve Goddard

H 1 1 STEVIE WONDER/I Just Called To Say Hello  
2 2 BILLY OCEAN/Caribbean Queen(No No No)  
H 5 3 MIAMI/Make Me Up Before You  
4 4 PRINCE/Purple Rain  
2 5 CHICAGO/Hard Habit To Break  
6 6 JOHN CAFFERTY & B/On The Dark Side  
7 7 ROD STEWART/Some Guys Have All The Time  
H 14 8 DENNIS DEYOUNG/Desert Moon  
12 9 ELTON JOHN/Who Wears These Shoes  
3 10 MADONNA/Lucky Star  
11 11 PRINCE/Let's Go Crazy  
15 12 HALL & OATES/Out Of Touch  
18 13 TINA TURNER/Better Be Good To Me  
15 14 POINTER SISTERS/I'm So Excited  
15 15 DAVID BOWIE/Blue Jean  
10 16 BRUCE SPRINGSTEEN/Cover Me  
21 17 SHEENA EASTON/Strut  
18 18 RICK SPRINGFIELD/Sop 'Til You Drop  
21 19 CYNDI LAUPER/All Through The Night  
11 20 CARS/Drive  
21 21 LIONEL RICHIE/Penny Lover  
25 22 KENNY ROGERS/What About Me?  
26 23 DIANA ROSS/Swept Away  
16 24 SHEILA E./The Glamorous Life  
34 25 CULTURE CLUB/The Mar Song  
31 26 SURVIVOR/I Can't Hold Back  
35 27 CHAKA KHAN/I Feel For You  
20 28 FIIX/Are We Ourselves?  
39 29 COREY HART/It Ain't Enough  
33 30 STEVE PERRY/Strung Out  
33 31 ROMEO VOID/A Girl In Trouble  
19 32 PAUL MCCARTNEY/No More Lonely Nights  
22 33 JOHN WAITE/Missing You  
24 34 BILLY IDOL/Pleasure For Fantasy  
37 35 TOMMY SHAM/Girls With Guns  
30 36 3B SPECIAL/Teacher Teacher  
D 37 HUEY LEWIS & NEWS/Making On A Thin Lin  
D 38 PAT BENATAR/We Belong  
D 39 JULIAN LENNON/Violotte  
D 40 TOTO/Stranger In Town

