

I N S I D E :

**THE MEGA-REPS:
ANOTHER VIEW**

Frank Boyle, Chairman of Eastman, the leading independent rep firm, maintains there's room for all in the Mega-Rep Era, and provides some fresh perspectives on the rep business.

Page 16

**DRIVE TO DELIST
HOT CALL SNATCHERS**

The Arbitron Radio Advisory Council spearheads a campaign to convince Arbitron that stations picking up well-known but recently-discarded call letters in a market should be delisted.

Page 4

PLANNING FOR 1985

Jhan Hiber stresses the benefits of advance planning, including the four key elements of positioning strategy, a feedback system, flexibility, and contingency funding.

Page 10

**PEOPLE IN THE
NEWS THIS WEEK**

- Willard Lochridge VP/GM for the Source
- Robert Ferraro Exec. VP, William Coury Sr. VP at Blair
- Ed Hamlin KUPD & KUKQ OM
- Jeff Colson PD at KUKQ
- Marc Nathan Atco National Singles Director
- Michael Prince Atco National Album Director
- Jeff Cook E/A National AOR Field Director
- Jerry Mason PD at KRNB
- Howard Neal GSM for KFI & KOST
- Bob Barnett KYUU's GSM
- Bill McGlamery GSM at WCNN
- Chuck Hill GSM at WBUF

Page 3, 29

PICKING THE PERFECT PD

EZ VP/Programming Dan Vallie offers his guidelines for the ideal program director, with a checklist of the key characteristics.

Page 47

WJZZ: MOTOR CITY JAZZ

WJZZ/Detroit earns a 2.5 share in a top ten market, and Barbara Barnes investigates the foundations of that impressive success.

Page 50

COMMITMENT TO NEWS/TALK

Brad Woodward's RCPC News/Talk panel wrap-up deals with defining the format's subtle differences in approach and philosophy, concentrating on the commitment and "guts" required to pull it off successfully and the rewards of doing so.

Page 18

**AOR PREPROGRAMMING
PROS & CONS**

Steve Feinstein hears programmers' views on how preprogramming their music works (or doesn't work) for them. Plus a list of software suppliers.

Page 40

Newsstand Price \$3.50



OVERSEES KMGG, WL0L

Emmis Promotes Rose To VP/Regional Manager

WL0L/Minneapolis VP/GM Doyle Rose has moved up to VP/Regional Manager for parent Emmis Broadcasting. Based at KMGG/Los Angeles, Rose will now handle management duties for KMGG and WL0L. He succeeds four-year KMGG GM Tim Sullivan, who is leaving to pursue broadcast ownership.



Doyle Rose

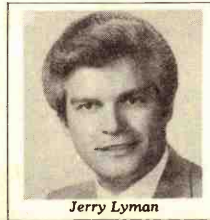
Emmis President Jeff Smulvan said, "Tim is one of the genuinely good guys in the business and we're sorry to lose him." Regarding Rose's appointment, he continued, "Doyle has a better grasp of running a radio station than anyone else I know. I have confidence in him, and we plan to give him all the tools he needs to succeed in L.A."

Rose had been GM at WL0L for the past five years, having also worked there as GSM and an A.E. He told R&R, "The reason I'm able to do this is the confidence I have in Minneapolis. They've been able to take up much of the responsibilities and

DOYLE/See Page 29

RKO Radio Names Lyman President

Jerry Lyman has been named President of the RKO Radio Division. The former WGMS/Washington VP/GM replaces the exiting Bob Williamson. Lyman reports directly to RKO General President Shane O'Neil, and will supervise both station and network operations for the company.



Jerry Lyman

Lyman, who will leave WGMS while maintaining his position as RKO Corporate VP/Government Relations, will operate out of Washington and New York. He told R&R, "I've spent 15 years with this company, which indicates not only my loyalty but also my belief that RKO is a solid broadcasting company. In spite of some recent ups and downs, the company itself is strong, and there

is no reason why we can't come back to greatness in the industry.

"I feel we have been a very strong company in terms of helping our local operations," he continued. "We have served our communities well on a local basis, and I plan to strengthen

this longstanding philosophy. RKO is still a magic name in the radio industry, and I feel very fortunate to have Shane O'Neil's confidence."

In 1982 RKO General selected Lyman as its liaison for government relations, and Lyman has chosen to continue in this role in addition to his new responsibilities. He said, "I established this position in Washington, and the contacts I have made in that arena are very important to me and the company. We want to maintain what has become a very good relationship, which also includes my seat on the Board of Directors for the National Association of Broadcasters."

Lyman began his broadcasting career with the CBS News election unit in Los Angeles in 1964, and a year later joined Adam Young Inc. He moved to Major Market Radio in 1968, and joined RKO two years later. The company appointed him Sales Manager at WGMS, moving him up to GM the following year. He then supervised RKO's FM Division for five years, before moving back to Washington and WGMS.

In other corporate moves, Chief Financial Officer John Fitzgerald and General Counsel Ken Frankel have left the company. No immediate replacements are foreseen. A new VP/GM for WGMS should be announced early next week.

Driscoll Becomes Heftel Group PD

WZPL/Indianapolis PD Mark Driscoll has been elevated to Heftel Group PD. His responsibilities include WZPL and sister station WLLT/Cincinnati, as well as future Heftel acquisitions.



Mark Driscoll

WZPL VP/GM Roger Ingram told R&R, "This was a joint decision between myself, (owner) Cecil Heftel, and (WLLT VP/GM) Ken Wolt. In the seven months Mark has been with us, we've found him to be a very resourceful and creative individual. We plan to expand, and Mark's involvement in those areas will be very important."

Driscoll told R&R, "The folks at Heftel let me into their family seven months ago, and have offered me this wonderful opportunity to become a longterm member. I've got a home for a long time, and I'm glad to be a part of it."

Driscoll joined WZPL after programming WLUM/Milwaukee, KITE/Corpus Christi, KSTP/Minneapolis, WDRQ/Detroit, WBBF/Rochester, and

96X/Miami, as well as serving as Brandon Group PD.

White Named PD At WBCS

After five years with WEEP/Pittsburgh, PD Bill White has accepted the programming post at WBCS-AM & FM/Milwaukee, beginning October 29. The position had been vacant since August, when Cliff Blake departed for WMZQ-AM & FM/Washington.



Bill White

WBCS GM Richard Holcomb told R&R, "A committee of announcers and management people screened all the applicants, and Bill was the unanimous choice. We are absolutely thrilled he's joining us. Bill's the best

qualified to handle this competitive market and get us back into a much stronger position."

White served 16 months as

Former KFMB-FM (B100)/San Diego Program Director Glen Martin (aka Glen McCartney) is the new PD at WFYR/Chicago. He takes over the programming reins from Jack Kelly, who retains his midday airshift at the RKO outlet.

VP/GM Bernie Kvale pointed out, "Glen had longterm success at B100, including four years as PD. Considering how competitive the A/C market is in San Diego, Glen comes to us with a lot of experience."

Martin exited B100 early last month after nine years with the A/C outlet. "To say that I'm excited is an understatement," he

MARTIN/See Page 29

White Named PD At WBCS

PD at WEEP; he joined the station as a parttimer in 1979. Before that, he worked a year as an announcer at WNUF/New Kensington, PA. "I've grown close to the great staff here, but the opportunity Great Trails and Richard Holcomb presented to me was the deciding factor," White said. "It's a real challenge to win in Milwaukee, and I look forward to meeting it by keeping WBCS the top Country station."

A new PD for WEEP is expected to be announced soon.

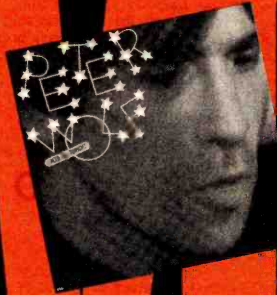
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SMALL MARKET SUCCESS STORIES

Attention focuses on the top ten markets, but notable and valuable achievements are being made by radio stations in smaller locales as well. This week Lon Helton looks at KQIC/Grand Junction, CO and WPAP/Panama City, FL, while Walt Love talks to T91/Meridian, MS.

Page 42, 48

Washington Report	4	Country: Lon Helton	42
What's New	7	Nashville: Sharon Allen	46
Ratings & Research: Jhan Hiber	10	A/C: Ron Rodrigues	47
Networks: Reed Bunzel	12	Black/Urban Radio: Walt Love	48
Sales	16	Jazz Radio: Barbara Barnes	50
News/Talk: Brad Woodward	18	Marketplace	52
Street Talk	20	Opportunities	53
On The Records: Ken Barnes	24	National Music Formats	56
Air Personalities: Dan O'Day	30	Jazz Chart	57
Picture Page	32	Country Chart	63
Calendar: Brad Messer	33	A/C Chart	88
CHR: Joel Denver	34	AOR Chart	88
AOR: Steve Feinstein	40	Black/Urban Chart	88
		CHR Chart	88

Lochridge Source's VP/GM

Former ABC Radio Networks VP/Special Programming Willard Lochridge has joined NBC as VP/GM of the Source. The appointment concludes NBC's fourth-month search to replace Meddy Woodyard, who resigned from the network in June.

Commenting on the appointment, NBC Senior VP Dick Penn told R&R, "Willard's credentials are perfect for the Source, mainly because of his strong background as a GM of three major rock radio stations and head of ABC's Youth Networks. Willard has an unparalleled perspective on the needs of today's radio stations, and we are very enthused about Willard Lochridge, his considerable skills with people and his great love of the radio industry."

Lochridge, who left ABC three weeks ago as a result of network financial cutbacks, said, "The Source has set the trend for

radio, from its targeted newscasts to its features and long and short-form programming. (NBC Radio President) Randy Bongarten and Dick Penn have given me the commitment and the necessary resources to clearly build the Source into the number one network. We will be expanding our special programming and developing new and exciting concepts to make this happen."

Joining ABC in 1980, Lochridge served four years as VP/Youth Networks prior to his promotion to VP/Special Services in May. Starting as an AE with NBC in 1968, Lochridge moved on to Katz Radio Sales before becoming VP/GM at WRIF/Detroit, WPLJ/New York, and KAUM/Houston.



Jones Set For WVKO PD Post

Nine-year station veteran and MD K.C. Jones has been named Program Director at WVKO/Columbus. Jones replaces former PD Kirk Bishop, who will concentrate on the station's community affairs.