ADDS HONEYDRIPPERS/Sea Of Love  
CARS/Hello Again  
DURAN DURAN/The Wild Boys

ON SCANDAL/Heads Tied



**EAST**  
Most Added Hottest  
Duran Duran Prince  
Bryan Adams Wham!  
J. Geils Band Stevie Wonder  
Billy Idol

# CHR ADDS & HOTS

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

**SOUTH**  
Most Added Hottest  
Duran Duran Prince  
Bryan Adams Billy Ocean  
REO Speedwagon Wham!

**EAST**

**Parallel Two**

**WFLY/Albany, NY**  
Clark/Lawrence  
DURAN DURAN  
BRYAN ADAMS  
BILLY IDOL  
J. GEILS BAND  
KISS (dp)  
TOTO  
Hottest:  
BILLY OCEAN 6-1  
ROD STEWART 8-5  
PRINCE 16-9  
WHAM! 17-10  
TINA TURNER 20-13  
**Q100/Allentown, PA**  
Dillon/Freeman  
DURAN DURAN  
DONNA SUMMER  
MARC ANTHONY THOM  
EUROGLIDERS  
BRYAN ADAMS  
BILLY IDOL  
Hottest:  
BILLY OCEAN 1-1  
CHICAGO 2-2  
PRINCE 5-3  
BILLY OCEAN 6-5  
WHAM! 24-14  
**WMAR/Baltimore, MD**  
Wimmer/Payne  
DURAN DURAN  
CARS  
REO SPEEDWAGON  
REBBIE JACKSON  
TOTO  
JACK WAGNER  
BRYAN ADAMS  
Hottest:  
PRINCE 2-2  
BILLY OCEAN 5-4  
JOHN CAFFERTY & B 12-9  
TINA TURNER 20-14  
**WBEN-FM/Bufallo, NY**  
Roger Christian  
ROGER HODGSON  
DAN HARTMAN  
JACKSONS  
TOTO  
JERMAINE JACKSON  
DURAN DURAN  
Hottest:  
STEVIE WONDER 1-1  
PRINCE 3-2  
BILLY OCEAN 4-3  
CHAKA KHAN 12-4  
SHEENA EASTON 20-7  
**WVBR/Charleston, WV**  
Chris Bailey  
BRYAN ADAMS  
JOHN WAITE  
DONNA SUMMER  
Hottest:  
BILLY OCEAN 4-1  
CHAKA KHAN 12-4  
PAUL MCCARTNEY 27-18  
COREY BART 30-25  
HUEY LEWIS & NEWS 36-27  
**K104/Erie, PA**  
Bill Shannon  
DURAN DURAN  
BLACKFOOT  
SCANDAL  
KISS (dp)  
BRYAN ADAMS  
DENNIS DEYOUNG  
STEPHEN STILLS  
JEFFREY OSBORNE  
Hottest:  
SHEENA EASTON 2-1  
DIANA ROSS 4-2  
LIONEL RICHIE 10-6  
SAMMY HAGAR 11-8  
HONEYMOON SUITE 18-11  
**WERZ/Exeter, PA**  
Scott McKay  
DURAN DURAN  
CARS  
LAURA BRANIGAN  
ROGER HODGSON  
J. GEILS BAND  
JOHN PARR (dp)  
Hottest:  
STEVIE WONDER 3-1  
BILLY OCEAN 4-2  
TINA TURNER 10-9  
DENNIS DEYOUNG 11-10  
WHAM! 18-11  
**WTIC-FM/Hartford, CT**  
Mike West  
REBBIE JACKSON  
CULTURE CLUB  
SURVIVOR  
JACKSONS  
Hottest:  
CHAKA KHAN 2-1  
BILLY OCEAN 1-2  
PRINCE 5-4  
WHAM! 6-5  
DAVID BOWIE 17-10  
**WKEE/Huntington, WV**  
Gary Miller  
PAT BENATAR  
TOTO  
JOE COCKER  
BRYAN ADAMS  
BAND OF GOLD  
J. GEILS BAND  
STEPHANIE MILLS  
Hottest:  
PRINCE 2-1  
BILLY OCEAN 4-2  
WHAM! 7-3  
JOHN CAFFERTY & B 6-4  
ROD STEWART 5-5  
**WLAN-FM/Lancaster, PA**  
Jerry Michaels  
STEVE MILLER BAND  
DURAN DURAN  
BAND OF GOLD  
U2  
SCANDAL  
TIMOTHY B. SCHMIT  
TOTO  
JERMAINE JACKSON  
Hottest:  
STEVIE WONDER 3-1  
BILLY OCEAN 6-2  
WHAM! 9-3  
HALL & OATES 14-8  
PRINCE 18-12  
**WK101/New Haven, CT**  
Stef Rybak  
DURAN DURAN  
PAT BENATAR  
JERMAINE JACKSON  
SHEILA E.  
Hottest:  
BILLY OCEAN 2-1  
PRINCE 4-2  
CHAKA KHAN 7-5  
WHAM! 11-7  
DENNIS DEYOUNG 17-11  
**Z10M/Philadelphia, PA**  
Davis/TWier  
DURAN DURAN  
VAN HALEN (dp)  
BRYAN ADAMS  
SAM HARRIS  
REO SPEEDWAGON  
Hottest:  
PRINCE 3-1  
STEVIE WONDER 5-3  
DIANA ROSS 10-6  
HALL & OATES 16-10  
JACK WAGNER D-27  
**WSPK/Poughkeepsie, NY**  
Chris Lelde  
SCANDAL  
DURAN DURAN  
CARS  
BILLY SQUIER (dp)  
JACKSONS  
REO SPEEDWAGON  
JERMAINE JACKSON  
KIP ADDOTTA  
TOTO  
Hottest:  
STEVIE WONDER 1-1  
BILLY OCEAN 6-2  
JOHN CAFFERTY & B 4-3  
WHAM! 10-4  
ELTON JOHN 9-5  
**Q82/Rochester, NY**  
Jay Stevens  
STEVE PERRY  
JOHN WAITE  
CARS  
Hottest:  
CHICAGO 1-1  
JOHN CAFFERTY & B 4-3  
STEVIE WONDER 13-6  
WHAM! 16-7  
MADONNA 9-8  
**98PX/Rochester, NY**  
Tom Mitchell  
DURAN DURAN  
BRYAN ADAMS  
DONNA SUMMER  
BILLY IDOL  
DAN HARTMAN  
SAM HARRIS  
Hottest:  
STEVIE WONDER 1-1  
PRINCE 2-2  
BILLY OCEAN 4-3  
CHAKA KHAN 12-4  
SHEENA EASTON 20-7  
**WGFMS/Schenectady, NY**  
Tom Parker  
DURAN DURAN  
BRYAN ADAMS  
TOTO  
BILLY IDOL  
Hottest:  
BILLY OCEAN 1-1  
PRINCE 10-4  
HALL & OATES 8-6  
WHAM! 15-10  
TINA TURNER 18-13  
**WKFM/Syracuse, NY**  
Kevin Fennessy  
DURAN DURAN  
PAT BENATAR  
BRYAN ADAMS  
J. GEILS BAND  
KISS  
JEFFREY OSBORNE  
NEW EDITION  
SHEILA E.  
Hottest:  
STEVIE WONDER 3-1  
PRINCE 4-3  
WHAM! 15-9  
SURVIVOR 30-16  
TOMMY SHAW 38-31  
**93Q/Syracuse, NY**  
Laird/Dunes  
COREY BART  
REO SPEEDWAGON  
JACKSONS  
DURAN DURAN  
ROGER HODGSON  
DAN HARTMAN  
BAND OF GOLD  
Hottest:  
STEVIE WONDER 1-2  
BILLY OCEAN 4-3  
JOHN CAFFERTY & B 6-4  
WHAM! 8-7  
**WPBT/Trenton, NJ**  
Tom Taylor  
BRYAN ADAMS  
LAURA BRANIGAN  
DURAN DURAN  
REBBIE JACKSON  
KISS  
SHEILA E.  
Hottest:  
BILLY OCEAN 1-1  
PAUL MCCARTNEY 13-5  
WHAM! 15-9  
LIONEL RICHIE 21-11  
CYNDI LAUPER 19-12  
**WRCK/Utica, NY**  
Jim Reitz  
DURAN DURAN  
BRYAN ADAMS  
J. GEILS BAND  
EUROGLIDERS  
JOHN PARR  
GOLDEN EARRING  
Hottest:  
DAVID BOWIE 4-3  
SURVIVOR 14-8  
HALL & OATES 15-9  
TINA TURNER 13-10  
**WKRZ-FM/Wilkes-Barre, PA**  
Don Hallatt  
DURAN DURAN  
JERMAINE JACKSON  
BRYAN ADAMS  
KISS (dp)  
EUROGLIDERS  
VAN HALEN (dp)  
JOHN WAITE  
Hottest:  
CHICAGO 1-1  
STEVIE WONDER 2-2  
PRINCE 13-6  
WHAM! 16-10  
DAVID BOWIE 15-12  
**WHTF/York, PA**  
Michael Szarynecki  
DURAN DURAN  
VAN HALEN  
BRYAN ADAMS  
ROGER HODGSON  
EUROGLIDERS  
JERMAINE JACKSON  
SHEILA E.  
LAURA BRANIGAN  
Hottest:  
STEVIE WONDER 1-1  
BILLY OCEAN 3-2  
PRINCE 14-3  
CHICAGO 5-5  
WHAM! 18-8  
**Q100/York, PA**  
Mark McKenzie  
PAT BENATAR  
CHAKA KHAN  
Hottest:  
STEVIE WONDER 1-1  
POINTNER SISTERS 4-3  
PRINCE 10-7  
WHAM! 11-8  
HALL & OATES 15-9  
**WFBG/Altoona, PA**  
Steve Kelsey  
DURAN DURAN (dp)  
VAN HALEN (dp)  
J. GEILS BAND (dp)  
TOTO  
BRYAN ADAMS  
DONNA SUMMER  
Hottest:  
STEVIE WONDER 1-1  
DENNIS DEYOUNG 5-3  
WHAM! 13-6  
SHEENA EASTON 12-8  
LIONEL RICHIE 22-12  
**WZON/Bangor, ME**  
Michael O'Hara  
JERMAINE JACKSON  
BILLY IDOL  
TOTO  
J. GEILS BAND  
LAURA BRANIGAN  
DURAN DURAN  
Hottest:  
STEVIE WONDER 2-1  
DENNIS DEYOUNG 9-6  
BILLY OCEAN 10-7  
KENNY ROGERS 13-8  
PRINCE 16-10  
**WIGY/Bath, ME**  
Bob Anderson  
BRYAN ADAMS  
DURAN DURAN  
J. GEILS BAND  
JEFFREY OSBORNE  
TIMOTHY B. SCHMIT  
DAN HARTMAN  
Hottest:  
PRINCE 3-1  
SHEENA EASTON 11-9  
HALL & OATES 17-13  
CYNDI LAUPER 20-14  
CHAKA KHAN 28-18  
**103CH/Beckley, WV**  
Bob Spencer  
CARS  
U2  
EUROGLIDERS  
DURAN DURAN  
NEW EDITION  
LAURA BRANIGAN  
BRYAN ADAMS  
Hottest:  
STEVIE WONDER 2-1  
BILLY OCEAN 4-2  
KENNY ROGERS 6-3  
WHAM! 7-4  
HALL & OATES 14-6  
**WOAY/Beckley, WV**  
Jim Martin  
DURAN DURAN  
BRYAN ADAMS  
CARS  
Hottest:  
CHAKA KHAN 5-1  
WHAM! 8-4  
DENNIS DEYOUNG 15-7  
LIONEL RICHIE 22-13  
**WIKZ/Charmersburg, PA**  
Matthews/Alexander  
TWISTED SISTER  
DURAN DURAN  
JOHN WAITE  
BAND OF GOLD  
CARS  
U2  
Hottest:  
PRINCE 4-1  
WHAM! 3-3  
BILLY OCEAN 7-4  
CHAKA KHAN 9-7  
TINA TURNER 15-9  
**WZYQ/Fredrick, MD**  
Kemosabi Joe  
DAN BARTMAN  
J. GEILS BAND  
BRYAN ADAMS  
U2  
JEFFREY OSBORNE  
DURAN DURAN  
Hottest:  
STEVIE WONDER 1-1  
WHAM! 3-2  
BILLY OCEAN 5-3  
DENNIS DEYOUNG 11-6  
PRINCE 15-7  
**WOCM/Hagerstown, MD**  
Will Kauffman  
DURAN DURAN  
REO SPEEDWAGON  
BRYAN ADAMS  
VAN HALEN (dp)  
U2  
SHEILA E.  
EUROGLIDERS (dp)  
LAURA BRANIGAN  
Hottest:  
CHAKA KHAN 4-2  
WHAM! 8-3  
DENNIS DEYOUNG 7-5  
HALL & OATES 11-7  
**OK100/Ithaca, NY**  
Bill Weston  
KISS (dp)  
STEPHEN STILLS  
SCANDAL  
BRYAN ADAMS  
JEFFREY OSBORNE  
DURAN DURAN  
BLACKFOOT  
Hottest:  
BRUCE SPRINGSTEEN 2-1  
SHEENA EASTON 3-2  
DIANA ROSS 8-5  
NEIL DIAMOND 9-6  
KENNY ROGERS 11-7  
**WKHJ/Ocean City, MD**  
Jack Gillen  
DONNA SUMMER  
JERMAINE JACKSON  
DURAN DURAN  
LAURA BRANIGAN  
BILLY IDOL  
JACKSONS (dp)  
ROGER HODGSON  
Hottest:  
STEVIE WONDER 2-1  
PRINCE 6-3  
WHAM! 9-4  
HALL & OATES 16-9  
TINA TURNER 13-10  
**96XIL/Parkersburg, WV**  
Paul DeMille  
BRYAN ADAMS  
DURAN DURAN  
JOHN WAITE  
LAURA BRANIGAN  
DOCKEN  
KISS (dp)  
Hottest:  
DENNIS DEYOUNG 3-1  
LIONEL RICHIE 5-2  
TINA TURNER 7-3  
GIORGIO MORODER 12-4  
HALL & OATES 11-6  
**WJBO/Portland, ME**  
Phoenix/O'Neil  
BILLY IDOL  
TIME  
DURAN DURAN  
JERMAINE JACKSON  
STAPLE SINGERS  
J. GEILS BAND  
LAURA BRANIGAN  
DURAN DURAN  
BILLY SQUIER  
Hottest:  
CHICAGO 2-1  
PRINCE 9-4  
LIONEL RICHIE 22-12  
CHAKA KHAN 18-13  
HONEYDRIPPERS 30-21  
**WOMP-FM/Wheeling, WV**  
Dwayne Bonds  
DURAN DURAN  
BILLY IDOL  
JOHN WAITE  
TOTO  
ROGER HODGSON  
Hottest:  
CHICAGO 1-1  
PRINCE 10-3  
TINA TURNER 11-7  
ROD STEWART 13-8  
BARBARA STRISAND 24-15  
**WSQV/Williamsport, PA**  
Cruz/Williams  
DURAN DURAN  
BRYAN ADAMS  
Hottest:  
CHICAGO 1-1  
PRINCE 6-2  
JOHN CAFFERTY & B 4-4  
DAVID BOWIE 5-5  
BILLY OCEAN 7-6  
**WBBQ/Augusta, GA**  
Bruce Stevens  
JULIAN LENNON  
REO SPEEDWAGON  
TOTO  
JACKSONS  
DURAN DURAN (dp)  
BAND OF GOLD  
JOHN DENVER (dp)  
U2 (dp)  
Hottest:  
CHAKA KHAN 9-1  
PRINCE 6-2  
BILLY OCEAN 1-7  
STEVIE WONDER 2-8  
NEW EDITION 36-26  
**KHFI/Austin, TX**  
Ed Volkman  
SURVIVOR  
DURAN DURAN (dp)  
JOHN WAITE  
REO SPEEDWAGON (dp)  
CULTURE CLUB  
38 SPECIAL (dp)  
SCANDAL  
Hottest:  
PRINCE 6-2  
BILLY OCEAN 3-3  
TINA TURNER 13-9  
LIONEL RICHIE 17-13  
DENNIS DEYOUNG 22-17  
**WFMM/Baton Rouge, LA**  
Rice/Ahysen  
HONEYDRIPPERS  
HUEY LEWIS & NEWS  
AL JARREAU  
COREY BART  
Hottest:  
STEVIE WONDER 1-1  
BILLY OCEAN 8-5  
PRINCE 11-8  
WHAM! 16-10  
LIONEL RICHIE 20-15  
**KWIC/Baumont, TX**  
Razor/Perry  
BRYAN ADAMS  
DURAN DURAN  
BOB SEGER  
TALKING HEADS  
J. GEILS BAND  
DONNA SUMMER  
GOLDEN EARRING  
Hottest:  
PRINCE 7-1  
WHAM! 10-3  
HALL & OATES 14-7  
TINA TURNER 13-8  
JACK WAGNER 17-10  
**KZZB/Baumont, TX**  
Jerry Loustau  
DURAN DURAN  
BRYAN ADAMS  
REO SPEEDWAGON  
TOTO  
TWISTED SISTER (dp)  
BILLY SQUIER (dp)  
DAN HARTMAN  
VAN HALEN (dp)  
ROGER HODGSON  
Hottest:  
STEVIE WONDER 2-2  
SHEENA EASTON 3-2  
DIANA ROSS 8-5  
NEIL DIAMOND 9-6  
KENNY ROGERS 11-7  
**WKQD/Biloxi, MS**  
Mickey Coulter  
JACK WAGNER  
JULIAN LENNON  
DURAN DURAN  
BILLY IDOL  
JACKSONS (dp)  
ROGER HODGSON  
Hottest:  
NEW EDITION (dp)  
PRINCE 6-3  
BILLY OCEAN 6-2  
LIONEL RICHIE 18-8  
HUEY LEWIS & NEWS 33-23  
CARS D-31  
**KXX100/Birmingham, AL**  
St. John/Bailey  
JACKSONS  
DURAN DURAN  
REO SPEEDWAGON  
KISS  
BAND OF GOLD  
Hottest:  
STEVIE WONDER 1-1  
WHAM! 12-11  
PRINCE 7-3  
SHEENA EASTON 8-5  
CHAKA KHAN 11-6  
**WSSX/Charleston, WV**  
Phillips/Allen  
DURAN DURAN  
BRYAN ADAMS  
REO SPEEDWAGON  
JACKSONS  
Hottest:  
BILLY OCEAN 1-1  
WHAM! 12-11  
PRINCE 7-3  
SHEENA EASTON 8-5  
CHAKA KHAN 11-6  
**WZYP/Huntsville, AL**  
Scott Mitchell  
VAN HALEN  
JACKSONS  
LAURA BRANIGAN  
DURAN DURAN  
DONNA SUMMER  
DURAN DURAN  
Hottest:  
STEVIE WONDER 1-1  
BILLY OCEAN 2-2  
WHAM! 13-5  
WHAM! 13-5  
CHAKA KHAN 12-10  
**94TYX/Jackson, MS**  
Jim Chick  
SHEILA E.  
STEVE MILLER BAND  
REO SPEEDWAGON  
JACKSONS  
DURAN DURAN  
PAT BENATAR  
AL JARREAU  
CARS  
Hottest:  
STEVIE WONDER 2-1  
BILLY OCEAN 3-2  
CHICAGO 1-4  
POINTNER SISTERS 5-5  
WHAM! 20-10  
**WQUT/Johnston City, TN**  
Chuck Anthony  
PAUL MCCARTNEY  
HUEY LEWIS & NEWS  
REO SPEEDWAGON  
TOTO  
JACKSONS  
SAMMY HAGAR  
SURVIVOR  
Hottest:  
CHAKA KHAN 7-4  
PRINCE 8-5  
HALL & OATES 17-9  
WHAM! 18-10  
LIONEL RICHIE 20-15  
**WRNO/New Orleans, LA**  
Eric Costello  
HUEY LEWIS & NEWS  
DAN HARTMAN  
BILLY IDOL  
J. GEILS BAND  
BRYAN ADAMS  
GOLDEN EARRING  
TOTO  
JOHN CAFFERTY & B 3-1  
STEVIE WONDER 2-1  
WHAM! 12-8  
HALL & OATES 24-19  
PRINCE 30-22  
**BJ106/Orlando, FL**  
Garry Mitchell  
TOMMY SHAW  
DURAN DURAN  
REO SPEEDWAGON  
PAT BENATAR  
Hottest:  
BILLY OCEAN 4-2  
PRINCE 17-9  
DENNIS DEYOUNG 20-12  
DAVID BOWIE 26-19  
HUEY LEWIS & NEWS 28-23  
**Y100/Orlando, FL**  
Stacy/Neel  
DURAN DURAN  
SHEENA EASTON  
STEPHANIE MILLS  
SHEILA E.  
BANANARAMA  
Hottest:  
CHICAGO 4-1  
WHAM! 9-6  
LIONEL RICHIE 18-13  
CYNDI LAUPER 25-20  
APOLONIA 6 36-30  
**WRVQ/Richmond, VA**  
Bob McNeill  
DURAN DURAN  
JERMAINE JACKSON  
REO SPEEDWAGON  
TOTO  
Hottest:  
BILLY OCEAN 3-1  
STEVIE WONDER 1-2  
POINTNER SISTERS 5-5  
PRINCE 6-6  
WHAM! 15-9  
**KITY/San Antonio, TX**  
McGee/Upton  
DURAN DURAN  
SURVIVOR  
HONEYDRIPPERS  
HUEY LEWIS & NEWS  
CARS  
TOMMY SHAW (dp)  
Hottest:  
STEVIE WONDER 1-1  
PRINCE 6-2  
BILLY OCEAN 7-4  
HALL & OATES 12-6  
WHAM! 28-9  
PRINCE 19-10  
CYNDI LAUPER 26-17  
**G100/Mobile, AL**  
Griffith/Ocean  
PAT BENATAR  
TOTO  
Hottest:  
STEVIE WONDER 2-1  
DENNIS DEYOUNG 3-2  
MADONNA 1-3  
PRINCE 5-4  
ROD STEWART 6-5  
**WHHY-FM/Montgomery, AL**  
Alan DuPriest  
SCANDAL  
DURAN DURAN  
JERMAINE JACKSON  
SURVIVOR  
Hottest:  
PRINCE 8-1  
WHAM! 6-2  
BILLY OCEAN 3-3  
CHAKA KHAN 9-7  
HALL & OATES 20-12  
**KBFM/McAllen-Brownsville, Williams/DeHaro**  
none  
Hottest:  
STEVIE WONDER 1-1  
CHICAGO 2-2  
BILLY OCEAN 3-3  
PRINCE 6-6  
WHAM! 9-9  
**KRGV/McAllen-Brownsville, Parry/Molano**  
DONNA SUMMER  
JERMAINE JACKSON  
PAT BENATAR (dp)  
DURAN DURAN (dp)  
LAURA BRANIGAN  
BAND OF GOLD (dp)  
MOLLY HATCHETT (dp)  
STEVIE WONDER 1-1  
CHICAGO 2-2  
BILLY OCEAN 3-3  
PRINCE 7-4  
JACK WAGNER 33-23  
**KX104/Nashville, TN**  
Murphy/Harrison  
DURAN DURAN  
SHEILA E.  
REO SPEEDWAGON  
TOTO  
BRYAN ADAMS  
PAT BENATAR  
U2  
Hottest:  
PRINCE 1-1  
CULTURE CLUB 16-9  
CYNDI LAUPER 17-12  
LIONEL RICHIE 23-17  
TWISTED SISTER 24-18  
**WZKS/Nashville, TN**  
Larry Martino  
PAUL MCCARTNEY  
DURAN DURAN  
TOTO  
Hottest:  
STEVIE WONDER 1-1  
DURAN DURAN D-30  
VAN HALEN D-35  
KISS 37-37  
JACK WAGNER 38-38  
**WJAD/Bainbridge-Albany, Elliot/Osborne**  
DURAN DURAN  
TOTO  
JACKSONS  
BILLY IDOL  
LAURA BRANIGAN  
JULIAN LENNON  
BRYAN ADAMS  
DONNA SUMMER  
REO SPEEDWAGON  
Hottest:  
STEVIE WONDER 2-1  
BILLY OCEAN 3-2  
PRINCE 5-3  
ROD STEWART 6-5  
WHAM! 8-6  
**WCCG/Columbus, GA**  
Ralph Carroll  
HUEY LEWIS & NEWS  
DAN HARTMAN  
BILLY IDOL  
J. GEILS BAND  
BRYAN ADAMS  
GOLDEN EARRING  
TOTO  
JOHN CAFFERTY & B 3-1  
STEVIE WONDER 2-1  
WHAM! 12-8  
HALL & OATES 24-19  
PRINCE 30-22  
**KISR/Ft. Smith**  
Rick Hayes  
ROMEO VOID  
PAT BENATAR  
DURAN DURAN  
CARS  
REO SPEEDWAGON  
TOTO  
JERMAINE JACKSON  
VAN HALEN  
BILLY SQUIER  
JACKSONS  
Hottest:  
HALL & OATES 6-1  
PRINCE 5-2  
BILLY OCEAN 7-3  
JOHN CAFFERTY & B 8-5  
DENNIS DEYOUNG 15-8  
**Q104/Gadsden, AL**  
Gather/Davis  
DURAN DURAN  
REO SPEEDWAGON  
JACK WAGNER  
PAT BENATAR  
Hottest:  
PRINCE 2-1  
CHAKA KHAN 6-2  
WHAM! 9-3  
SAM HARRIS 7-5  
LIONEL RICHIE 17-7  
**WYKS/Gainesville, FL**  
Lou Patrick  
DURAN DURAN  
U2  
SCANDAL  
CARS  
BRYAN ADAMS  
Hottest:  
BILLY OCEAN 2-1  
WHAM! 4-2  
PRINCE 12-6  
SHEENA EASTON 11-7  
DAVID BOWIE 14-8  
**WXLK/Roanoke, VA**  
Don O'Shea  
JERMAINE JACKSON  
PETER WOLF  
TOTO  
FRANKIE GOES TO H  
Hottest:  
STEVIE WONDER 6-1  
PRINCE 12-6  
LIONEL RICHIE 15-12  
CHAKA KHAN 27-21  
BILLY OCEAN 30-22  
**WIKV/Seavannah, GA**  
J.P. Hunter  
DURAN DURAN  
JEFFREY OSBORNE  
LAURA BRANIGAN  
BRYAN ADAMS  
Hottest:  
KISS (dp)  
BLACKFOOT (dp)  
DENNIS DEYOUNG  
Hottest:  
KENNY ROGERS 1-1  
PRINCE 6-3  
38 SPECIAL 18-12  
GLENN FREY 33-17  
HONEYDRIPPERS 38-27  
**Z102/Seavannah, GA**  
Williams/Sommers  
DURAN DURAN  
JERMAINE JACKSON  
PAT BENATAR  
JACK WAGNER  
SAMMY HAGAR  
U2  
Hottest:  
STEVIE WONDER 2-1  
CHICAGO 5-2  
WHAM! 6-5  
LIONEL RICHIE 11-7  
CHAKA KHAN 17-9  
**WGLF/Tallahassee, FL**  
Rick Sprinkles  
DURAN DURAN  
JOHN WAITE  
SCANDAL  
JERMAINE JACKSON  
CARS  
REO SPEEDWAGON  
Hottest:  
CHICAGO 1-1  
WHAM! 5-2  
WHAM! 5-3  
WHAM! 9-4  
PRINCE 10-5  
SHEENA EASTON 11-8  
**KKQV/Wichita Falls, TX**  
MacMurphy/Stone  
DURAN DURAN  
DONNA SUMMER  
SHEILA E.  
REO SPEEDWAGON  
JERMAINE JACKSON  
BRYAN ADAMS  
Hottest:  
CHICAGO 1-1  
WHAM! 5-2  
WHAM! 9-4  
PRINCE 10-5  
SHEENA EASTON 11-8  
**RUBY LEWIS & NEWS**  
SAM HARRIS  
JERMAINE JACKSON  
DURAN DURAN  
BAND OF GOLD  
JOE COCKER  
Hottest:  
STEVIE WONDER 1-1  
PRINCE 6-3  
CHICAGO 2-4  
WHAM! 8-5  
SHEENA EASTON 10-9  
**WWSL/Wilmington, NC**  
Stewart/Stone  
J. GEILS BAND  
BRYAN ADAMS  
DURAN DURAN  
QUEN  
BANANARAMA  
AL JARREAU (dp)  
TALKING HEADS  
Hottest:  
BILLY OCEAN 6-1  
PRINCE 4-2  
WHAM! 12-4  
HALL & OATES 17-5  
SAMMY HAGAR 20-17

**Parallel Three**

**WFBG/Altoona, PA**  
Steve Kelsey  
DURAN DURAN (dp)  
VAN HALEN (dp)  
J. GEILS BAND (dp)  
TOTO  
BRYAN ADAMS  
DONNA SUMMER  
Hottest:  
STEVIE WONDER 1-1  
BILLY OCEAN 6-2  
JOHN CAFFERTY & B 4-3  
WHAM! 10-4  
ELTON JOHN 9-5  
**Q82/Rochester, NY**  
Jay Stevens  
STEVE PERRY  
JOHN WAITE  
CARS  
Hottest:  
CHICAGO 1-1  
JOHN CAFFERTY & B 4-3  
STEVIE WONDER 13-6  
WHAM! 16-7  
MADONNA 9-8  
**98PX/Rochester, NY**  
Tom Mitchell  
DURAN DURAN  
BRYAN ADAMS  
DONNA SUMMER  
BILLY IDOL  
DAN HARTMAN  
SAM HARRIS  
Hottest:  
STEVIE WONDER 1-1  
PRINCE 2-2  
BILLY OCEAN 4-3  
CHAKA KHAN 12-4  
SHEENA EASTON 20-7  
**WGFMS/Schenectady, NY**  
Tom Parker  
DURAN DURAN  
BRYAN ADAMS  
TOTO  
BILLY IDOL  
Hottest:  
BILLY OCEAN 1-1  
PRINCE 10-4  
HALL & OATES 8-6  
WHAM! 15-10  
TINA TURNER 18-13  
**WKFM/Syracuse, NY**  
Kevin Fennessy  
DURAN DURAN  
PAT BENATAR  
BRYAN ADAMS  
J. GEILS BAND  
KISS  
JEFFREY OSBORNE  
NEW EDITION  
SHEILA E.  
Hottest:  
STEVIE WONDER 3-1  
PRINCE 4-3  
WHAM! 15-9  
SURVIVOR 30-16  
TOMMY SHAW 38-31  
**93Q/Syracuse, NY**  
Laird/Dunes  
COREY BART  
REO SPEEDWAGON  
JACKSONS  
DURAN DURAN  
ROGER HODGSON  
DAN HARTMAN  
BAND OF GOLD  
Hottest:  
STEVIE WONDER 1-2  
BILLY OCEAN 4-3  
JOHN CAFFERTY & B 6-4  
WHAM! 8-7  
**WPBT/Trenton, NJ**  
Tom Taylor  
BRYAN ADAMS  
LAURA BRANIGAN  
DURAN DURAN  
REBBIE JACKSON  
KISS  
SHEILA E.  
Hottest:  
BILLY OCEAN 1-1  
PAUL MCCARTNEY 13-5  
WHAM! 15-9  
LIONEL RICHIE 21-11  
CYNDI LAUPER 19-12  
**WRCK/Utica, NY**  
Jim Reitz  
DURAN DURAN  
BRYAN ADAMS  
J. GEILS BAND  
EUROGLIDERS  
JOHN PARR  
GOLDEN EARRING  
Hottest:  
DAVID BOWIE 4-3  
SURVIVOR 14-8  
HALL & OATES 15-9  
TINA TURNER 13-10  
**WKRZ-FM/Wilkes-Barre, PA**  
Don Hallatt  
DURAN DURAN  
JERMAINE JACKSON  
BRYAN ADAMS  
KISS (dp)  
EUROGLIDERS  
VAN HALEN (dp)  
JOHN WAITE  
Hottest:  
CHICAGO 1-1  
STEVIE WONDER 2-2  
PRINCE 13-6  
WHAM! 16-10  
DAVID BOWIE 15-12  
**WHTF/York, PA**  
Michael Szarynecki  
DURAN DURAN  
VAN HALEN  
BRYAN ADAMS  
ROGER HODGSON  
EUROGLIDERS  
JERMAINE JACKSON  
SHEILA E.  
LAURA BRANIGAN  
Hottest:  
STEVIE WONDER 1-1  
BILLY OCEAN 3-2  
PRINCE 14-3  
CHICAGO 5-5  
WHAM! 18-8  
**Q100/York, PA**  
Mark McKenzie  
PAT BENATAR  
CHAKA KHAN  
Hottest:  
STEVIE WONDER 1-1  
POINTNER SISTERS 4-3  
PRINCE 10-7  
WHAM! 11-8  
HALL & OATES 15-9  
**WFBG/Altoona, PA**  
Steve Kelsey  
DURAN DURAN (dp)  
VAN HALEN (dp)  
J. GEILS BAND (dp)  
TOTO  
BRYAN ADAMS  
DONNA SUMMER  
Hottest:  
STEVIE WONDER 1-1  
DENNIS DEYOUNG 5-3  
WHAM! 13-6  
SHEENA EASTON 12-8  
LIONEL RICHIE 22-12  
**WZON/Bangor, ME**  
Michael O'Hara  
JERMAINE JACKSON  
BILLY IDOL  
TOTO  
J. GEILS BAND  
LAURA BRANIGAN  
DURAN DURAN  
BILLY SQUIER  
Hottest:  
CHICAGO 2-1  
PRINCE 9-4  
LIONEL RICHIE 22-12  
CHAKA KHAN 18-13  
HONEYDRIPPERS 30-21  
**WOMP-FM/Wheeling, WV**  
Dwayne Bonds  
DURAN DURAN  
BILLY IDOL  
JOHN WAITE  
TOTO  
ROGER HODGSON  
Hottest:  
CHICAGO 1-1  
PRINCE 10-3  
TINA TURNER 11-7  
ROD STEWART 13-8  
BARBARA STRISAND 24-15  
**WSQV/Williamsport, PA**  
Cruz/Williams  
DURAN DURAN  
BRYAN ADAMS  
Hottest:  
CHICAGO 1-1  
PRINCE 6-2  
JOHN CAFFERTY & B 4-4  
DAVID BOWIE 5-5  
BILLY OCEAN 7-6  
**WBBQ/Augusta, GA**  
Bruce Stevens  
JULIAN LENNON  
REO SPEEDWAGON  
TOTO  
JACKSONS  
DURAN DURAN (dp)  
BAND OF GOLD  
JOHN DENVER (dp)  
U2 (dp)  
Hottest:  
CHAKA KHAN 9-1  
PRINCE 6-2  
BILLY OCEAN 1-7  
STEVIE WONDER 2-8  
NEW EDITION 36-26  
**KHFI/Austin, TX**  
Ed Volkman  
SURVIVOR  
DURAN DURAN (dp)  
JOHN WAITE  
REO SPEEDWAGON (dp)  
CULTURE CLUB  
38 SPECIAL (dp)  
SCANDAL  
Hottest:  
PRINCE 6-2  
BILLY OCEAN 3-3  
TINA TURNER 13-9  
LIONEL RICHIE 17-13  
DENNIS DEYOUNG 22-17  
**WFMM/Baton Rouge, LA**  
Rice/Ahysen  
HONEYDRIPPERS  
HUEY LEWIS & NEWS  
AL JARREAU  
COREY BART  
Hottest:  
STEVIE WONDER 1-1  
BILLY OCEAN 8-5  
PRINCE 11-8  
WHAM! 16-10  
LIONEL RICHIE 20-15  
**KWIC/Baumont, TX**  
Razor/Perry  
BRYAN ADAMS  
DURAN DURAN  
BOB SEGER  
TALKING HEADS  
J. GEILS BAND  
DONNA SUMMER  
GOLDEN EARRING  
Hottest:  
PRINCE 7-1  
WHAM! 10-3  
HALL & OATES 14-7  
TINA TURNER 13-8  
JACK WAGNER 17-10  
**KZZB/Baumont, TX**  
Jerry Loustau  
DURAN DURAN  
BRYAN ADAMS  
REO SPEEDWAGON  
TOTO  
TWISTED SISTER (dp)  
BILLY SQUIER (dp)  
DAN HARTMAN  
VAN HALEN (dp)  
ROGER HODGSON  
Hottest:  
STEVIE WONDER 2-2  
SHEENA EASTON 3-2  
DIANA ROSS 8-5  
NEIL DIAMOND 9-6  
KENNY ROGERS 11-7  
**WKQD/Biloxi, MS**  
Mickey Coulter  
JACK WAGNER  
JULIAN LENNON  
DURAN DURAN  
BILLY IDOL  
JACKSONS (dp)  
ROGER HODGSON  
Hottest:  
NEW EDITION (dp)  
PRINCE 6-3  
BILLY OCEAN 6-2  
LIONEL RICHIE 18-8  
HUEY LEWIS & NEWS 33-23  
CARS D-31  
**KXX100/Birmingham, AL**  
St. John/Bailey  
JACKSONS  
DURAN DURAN  
REO SPEEDWAGON  
KISS  
BAND OF GOLD  
Hottest:  
STEVIE WONDER 1-1  
WHAM! 12-11  
PRINCE 7-3  
SHEENA EASTON 8-5  
CHAKA KHAN 11-6  
**WSSX/Charleston, WV**  
Phillips/Allen  
DURAN DURAN  
BRYAN ADAMS  
REO SPEEDWAGON  
JACKSONS  
Hottest:  
BILLY OCEAN 1-1  
WHAM! 12-11  
PRINCE 7-3  
SHEENA EASTON 8-5  
CHAKA KHAN 11-6  
**WZYP/Huntsville, AL**  
Scott Mitchell  
VAN HALEN  
JACKSONS  
LAURA BRANIGAN  
DURAN DURAN  
DONNA SUMMER  
DURAN DURAN  
Hottest:  
STEVIE WONDER 1-1  
BILLY OCEAN 2-2  
WHAM! 13-5  
WHAM! 13-5  
CHAKA KHAN 12-10  
**94TYX/Jackson, MS**  
Jim Chick  
SHEILA E.  
STEVE MILLER BAND  
REO SPEEDWAGON  
JACKSONS  
DURAN DURAN  
PAT BENATAR  
AL JARREAU  
CARS  
Hottest:  
STEVIE WONDER 2-1  
BILLY OCEAN 3-2  
CHICAGO 1-4  
POINTNER SISTERS 5-5  
WHAM! 20-10  
**WQUT/Johnston City, TN**  
Chuck Anthony  
PAUL MCCARTNEY  
HUEY LEWIS & NEWS  
REO SPEEDWAGON  
TOTO  
JACKSONS  
SAMMY HAGAR  
SURVIVOR  
Hottest:  
CHAKA KHAN 7-4  
PRINCE 8-5  
HALL & OATES 17-9  
WHAM! 18-10  
LIONEL RICHIE 20-15  
**WRNO/New Orleans, LA**  
Eric Costello  
HUEY LEWIS & NEWS