Praising Jones's skills, WSNY & WVKO VP/GM Stephen Joos said, "It was a promotion he deserved. K.C. worked his way up to the morning drive shift and has achieved high numbers in the ratings. His ability and background made him the logical candidate."

Jones told R&R, "I've watched this station grow, and I'm really excited about the new position; it's one I think I've earned. With (consultant) Harry Lyles's help, I believe we'll do very well. No major changes are planned, as I couldn't ask for a better or harder-working staff." Jones added that he will continue handling the music.

Mason Upped To KRNB PD

KRNB/Memphis MD Jerry Mason has been promoted to Program Director. He replaces Melvin Jones, who will stay on as afternoon air personality. Mason remains KRNB's evening man.

Operations Manager J.D. Black said, "Jerry had done a very good job on the music, and has proven himself to the point where we felt we could further use his expertise in other areas. I feel very confident in his ability to make key management decisions."

OM, PD APPOINTMENTS

Hamlin, Colson Return To KUKQ & KUPD

Former KUKQ & KUPD/Phoenix Operations Manager Ed Hamlin has returned to the stations in the same capacity. Also joining KUKQ again after a three-year absence is Jeff Colson (aka Jay Stone). Colson, who had been KUKQ's interim PD for six months in 1981, replaces exiting Rick Nuhn. Valerie McIntosh remains PD of KUPD.

Station principal Bob Melton noted, "When Jeff and Ed were here before, we had the highest ratings we've ever had on KUKQ. Their experience and their ability to work together makes them an excellent team."

Hamlin had been OM for both stations and KUKQ PD until a year ago, when he left to start his own lawn and pool company in San Diego. His 13 years of experience include programming positions at San Diego outlets KMJC and KGB (AM), as well as KKOA-FM (K108)/Sacramento and KDON/Salinas. Hamlin told R&R, "I'm here to make sure the operation runs smoothly, and to lend assistance to the programming, promotion, sales, and engineering departments." He will also handle middays on KUKQ, replacing Joe Bailey, who becomes an Account Executive for the combo.

Colson will pull the afternoon shift on KUKQ. He said, "There's always been a large market for an Urban Contemporary

station in Phoenix; KUKQ's proven it in the past. The ratings have slipped dramatically, and we intend to fix that by streamlining. The staff is great, and I don't anticipate any changes."

For the last 18 months, Colson has been on-air at KLUC/Las Vegas. During his 21 years in radio, he's also programmed Phoenix stations KRUX, KRIZ, and KUPD, as well as KMJC and KAMZ (93Z-FM)/El Paso.

Nathan, Prince Direct Atco Promotion

Marc Nathan and Michael Prince have been promoted at Atco, with Nathan becoming Director/National Singles Promotion and Prince Director/National Album Promotion. Nathan had been Promotion Coordinator for the label, while Prince was Cincinnati local promotion rep for the company.



Marc Nathan Michael Prince

Atco GM Margo Knesz, who officially announced the elevations this week along with Atlantic Senior VP Vince Faraci, com-

NATHAN/See Page 29

COURY PROMOTED

Blair Ups Ferraro To Exec. VP

In a realignment of its management structure, Blair Radio has promoted Sr. VP/GM-East Robert Ferraro to Executive VP under President/CEO John Boden. Ferraro takes on administrative duties for the rep firm, while remaining in charge of its Eastern sales region.

Blair has also promoted William Coury, VP/Marketing Manager of its Detroit office, to the position of Sr. VP/GM-Midwest. Pacific Coast sales operations remain under Kenneth Miller, Sr. VP/GM-West.

Boden said the management structure is "designed to be trim, direct, and even more responsive to our clients' needs, giving them fast access to the top management people who are ultimately responsible for maintaining the outstanding performance of our 14 sales offices around the country."

Ferraro joined Blair 12 years ago as an Account Executive, and in 1982 was named Sr. VP-West. He transferred to the same position for the Eastern region in April 1984. Coury signed on with Blair's Detroit sales staff in 1977 and became VP/Marketing manager there earlier this year.

Neal Named KFI & KOST GSM

After two years as Local Sales Manager for KFI & KOST/Los Angeles, Howard Neal has been elevated to General Sales Manager. He succeeds Bob Griffith, who became GM at crosstown KJOI early last month.

Prior to KFI & KOST, Neal worked in Los Angeles as GSM at KFVB and as an Account Executive with KNX-FM.

KFI & KOST VP/GM Don Dalton told R&R, "In addition to his time here, Howard has served eight more years in this market. Since his arrival, he has been very influential in building the KFI & KOST sales staff. Howard has great expertise in managing both people and our sales goals."

XTRA Drops CHR Format For "Light Gold"

After four years as a CHR station, Tijuana-based XTRA (The Mighty 690), which serves Southern California, has announced a switch to a "Light Gold" format. The move is designed to position the 50kW AM station as a more viable 25-49 adult combo buy for Noble Broadcasting's recently-purchased Beautiful Music outlet KJOI/Los Angeles. KJOI GM Bob Griffith is now supervising both stations.

Noble CEO John Lynch told R&R, "With our aim to reposition XTRA as a 25-49 combo buy with KJOI, you'll be hearing the

XTRA/See Page 29

Cook Becomes Elektra AOR Field Director

Jeff Cook has been named National Field Director, AOR Promotion for Elektra. In addition to working with stations around the country, he will also serve the Southeast and the Burkhardt/Abrams/Michaels/Douglas office from his base in Atlanta. Cook joins Elektra from the same position at Arista.

Elektra VP/Promotion Mike Bone remarked, "I worked with Jeff for four years at Arista; he is certainly one of the most respected promotion people in the country. At a time when many record companies are questioning the validity of



Jeff Cook COOK/See Page 29

STAFF

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 Founder: DOWNTON CASE
 Vice President/Chief Marketing: DICK KRIZMAN
 Vice President: LEO JEN BARNES
 Senior Editor: JOHN LEADER
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MASON/See Page 29



Washington Report

KTTL Changes Calls, Format As FCC Readies Action

The first glimpse of how the FCC plans to deal with racist broadcasts on KTTL/Dodge City, KS was expected this week (10-17). KTTL's license renewal, petitions to deny the renewal, and a competing application were due to be designated for a comparative hearing by the Commission. Observers are watching closely to see whether Chairman Mark Fowler, an ardent foe of program content controls, will allow the designation of any programming issues against KTTL.

Meanwhile, the station has gotten FCC authorization to change its calls to KMCS, effective October 22. Station employee Joe Blackburn said the change is linked to a format switch from automated Country to live CHR in the near future in an attempt to "change the image" of the station. KTTL's controversial co-owner, Nelly Babbs, has moved to Missouri and is no longer associated with the station, according to Blackburn, leaving the outlet under the control of her husband, Charlie Babbs.

Planning Starts For '85 Joint Radio Convention

Meeting last week in Atlanta, the NRBA Executive Committee recommended to the board that a joint convention with NAB be staged once again next year. And it's "green light and go" from his standpoint, says NAB President Eddie Fritts.

Officials of both associations journeyed this week to Dallas, where next year's meeting is tentatively set for October 6-9 at Loew's Hotel.

But NRBA Sr. VP Abe Voron says the site and dates aren't set in concrete. Voron vowed to have the convention "under one roof somewhere," even if a change of city is required. And the dates may be changed to accommodate programmers who are reluctant to leave their stations during an Arbitron ratings period.

The profit from last month's convention in Los Angeles hasn't been finalized, but the estimated figure is \$300,000, which the groups will share equally. Had the total been much lower, NRBA was guaranteed to receive the first \$125,000.

Meanwhile, NAB says a survey of radio attendees at its spring 1984 convention in Las Vegas showed over 90% reacting favorably. Next spring's meeting will include Saturday radio programming sessions for the first time. An extra 70,000 square feet of exhibit space has been added, and the price per square foot goes from \$10 to \$12.

Radio Gets One Slot In Pentagon War Pool

Responding to criticism of the secrecy surrounding the United States invasion of Grenada, the Pentagon last week announced creation of an 12-member pool of journalists that will go along on any future military operations. One slot goes to a radio correspondent, while television will have six persons in the pool. The remaining positions will be filled by representatives of the two wire services, three national magazines and one daily newspaper.

Creation of the pool was recommended by the Pentagon's own Sidle Commission, chaired by a retired general. The pool would be transported under strict secrecy to the scene of a conflict and permitted to file stories "when the operation commenced or as soon thereafter as practical."

Sidle Commission member Richard Sal-

ant, a former CBS News President, warned last week that he believes a news blackout is still possible despite the new pool setup. He plans to discuss his concerns further at an RTNDA regional meeting in New York on Friday (10-19).

NBC's Bongarten Joins NAB Board; Mutual Losing Seat

NBC Radio President Randy Bongarten was named last week as the network's representative on the NAB Board of Directors for a term expiring next June. He takes the seat previously held by his predecessor at NBC, Mike Eskridge.

Meanwhile, Mutual's impending sale of its last radio station, WHN/New York, will cost the network its seat on the NAB Board. The association's bylaws require that a network also be a station licensee to have a slot on the board. The seat filled by Mutual Executive VP/GM Jack Clements is expected to go to the National Black Network.



RADIOACTIVE'S 100TH ISSUE — NAB officials paused last week to note the publication of the 100th edition of the association's monthly radio magazine, RadioActive. Seated (l-r) are RadioActive writers Jim Dawson, Angela Coulumbis, and Catherine Seigerman. They were joined by (standing, l-r) NAB President Eddie Fritts, Radio Board Chairman Ted Snider, Joint Board Chairman Gert Schmidt, Radio Board Vice Chairman Ed Giller, and Sr. VP/Radio Dave Parnigoni.

FAA Seeks New Controls To Combat Potential FM/Aircraft Interference

FM broadcasters seeking new antenna locations or power levels have a new obstacle to worry about. The Federal Aviation Administration (FAA), long concerned about the physical hazards that radio towers pose to aircraft, has begun trying to regulate potential FM interference to aviation radio traffic as well.

FM and aviation radio are close neighbors. FM occupies the band from 88 to 108 MHz, while aircraft use the frequencies right next door, from 108 to 137 MHz. That can lead to two types of interference: a wandering signal from a station near 108 MHz, or a "spurious emission" created by a freak mixing of two FM signals.

Although there are relatively few cases of reported problems, NAB staff engineer Ralph Justus says the FAA began cracking down on FM stations about two years ago. In "scores" of cases it has issued a "determination of hazard" on interference grounds when asked by the FCC to comment on proposed new FM towers, according to Justus. The Commission almost always honors such objections.

SIX-MONTH BANISHMENT

Industry Rallies Behind Arbitron Delisting Of "Hot" Call Letters

Industry support seems to be building for a proposal to impose an Arbitron "delisting," possibly lasting six months, on stations that pick up recently dropped or "hot" call letters. A delisted station would be banished from an Arbitron book entirely.

The concern is that stations seizing "hot" calls improperly receive diary credit that actually belongs to the stations that relinquished the call letters.

The Arbitron Radio Advisory Council surveyed all of the ratings firm's subscribers and found delisting to be by far the most popular solution to the problem, favored by 58%. Based on that finding, the panel has recommended the punishment to the Electronic Media Rating Council (EMRC). That group will make a formal proposal to Arbitron, which has said it will abide by the recommendation.

Length Of Delisting Disputed

The main point of contention is how long the delisting period should last. Arbitron Advisory Council Chairman Ed Giller, President/GM of WFBG-AM & FM/Altoona, PA, said the council couldn't agree on a length, although many members favor six months.

EMRC Executive Director John Dimling says his council's radio committee will vote on the issue October 31. Its recommendation will then be confirmed in mail balloting by the EMRC's board of directors, and then forwarded to Arbitron. Dimling says it's possible the delisting could become effective in the winter book, which begins in January.

The problem of "hot" call letters was born last January when the FCC almost totally deregulated the assignment of call letters. One of the abandoned rules imposed a six-month cooling-off period before calls dropped by one station could be picked up by another station in the same market. Now those calls can be picked up immediately.

Half Dozen Incidents

Although "hot" calls have not yet become a major problem, Arbitron has reported about a half dozen cases of calls being picked up soon enough to cause diary confusion. The danger of misleading ratings is exacerbated by the fact that old calls crop up in Arbitron diaries up to two years after they've been dropped.

Dimling said the EMRC may also petition the FCC to drop the requirement that stations begin using new calls within 45 days of receiving Commission authorization to do so. The rule forces stations into early use of disputed calls, said Dimling, who criticized the "ridiculous inconsistency" of maintaining the regulation while most other call sign rules have been thrown out.

FCC's Spectrum Management Usurped?

Rather than fight the determination, broadcasters usually work with the FAA to find a more suitable tower location. But Justus complains, "They're assuming the role of a spectrum manager. That's not their domain. That's the role of the FCC." He adds that FAA regional offices make interference judgments in an "inconsistent manner."

New FAA Notification Proposed

Stations are already required to notify the FAA of any antenna 200 feet or more in height. The agency is now proposing that it be notified of "any construction or alteration" of a station above 30 MHz and 10 kw. NAB has attacked the proposed notification rules as "burdensome" and argues that the

FAA should rely, as it always has in the past, on FCC public notices of radio applications.

Justus places much of the blame for interference on cheap radio receivers used in many small planes in the general aviation service. In fact, he says there is no problem for commercial jets, which use higher quality receiving equipment.

Private Aircraft Jeopardized

According to Justus, FM stations can interfere with two types of aircraft transmissions: the signal that centers a plan on the runway during an instrument landing, and the signal that gives planes bearing information while they're en route.

Justus asserts there has never been an aircraft accident caused by FM interference, and problems have been limited to some "nuisance background noise" or intermittent errors in readings, usually lasting no longer than a few seconds. Justus credits the FCC staff with recognizing the problem and trying to work with the FAA to find a resolution.

SHOWBIZ INSIDE OUT

Entertainment: Coast to Coast

Coming January 1985—a new and different one hour weekly radio show that zeros in on the “inside” stories from the entertainment capitals of the world. Music and movie reviews, video, television, concerts, exclusive celebrity interviews, direct reports from affiliates across the country, a rundown of the top hits of the week—all on ENTERTAINMENT: COAST-TO-COAST.

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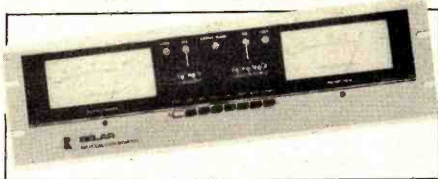


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Belar Intras AM, FM Monitors



Pennsylvania-based **Belar Electronic Laboratories** recently unveiled its latest AM monitor, the "AMM-3" (pictured), which the company claims is the first AM monitor to incorporate true ratio-type peak indicators and metering circuits. The AMM-3 features two meters for simultaneously monitoring positive and negative modulation, as well as two peak modulation indicators that are thumbwheel adjustable in one percent increments. A built-in modulation calibrator and carrier limit alarm are also included.

Along with this AM monitor, the firm debuted a pair of FM monitors, the "FMM-2" and the "FMS-2." The FMM-2 is an FM modulation monitor that uses an ultra-linear digital discriminator for a near-distortionless (0.01 percent maximum) and almost completely flat (plus/minus 0.01dB) baseband signal for precise stereo and SCA decoding with a signal-to-noise ratio of better than 90dB.

As for the FMS-2, this stereo modulation monitor includes two independent auto-ranging voltmeters with LED displays for simplified measurement of channel separation, crosstalk, sub-carrier suppression and noise. Separation capability is better than 70dB, while harmonic and intermodulation distortion is less than 0.01 percent.

For further information, contact **Harry Larkin** at (215) 687-5550.

Arbitron Working Women Profile Available

A 12-page, four-color brochure, "Radio — In Tune with Working Women," is currently available from **Arbitron**. The publication details not only how working women have increased in size and buying power, but also the importance of radio when it comes to reaching this lucrative target demographic. Among the report's findings:

- Working women spend 25.5 hours per week listening to radio, or triple the amount of time they spend reading newspapers and magazines combined.
- 60% of all working women listen to the radio while at work; half of those stay tuned in all day.



- 83% listen to radio on their way to buy groceries, while 85% tune in while driving to retail shops.



R&R Ratings & Research Editor Jhan Hiber will be taking an in-depth look at this report in a future column. For your copy of "Radio — In Tune with Working Women" contact **Allison Conte** at (212) 887-1318.

He Who Nose, Knows



In a startling discovery, a San Diego man recently reported a link between the human nose and brain. **David Shanahoff-Khalsa**, described by the **Wireless Flash** news service as a "researcher," claims the flow of air through a person's nostrils directly affects how his brain functions.

Shanahoff-Khalsa maintains it's possible for people to enhance brain functions by changing their

breathing patterns. For example, by breathing only through your right nostril, you'll cause the left side of your brain to show more activity and thereby boost your logical/analytical abilities. Conversely, breathing through only the left nostril stimulates the right side of your brain, which is where your creative abilities lie.

Shanahoff-Khalsa says his findings are based upon a study of Eastern mystics' breathing patterns while they were in altered states of consciousness. Snort.

Broadcasting Mergers, Acquisitions Up

Merger and acquisition activity in the broadcasting industry increased 28% during 1983, as reported in a study published by **W. T. Grimm & Co.**, a leading merger and acquisition consulting firm. The company's annual,

150-page, "1983 Mergerstat Review," determined that the number of mergers and acquisitions within the broadcast industry rose from 47 in 1982 to 60 in 1983 — good enough for 14th place on Grimm's 50-indus-

try list.

Perhaps more important, in terms of dollar value, this broadcasting merger and acquisition activity ranked fourth, up from \$787.2 million in 1982 to \$3.75 billion in 1983.

25+ Demo Buys 33% Of Discs

The majority of U.S. disc buyers are still teenagers, but a recent survey by record industry marketing consultants, the **Street Pulse Group**, shows that one-third of today's platters purchased are bought by consumers over the age of 24. Perhaps more surprising than the mere existence of a substantial adult record-buying market is this consumer group's musical tastes, which

are almost evenly divided between "soft rock" and — dig this, Daddy-O — "New Wave."

Discman Debuts

Sony isn't calling it the "Discman" just yet. But last week the Japanese electronics giant unveiled its first portable compact disc player, the "D-5." Measuring 5 x 5 1/4 inches — slightly larger than the 4 1/4 inch compact discs themselves — the 21-ounce D-5 is expected to be available in U.S. retail stores next month.

Priced at \$299.95, the portable compact disc player can be plugged into a home stereo system as well as carried around in a \$49.95 case with rechargeable battery pack and earphones. Sony claims the unit will perform well "in all but the most extreme conditions." Translation: not for jogging.

Industry observers believe the "Discman" will stimulate compact disc sales, much the same way the Walkman did for audiocassettes. A more likely cause for the **Electronic Industries Association's** prediction that 1984 compact disc player sales will top 200,000 units is that player prices have dropped by more than \$1000 since their introduction last year. Meanwhile, individual disc prices have fallen from \$25 to the current \$15.

Is your Format out of CONTROL?

Same records in the same hour every day?

Announcers overlay their favorites?

Announcers skip tunes they don't like?

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As a music programmer you know the successful stations often spend 18 to 15 man-hours per week, or invest thousands in computers and software, to cure these problems. Now there is a way to do it better, faster and cheaper, and have 14 hours and 50 minutes left over each week!

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Pro:Motions

Hurwitz Nonesuch VP/GM



Bob Hurwitz

Peter Clancy

Upon its return to New York City, **Nonesuch Records** has appointed **Bob Hurwitz** as VP/GM. Prior to this he served nine years as Managing Director of **ECM Records**. Working with him are Marketing Director **Peter Clancy** and Production Coordinator **Stephanie Jutt**. Nonesuch was founded in Manhattan 20 years ago by **Jac Holzman**, but during the last five years had operated out of Los Angeles. Former Director **Keith Holzman** remains with the label as a Los Angeles-based consultant. Press/Artist Relations Director **Jill Kaufman** has resigned to pursue other interests.

Mallace Segues To Pollack Communications

Michael Mallace joins **Jeff Pollack Communications** as Director/Research & Programming. Mallace's ten-year broadcast career includes the Research Director post at **KNIX-AM & FM/Phoenix** and a researcher stint at **KUPD/Phoenix**.



Michael Mallace

Smith Named WKLT GSM

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

Harmony Established

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

Hunter Assumes

More Fiction Duties

Fiction founder and VP **Sonny Hunter** assumes additional duties as Director of Direct Sales for the independent label. He also doubles as lead singer of **Hunter**, one of two groups currently produced by Fiction.