MIDWEST Most Added Hottest

Duran Duran Prince
Bryan Adams Wham!
Jermaine Jackson Billy Ocean

CHR ADDS & HOTS

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

WEST Most Added Hottest

Duran Duran Billy Ocean
Bryan Adams Wham!
Toto Prince

MIDWEST Parallel Two

WKDD/Akron, OH

Matt Patrick
SCANDAL
JEFFREY OSBORNE
JERMAINE JACKSON
J. GEILS BAND
DURAN DURAN
CARS
Hottest:
BILLY OCEAN 2-1
JOHN CAFFERTY & B 5-3
WHAMI 10-7
HALL & OATES 14-8

WAHC/Appleton-Oshkosh, WI

Chris Caine
SURVIVOR
SHEENA EASTON
CHAKA KHAN
Hottest:
PRINCE 2-1
CHICAGO 1-2
BILLY OCEAN 10-7
PRINCE 7-9
KISS 20-11

WAKU/Appleton-Oshkosh, WI

Ross/Bradleigh
DURAN DURAN
DAN HARTMAN
JULIAN LENNON
CARS
Hottest:
STEVIE WONDER 2-1
CHICAGO 1-2
WHAMI 7-3
PRINCE 11-4
CYNDI LAUPER 30-20

92X/Columbus, OH

Cook/Cella
SHEENA EASTON
DURAN DURAN
CARS
Hottest:
DAN HARTMAN
BRYAN ADAMS
Hottest:
WHAMI 12-6
TINA TURNER 17-13
HONEYDRIPPERS 35-28
JULIAN LENNON D-31
DURAN DURAN D-35

KIHK/Davenport, IA

Jim O'Hara
PAT BENATAR (dp)
SCANDAL (dp)
DURAN DURAN (dp)
SHEILA E.
Hottest:
STEVIE WONDER 1-1
CYNDI LAUPER 16-11
CHAKA KHAN 20-18
HONEYDRIPPERS 22-19
JULIAN LENNON 32-28

WGTV/Dayton, OH

King/Robertson
DURAN DURAN
CULTURE CLUB
REO SPEEDWAGON
HONEYDRIPPERS
Hottest:
BILLY OCEAN 2-1
PRINCE 6-2
HALL & OATES 11-5
WHAMI 12-8
DENNIS DEYOUNG 13-10

KMGK/Des Moines, IA

Al Brock
DURAN DURAN
CARS
SHEILA E.
J. GEILS BAND
JACKSONS
BRYAN ADAMS
Hottest:
WHAMI 4-1
PRINCE 6-3
HALL & OATES 14-7
TINA TURNER 15-11
CHAKA KHAN 16-12

WKDO/Evansville, IN

Payne/Chase
PAT BENATAR
DURAN DURAN
CARS
BRYAN ADAMS
JERMAINE JACKSON
NEW EDITION (dp)
Hottest:
STEVIE WONDER 3-1
BILLY OCEAN 4-2
PRINCE 5-4
POINTNER SISTERS 7-6
WHAMI 12-9

WBTO/Evansville, IN

Taylor/Ashton
SHEENA EASTON
PAUL MCCARTNEY
KENNY ROGERS
Hottest:
STEVIE WONDER 1-1
PRINCE 5-2
POINTNER SISTERS 4-3
WHAMI 14-4
BILLY OCEAN 7-5

WMEE/Ft. Wayne

Scott Dugan
none
Hottest:
CHICAGO 1-1
STEVIE WONDER 2-2
MADONNA 3-3
JOHN CAFFERTY & B 4-4
BILLY OCEAN 5-5

WGRD/Grand Rapids, MI

Swart/Stevens
BRYAN ADAMS
PAT BENATAR
Hottest:
PRINCE 4-1
CHICAGO 1-2
ROD STEWART 7-4
POINTNER SISTERS 9-5
WHAMI 15-8

WZPU/Indianapolis, IN

Jim Miles
DURAN DURAN
CHAKA KHAN
JERMAINE JACKSON
HONEYDRIPPERS
Hottest:
BILLY OCEAN 1-1
WHAMI 4-2
SHEENA EASTON 8-5
TINA TURNER 10-9
SAMMY HAGAR 27-22

WJXQ/Jackson, MI

Ryan/Cheeks
BILLY IDOL (dp)
JACKSONS (dp)
JOE COCKER (dp)
JOHN PARR (dp)
DOKKEN (dp)
GENERAL PUBLIC (dp)
BLACKFOOT (dp)
DURAN DURAN
J. GEILS BAND
BRYAN ADAMS
Hottest:
JOHN CAFFERTY & B 1-1
SURVIVOR 2-2
DENNIS DEYOUNG 10-5
38 SPECIAL 14-11
BILLY OCEAN 30-13

WKFR/Kalamazoo, MI

Weinacht/Chapman
PAT BENATAR (dp)
JOHN WAITE (dp)
REO SPEEDWAGON (dp)
JERMAINE JACKSON
JACK WAGNER
JEFFREY OSBORNE
Hottest:
STEVIE WONDER 2-1
PRINCE 8-4
HALL & OATES 18-11
CULTURE CLUB 34-25
PAUL MCCARTNEY 38-28

Z238/Kansas City, MO

Collins/Welsh
DURAN DURAN
BRYAN ADAMS
JOHN PARR (dp)
BOB SEGER
HUEY LEWIS & NEWS
Hottest:
PRINCE 3-1
CHAKA KHAN 12-6
TINA TURNER 17-12
HONEYDRIPPERS 23-18
U2 26-22

WVIC/Lansing, MI

Martin/Kittredge
ROGER HODGSON
TOTO
PETER WOLF
JULIAN LENNON
Hottest:
JOHN CAFFERTY & B 1-1
STEVIE PERRY 2-2
DENNIS DEYOUNG 6-3
BILLY OCEAN 4-4
SURVIVOR 5-5

Z104/Madison, WI

Little/Hudson
PAT BENATAR
DAN HARTMAN
SCANDAL
DURAN DURAN
KENNY ROGERS
Hottest:
PRINCE 2-1
WHAMI 3-3
LIONEL RICHIE 13-8
SAMMY HAGAR 20-14
TOMMY SHAW 31-25

Z85/Milwaukee, WI

Michael/Kelly
DURAN DURAN (dp)
FRANKIE GOES TO B (dp)
TINA TURNER
SURVIVOR (dp)
JACKSONS
Hottest:
CHICAGO 3-1
JOHN CAFFERTY & B 9-4
DENNIS DEYOUNG 11-8
ROD STEWART 12-9
WHAMI 18-12

KJ103/Oklahoma City, OK

Bill Cahill
DURAN DURAN
BRYAN ADAMS
JERMAINE JACKSON
Hottest:
none

KOFM/Oklahoma City, OK

Miller/Cooper
DURAN DURAN
JOHN WAITE
JERMAINE JACKSON
VAN HALEN (dp)
TOTO
KISS (dp)
BRYAN ADAMS (dp)
Hottest:
CHICAGO 1-1
WHAMI 10-5
PRINCE 11-8
CHAKA KHAN 18-11
JACK WAGNER D-25

KQKQ/Omaha, NE

Taylor/Dean
DURAN DURAN
CORBY HART
CARS
JERMAINE JACKSON
NEW EDITION
Hottest:
STEVIE WONDER 2-1
BILLY OCEAN 3-2
WHAMI 5-3
PRINCE 9-5
TINA TURNER 8-6

KZ93/Peoria, IL

Edwards/Maloney
SURVIVOR
38 SPECIAL
PAT BENATAR
REO SPEEDWAGON
Hottest:
POINTNER SISTERS 4-1
BRUCE SPRINGSTEEN 3-2
JOHN CAFFERTY & B 9-4
BILLY OCEAN 14-9
WHAMI 16-11

WZOK/Rockford, IL

Geoff Davis
PAUL MCCARTNEY
HUEY LEWIS & NEWS
CYNDI LAUPER
Hottest:
BILLY OCEAN 3-1
JOHN CAFFERTY & B 5-3
DENNIS DEYOUNG 6-4
ELTON JOHN 7-5
PRINCE 9-6

U83/South Bend, IN

J.K. Dearing
SHEENA EASTON
TINA TURNER
Hottest:
STEVIE WONDER 1-1
MADONNA 4-3
SHEILA E. 10-5
JOHN CAFFERTY & B 13-7
PRINCE 17-8

WRQN/Toledo, OH

Schaffer/Mitchell
J. GEILS BAND
DURAN DURAN
JOHN PARR
BILLY IDOL
BRYAN ADAMS
DOKKEN (dp)
FRANKIE GOES TO H (dp)
Hottest:
PRINCE 4-1
STEVIE WONDER 3-2
WHAMI 10-6
CHAKA KHAN 19-14
JULIAN LENNON 37-31

KAY107/Tulsa, OK

SURVIVOR
JULIAN LENNON
BRYAN ADAMS
REO SPEEDWAGON
DURAN DURAN
PETER WOLF
J. GEILS BAND
Hottest:
SAM HARRIS 1-1
HALL & OATES 14-7
DAVID BOWIE 27-18
HUEY LEWIS & NEWS 29-20
SAMMY HAGAR 37-30

KEYN-FM/Wichita, KS

Taylor/Brown
DURAN DURAN
JERMAINE JACKSON
J. GEILS BAND
JACKSONS
BILLY SQUIER
BRYAN ADAMS
Hottest:
SURVIVOR 17-9
CHAKA KHAN 25-15
LIONEL RICHIE 21-16
COREY HART 26-21
38 SPECIAL 30-23

KKRD/Wichita, KS

Oliver/Williams
REO SPEEDWAGON
SCANDAL
DURAN DURAN
JERMAINE JACKSON
JOHN WAITE
TOTO
BRYAN ADAMS
CARS
Hottest:
PRINCE 8-2
WHAMI 7-3
BILLY OCEAN 10-6
DENNIS DEYOUNG 9-7
CHAKA KHAN 22-19

WHOT/Youngstown, OH

Dick Thompson
JERMAINE JACKSON
TOTO
BAND OF GOLD
KISS (dp)
BRYAN ADAMS
J. GEILS BAND (dp)
Hottest:
PRINCE 5-3
JOHN CAFFERTY & B 7-5
HALL & OATES 12-8
DENNIS DEYOUNG 17-10

WYFM/Youngstown, OH

Jeff Tobin
CULTURE CLUB
Hottest:
JOHN CAFFERTY & B 1-1
BILLY OCEAN 2-2
HALL & OATES 9-7
ELTON JOHN 10-8
WHAMI 16-11

Parallel Three

KFYR/Bismarck, ND
Brannen/Hardt
REO SPEEDWAGON
DURAN DURAN
BRYAN ADAMS
LAURA BRANIGAN
J. GEILS BAND
Hottest:
STEVIE WONDER 1-1
BILLY OCEAN 13-2
PRINCE 8-3
DENNIS DEYOUNG 14-9
HALL & OATES 18-13

WBNO/Bloomington, IN

Justin/Robbins
BRUCE SPRINGSTEEN (dp)
DOKKEN (dp)
Hottest:
STEVIE WONDER 4-1
JOHN CAFFERTY & B 3-2
ROD STEWART 5-4
BILLY OCEAN 6-4
PRINCE 15-7

WBWB/Bloomington, IN

Bob Leonard
JERMAINE JACKSON
BILLY IDOL
TOTO
DURAN DURAN
BRYAN ADAMS
Hottest:
BILLY OCEAN 4-1
STEVIE WONDER 2-2
TINA TURNER 8-6
PRINCE 11-7
HALL & OATES 20-16

WCIL-FM/Carbondale, IL

Tony Waltkus
REO SPEEDWAGON
JACKSONS
WRITESNAKE (dp)
Hottest:
BILLY OCEAN 3-1
BRYAN ADAMS
TIME (dp)
PRINCE 1-1
WHAMI 2-2
POINTNER SISTERS 9-4
CHAKA KHAN 11-9
KISS 20-17

KQCR/Cedar Rapids, IA

Gary Dixon
CARS
DURAN DURAN (dp)
PAT BENATAR
REO SPEEDWAGON
Hottest:
WHAMI 2-1
CHAKA KHAN 6-2
DURAN DURAN
JULIAN LENNON
Hottest:
WHAMI 7-4
TINA TURNER 14-10
PRINCE 17-11
CHAKA KHAN 24-19
CYNDI LAUPER 26-20

KCMQ/Columbia, MO

Dave McCormick
HUEY LEWIS & NEWS
PAT BENATAR
JULIAN LENNON
CARS
TOTO
REO SPEEDWAGON
J. GEILS BAND
LAURA BRANIGAN
DURAN DURAN
Hottest:
STEVIE WONDER 3-1
JOHN CAFFERTY & B 14-7
POINTNER SISTERS 13-8
HALL & OATES 20-11
PRINCE 24-13

Y94/Fargo, ND

Collins/Anderson
CARS
JERMAINE JACKSON
TOTO
BRYAN ADAMS
LAURA BRANIGAN
DURAN DURAN (dp)
TIMOTHY B. SCHMIT
Hottest:
WHAMI 7-4
TINA TURNER 8-6
BILLY OCEAN 14-9

KDVV/Topeka, KS

Rabat/Parmley
BRYAN ADAMS
DURAN DURAN (dp)
BOB SEGER
U2 (dp)
BANANARAMA
LAURA BRANIGAN (dp)
Hottest:
BILLY OCEAN 1-1
DAVID BOWIE 7-4
PRINCE 9-5
TINA TURNER 8-6
SAMMY HAGAR 18-13

WSPT/Stevens Point, WI

Bouley/Tracy
CARS
BRYAN ADAMS
DURAN DURAN
BILLY IDOL
Hottest:
STEVIE WONDER 1-1
PRINCE 3-3
WHAMI 7-4
TINA TURNER 8-6
BILLY OCEAN 14-9

KKXL-FM/Grand Forks, ND

Don Nordine
HONEYDRIPPERS
COREY HART
KISS (dp)
Hottest:
STEVIE WONDER 7-1
PRINCE 4-2
DAVID BOWIE 7-4
PRINCE 9-5
TINA TURNER 8-6
SAMMY HAGAR 18-13

WAZV-FM/Lafayette, IN

Stacy/Sparrow
BRYAN ADAMS
STEPHANIE MILLS
SCORPIONS
BILLY IDOL
CULTURE CLUB
HONEYDRIPPERS
Hottest:
STEVIE WONDER 3-1
CHICAGO 1-2
PRINCE 9-4
WHAMI 8-8
SURVIVOR 16-14

KFRX/Lincoln, NE

Tracy Johnson
TOTO
DURAN DURAN
ROGER HODGSON
JERMAINE JACKSON
BRYAN ADAMS
Hottest:
CHICAGO 1-1
JOHN CAFFERTY & B 4-2
WHAMI 6-3
PRINCE 5-4
BILLY OCEAN 10-6

WRKR/Racine-Milwaukee, WI

Pat Martin
NEW EDITION
COREY HART
DURAN DURAN
BRYAN ADAMS
Hottest:
WHAMI 10-1
DAVID BOWIE 5-3
SHEENA EASTON 6-4
KISS 12-6
HONEYDRIPPERS 20-11

KKLS-FM/Rapid City, SD

Sherwin/Piper
WHAMI
CARS
38 SPECIAL
BRYAN ADAMS
JERMAINE JACKSON
Hottest:
STEVIE WONDER 5-1
STEVE PERRY 8-2
ROD STEWART 7-3
DENNIS DEYOUNG 10-5
JOHN CAFFERTY & B 13-8

99KG/Saline, KS

Denny Collier
J. GEILS BAND (dp)
PAT BENATAR
VAN HALEN (dp)
38 SPECIAL (dp)
DONNA SUMMER
BRYAN ADAMS
CARS
Hottest:
STEVIE WONDER 3-1
BILLY OCEAN 5-4
DENNIS DEYOUNG 9-7
PRINCE 16-10
HALL & OATES 22-17

KKRC/Sioux Falls, SD

Dan Kleley
REO SPEEDWAGON
JACKSONS
WRITESNAKE (dp)
Hottest:
DURAN DURAN
SURVIVOR
U2
PAT BENATAR
CARS
Hottest:
BILLY OCEAN 6-1
WHAMI 12-7
SHEENA EASTON 20-13
CHAKA KHAN 31-21
KISS 32-28

KWTO-FM/Springfield, MO

Bob Hammond
REO SPEEDWAGON
CARS
TOTO
JERMAINE JACKSON
DURAN DURAN
Hottest:
WHAMI 7-4
TINA TURNER 14-10
PRINCE 17-11
CHAKA KHAN 24-19
CYNDI LAUPER 26-20

WDBR/Springfield, IL

Moore/Lawley
DURAN DURAN
BRYAN ADAMS
BRUCE SPRINGSTEEN
VAN HALEN
LAURA BRANIGAN
EUROGLIDERS (dp)
JEFFREY OSBORNE (dp)
Hottest:
PRINCE 1-1
STEVIE WONDER 4-2
JOHN CAFFERTY & B 7-4
WHAMI 11-6
HALL & OATES 14-12

WSPT/Stevens Point, WI

Bouley/Tracy
CARS
BRYAN ADAMS
DURAN DURAN
BILLY IDOL
Hottest:
STEVIE WONDER 1-1
PRINCE 3-3
WHAMI 7-4
TINA TURNER 8-6
BILLY OCEAN 14-9

KDVV/Topeka, KS

Rabat/Parmley
BRYAN ADAMS
DURAN DURAN (dp)
BOB SEGER
U2 (dp)
BANANARAMA
LAURA BRANIGAN (dp)
Hottest:
BILLY OCEAN 1-1
DAVID BOWIE 7-4
PRINCE 9-5
TINA TURNER 8-6
SAMMY HAGAR 18-13

WSPT/Stevens Point, WI

Bouley/Tracy
CARS
BRYAN ADAMS
DURAN DURAN
BILLY IDOL
Hottest:
STEVIE WONDER 1-1
PRINCE 3-3
WHAMI 7-4
TINA TURNER 8-6
BILLY OCEAN 14-9

KKXL-FM/Grand Forks, ND

Don Nordine
HONEYDRIPPERS
COREY HART
KISS (dp)
Hottest:
STEVIE WONDER 7-1
PRINCE 4-2
DAVID BOWIE 7-4
PRINCE 9-5
TINA TURNER 8-6
SAMMY HAGAR 18-13

WAZV-FM/Lafayette, IN

Stacy/Sparrow
BRYAN ADAMS
STEPHANIE MILLS
SCORPIONS
BILLY IDOL
CULTURE CLUB
HONEYDRIPPERS
Hottest:
STEVIE WONDER 3-1
CHICAGO 1-2
PRINCE 9-4
WHAMI 8-8
SURVIVOR 16-14

KFRX/Lincoln, NE

Tracy Johnson
TOTO
DURAN DURAN
ROGER HODGSON
JERMAINE JACKSON
BRYAN ADAMS
Hottest:
CHICAGO 1-1
JOHN CAFFERTY & B 4-2
WHAMI 6-3
PRINCE 5-4
BILLY OCEAN 10-6

WRKR/Racine-Milwaukee, WI

Pat Martin
NEW EDITION
COREY HART
DURAN DURAN
BRYAN ADAMS
Hottest:
WHAMI 10-1
DAVID BOWIE 5-3
SHEENA EASTON 6-4
KISS 12-6
HONEYDRIPPERS 20-11

KKLS-FM/Rapid City, SD

Sherwin/Piper
WHAMI
CARS
38 SPECIAL
BRYAN ADAMS
JERMAINE JACKSON
Hottest:
STEVIE WONDER 5-1
STEVE PERRY 8-2
ROD STEWART 7-3
DENNIS DEYOUNG 10-5
JOHN CAFFERTY & B 13-8

KF96/Boise, ID

Doss/Gregory
JERMAINE JACKSON
JOE COCKER
JACKSONS
TOTO
Hottest:
KISS (dp)
BRYAN ADAMS
Hottest:
PRINCE 4-2
WHAMI 8-4
CHAKA KHAN 13-8
HALL & OATES 15-11
TINA TURNER 22-16

KKFM/Colorado Springs, CO

Finney/Anderson
BRYAN ADAMS
SHEILA E.
SCANDAL
JERMAINE JACKSON
KISS (dp)
DURAN DURAN
BILLY OQUIER (dp)
Hottest:
BILLY OCEAN 3-1
JOHN CAFFERTY & B 6-3
POINTNER SISTERS 7-4
WHAMI 10-6
DENNIS DEYOUNG 8-7

KBOS/Fresno, CA

Kris Van Kamp
REO SPEEDWAGON
CARS
TOTO
JERMAINE JACKSON
DURAN DURAN
Hottest:
WHAMI 7-4
TINA TURNER 14-10
PRINCE 17-11
CHAKA KHAN 24-19
CYNDI LAUPER 26-20

KMGX/Fresno, CA

Carey Edwards
DURAN DURAN
DENNIS DEYOUNG
CARS
SAM HARRIS (dp)
Hottest:
PRINCE 1-1
CHAKA KHAN 2-2
BILLY OCEAN 3-3
TINA TURNER 10-6
NEW EDITION 15-7

KYNO-FM/Fresno, CA

Walker/Davis
JERMAINE JACKSON
DURAN DURAN
JACKSONS
TOTO
REO SPEEDWAGON
KISS (dp)
BAND OF GOLD (dp)
Hottest:
PRINCE 1-1
BILLY OCEAN 7-2
PRINCE 6-3
STEVIE WONDER 9-6
HALL & OATES 17-13

KIKI/Honolulu, HI

Kong/Shishido
JERMAINE JACKSON
DURAN DURAN
JACKSONS
TOTO
REO SPEEDWAGON
KISS (dp)
BAND OF GOLD (dp)
Hottest:
PRINCE 1-1
BILLY OCEAN 7-2
PRINCE 6-3
STEVIE WONDER 9-6
HALL & OATES 17-13

KQMQ/Honolulu, HI

Kimo Akane
DURAN DURAN
BILLY SQUIER
BRYAN ADAMS
J. GEILS BAND
DONNA SUMMER
BANANARAMA
JEFFREY OSBORNE
Hottest:
STEVIE WONDER 3-1
BILLY OCEAN 4-2
JOHN CAFFERTY & B 5-3
MADONNA 6-4
WHAMI 8-6

KLUC/Las Vegas, NV

Bill Richards
TOTO
VAN HALEN
BRYAN ADAMS
DURAN DURAN
Hottest:
STEVIE WONDER 3-1
BILLY OCEAN 10-3
DENNIS DEYOUNG 14-9
WHAMI 15-10
PRINCE 18-12

KO93/Modesto, CA

DeMaroney/Novak
LIONEL RICHIE
LAURA BRANIGAN
TOTO
DURAN DURAN
SCANDAL
STEVE MILLER BAND
Hottest:
DENNIS DEYOUNG 1-1
KENNY ROGERS 2-2
HALL & OATES 7-3
WHAMI 17-8
CYNDI LAUPER 18-9

KKXX/Bakersfield, CA

Squires/Kemper
CHAKA KHAN
TOTO
CARS
DURAN DURAN
REO SPEEDWAGON
Hottest:
STEVIE WONDER 2-1
BILLY OCEAN 3-2
PRINCE 6-3
DENNIS DEYOUNG 9-5
HALL & OATES 11-6

KQXR/Bakersfield, CA

Bob Harlow
DURAN DURAN
REO SPEEDWAGON
DONNA SUMMER
BRYAN ADAMS
JERMAINE JACKSON
INXS
U2
Hottest:
WHAMI 3-1
REO SPEEDWAGON
PRINCE 5-2
CHAKA KHAN 10-5
TINA TURNER 14-7
HALL & OATES 18-9

KCAQ/Oxnard-Ventura, CA

Brian Thomas
DURAN DURAN
APOLLONIA 6
U2
DADDY BAND
TOTO
Hottest:
WHAMI 7-3
JACK WAGNER 5-4
CHAKA KHAN 10-6
CULTURE CLUB 16-9
TIME 21-12

KCDO/Bozeman, MT

Greg Williams
DURAN DURAN
J. GEILS BAND
BRYAN ADAMS
JULIAN LENNON
SHEILA E.
NEW EDITION
U2
JERMAINE JACKSON
Hottest:
PRINCE 2-1
BILLY OCEAN 4-2
JOHN CAFFERTY & B 5-4
TINA TURNER 13-12
HALL & OATES 20-13

KSKD/Salem, OR

Len E. Mitchell
VAN HALEN
DONNA SUMMER
J. GEILS BAND
BRYAN ADAMS
HONEYDRIPPERS (dp)
BANANARAMA (dp)
DURAN DURAN (dp)
BILLY IDOL (dp)
Hottest:
PRINCE 1-1
WHAMI 9-2
BILLY OCEAN 5-5
CHAKA KHAN 12-7
CYNDI LAUPER 22-13

KDON-FM/Salinas-Monterey, CA

Kirk Clatt
DURAN DURAN
PAT BENATAR
PETER WOLF
JULIAN LENNON
DAN HARTMAN
JOHN WAITE
Hottest:
STEVIE WONDER 3-1
BILLY OCEAN 7-2
PRINCE 15-3
WHAMI 20-6
DENNIS DEYOUNG 14-7



# PARALLELS

**Parallel I:** Selected stations in major markets that are format dominant and/or exert a significant national influence.

**Parallel II:** Selected stations in secondary markets that are format dominant and/or exert a significant local or regional influence. This parallel may also contain some major market stations that do not qualify for parallel one status.

**Parallel III:** Selected stations in smaller markets that are format dominant and/or exert a significant local influence. This parallel may contain some secondary market stations that do not qualify for parallel two status.

## 241 Reports

**JOHN DOE**  
"Hit Song" (Anylabel)  
LP: Hit Song

Regional Reach	100/25	44%	National Summary
Up	51		DEBUTS 0
E	64		SAME 5
M	21%		DOWN 0
S	56%		ADDS 25
W	19%		

## EXAMPLE

100/25 — 100 CHR reporting stations on it this week including 25 new adds.

44% — Percentage of this weeks reporters playing it.

Regional Reach — Percentage of reporters playing the song within each region.

National Summary

Up 51 — Number of stations moving it up on the charts.

Debuts 20 — Number of stations debuting the song this week.

Same 4 — Number of stations reporting no movement this week. (On to On, Add to On, 31-31, etc.)

Down 0 — Number of stations moving it down on their charts.

Adds 25 — Total number of stations adding it this week.