Sonny Hunter

Sobol Named Weiss-Powell GSM

Michael Sobol has been named General Sales Manager of **Weiss-Powell Representatives' San Francisco** office. Before joining the company, he was a **KSFO/San Francisco** Account Executive and VP of **H-R Stone Representatives**.

RCA Appoints Wheeler, Vallone, Cason



Dave Wheeler

Michael Vallone

Jeff Cason

RCA Nashville has appointed **Dave Wheeler** as Director of Marketing. He first joined the label in 1969 as a Field Sales Representative and later became Branch Manager for RCA's Detroit office. In 1975 Wheeler moved to Nashville and was named Manager/Country Sales; three years after that he assumed the Director of National Country Sales post.

In other label activity, **Michael Vallone** has been named Director, Video and Publicity Operations. His new duties encompass his previous role as RCA's Director, Video and Promotion Administration. Concurrently, **Jeff Cason** has been promoted to Manager, Publicity-East Coast. He first joined RCA in 1981 as Administrator, Contemporary Music Publicity. And **Mary Jo Myszelow** has been upped to Photo Editor.

Fruin New Front Line Partner

Craig Fruin joins **Front Line Management** as a partner/Executive VP. In this post, he will help oversee the company's daily operations. Fruin is a longtime Front Line associate who in the past has worked closely with **Boz Scaggs, Styx, Stevie Nicks, and Michael McDonald**.



Craig Fruin

MTV Ups Lucas

Tom Lucas has been elevated to Director, Marketing for **MTV Networks'** second music service, **VH-1**. He joined MTV Networks four years ago as National Marketing Manager for the **Movie Channel** and **Nickelodeon**. Lucas later served as Director/Marketing Administration, Director/Regional Operations, and Director/Sales and Marketing Planning.

Burns Constant Group PD

Brian Burns, former Operations Manager of **KYKN & KDOK/Eugene**, has been upped to Group Program Director of parent **Constant Communications**. In his newly-created post, Burns will oversee **KYKN & KDOK**, as well as **KIZN & KTOX/Boise**. Constant Communications is also awaiting **FCC** approval on recently-purchased **KKBC/Reno**.



Brian Burns

Central Names Five To New Posts

Central Communications announces the following appointments: **Bob Holtan**, GM of **WJAX & WAYF/Eau Claire**; **George Roberts**, WAYY Station Manager; **Bob Bosold**, WAXX Farm Director; **Marty Green**, Central Communications' Director of Sales; and **Toni Lynn**, WAXX & WAYY Promotion Director.

Lichtenfels WCRO GM

Doris Lichtenfels moves up to the General Manager post at **WCRO/Johnstown, PA**. She brings along a ten-year radio background, which includes Account Executive with **WCRO** and neighboring **WJNL**, VP of **Barua Communications**, and VP/Treasurer of **Sunshine Radio Consultants**. Prior to her promotion, Lichtenfels held the **WCRO** Sales Manager position.



Doris Lichtenfels

KTKS Names Visotcky, Podkrash

KTKS/Dallas welcomes **Bob Visotcky** as Sales Manager. He moves to the station from an Account Executive post at **WLS-AM & FM/Chicago**. Prior to that he spent nearly three years in a similar capacity with **WPLJ/New York**. KTKS has also appointed **Susan Podkrash** as Business Manager. During the past seven years she was Financial Manager for the **St. Regis Paper Company**.

Shindler Joins Paradise As GM

Bruce Shindler segues to **Paradise Records** as General Manager. He's a 15-year industry veteran who was most recently Director/National Promotion for **Main Street Records**. Shindler's career also includes stints with **Buddah, Elektra, Infinity, Fantasy, and Lifesong Records**. In his new post, Shindler will oversee all promotion and marketing for Paradise.



Bruce Shindler

For The Record: **Mike's Artist Management, Ltd.** is continuing its association with **MCA Music**, not **MCA Records**, as incorrectly printed October 5.



We Can Help Solve Your Nighttime Programming Worries With TEXAS NIGHT TRAIN & NIGHTHAWK

Now available in the Top 100 markets on a barter basis.
Explosive Entertainment — Proven Performance — Ignited Disc Jockey

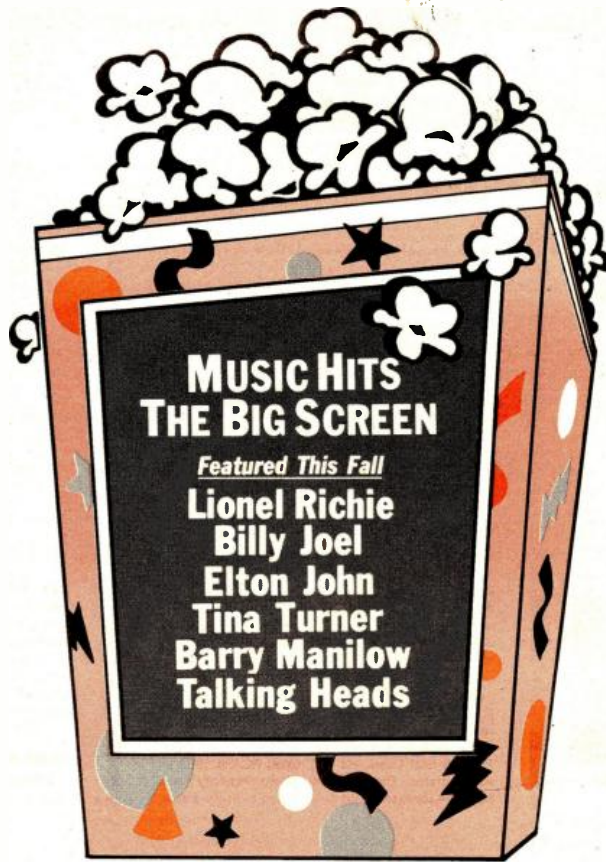
4 to 6 hours up to 7 nights a week, customized for your station.

NIGHTHAWK is hot ... A bizarre character who keeps things POPPING!!!

"America's only true variety show, with plenty of Country hits, Old Gold, Rock, Blues, and Comedy. It's true variety, always positive, and has produced the most nighttime audience response ever. Birch survey indicates a 60% audience increase." DAVE HICKEY, VP WBZ-FM/Dayton, OH

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Elton John
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1985: Do You Have A Plan?

Happy New Year! No, it's not time for hangovers and endless football games yet, but the point is that for many of you 1985 should already be here. If your plans for next year aren't already well along, rest assured the competition may not be as laid back in its strategic thinking.

Certainly a number of you are probably up to your eyebrows in budgets and projections for '85, with all the guesswork, fudging, and prayer involved in that process. Yet maybe our industry can learn from our retailer clients — they are already well into deciding what will be in the stores next spring. Do you know what will be going on at your station when the spring sweep kicks off next March?

As a former broadcaster/manager and head of an in-house ad agency for a major Southern retailer, and in my present business, I've seen the best and worst of what goes on when annual plans are laid, so allow me to offer some insights from this mix of experiences. Let's take a look at what it takes to build a workable plan for '85.

Four Keys

Here are four ingredients that strike me as key aspects of any successful annual plan. While there may be other factors that are also important, I don't think a station can maximize its ratings and revenues without considering these as part of the foundation for success.

- A Marketing Plan/Positioning Strategy
- A Feedback System
- Flexibility In Thinking & Operations
- Contingency Funds To Assure Flexibility

Let's examine the specifics of each key annual plan ingredient.

Marketing Plan/Positioning Strategy: This is the blueprint for where you want to go and how your station is going to get there. I'd suggest the management team get away from the station for a few days, boil down gut feelings and research input into an actionable strategy, then reach a consensus on how to implement that strategy.

"In setting up a consensus plan, keep in mind three vital items — goals, resources, and timetable for achievement of goals."

In setting up a consensus plan, keep in mind three vital items — goals, resources, and timetable for achievement of goals. Decide what your goals are going to be (higher ratings in a key demo, a larger share of local revenues, an X% increase over this year's profits, whatever the case may be). Next, evaluate the resources you have to commit to the battle (monies, personnel, ability — or not — to conduct perceptual research, purchase — or not — of Arbitron and Birch, etc.). Finally, given the answers to the goals and resources questions, you can lay out a realistic timetable for the achievement of your goals. If, for example, one of your major goals is to boost sales by 30% over '84 results, but on the resource side your sales staff keeps turning over, then you may want either to lower your sales increase hopes or add as a goal the hiring of topnotch AEs (which will affect the timing of the achievement of your hoped-for increase).

"Without objective feedback through research or ascertainment interviews, stations can get off on the wrong foot in their initial planning sessions."

A Feedback System: History is filled with stories of generals or politicians who went down to defeat because they didn't get proper feedback on how things were going. Don't let this happen to your station. It's not enough for the GM or PD to talk to cronies, or for the wife of the GSM to offer her thoughts — objective input and feedback from the public is crucial to the successful workings of a station plan.

Without objective feedback through research or ascertainment interviews, for example, stations can get off on the wrong foot in their initial planning sessions. You may design a positioning campaign which you think is the greatest thing since double-digit shares, but later find out the public doesn't perceive your station as fitting the campaign you spent all those dollars on.

As you design your annual plan, build in checkpoints along the way to see if the expected progress is being achieved. For example, as the ratings results come out you can compare those with your expectations. The same in the sales field — are the Price Waterhouse figures heading in the right direction? Perceptual research, such as focus groups or telephone surveys, can also help — especially if done on a consistent basis.

If the feedback, solicited objectively, shows things to be on track, so be it. If, however, there are disturbing signs, you need to build into your plan the next major ingredient . . .

"Once the annual plan has been agreed upon, the good intentions need to be brought to fruition by old-fashioned hard-nosed follow-up."

Flexibility: All too often, rigid plans are set up, then followed into oblivion as the circumstances in the market change. If, for example, the local Classical station is purchased and goes directly up against your station, it would be foolhardy to ignore that new reality. A format change like that is an all-too-frequent occurrence, yet how many stations build that possibility into their thinking and budgeting?

At what point do you take into account the feedback that indicates problems and react to that input? Depends on your goals, resources, and timetable. If your timetable for success doesn't demand immediate success in one book, then perhaps you can wait out the other guy, let him take his best shot, then counterattack with vigor. This approach works if your sales staff is strong enough to weather any ratings inroads the opponent might make. If, however, your finances dictate a short-term, quick success — or if your sales staff can't stand to see numbers slippage — you may want to react quickly.