**BRYAN ADAMS**  
Run To You (A&M)  
LP: Restless

Regional Reach	118/117	48%	National Summary
Up	117		DEBUTS 0
E	61		SAME 0
M	48%		DOWN 0
S	45%		ADDS 117
W	15%		

**DAVID BOWIE**  
Blue Jean (EMI America)  
LP: Tonight

Regional Reach	220/0	91%	National Summary
Up	185		DEBUTS 0
E	93		SAME 26
M	90%		DOWN 2
S	94%		ADDS 0
W	94%		

**BAND OF GOLD**  
Love Songs Are (RCA)

Regional Reach	60/12	26%	National Summary
Up	12		DEBUTS 3
E	23		SAME 3
M	37%		DOWN 3
S	58%		ADDS 12
W	35%		

**JOHN DOE**  
"Hit Song" (Anylabel)  
LP: Hit Song

Regional Reach	100/25	44%	National Summary
Up	51		DEBUTS 0
E	64		SAME 5
M	21%		DOWN 0
S	56%		ADDS 25
W	19%		

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LP: Tonight

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M	21%		DOWN 0
S	56%		ADDS 25
W	19%		

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Up	185		DEBUTS 0
E	93		SAME 26
M	90%		DOWN 2
S	94%		ADDS 0
W	94%		

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Up	12		DEBUTS 3
E	23		SAME 3
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Up	51		DEBUTS 0
E	64		SAME 5
M	21%		DOWN 0
S	56%		ADDS 25
W	19%		

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LP: Tonight

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Up	185		DEBUTS 0
E	93		SAME 26
M	90%		DOWN 2
S	94%		ADDS 0
W	94%		

**BAND OF GOLD**  
Love Songs Are (RCA)

Regional Reach	60/12	26%	National Summary
Up	12		DEBUTS 3
E	23		SAME 3
M	37%		DOWN 3
S	58%		ADDS 12
W	35%		

**CARS**  
Hello Again (Elektra)  
LP: Heartbeat City

Regional Reach	153/54	63%	National Summary
Up	37		DEBUTS 3
E	64		SAME 5
M	21%		DOWN 0
S	56%		ADDS 54
W	19%		

**DENNIS DeYOUNG**  
Desert Moon (A&M)  
LP: Desert Moon

Regional Reach	234/1	87%	National Summary
Up	1		DEBUTS 1
E	5		SAME 27
M	8		DOWN 4
S	96%		ADDS 1
W	96%		

**SHEILA E.**  
The Belle Of St. Mark (WB)  
LP: Glamorous Life

Regional Reach	59/35	24%	National Summary
Up	1		DEBUTS 6
E	20		SAME 17
M	8		DOWN 3
S	45%		ADDS 35
W	45%		

**SAMMY HAGG**  
I Can't Drive 55 (Go.)  
LP: VOA

Regional Reach	179/6	74%	National Summary
Up	6		DEBUTS 19
E	75		SAME 13
M	8		DOWN 0
S	75%		ADDS 6
W	75%		

**PAT BENATAR**  
We Belong (Chrysalis)  
LP: Tropic

Regional Reach	209/42	87%	National Summary
Up	29		DEBUTS 3
E	86		SAME 59
M	8		DOWN 3
S	83%		ADDS 42
W	83%		

**JOHN DOE**  
"Hit Song" (Anylabel)  
LP: Hit Song

Regional Reach	100/25	44%	National Summary
Up	51		DEBUTS 0
E	64		SAME 5
M	21%		DOWN 0
S	56%		ADDS 25
W	19%		

**DAVID BOWIE**  
Blue Jean (EMI America)  
LP: Tonight

Regional Reach	220/0	91%	National Summary
Up	185		DEBUTS 0
E	93		SAME 26
M	90%		DOWN 2
S	94%		ADDS 0
W	94%		

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Love Songs Are (RCA)

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M	37%		DOWN 3
S	58%		ADDS 12
W	35%		

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"Hit Song" (Anylabel)  
LP: Hit Song

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E	64		SAME 5
M	21%		DOWN 0
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W	19%		

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LP: Tonight

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E	93		SAME 26
M	90%		DOWN 2
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W	19%		

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LP: Tonight

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LP: Tonight

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E	64		SAME 5
M	21%		DOWN 0
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W	19%		

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LP: Tonight

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E	93		SAME 26
M	90%		DOWN 2
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E	23		SAME 3
M	37%		DOWN 3
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Up	51		DEBUTS 0
E	64		SAME 5
M	21%		DOWN 0
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W	19%		

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Blue Jean (EMI America)  
LP: Tonight

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Up	185		DEBUTS 0
E	93		SAME 26
M	90%		DOWN 2
S	94%		ADDS 0
W	94%		

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Up	12		DEBUTS 3
E	23		SAME 3
M	37%		DOWN 3
S	58%		ADDS 12
W	35%		

**JOHN DOE**  
"Hit Song" (Anylabel)  
LP: Hit Song

Regional Reach	100/25	44%	National Summary



Sam Harris Continued
Regional 111/17 46% National Summary
Reach 594 DEBITS 21
S 68% SAME 65
M 46% DOWN 0
W 57% ADDS 17

ROGER HODGSON
Had A Dream... (A&M)
LP: In The Eye Of The Storm
Regional 111/17 46% National Summary
Reach 594 DEBITS 21
S 68% SAME 65
M 46% DOWN 0
W 57% ADDS 17

JERMAINE JACKSON
Do What You Do (Arista)
LP: Jermaine Jackson
Regional 156/67 65% National Summary
Reach 594 DEBITS 21
S 68% SAME 65
M 46% DOWN 0
W 57% ADDS 17

KISS Continued
Regional 156/67 65% National Summary
Reach 594 DEBITS 21
S 68% SAME 65
M 46% DOWN 0
W 57% ADDS 17

HUEY LEWIS & THE NEWS
Walking On A Thin... (Chrysalis)
LP: Sports
Regional 217/18 90% National Summary
Reach 594 DEBITS 21
S 68% SAME 65
M 46% DOWN 0
W 57% ADDS 17

Steve Miller Band Continued
Regional 217/18 90% National Summary
Reach 594 DEBITS 21
S 68% SAME 65
M 46% DOWN 0
W 57% ADDS 17

COREY HART
It Ain't Enough (EMI America)
LP: First Offense
Regional 213/7 88% National Summary
Reach 594 DEBITS 17
S 88% SAME 7
M 24% ADDS 7

HONEYDRIPPERS
Sea Of Love (Es Paranza)
LP: Volume One
Regional 204/14 85% National Summary
Reach 594 DEBITS 17
S 88% SAME 7
M 24% ADDS 7

CHAKA KHAN
I Feel For You (WB)
LP: I Feel For You
Regional 212/8 88% National Summary
Reach 594 DEBITS 17
S 88% SAME 7
M 24% ADDS 7

CYNDI LAUPER
All Through The... (Portrait/Epic)
LP: She's So Unusual
Regional 238/2 98% National Summary
Reach 594 DEBITS 17
S 88% SAME 7
M 24% ADDS 7

PAUL McCARTNEY
No More Lonely... (Columbia)
LP: Soundtrack Give My Regards...
Regional 230/9 95% National Summary
Reach 594 DEBITS 17
S 88% SAME 7
M 24% ADDS 7

NEW EDITION
Cool It Now (MCA)
LP: New Edition
Regional 107/12 44% National Summary
Reach 594 DEBITS 17
S 88% SAME 7
M 24% ADDS 7

DAN HARTMAN
We Are The Young (MCA)
LP: I Can Dream About You
Regional 156/18 65% National Summary
Reach 594 DEBITS 21
S 68% SAME 65
M 46% DOWN 0
W 57% ADDS 17

JACKSONS
Body (Epic)
LP: Victory
Regional 109/33 45% National Summary
Reach 594 DEBITS 21
S 68% SAME 65
M 46% DOWN 0
W 57% ADDS 17

KISS
Heaven's On Fire (Mercury/PG)
LP: Animalize
Regional 108/17 45% National Summary
Reach 594 DEBITS 21
S 68% SAME 65
M 46% DOWN 0
W 57% ADDS 17

JULIAN LENNON
Valotte (Atlantic)
LP: Valotte
Regional 161/28 67% National Summary
Reach 594 DEBITS 21
S 68% SAME 65
M 46% DOWN 0
W 57% ADDS 17

PAUL McCARTNEY
No More Lonely... (Columbia)
LP: Soundtrack Give My Regards...
Regional 230/9 95% National Summary
Reach 594 DEBITS 17
S 88% SAME 7
M 24% ADDS 7

BILLY OCEAN
Caribbean Queen... (Jive/Arista)
LP: Suddeny
Regional 234/1 97% National Summary
Reach 594 DEBITS 17
S 88% SAME 7
M 24% ADDS 7

DAN HARTMAN
We Are The Young (MCA)
LP: I Can Dream About You
Regional 156/18 65% National Summary
Reach 594 DEBITS 21
S 68% SAME 65
M 46% DOWN 0
W 57% ADDS 17

JACKSONS
Body (Epic)
LP: Victory
Regional 109/33 45% National Summary
Reach 594 DEBITS 21
S 68% SAME 65
M 46% DOWN 0
W 57% ADDS 17

KISS
Heaven's On Fire (Mercury/PG)
LP: Animalize
Regional 108/17 45% National Summary
Reach 594 DEBITS 21
S 68% SAME 65
M 46% DOWN 0
W 57% ADDS 17

JULIAN LENNON
Valotte (Atlantic)
LP: Valotte
Regional 161/28 67% National Summary
Reach 594 DEBITS 21
S 68% SAME 65
M 46% DOWN 0
W 57% ADDS 17

PAUL McCARTNEY
No More Lonely... (Columbia)
LP: Soundtrack Give My Regards...
Regional 230/9 95% National Summary
Reach 594 DEBITS 17
S 88% SAME 7
M 24% ADDS 7

BILLY OCEAN
Caribbean Queen... (Jive/Arista)
LP: Suddeny
Regional 234/1 97% National Summary
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Heaven's On Fire (Mercury/PG)
LP: Animalize
Regional 108/17 45% National Summary
Reach 594 DEBITS 21
S 68% SAME 65
M 46% DOWN 0
W 57% ADDS 17

JULIAN LENNON
Valotte (Atlantic)
LP: Valotte
Regional 161/28 67% National Summary
Reach 594 DEBITS 21
S 68% SAME 65
M 46% DOWN 0
W 57% ADDS 17

PAUL McCARTNEY
No More Lonely... (Columbia)
LP: Soundtrack Give My Regards...
Regional 230/9 95% National Summary
Reach 594 DEBITS 17
S 88% SAME 7
M 24% ADDS 7

BILLY OCEAN
Caribbean Queen... (Jive/Arista)
LP: Suddeny
Regional 234/1 97% National Summary
Reach 594 DEBITS 17
S 88% SAME 7
M 24% ADDS 7











WEEK

6

# AIR Priorities

WEEK

6

## CHR

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 31, 1984

TITLE	ARTIST	LABEL
THE BOYS OF SUMMER	DON HENLEY	GEFFEN
ONLY SO MUCH TIME	ROD FALCONER	MCA
SWEET MAGNOLIA & THE TRAVELING SALESMAN	DAN FOGELBERG	EPIC
THIEF OF HEARTS	MELISSA MANCHESTER	CASABLANCA/PG
UNDERSTANDING	BOB SEGER	CAPITOL

## AOR

Listen to the Tracks listed below. Decide if each has the potential to attain New & Active, Top 40 or Top 25 in the R&R AOR Hot Tracks. Then call in your responses to AIR at (301) 964-5544. Deadline for AOR responses is 6pm, Thursday, November 1, 1984

TITLE/CUTS	ARTIST	LABEL
READ MY LIPS "Perfect" "Kill"	FEE WAYBILL	CAPITOL
KEATS "Heaven" "Fight"	KEATS	EMI AMERICA

AIR (Active Industry Research) is a nationwide network of program and music directors who assess CHR and AOR music for artist managers, producers and record companies.

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# AIR

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# Contemporary Hit Radio

Continued from Back Page

## BREAKERS

### DURAN DURAN

#### The Wild Boys (Capitol)

80% of our reporters on it. Moves: Up 0, Debuts 1, Same 0, Down 0, Adds 193 including Z100, Q107, Z93, Q105, B96, WLS, KIIS-FM, KOPA. See Parallels, debuts at number 40 on the CHR chart.

### REO SPEEDWAGON

#### I Dowanna Know (Epic)

70% of our reporters on it. Moves: Up 10, Debuts 42, Same 61, Down 0, Adds 56 including WHTT, WBLI, PRO-FM, KAFM, WGCL, WHYT, KHTR. Complete airplay in Parallels.

### JULIAN LENNON

#### Valotte (Atlantic)

67% of our reporters on it. Moves: Up 33, Debuts 46, Same 54, Down 0, Adds 28, WXKS-FM, Z100, CHUM, WNVZ, WHYT, KDWB-FM, KWK. Complete airplay in Parallels.

### JERMAINE JACKSON

#### Do What You Do (Arista)

65% of our reporters on it. Moves: Up 4, Debuts 21, Same 64, Down 0, Adds 67 including B104, WAVA, 93FM, B97, WCZY, Q103, KWSS. Complete airplay in Parallels.

### DAN HARTMAN

#### We Are The Young (MCA)

65% of our reporters on it. Moves: Up 44, Debuts 25, Same 71, Down 0, Adds 16 including WNYS, KPLUS, WBEN-FM, KZZB, WRNO, 92X, WZYQ. Complete airplay in Parallels.

### TOTO

#### Stranger In Town (Columbia)

64% of our reporters on it. Moves: Up 3, Debuts 29, Same 58, Down 0, Adds 64 including PRO-FM, Z93, B96, WGCL, KWK, KMJK, KWSS. Complete airplay in Parallels.

### CARS

#### Hello Again (Elektra)

63% of our reporters on it. Moves: Up 11, Debuts 37, Same 51, Down 0, Adds 54 including CKOI, B97, WHYT, WKTI, WLOL-FM, KIIS-FM, KZZP. Complete airplay in Parallels.

### JOHN WAITE

#### Tears (EMI America)

63% of our reporters on it. Moves: Up 40, Debuts 22, Same 65, Down 0, Adds 24 including WXKS-FM, B97, WNVZ, KDWB-FM, KHTR, WLOL-FM, KWOD. Complete airplay in Parallels.

## NEW & ACTIVE

**SCANDAL** featuring PATTY SMYTH "Hands Tied" (Columbia) 137/26  
Moves: Up 21, Debuts 30, Same 60, Down 0, Adds 26 including CKOI, WNVZ, KWOD, K104, WSSX, WNOK-FM, WKDD, KKRD, KKF, KO93, KRQ, OK100, WCGQ, T94, KCBN.

**SAM HARRIS** "Sugar Don't Bite" (Motown) 128/9  
Moves: Up 60, Debuts 19, Same 40, Down 0, Adds 9, WNYS, WASH, KITS, Z106, 98PX, FM100, KMGX, KNOE-FM, KNIN, WXKS-FM 33-26, Q105 29-25, WMAR 40-35, KAY107 1-1, KHOP 39-29, Q104 7-5.

**MARIA VIDAL** "Body Rock" (EMI America) 121/0  
Moves: Up 57, Debuts 8, Same 53, Down 3, Adds 0, WXKS-FM 20-15, B94 19-15, WHTX 29-15, 94Q 22-18, Z93 21-17, WHYT d-35, KDWB-FM d-30, KMJK d-40, K104 27-22, KSET-FM 35-29, WOKI 26-23, KEY-FM 15-12, WIGY 27-23, WHSL 25-21, KWTO-FM 27-24.

**BRYAN ADAMS** "Run To You" (A&M) 118/117  
Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 117 including WNYS, WPHD, WCAU-FM, WHTX, Q107, 94Q, Z93, KAFM, B96, WKTI, KWK, KMJK, FM102, KWSS, KPLUS.

**ROGER HODGSON** "Had A Dream (Sleeping With The Enemy)" (A&M) 111/17  
Moves: Up 20, Debuts 9, Same 65, Down 0, Adds 17 including WXKS-FM, CFTR, Q103, WBEN-FM, WERZ, 93Q, WHTF, KZZB, KSET-FM, WVIC, KNMQ, WKHI, WOMP-FM, KFRX, K96.

**JACKSONS** "Body" (Epic) 109/33  
Moves: Up 8, Debuts 21, Same 47, Down 0, Adds 33 including B104, CKGM, CKOI, WCAU-FM, Z93, WBEN-FM, KXX106, WABB-FM, WZUU, KEYN-FM, KF95, KBOS, WOAY, Y94, KBIM.

**KISS** "Heaven's On Fire" (Mercury/PolyGram) 108/10  
Moves: Up 32, Debuts 10, Same 49, Down 0, Adds 17 including WXKS-FM, WFLY, K104, WKFM, WPST, WQID, WANS-FM, KOFM, WHOT, KF95, KKF, KYNO-FM, OK100, WIXV, KXKL-FM.

**NEW EDITION** "Cool It Now" (MCA) 107/12  
Moves: Up 49, Debuts 12, Same 34, Down 0, Adds 12, B94, WKFM, WQID, WKDQ, KQKQ, KF95, KIKI, 103CIR, KNOE-FM, WRKR, KCDQ, KRSP, B104 25-17, WPLJ 15-11, Z93 15-9. See Parallels, debuts at number 37 on the CHR chart.

**MATTHEW WILDER** "Bouncin' Off The Walls" (Private I/CBS) 96/0  
Moves: Up 43, Debuts 1, Same 51, Down 0, Adds 0, WXKS-FM 29-23, WASH 26-23, FM102 24-22, WLAN-FM 27-24, WJZR 40-37, WKFR 39-37, KBOS 30-27, KQMQ 25-17, WCGQ 28-24, WYKS 26-23, WAZY-FM 38-35, KKLS-FM 28-25, KZOZ 30-27, SLY96 39-36, KIST 30-27.

**STEVE MILLER BAND** "Shangri-La" (Capitol) 86/7  
Moves: Up 32, Debuts 4, Same 42, Down 1, Adds 7, KBEQ, Q100, WLAN-FM, WNOK-FM, 94TYX, KO93, KHOP, WCAU-FM 38-34, KNBQ 29-26, WANS-FM 35-32, WKDD 37-33, WRQN 34-30, WKHI 38-29, KKQV 27-18, OK95 23-16.

**BILLY SQUIER** "All Night Long" (Capitol) 69/9  
Moves: Up 10, Debuts 2, Same 48, Down 0, Adds 9, KHTR, WSPK, KZZB, KEYN-FM, KKF, KQMQ, WJBO, KIS, K96, WXKS-FM d-35, 94TYX 40-35, WKDD 39-35, WJXQ 22-18, WIXV d-33, OK95 40-36.

## MOST ADDED

**DURAN DURAN (193)**  
The Wild Boys (Capitol)  
**BRYAN ADAMS (117)**  
Run To You (A&M)  
**JERMAINE JACKSON (67)**  
Do What You Do (Arista)  
**TOTO (64)**  
Stranger In Town (Columbia)  
**REO SPEEDWAGON (56)**  
I Dowanna Know (Epic)  
**CARS (54)**  
Hello Again (Elektra)

## HOTTEST

**PRINCE (170)**  
Purple Rain (WB)  
**WHAMI (148)**  
Wake Me Up Before You... (Columbia)  
**BILLY OCEAN (142)**  
Caribbean Queen (No More) (Jive/Arista)  
**STEVIE WONDER (118)**  
I Just Called To Say I Love... (Motown)  
**CHAKA KHAN (71)**  
I Feel For You (WB)  
**DARYL HALL & JOHN OATES (61)**  
Out Of Touch (RCA)

**JEFFREY OSBORNE** "Don't Stop" (A&M) 66/19  
Moves: Up 11, Debuts 4, Same 32, Down 0, Adds 19 including KOPA, K104, WKFM, WQID, WSSX, WKDD, WKFR, KQMQ, KHYT, WIGY, WZYQ, KILE, Q101, WDBR, KRSP.

**U2** "Pride (In The Name Of Love)" (Island) 65/27  
Moves: Up 7, Debuts 11, Same 20, Down 0, Adds 27 including 94Q, WCZY, WKTI, KWK, KS103, KITS, KWSS, WLAN-FM, WNOK-FM, WZPL, KOXR, KCAQ, WZYQ, KKRC, SLY96.

**VAN HALEN** "Hot For Teacher" (WB) 64/18  
Moves: Up 3, Debuts 12, Same 31, Down 0, Adds 18 including KBEQ, KHTR, Z106, WKRZ-FM, WHTF, KZZB, WZYP, KOFM, KLUC, KSKD, WFBG, KISR, KKQV, WDBR, SLY96.

**BAND OF GOLD** "Love Songs Are Back Again" (RCA) 60/12  
Moves: Up 15, Debuts 3, Same 30, Down 0, Adds 12, WKEE, WLAN-FM, 93Q, WBBQ, WZLD, WANS-FM, KRGV, Z98, WHOT, KYNO-FM, WIKZ, KNIN.

**SHEILA E.** "The Belle Of St. Mark" (WB) 59/35  
Moves: Up 1, Debuts 6, Same 17, Down 0, Adds 35 including WXKS-FM, CKOI, 94Q, KBEQ, WLOL-FM, KPLUS, WPST, WHTF, KAMZ, KMGK, KKF, KDON-FM, KCPX, WOAY, KZOZ.

**JOE COCKER** "Edge Of A Dream (Theme From 'Teachers')" (Capitol) 58/5  
Moves: Up 8, Debuts 4, Same 41, Down 0, Adds 5, WKEE, WJXQ, KF95, Q101, KNIN, 94Q on, WHYT on, 94TYX 31-26, KIIL d-34, KEYN-FM d-32, KCPX 32-29, OK100 39-30, 95XIL 38-36, KISR d-31, KBIM 34-30.

**FRANKIE GOES TO HOLLYWOOD** "Two Tribes" (Island) 52/10  
Moves: Up 12, Debuts 4, Same 23, Down 3, Adds 10, B104, PRO-FM, KITS, WZUU, WRQN, KBOS, KDON-FM, WKSF, WXL, KGHO, WXKS-FM 30-24, WASH 28-25, KIIS-FM 25-18, KPLUS 36-30, KHOP 27-20.

## SIGNIFICANT ACTION

**JACK WAGNER** "All I Need" (Qwest/WB) 48/17  
Moves: Up 12, Debuts 8, Same 9, Down 2, Adds 17 including WPLJ, PRO-FM, 94Q, KAFM, WCZY, WHYT, KPKE, KS103, KUBE, WMAR, WQID, WDCG, WKFR, KHYT, KRQ.

**TWISTED SISTER** "I Wanna Rock" (Atlantic) 43/2  
Moves: Up 17, Debuts 2, Same 22, Down 0, Adds 2, KZZB, WIKZ, B97 20-18, Q105 30-27, KPLUS 33-31, Q92 28-25, WRCK 36-31, KZFM 22-18, KX104 24-18, WRNO 20-18, WJXQ 33-31, Z299 24-14, KXKX 20-16, KOXR 31-29, WZON 39-35.

**J. GEILS BAND** "Concealed Weapons" (EMI America) 41/41  
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 41 including WHTT, WXKS-FM, WPHD, WCAU-FM, KMJK, KWIC, WJZR, WNOK-FM, WZLD, WKDD, KMGK, WJXQ, WRQN, KQMQ, KSKD.

**REBBIE JACKSON** "Centipede" (Columbia) 41/11  
Moves: Up 13, Debuts 4, Same 13, Down 0, Adds 11, WPLJ, B97, WNVZ, KBEQ, FM102, WMAR, WTIC-FM, WPST, WNOK-FM, WFMI, KHYT, WCAU-FM 28-23, 94Q 14-6, Z93 10-6, WHYT 29-27.

**MOLLY HATCHET** "Satisfied Man" (Epic) 41/2  
Moves: Up 6, Debuts 2, Same 31, Down 0, Adds 2, WOKI, KRGV, WPHD on, WHYT 35-33, KPLUS on, WVSR on, KWIC 39-28, WGRD 32-31, KOXR 36-34, KQMQ on, WOAY 37-36, WZYQ d-35, KGHO d-39, KBIM 36-32.

**TIMOTHY B. SCHMIT** "Playin' It Cool" (Asylum) 39/3  
Moves: Up 4, Debuts 2, Same 30, Down 0, Adds 3, WLAN-FM, WIGY, Y94, Q100 on, WVSR on, WKRZ-FM 40-38, KWIC on, KZZB on, WZLD on, Z98 on, Z299 34-31, Z104 39-36, KOXR 40-39, OK100 d-39, WIXV d-37.

**BILLY IDOL** "Catch My Fall" (Chrysalis) 35/33  
Moves: Up 0, Debuts 0, Same 2, Down 0, Adds 33 including WNYS, WPHD, CKOI, WCAU-FM, WHTX, CHUM, 98PX, WJZR, WNOK-FM, KSET-FM, WRNO, WJXQ, WRQN, KSKD, KCPX.

**AL JARREAU** "After All" (WB) 33/4  
Moves: Up 3, Debuts 2, Same 24, Down 0, Adds 4, WFMF, WJZR, 94TYX, WHSL, WXKS-FM on, WCAU-FM on, 94Q on, KO93 24-18, KHOP d-38, OK100 40-32, 95XIL 36-35, SLY96 d-40.

**STEPHANIE MILLS** "The Medicine Song" (Casablanca/PolyGram) 31/6  
Moves: Up 4, Debuts 4, Same 17, Down 0, Adds 6, WHTT, WKEE, Y106, KHYT, WAZY-FM, K96, WXKS-FM d-40, WCAU-FM d-37, Z93 35-34, Y100 31-31, Q102 32-31, WZKS 29-25, KCAQ 33-32, KDON-FM d-40, WJBO d-36.

**DONNA SUMMER** "Supernatural Love" (Geffen) 29/29  
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 29 including WCAU-FM, KMJK, FM102, Q100, WVSR, KWIC, WZLD, KSET-FM, WZYP, WFMI, KRGV, KTFM, KOXR, KQMQ, KSKD, KDON-FM.

**EUROGLIDERS** "Heaven Must Be There" (Columbia) 27/13  
Moves: Up 1, Debuts 4, Same 9, Down 0, Adds 13, WCAU-FM, WGCL, Q100, WRCK, WKRZ-FM, WHTF, KBOS, 103CIR, WOAY, WQCM, KNOE-FM, WDBR, KBIM, WPFM d-39, KKQV d-39, OK95 32-26.

**LAURA BRANIGAN** "Ti Amo" (Atlantic) 26/26  
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 26 including WERZ, WPST, WHTF, WJZR, KSET-FM, WZYP, KRGV, KO93, KHOP, WZON, WKHI, KFYR, KCMQ, WDBR, KOZE.

**MARC ANTHONY THOMPSON** "So Fine" (WB) 24/1  
Moves: Up 4, Debuts 0, Same 19, Down 0, Adds 1, Q100, WXKS-FM on, WPHD on, FM102 on, WBBQ 40-34, KAMZ on, WZYP 40-38, WKDD 34-32, KIIL on, KF95 on, WQCM 29-26.

**BOB SEGER** "Understanding" (Capitol) 20/8  
Moves: Up 5, Debuts 2, Same 5, Down 0, Adds 8, WHTX, WLS, WLS-FM, KDWB-FM, WLOL-FM, KWIC, Z299, KDVV, WGCL 26-24, K104 d-38, WYFM 25-24, OK100 35-29, 95XIL 27-26, WIXV 39-32, KKRC d-34.