Ideally I'd suggest taking at least three months worth of feedback — call-out research, focus groups, ascertainment interviews, monthly ratings data from either Arbitron or Birch — and seeing if there is a definite trend on the downward side. If there's a notable negative indication, I'd suggest the management team discuss its interpretations of the data, then reach a consensus as to whether to stay with the original game plan or go to plan B. This of course implies that when you set up your original annual plan, you also developed a plan B — preparing for a fallback position is a key part of the flexibility needed to succeed in an industry as dynamic as ours.

Contingency Funds: Assuming you've seen the need for flexibility in your annual plan, what have you done to assure your station the means to act — or react — when the time demands it? Without the greenbacks it's tough to counter Brand X, or to mount an offensive when you feel the timing is right to blunt the impact of a revitalized competitor.

How much should you budget for contingencies? I've seen successful stations take their projected annual totals for advertising/promotion dollars, then set aside another 10% of that figure for emergencies. Adjust the figure according to media/promotion costs in your market, but that 10% guideline is a good rule of thumb.

The Future Is Now

Once you've incorporated the four key items into your planning thoughts, you may very likely come up with a good idea of what you want to do in '85. Then what?

Two items strike me as being crucial aspects of making a plan come alive. You need to remember that, as George Allen used to say, "The future is now." In radio applications I'd use that phrase to remind me that just as retailers look seasons ahead, so should station management teams in their planning and follow-up.

Do you have plans laid yet for what you'll be doing on March 28, 1985? That is the first day of diarykeeping for the spring '85 Arbitron sweep. I'm not suggesting you have every "t" crossed and "i" dotted yet for that survey — but I do know I'd be having meetings to finalize those plans soon.

That leads to my second key item, namely follow-up. Once the annual plan has been agreed upon, and once the plans for each quarter and month have been detailed, the good intentions need to be brought to fruition by old-fashioned hard-nosed follow-up. Weekly management team meetings should be held, project status should be discussed, and roadblocks or problems should be dealt with. If a project doesn't appear to be happening, either put a spotlight on it until the task is complete — or don't be afraid to pass until the resources (personnel, money, connections, etc.) are more readily available. That's the joy of advance planning and thorough follow-up — you can detect problems early, deal with them in a mode that doesn't resemble panic city, then move on to the next challenge.

Hope these thoughts help make your 1985 an even better year than '84. With the proper planning and follow-through you can be more successful — and achieve those higher ratings and revenues. Without the proper planning, however, your efforts will be diluted and your numbers won't be at the top of the totem.

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Blair Radio gets results for our client stations.
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LIVE FROM NEW YORK

Saturday Night Golden Oldies

The hot steam of the city night rises from the sticky pavement. Tires squeal in the distance as a slick lowrider careens around a corner, while a '57 Chevy Nomad revs up and peels out of an alley. Echoing through the strip, ricocheting up and down every dark street, a blast-from-the-past, hot hits golden oldies radio show screams into the night. **Bill Haley, Buddy Holly, Tommy Roe, and Tommy James & the Shondells** rock around the clock with Peggy Sue and Sheila in crimson and clover. The night is young, the cars are old, the fever is pitched, and another night of Saturday night cruisin' begins.

A scene from the slicked-back, bobbysocks days of "American Graffiti?" Maybe. More likely, it's a panorama from any one of over 250 markets around the country where Dick Bartley's "Solid Gold Saturday Night" hits the airwaves. For five hours every Saturday from the RKO Radio Network studios in New York, host Dick Bartley covers the country with a rockin' and rollin', request-line collection of classic hits from the "Golden Age of Top 40." This week's column takes a look at "SGSN" and its position in the live network programming arena.

The Golden Age

"Solid Gold Saturday Night" covers the entire spectrum of rock and roll, from Elvis Presley to Gilbert O'Sullivan. "I call it the 'Golden Age of Top 40' because the show covers the years 1955-72," Bartley comments. "Obviously, 1955 was chosen because it is the beginning of international rock and roll, with 'Rock Around The Clock.' 1972 is a more arbitrary cutoff, but it seems this is the point where Top 40 ceased to play 40 records. Research had come in and stations were playing 10-15 currents.

Network Spots

• To commemorate the 50th birthday (1/8/85) of the late **Elvis Presley**, **Creative Radio Shows** is developing a six-hour musical tribute, "Elvis: The 50th Birthday Radio Special." The feature is targeted to both Contemporary and Country sta-



tions, and is designed so each of the six hours can stand on its own for individual programming flexibility. In addition, stations will receive a complete "50th Birthday Kit," including customized promos and Elvis trivia questions. Call (800) 392-9999 for further information.

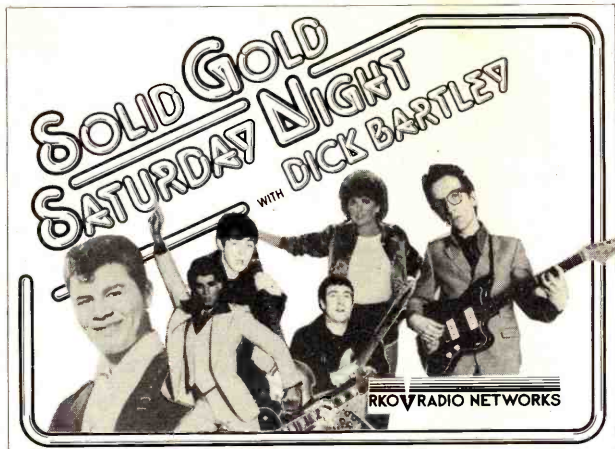
• **ABC Rock Radio Network** and **PolyGram Records** have scheduled an international press conference to mark the reformation of **Deep Purple**. The event will be broadcast live from RCA studios in New York, and will feature the world premiere of one track from the group's new Mercury/PolyGram LP "Perfect Strangers." For further information call (212) 399-7100.

PolyGram Records

• **Westwood One** has announced plans to broadcast the final concert of **Elton John's** 1984 **Breaking Hearts** tour, live via satellite from Worcester, MA on November 4. The concert, beginning at 8:30 EST, will be hosted by **WAAF/Worcester** Program Director **Rob Barnett**, and will include a brief kickoff interview immediately prior to the concert, which could be the final fully-backed tour performance in John's career.



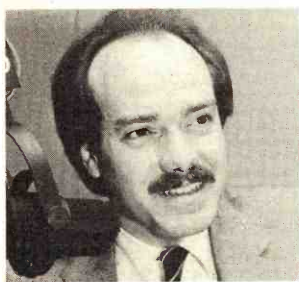
In addition, the preceding night Westwood One will be broadcasting an exclusive 90-minute "Superstar Concert" featuring **Elektra** recording act the **Cars**. The concert features most of the songs on the quintet's "Heartbeat City" album, as well as selections from their four earlier albums. For more details, contact (213) 204-5000.



This new style of contemporary radio altered the way hit records were made."

From 7pm to midnight each Saturday, Bartley opens the phone lines and communicates with his wide range of listeners. They begin calling the studio three hours before show time, and continue until several hours after the program fades into the ether. RKO claims the program is the only live national oldies show in the country, and maintains that the live, satellite-delivered element is what makes the show work.

"The fantastic success of the show lies in the fact that it is an interactive program," says RKO VP/Programming Dave Roberts. "By letting the audience participate in the program, requesting most of the cuts that Dick plays, we are unique. There are a lot of oldies shows out there, but this is really the only one that for five hours directly involves the listener with the program."



Dick Bartley

"We're seeing a lot more hit records today than during the '70s, and they're happening more quickly. There is a strong demand by the audience for more good contemporary hit records, and the industry is responding with some really good music. Ten years from now I can definitely see an oldies show called 'Golden Age Of CHR'."

— Dick Bartley

Bringing Up Baby-Boomers

The show targets a 25-44 audience. These people are the baby-boom listeners who grew up in the turbulent '60s and want to hear their favorite blasts from the past without feeling old. "There's a lot of oldies shows out there, but they're mostly the typical greaser programs — the doo-wop things that deliver the 45+ demo," Roberts adds. "What we did was redesign the old concept and bring it up to date, retargeting it so the listeners could associate with it."

SGSN was a local oldies show on RKO-

owned WFYR/Chicago until the network picked it up in January 1982, and it continued to originate from there until earlier this year. "Dan Griffin, who was RKO's VP/Programming at the time, heard the show and liked it," Bartley explains. "He was looking for new programming ideas for Radioshows, and there had been widespread interest from program directors for a network oldies show. When we went on the network we continued to do the show from WFYR for two years; we satellite back-hauled it to New York, then satellite-delivered it the regular way from there. This January I moved to New York, and we've been doing it from the studios here ever since."

Bartley says he has gone to extensive lengths to assure that the oldies cuts he plays are of the highest quality possible: "Most of the material we play comes directly off cart, dubbed from my collection, and from other stereo fanatics around the country whom I've gotten hooked up with over the years. I'm engaged in an ongoing crusade to find and air the original stereo recordings of a lot of oldies. Those that were made before 1957 or '58 are mostly mono, but we'll play them as well." Many of the selections in the extensive library are Japanese audiophile versions, pressed on virgin vinyl; all carts are recorded at 15 ips.

Every week's show is centered around a theme, such as "Bubble Gum Groups," or focuses on a particular artist. In the course of the five-hour show, Bartley plays a few preselected cuts dealing with that night's topics. Virtually everything else is directly requested by the listeners. Bartley continues, "The only songs I pick ahead of time are the feature records, the hour openers, and the closing selection. Other than that, we'll play whatever the audience calls in and requests over the toll-free lines. We currently have 14 or 15 800-numbers, and we'll put on whatever they ask for."

The CHR Resurgence

Has radio survived the "research era" to the point where Top 40, or CHR, is resurging as a prominent contributor to the future oldies list? "No doubt about it," Bartley says emphatically. "We're seeing a lot more hit records today than during the '70s, and they're happening more quickly. There is a strong demand by the audience for more good contemporary hit records, and the industry is responding with some really good music. Ten years from now I can definitely see an oldies show called 'Golden Age Of CHR.' But that's something someone else is going to have to do, because I really can't see **Matthew Wilder's** 'Break My Stride' in the context of my show.