**BANANARAMA** "The Wild Life" (London/PolyGram) 19/14  
Moves: Up 0, Debuts 1, Same 4, Down 0, Adds 14, WPHD, KS103, WOKI, WFMI, Y106, KQMQ, KSKD, KCPX, Q101, KKQV, WHSL, KDVV, KZOZ, OK95.

**JOHN PARR** "Naughty Naughty" (Atlantic) 19/8  
Moves: Up 2, Debuts 0, Same 9, Down 0, Adds 8, WPHD, WERZ, WRCK, WJZR, WJXQ, Z299, WRQN, KKQV, KPLUS 32-29, K104 on, WHTF on, KWIC on, OK95 37-30.

**JOHN DENVER & SYLVIE VARTAN** "Love Again" (RCA) 11/4  
Moves: Up 0, Debuts 7, Same 0, Down 4, WXKS-FM, WHYT, WBBQ, WOKI, PRO-FM on, WVSR on, WERZ on-dp, WZKS on, WJBO on, T94 on, KKQV on-dp.

**TIME** "Jungle Love" (WB) 11/2  
Moves: Up 4, Debuts 2, Same 3, Down 0, Adds 2, WJBO, WCIL-FM, KWK on, KIIS-FM 34-29, KMJK d-30, FM102 d-20, Z106 21-14, Y106 on, KMGX 12-9, KCAQ 21-12.

**SCORPIONS** "I'm Leaving You" (Mercury/PolyGram) 11/2  
Moves: Up 1, Debuts 0, Same 8, Down 0, Adds 2, KKQV, WAZY-FM, WPHD on, KWIC on, WOKI on, WJXQ 37-34, WRQN on-dp, WJAD on, WSPST on-dp, KBIM on, OK95 on.

**DOKKEN** "Into The Fire" (Elektra) 10/5  
Moves: Up 2, Debuts 0, Same 3, Down 0, Adds 5, WJXQ, WRQN, 95XIL, WBNQ, KHTX, K104 40-34, KWIC on, OK100 36-34, WDBR on-dp, OK95 on.

**New & Active** includes songs reported by at least 50 of our CHR reporters. **Significant Action** includes songs reported by fewer than 50 but at least 10 of our CHR reporters. The two numbers following the artist/title (label) designation indicate the total number of stations reporting the record this week and, of those, how many added it for the first time 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.



# BRYAN ADAMS

The premier single & AOR track

# RUN TO YOU

AM 2686

Produced by Bryan Adams & Bob Clearmountain.





Contemporary Hit Radio

Three Weeks Two Last Weeks Weeks Week

3	2	1	1	STEVIE WONDER/I Just Called To Say... (Motown)
7	4	3	2	BILLY OCEAN/Caribbean Queen (No More Love...) (Jive/Arista)
11	7	4	3	PRINCE/Purple Rain (WB)
14	10	5	4	WHAM!/Wake Me Up Before You Go-Go (Columbia)
2	1	2	5	CHICAGO/Hard Habit To Break (WB)
28	17	11	6	DARYL HALL & JOHN OATES/Out Of Touch (RCA)
17	13	9	7	DENNIS DeYOUNG/Desert Moon (A&M)
8	6	6	8	J. CAFFERTY &.../On The Dark Side (Scotti Bros./CBS)
25	15	13	9	TINA TURNER/Better Be Good To Me (Capitol)
9	8	7	10	ROD STEWART/Some Guys Have All The Luck (WB)
24	18	15	11	DAVID BOWIE/Blue Jean (EMI America)
27	21	16	12	SHEENA EASTON/Strut (EMI America)
31	23	18	13	CHAKA KHAN/I Feel For You (WB)
13	11	10	14	ELTON JOHN/Who Wears These Shoes? (Geffen)
37	25	19	15	CYNDI LAUPER/All Through The Night (Portrait/CBS)
4	3	8	16	MADONNA/Lucky Star (Sire/WB)
-	29	21	17	LIONEL RICHIE/Penny Lover (Motown)
16	14	14	18	POINTER SISTERS/I'm So Excited (Planet/RCA)
33	27	23	19	K. ROGERS w/K. CARNES & J. INGRAM/What About Me? (RCA)
23	20	20	20	DIANA ROSS/Swept Away (RCA)
-	38	27	21	PAUL McCARTNEY/No More Lonely Nights (Columbia)
40	33	25	22	SURVIVOR/I Can't Hold Back (Scotti Bros./CBS)
-	35	26	23	CULTURE CLUB/The War Song (Virgin/Epic)
-	36	28	24	COREY HART/It Ain't Enough (EMI America)
1	5	12	25	PRINCE/Let's Go Crazy (WB)
6	9	17	26	BRUCE SPRINGSTEEN/Cover Me (Columbia)
-	39	32	27	38 SPECIAL/Teacher Teacher (Capitol)
-	-	37	28	HUEY LEWIS & THE NEWS/Walking On A Thin... (Chrysalis)
-	-	36	29	HONEYDRIPPERS/Sea Of Love (Es Paranza/Atlantic)
-	40	33	30	SAMMY HAGAR/I Can't Drive 55 (Geffen)
5	12	22	31	CARS/Drive (Elektra)
39	34	31	32	STEVE PERRY/Strung Out (Columbia)
-	-	38	33	TOMMY SHAW/Girls With Guns (A&M)
-	-	35	34	PAT BENATAR/We Belong (Chrysalis)
10	16	24	35	ROMEO VOID/A Girl In Trouble (Is A...) (415/Columbia)
-	-	24	36	SHEILA E./The Glamorous Life (WB)
12	24	30	37	NEW EDITION/Cool It Now (MCA)
-	-	30	38	JOHN WAITE/Missing You (EMI America)
-	-	30	39	PETER WOLF/I Need You Tonight (EMI America)
-	-	30	40	DURAN DURAN/The Wild Boys (Capitol)

N&A Begins on Page 86

DEBUT

DEBUT

DEBUT

Adult/Contemporary

3	3	2	1	ROGERS/CARNES & INGRAM/What About... (RCA)
9	6	4	2	LIONEL RICHIE/Penny Lover (Motown)
1	1	1	3	STEVIE WONDER/I Just Called To Say I Love You (Motown)
15	10	6	4	DENNIS DeYOUNG/Desert Moon (A&M)
12	9	5	5	BILLY OCEAN/Caribbean Queen (No More...) (Jive/Arista)
2	2	3	6	CHICAGO/Hard Habit To Break (WB)
24	17	10	7	WHAM!/Wake Me Up Before You Go-Go (Columbia)
8	8	7	8	BARBRA STREISAND/Left In The Dark (Columbia)
14	11	9	9	ELTON JOHN/Who Wears These Shoes? (Geffen)
22	16	14	10	DARYL HALL & JOHN OATES/Out Of Touch (RCA)
-	21	16	11	PAUL McCARTNEY/No More Lonely Nights (Columbia)
18	15	15	12	A. MURRAY w/D. LOGGINS/Nobody Loves Me Like... (Capitol)
4	4	11	13	CARS/Drive (Elektra)
-	-	21	14	CYNDI LAUPER/All Through The Night (Portrait/CBS)
5	5	8	15	R. MacDONALD f/B. WITHERS/In The Name Of... (Polydor/PG)
13	12	12	16	EVERLY BROTHERS/On The Wings Of A... (Mercury/PG)
23	22	19	17	AMERICA/Special Girl (Capitol)
25	23	20	18	SERGIO MENDES/Real Life (A&M)
-	-	25	19	HONEYDRIPPERS/Sea Of Love (Es Paranza/Atl.)
-	-	23	20	AL JARREAU/After All (WB)
-	-	23	21	JULIO IGLESIAS/Moonlight Lady (Columbia)
7	7	13	22	BARRY GIBB/Shine Shine (MCA)
19	18	17	23	MADONNA/Lucky Star (Sire/WB)
-	-	24	24	POINTER SISTERS/I'm So Excited (Planet/RCA)
-	-	24	25	JERMAINE JACKSON/Do What You Do (Arista)

N&A Begins on Page 66

AOR/HOT TRACKS

Three Weeks Two Last Weeks Weeks Week

3	2	2	1	U2/Pride (In The Name Of Love) (Island)
6	5	3	2	SURVIVOR/I Can't Hold Back (Scotti Bros./CBS)
1	1	1	3	DAVID BOWIE/Blue Jean (EMI America)
5	4	4	4	38 SPECIAL/Teacher Teacher (Capitol)
26	6	5	5	BOB SEGER/Understanding (Capitol)
30	13	6	6	ROGER HODGSON/Had A Dream (Sleeping...) (A&M)
34	15	8	7	HONEYDRIPPERS/Rockin' At Midnight (Es Paranza/Atl.)
-	-	13	8	PAT BENATAR/We Belong (Chrysalis)
13	12	9	9	TOMMY SHAW/Girls With Guns (A&M)
-	-	17	10	BRYAN ADAMS/Run To You (A&M)
-	35	17	11	JULIAN LENNON/Valotte (Atlantic)
-	-	21	12	REO SPEEDWAGON/I Dowanna Know (Epic)
35	23	18	13	MOLLY HATCHET/Satisfied Man (Epic)
24	18	15	14	HALL & OATES/Out Of Touch (RCA)
14	14	12	15	KISS/Heaven's On Fire (Mercury/PG)
10	7	10	16	SAMMY HAGAR/I Can't Drive 55 (Geffen)
40	30	24	17	PAUL McCARTNEY/No More Lonely Nights (Columbia)
25	22	19	18	ZEBRA/Bears (Atlantic)
8	8	11	19	JOHN WAITE/Tears (EMI America)
53	42	35	20	CARS/Hello Again (Elektra)
-	-	17	21	HONEYDRIPPERS/Sea Of Love (Es Paranza/Atlantic)
2	3	7	22	J. CAFFERTY &.../On The Dark Side (Scotti Bros./CBS)
-	-	21	23	HUEY LEWIS & NEWS/Walking On A Thin... (Chrysalis)
58	44	34	24	PETER WOLF/I Need You Tonight (EMI America)
31	29	27	25	DOKKEN/Into The Fire (Elektra)
12	11	14	26	SCANDAL f/PATTY SMYTH/Beat Of A... (Columbia)
28	24	22	27	TINA TURNER/Better Be Good To Me (Capitol)
-	-	22	28	TOTO/Stranger In Town (Columbia)
41	32	30	29	JETHRO TULL/Lap Of Luxury (Chrysalis)
-	-	30	30	JOHN CAFFERTY &.../Tender Years (Scotti Bros./CBS)

Complete Tracks Chart on Page 70

Black/Urban

1	1	1	1	CHAKA KHAN/I Feel For You (WB)
3	3	2	2	NEW EDITION/Cool It Now (MCA)
5	4	3	3	REBBIE JACKSON/Centipede (Columbia)
32	14	9	4	PRINCE/Purple Rain (WB)
2	2	4	5	STEVIE WONDER/I Just Called To Say I... (Motown)
6	6	6	6	TIME/Jungle Love (WB)
14	8	7	7	CHAMPAIGN/Off And On Love (Columbia)
11	9	8	8	LEON HAYWOOD/Tenderoni (Modern/Atco)
22	13	10	9	ASHFORD & SIMPSON/Solid (Capitol)
21	15	11	10	TINA TURNER/Better Be Good To Me (Capitol)
4	5	5	11	DIANA ROSS/Swept Away (RCA)
31	20	15	12	JEFFREY OSBORNE/Don't Stop (A&M)
-	23	18	13	LIONEL RICHIE/Penny Lover (Motown)
-	35	19	14	DAZZ BAND/Let It All Blow (Motown)
20	17	12	15	VANITY/Pretty Mess (Motown)
28	19	16	16	STAPLE SINGERS/Slippery People (Private I/CBS)
19	16	14	17	CONTRÖLLERS/Crushed (MCA)
34	28	22	18	GLENN JONES/Show Me (RCA)
-	39	27	19	ISLEY, JASPER, ISLEY/Look The Other... (CBS Assoc.)
25	22	20	20	KASHIF/Are You The Woman (Arista)
-	38	28	21	DENIECE WILLIAMS/Black Butterfly (Columbia)
10	11	17	22	STEPHANIE MILLS/The Medicine Song (Casablanca/PG)
-	33	26	23	E. "CHAMPAGNE" KING/Just For The Night (RCA)
30	27	24	24	PRIME TIME/I Owe It To Myself (Total Experience/RCA)
38	32	29	25	APOLLONIA 6/Sex Shooter (WB)
-	37	32	26	BAR-KAYS/Sex-O-Matic (Mercury/PG)
-	-	33	27	DARYL HALL & JOHN OATES/Out Of Touch (RCA)
-	40	35	28	FORCE MD'S/Tears (Tommy Boy)
12	12	21	29	MacDONALD w/WITHERS/In The Name... (Polydor/PG)
27	25	25	30	LAKESIDE/Make My Day (Solar/Elektra)
18	18	23	31	TEDDY PENDERGRASS/You're My Choice... (Asylum)
-	-	25	32	RICK JAMES/You Turn Me On (Gordy/Motown)
-	-	25	33	MTUME/C.O.D. (I'll Deliver) (Epic)
37	36	36	34	WHODINI/Friends (Jive/Arista)
-	-	40	35	JERMAINE STEWART/The Word Is Out (Arista)
-	-	40	36	AL JARREAU/After All (WB)
7	7	13	37	JANET JACKSON/Don't Stand Another Chance (A&M)
-	-	13	38	SLAVE/Ooohh (Cotillion/Atco)
-	-	13	39	TEENA MARIE/Lovergirl (Epic)
-	-	13	40	JUNIOR/Somebody (London/PG)

N&A Begins on Page 60