"I honestly believe this is the best oldies show in America," he modestly concludes. "It's a great thing to party or cruise to, and it's great to listen to while playing Trivial Pursuit. Most of all, it's a great way to stamp out bad Saturday night television."

T O T O

S T R A N G E R I N T O W N

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One Of The
MOST ADDED

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R&R MUSIC CALENDAR

NEWS & INFORMATION FEATURES

OCTOBER 22-28, 1984

The Weekend

OCTOBER 27-28

American Christian Countdown (SP)	Schiere Sanders
American Gospel Rock Countdown (SP)	Robert Sweet/Stripe
Captured Live (RKO)	Ozzie Osbourne
Countdown America w/ John Leader (RKO)	Culture Club
Dick Clark's Rock, Roll, & Remember (US)	Gladys Knight & The Pips
Don & Deanna On Blecker Street (CB)	The '60s/Three Dog Night
Dr. Demento (WO)	Halloween Songs
Gary Owens' Supertracks (CRN)	Jay & The Americans/Lou Christie
The Great Sounds (US)	Robert Goulet
Guest DJ (PFM)	Halloween/Alice Cooper
Hot Ones (RKO)	Chicago
Hot Rocks (US)	Kool & The Gang
Metalshop (MJJ)	George Lynch/Dokken
Musical (RCP)	Cole Porter/West Side Story
Muslc & Memories (SBS)	Stappenwolf/John Schneider
Music Of The City (SI)	They Call It Rock & Roll Part 3
Rare & Scratchy Rock & Roll (PIA)	Grass Roots
Rick Dees' Weekly Top 40 (US)	Jeffrey Osborne/Joyce Kennedy
Rock Album Countdown (WO)	U2/Lindsay Buckingham
Rock Chronicles (WO)	Reunions
Rock Over London (RI)	Sting
Solid Gold Country (US)	George Strait
Solid Gold Scrapbook (RKO)	Bruce Springsteen
Source Special (SOU)	Complete Jimmy Page
Top 30 USA (CBSR)	Halloween special
Weekly Country Music Countdown (US)	B.J. Thomas

Saturday 27

OCTOBER

Country Calendar (CW)	Terri Gibbs
Dick Bentley's Solid Gold Saturday Night (RKO)	Righteous Brothers
Rare Trax (CW)	Ozzie Osbourne
Silver Eagle (ABCE)	Earl Thomas Conley

Sunday 28

OCTOBER

Country Calendar (CW)	Charlie Daniels
King Biscuit Flower Hour (ABCR)	Steve Ray Vaughn/John Butcher Ass
Live From The Record Plant (RKO)	Steve Perry
Rolling Stones' Continuous History Of Rock And Roll (ABCR)	Continuous Mystery Of Rock & Roll

Monday 29

OCTOBER

Country Calendar (CW)	Juice Newton
Rare Trax (CW)	Ozzie Osbourne
Retro Rock (CW)	Stray Cats
Rockline (GSN)	Steve Perry
Sound Check (RKO)	Huey Lewis & The News

Tuesday 30

OCTOBER

Country Calendar (CW)	Larry Gatlin
Rare Trax (CW)	Ozzie Osbourne
Sound Check (RKO)	Kiss

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

Wednesday 31

OCTOBER

Country Calendar (CW)	Ricky Skaggs
Rare Trax (CW)	Beetles
Sound Check (RKO)	Scandal

Thursday 1

OCTOBER

Country Calendar (CW)	Bill Anderson
Rare Trax (CW)	Beetles
Sound Check (RKO)	Juice Newton

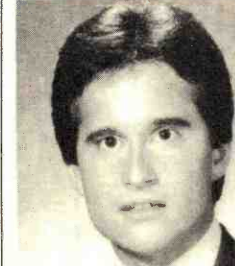
Friday 2

OCTOBER

Country Calendar (CW)	George Strait
Rare Trax (CW)	Beetles
Sound Check (RKO)	John Waite

NETWORK PROMOS

NBC Radio has reorganized its Corporate Relations and Advertising departments, resulting in several promotions from within: **Betty Hudson** is now Vice President, Corporate Relations/Advertising, moving up from Director to Vice President/Corporate Projects; **Frank Pinturo** becomes Vice President/Corporate Advertising and Promotion, moving up from VP/Advertising & Creative Services; and **Robert Cornet** moves up to Vice President/Corporate Affairs from VP/Editorial Services. Conway, Pinturo, and Cornet will all report to Hudson.



Joe Garner
 ... Joe Garner has been promoted to Vice President/Operations for Syndicate It. His responsibilities will now include supervision of basic internal operations, as well as some facets of advertising ... **Kristi Wiles** joins Transtar as a Regional Sales Manager, and will be based in the network's expanded Los Angeles offices ... **United Stations** has named **Dick Kelley** to the position of Account Executive. Kelley will handle client relations for many of the company's east coast clients; prior to his affiliation with United Stations he held a similar position with the USA Network.

Lifestyle

Coping With (SOU)	Challenges (10/22) Your Skin (10/23) Makeup (10/24) The Elderly (10/25) Giving Advice (10/26)
Lifelines w/ Bill Fantini (ABCR)	Lisa Birnback (10/22)
Playboy Advisor (WO)	Morning coffee run/beauty can't get date/Virgin qualifiers/post drink problems abound/reusing free professional advice/love rollercoaster/she hates his boorish family/impotence and paperwork/he's non-expressive (10/22-28)
Spaces & Places (WO)	Shopping At Home (10/22-26)

Entertainment

Entertainment Update (CBS)	Morgan Fairchild/Brad Davis/ Painter Sisters/Michael Spound/ William Shatner (10/22-26)
Rock Notes With Pat St. John (ABCR)	Philip Norman/Symphony For The Devil (10/22-28)
Rock Report (SOU)	Ian Anderson/Kiss/Andrew Vollenwender (10/22-26)
Screen Scenes (SOU)	Heartbreakers (10/22) Teachers (10/23) Eureka (10/24) Garbo Talks (10/25) Weekend Hits & Misses (10/26)

News/Talk/Sports

News Blimp (PRN)	Female violence increase/making deals/sports infestation/beer additives/loneliness (10/22-26)
Newsline (NBC)	Senate: Decision :84 (10/22-26)
Newsmark (CBS)	One Nation Under God: Religion In The Public Square (10/26)
Sporting News Report (CW)	Renaldo Nehemiah/Joe Gibbs/Dave Parker (10/22-26)

Comedy

Radio Hotline (ASR)	Car phone/contaminant/phone booth who wa you/legend (10/22-26)
Stevens' & Grdnic's Comedy Drop-ins (ASR)	Voice chips/bette of the network sportscasters/high school detective/ Bill & Doc topless PSA (10/22-26)
Daily Feed (DCA)	Final debate edit/practice votes/ CBS trial runs/file to polsters/acute test (10/22-26)
Jack Carney's Comedy Show (CW)	Halloween (10/22-26)
Laugh Machine (PRN)	George Carlin/Bill Cosby/Joan Rivers/ Rodney Dangerfield/Robert Klein (10/22-26)

General Information

Brad Messer's Daybook (WO)	Xerox/largest crossword (10/22) Women's nights/games riddling (10/23) Niagra Falls/Sarah Hale (10/24) Christmas toys/UFOs (10/25) OK Corral/Post Toasties (10/26)
Computer Program (PRN)	Video games/joysticks/voice synthesizers/computer graphics (10/22-26)
Health Care (PIA)	Stress Reduction (10/21)
Medscan (PIA)	Exercise (10/22) Video Games (10/23) Oat Bran 1 (10/24) Oat Bran 2 (10/25) Vaccine (10/26)
Minding Your Business (NP)	Consulting/Rock Concert Connection (10/22) Business Land, Inc. (10/23) Cash For Clean Lungs/Judy's Beer (10/24) Foreign Competition (10/25) Symbol Of Success/Peculiar Parks (10/26)
Public Affairs (PIA)	Money For The Urban American
Something You Should Know (SBS)	Experts Speak (10/22-23) First Impressions (10/24) Getting A High-Tech Job (10/25) Sleep Patterns (10/26)
Sound Advice (PRN)	Stereo/tuner sensitivity/selectivity/testing (10/22-26)



PARADISE FOUND — Arista recording artist Barry Manilow recently made a guest appearance on PG Productions' "Live From The Record Plant," promoting his "2 A.M. — Paradise Cafe" album. Flanking Barry (l-r) are associate producer Michele Levick and show host Lou Simon.

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Paul McCartney

— LIVE —

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October 24, 1984
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Sales



GAIL MITCHELL

EQUAL TIME WITH EASTMAN'S BOYLE

Independent Vs. Mega-Reps

Eastman Radio Chairman Frank Boyle suggests R&R's "mega-reps" designation is a misnomer. For him, the terms group and combo reps paint a more accurate picture. "A mega-rep is not a mega-rep is not a mega-rep," he counters. "Interrep might qualify for being a mega-rep with four reps. But Katz, with three divisions, would qualify as a group rep. Blair and Selcom — and this is from a prejudicial position — are combo in that they make up just two reps."

But "pickiness" aside, Boyle points out that McGavren Guild began buying reps as early as ten years ago with the acquisition of Peters, Griffin & Woodward. And he credits the group rep surge over the last several years as being a reaction to Interrep's unwired network selling approach. "Around two years ago Interrep started the practice of selling a rep unwired network. The idea was to get the most amount of spot business spread among four reps. Most of us were doing the best job for our individual clients."

Despite opposing petitions, the FCC ruled in favor of reps serving separately-owned stations in the same market, as long as there were no collusive pricing structures and individual client stations handed down the final decision on the pricing of quantities. Boyle couples that development with another observation. "A part of how reps were bought up had less to do with a deliberate game plan than the fact that there were many weak reps that wanted out of the business. Most of them were house reps — ABC, RKO, RAR, Buckley, Major Market, Christal. Then it was a case of who wanted to buy."

"To shatter the unfortunate myth about a radio rep: It's not like owning a house of joy next to a marine boot camp."

"Many of them, with the exception of ourselves and McGavren, are really owned by people whose primary interest is something other than the radio industry. Katz or Blair do about \$600 million in their TV business annually. '83 radio reports culmed for all national reps indicate we didn't do more than \$700 million, the 15 or 16 of us together. That shows what I'm saying."

Weighing The Benefits

As head of an independent rep firm, Boyle has strong feelings about the service advantages of group/combo and indie rep firms. In both cases, though, he stipulates that a successful radio rep report card depends on passing grades in three important subjects: happy clients, the maximum achievers on the rep team, and adequate corporate profits.

This year marks Chairman of the Board Frank Boyle's silver anniversary with Eastman Radio, established in 1958. He opened Eastman's Detroit branch in 1959 and two years later moved to New York. In 1973 Boyle headed an employee group which bought out the founder, Bob Eastman, and his family. Eastman currently represents station clients in 117 markets, the Intermountain Network and other regional radio nets, plus Atlanta's Braves and Hawks ball clubs.



Frank Boyle

EASTMAN RADIO, INC.

new client solicitation. In 1984 our list has come from mega, group, and combo reps. If they are so good, then how come they are losing clients to a brash independent like Eastman?"

Not Enough Reps?

However, Boyle is quick to concede he isn't entirely against the group rep concept. "I never thought it was a bad idea; over the years I didn't think clients were ready for that kind of potential in the same market conflict. If we had the same funds available to us as Katz, Blair, and Selkirk, we

"If they (mega, group, combo reps) are so good, then how come they are losing clients to a brash independent like Eastman?"

would have been buying or building reps, trying not to repeat the errors being made by the group reps. We have a client advisory board which suggests at this time that we're better off by ourselves. But they also recognize times are quickly changing and competition may fire up to the point where that's the absolute best way for us to go."

And is the future of national spot in step with this quick-change pace? "Easily our best days are ahead of us. The strong have survived, and all major reps have some sort of new business development; it's being sought in the most vigorous fashion we've ever had. The national radio spot industry itself will explode, as well as radio in general. Radio rates are finally catching up to the true value of the audience radio delivers."

On the other hand, Boyle calls attention to another potential problem — not enough reps. "There are now more viable rated radio stations, and never have there been fewer reps for them. 26

years ago there were 34 national reps with 3000 radio stations; now there are 16 and 10,000 stations. It would seem there is room for more. I don't know how successful you would be starting a single entity compared to possibly establishing two or three reps.

"The group rep can minimize the cannibalism among reps."

"A group rep would say, 'I don't know if I want to see any more reps.' They're being self-serving. They don't want to see more competition before seeing if their pioneering game plan can work. I might feel the same way if I were in their shoes."

Shattering Myths

But would-be entrepreneurs are cautioned. "To shatter the unfortunate myth about a radio rep: It's not like owning a house of joy next to a marine boot camp. We are in a penny business; TV is in the dollar business. It's the limited profit that usually keeps people out of this business. You can make money so easily in many different ways. I love it because it's just like there's got to be cops, garbage men, and Dwight Case."

"How reps were brought up had less to do with a deliberate game plan than the fact there were many weak reps that wanted out of the business."

And there's got to be mega, group, combo and independent reps. "I sincerely hope they make it," Boyle concluded, "because the radio industry really needs more good reps with a fire in the belly to develop longterm new business. By the same token, as an independent we don't believe we're an endangered species, buggy whips, or Edsels."

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"There are now more viable rated radio stations, and never have there been fewer reps for them."

erate plan that started three years ago and came together in 1984. Maybe it's a coincidence that the group rep concept would come together in '84 also.

"We perceive an advantage that group reps do not and that is personalized attention. This is our most successful year in profit and



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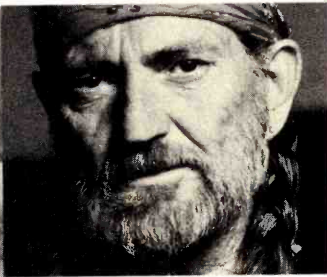
Entertainer of the Year: Alabama



Song of the Year: "Wind Beneath My Wings"
Larry Henley (co-writer: Jeff Silbar)



Male Vocalist of the Year: Lee Greenwood



Vocal Duo of the Year:
Willie Nelson (with Julio Iglesias)



Vocal Group of the Year: The Statlers



Instrumental Group of the Year: Ricky Scaggs' Band



Country Music Hall of Fame: Floyd Tillman



Instrumentalist of the Year: Chet Atkins



Horizon Award: The Judds (Wynonna & Naomi)



Country Music Hall of Fame: Ralph Peer

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News/Talk



BRAD WOODWARD

NEWS-ORIENTED Vs. MUNDANE TALK

RCPC Features Lively News/Talk Exchanges

The News/Talk format is alive and well, to judge by the strong attendance and spirited discussions at several panels devoted to the format at last month's Radio Convention and Programming Conference in Los Angeles.

I thought those of you who couldn't be there might benefit from an overview of the "Choose Your Weapons" session. Guest experts were KCBS/San Francisco Director News & Programming Charlie Seraphin, KTAR/Phoenix Operations Manager Bob Grossfeld, and consultant Jerry Johnson, former KGO/San Francisco Operations Manager.



Jerry Johnson

Charlie Seraphin

They did an excellent job of clearing up confusion over the three basic information radio formats: all-News, all-Talk, and the hybrid News/Talk. And they weighed in with some valuable insights into differing approaches to talk, as well as hardheaded advice for music broadcasters pondering a switch to information radio.

Seraphin opened with a discussion of all-News, which he said has the advantages of a large cume, strong drivetimes, and "good qualitative demographics, men 35-54." Downside are a small average quarter hour (AQH), soft non-drive periods, and high expenses.

Seraphin called all-Talk a "win-win situation" of large cume and AQH, plus stronger middays and nights and much lower overhead than all-News. Negatives are the difficulty of competing with news stations in drivetimes, and the long time it takes to build a loyal following.

"News/Talk is a little confusing to me," Seraphin confessed. "Does it mean news and talk, or news-talk, which is talking about news?"

Jerry Johnson was in general accord with Seraphin's format distinctions, although he added some shadings. In all-News, he observed, "News is basically what we say it is. There's a tremendous latitude, I think, in terms of what the public will accept as being news."

All-Talk "is the toughest of the formats to do because usually it lacks the credibility of a substantial news effort. And I think it tends to become more trivialized than formats based on a foundation of news."

Johnson identified News/Talk as "where you have news in drivetimes and you talk in non-drive time. But news in that format is still king. It commands attention. The news guys get the air whenever they want the air. They don't have to explain it to anyone. And the topication for the talk programming is basically news, news events, and news-related issues."

"Mundane Talk" On KTAR

A distinctly non-news approach to Talk is employed at KTAR/Phoenix. It mixes a heavy news schedule with what Grossfeld affectionately calls "mundane talk."

He elaborated, "We're not looking for a mindset so much as commonalities between the audience. The thinking behind that is that those points of commonality cross over all the demographics and psychographics. Even Yuppies have problems with their plumbing from time to time. And so we allow them access.

"We try to give the audience something they just can't get anyplace else. For instance, we find when we do a political or sociological discussion that's not tied to something going on in the news at that particular time, it dies." That kind of information is ubiquitous, he argues, "But where do you call to find out how to hang wallpaper? Where do you call to find out all of those little bits of information that make up everyday life?"

Running down KTAR's program listings for a typical day, Grossfeld mentioned open-house segments, plus shows on herpes, clock and watch repair, hair care, pet care, and prescription drugs. The station carries "a lot of doctors."

Close Kinship In Music, Talk Programming

The switch from talking about news to concentrating on mundane matters at KTAR in the 1970s wasn't "particularly strategic in terms of demographics or large-scale strategy," Grossfeld admitted. "I think it probably came from the fact that most of us were coming out of Top 40 music radio backgrounds and it appeared at the time that the station had really lost a sense that it was radio. Things that worked in Top 40 can work in this kind of format."

Indeed, Grossfeld does talk like a music

On The Move

After 11 years with WWRC/Washington, Richard Day joins WCBM/Baltimore as afternoon news anchor; weekender Jane White joins Dave Humphrey as morning anchor ... Another WWRC alumnus, Ron Eisenberg, replaces Wally Kennedy in WCAU/Philadelphia's 9-noon talk segment ... New morning anchor at KING/Seattle is Chris Brecher, ex-KCBS/San Francisco ... Thelma Schoettler hosts a Sunday evening (8-9pm) firing line show on KTRH/Houston ... KCBS/San Francisco appoints florist Bill Zappettini Jr. to the position of "Flower Man," doing semiweekly reports at 5:35am ... KOGO/San Diego replaces business correspondent Jim Newman with Dave Concannon and picks up the Source's "Sexually Speaking" with Dr. Ruth Westheimer ... WRKO/Boston adds Ted O'Brien to its morning team with Janet Jeghellian ... New midday news anchor at WTOP/Washington is Bill Thompson, fresh from WSNE/Providence, where he was News Director.

"If the guts aren't there, the money isn't there, the resolve isn't there, do something else."

— Jerry Johnson

programmer at times. "The telephone and the listener are now used very much like you'd use records, a well-produced program. We have a computer screen. We see who the callers are, what they want to talk about. And when the shows are being produced well, we're essentially doing a playlist as we go along. We program on the run. What we've found with those shows is that they do become terribly popular. We have, in essence, our own playlist of experts."

KCBS Tests "Magazines" At KCBS

At KCBS a major experiment is underway with so-called "magazine" programming. According to Charlie Seraphin, the difference between that and standard talk is that "we do not solicit listener opinions. We use the telephones and people are allowed to call, but only with questions for our guest experts."

Why limit the listener's participation so

"When the shows are being produced well, we're essentially doing a playlist as we go along."

— Bob Grossfeld

severely? "We think the image of a News station, which is what KCBS was from 1968 until 1977, is very important. That's our main claim to fame. We think that by moving into the News/Talk field or into Talk radio we run the risk of confusing that image."

"The major reason we have not stayed all-News all the time is the middays. We found that in our market we are the perennial bridesmaids. We have been number two for a long time but we would like to challenge number one. We don't think we can challenge KGO by going directly against them head-to-head in the Talk format because they do it extremely well and have been doing it for a long time."

Magazines are especially numerous on the weekends at KCBS, with segments on health, law, finances, investment, real estate, education, the kitchen, sports, gardening, and the universe. Seraphin cautions, however, that the jury is still out on the magazine concept. "It has yet to be borne out in terms of large midday numbers," he told the audience. "We do as well now with the magazines as we did with all-News. That's not saying a whole lot, but we think with the talk audience it takes a long time to establish any given daypart with a given host, and that our magazines will develop the same way."

One of the biggest challenges has been the tendency of some listeners to perceive anything that's not all-News as Talk. "We try to overcome that in our promotional activities, after some experimentation and frustration and failure, by promoting only the news aspect of our programming."

Seraphin also revealed some interesting research into the contrasting motivations of all-News and all-Talk listeners. Focus groups in San Francisco show that if KCBS disappeared, most of its audience would move to KGO "because they do a good amount of news." But when KGO's News/Talk listeners were asked the same question, 95% said they'd switch to a music station "because they're seeking entertainment and companionship."

AM & Information: Shotgun Wedding?

After Seraphin and Grossfeld discussed their specific formats, Jerry Johnson laun-

ched into a more general overview, posing tough questions for anyone thinking about plunging into News/Talk.

Johnson began on an upbeat note. "I am very optimistic, not only about the News and News/Talk formats, but about AM radio. At these conventions I see far too many of us running around wringing our hands about how AM is on the rocks and how News and Talk are not the popular formats they once were. I think that is not reality."

"We're going to realize that the issues of the format — expense, the fact that talent is very hard to find, the fact that the growth curve is extremely slow — all of those things that are laid out by owners and managers to be the big handicaps to getting involved in these formats are not so bad when you consider that there ain't many alternatives when you come right down to it."

Johnson outlined four areas of concern he presents to potential newcomers to the format: market awareness, resolve, sales, and marketing.

"There have to be vulnerability studies done all the way around. There has to be goal-setting and these goals have to be very realistic. And I think the market analysis and the awareness are very important things to understand right up front. If the guts aren't there, the money isn't there, the resolve isn't there, then do something else. It's as simple as that."

He continued, "There has to be a lot of self-confidence. These are not timid formats that you kind of walk into on your tiptoes. Once your analysis is made and you're committed to it, you wade in, baby, right up to your ankles and then your knees and you keep on going because it's taking the long growth curve. Weak-hearted owners and managers should stay out of these formats because it's a tough way to go, but I say it's a very viable way to go."

"People are allowed to call, but only with questions for our guest experts" — Charlie Seraphin

Johnson spends a lot of time with sales staffs in the belief that it's a "tragedy" when the sales department doesn't believe in what you're doing. "They have to be interested in it, they have to listen to the station, they have to be excited about it, and they have to be able to sell concept because the first couple years you ain't gonna have numbers to sell, usually. But that doesn't mean they can't sell. I have a couple of examples in my experience where with numbers a little better than leaving the transmitter off, sales departments have done amazingly well selling concept and making a mark for themselves in their particular market and gaining a lot of agency recognition, so when the numbers finally started to be there they were really in very good shape."

Johnson outlined two phases of News/Talk marketing. In the first, promotion draws in listeners and builds cume. "Then programming has to take over and begin to build the quarter-hour."

"The marketing has to be there in the original position and then it has to be consistent. The way we're running the Arbitrons these days we realize that the days are over when you could buy a book. The sweeps are too long. And I think the days are over when a big hype and even a news event is going to make a lot of difference."

Johnson concluded, "I am very optimistic about the fact that with this kind of overview and commitment, News or News/Talk or even Talk, the harder of the three, can be very viable and successful and make a lot of money in the 1980s in this country."

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Street Talk



The FCC has expanded the review of RKO's fitness to hold its broadcast licenses. Although the announcement was expected, it did not come as good news to the company. As RKO endeavors to prove its qualifications to continue to own and operate 13 broadcast properties, an administrative law judge ruled the current hearings will take into account RKO's recent disclosure of billing problems at its **RKO RADIO NETWORKS**. At the same time, RKO has upped the figure in the net's misbilling incident to \$7 million. The judge also indicated a 1974 internal audit of RKO may have been destroyed, a fact that was not revealed during the current probe. RKO's licenses have been in jeopardy since this investigation began in the late '60s.



Paul Drew

Programming veteran and media entrepreneur **PAUL DREW** has been hired to consult the government's **RADIO MARTI**. Informed sources indicate Paul's "consultancy" will develop into a fulltime position once certain security clearances are obtained. Let there be no doubt about it: **HEFTEL's WLUP/CHICAGO** is not about to be sold to **MALRITE** nor, for that matter, to anyone else. **R&R** received unequivocal denials from both camps this week, which should put this rumor to sleep once and for all. As unsettling as all the rumors about **WLUP** must be to the staff there, look at it this way . . . if **WLUP** wasn't making *somebody* nervous, then nobody would be talking about it. As often as this **WLUP** rumor has been bouncing around, the station must be doing something right!

The state of Virginia last Friday night executed Linwood Briley for the 1979 abduction and shooting murder of **WXGI/RICHMOND** disc jockey **JOHN GALLAHER**, known for his 19 years on the air there as "Johnny G. From Tennessee." Station President **D.H. ROBERTSON** still recalls Gallaheer as "a grand fellow," and said after Briley's electrocution, "Justice has been done."

ABC has decided *not* to release **WLS/CHICAGO** air personality **JEFF DAVIS** from his contract; therefore, he will not be joining **KYUU/SAN FRANCISCO** as we told you he would last week. Apparently all of this was handled quite amicably, which is a refreshing change from the way things like that usually go.



Rowena Harris
the Gulf Region.

POLYGRAM has announced the realignment of its National Urban staff. With Promotion VP **TOMMY YOUNG** exiting, National Promotion Director **ROWENA HARRIS** has taken full charge of all national promotion efforts. Additionally, **DERRY JOHNSON** has taken over the regional promo slot in

KDKO/DENVER GM ROD LOUDEN has retired. Taking his place as **KDKO's** new General Manager is **CALVIN BOOKER**.

ELEKTRA-ASYLUM is moving. The label's new New York address (as of Friday, 10-19) is 75 Rockefeller Plaza, New York, NY 10019. Telephonically, E/A can be reached at (212) 484-8000.

Even though **JIM RICHARDS** is staying on at **XTRA/SAN DIEGO** (see Page 3), **Street Talk** hears that he's being wooed by those willing to put his **CHR** programming abilities to more immediate use.

CHUM/TORONTO PD JIM WATERS has added Operations Manager to his title. He continues to program the station as well.

Looks like **Y100/MIAMI** has put its money where its mouth is! The station will sponsor the **JACKSONS' November 2 & 3 Orange Bowl** shows to the tune of \$1.8 million. And like **WMMS/Cleveland**, **Y100** will also have its logo printed on each ticket.

GEORGE ROSSI replaces the resigning **TOM SHIPTENKO** as VP/GM of **WAAL & WKOP/BINGHAMTON**.

ALLEN MATTHEWS is the new PD at **WQIK-FM/JACKSONVILLE**, joining from the Production Director's post at **WSA-AM & FM/CINCINNATI**. Allen promptly promoted midday personality **SANDY McBRIDE** to Assistant PD.

PD HOWIE CASTLE has exited **KPBI/DENVER** over differences in the station's direction. In the interim **JOHN SIMON** will be Acting PD. A permanent replacement for Howie isn't expected to be named until the first of the year.

Effective October 9, **FRITZ BROADCASTING** was given FCC permission to change the calls of **WXYZ/DETROIT** to **WXYT**.

Continued on Page 23

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IF IT HAPPENS AGAIN b/w **NRGMO A GO GO** (SP-1211)

Virgin



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IDOL

BILLY •

"CATCH MY FALL"

THE NEW SINGLE FROM BILLY IDOL

IT'S A ROCKER

IT'S INFECTIOUS

CATCH IT!

FROM THE ALBUM REBEL YELL



Chrysalis

Cassettes, Records & Compact Discs

AUCOIN

Street Talk

Continued from Page 20



Tom Owens
WROQ-AM & FM.

Former KTXQ/Dallas PD **TOM OWENS** is now an Account Executive at crosstown **KAFM**.

Consultant **MIKE JOSEPH** has announced the 14th licensing agreement for the term "Hot Hits." If you're in Charlotte and want to hear the "hot hits," just tune in

ELEKTRA-ASYLUM VP/Publicity & Artist Development **BRYN BRIDENTHAL** has resigned and will relocate to Los Angeles.

KMGG/LOS ANGELES has named staffer **LAURIE ALLEN** as its new 6-10pm personality. Interestingly, Laurie is now going head-to-head against her husband **BRUCE VIDAL**, who does the identical shift on **KIIS-FM**.



TOM EVANS has returned to **KBBK/BOISE** as PD. For the past year he's been programming crosstown AM CHR competitor **KNPA**. With **KBBK** undergoing an ownership change to Marylake Broadcasting, a division of Culpepper Broadcasting, the station's brought Tom back aboard to call the programming shots.

Not far up the road, **KIZN & KTOX/BOISE** PD **BILL BAILEY** has been promoted to the newly-created Operations Manager's slot.

Former Jeff Pollack Communications Executive VP/Programming **AL PETERSON** has started his own company, **PETERSON MEDIA SERVICES**. Its phone number is (213) 305-7137.

JACK CHUNN has left the GM post at **KHTT & KSJO/SAN JOSE**. The interim GM is **CLIFF HUNTER**, Director Of Broadcasting for parent **STERLING RECREATION ORGANIZATION**.

Expect a star-studded cast to help **WNEW-FM/NEW YORK** celebrate its 17th birthday when **SCOTT MUNI** broadcasts his 2-5pm shift from the Hard Rock Cafe the week of October 22. **JOE PISCOPO** will cohost the first day, and **ELTON JOHN** will help Scott wrap up the week.

Former **WMET/Chicago** PD **TOM TEUBER** is now VP/GM of **STRATEGIC RADIO RESEARCH** in the Windy City.

Assistant PD **BRUCE BOND** has been upped to PD at **WTPA/HARRISBURG**, as **JEFF KAUFFMAN** devotes himself fulltime to his Group PD duties for parent **SKY CORPORATION**.

After over three years as PD of **WRIE/ERIE**, **JAY SCOTT** has accepted the Operations Manager's title at **WBZA & WNIQ/GLENS FALLS-SARATOGA, NY**, near Albany. Jay was PD there before moving to Erie. No replacement yet at **WRIE**.



Mike Willis

Congratulations to **MIKE WILLIS** on his promotion to Program Director at **WZLD/WEST COLUMBIA, SC**. A South Carolina radio veteran, Mike will continue to handle his midday airshift at **WZLD**.

Congrats to former longtime **R&R** Associate Editor **CHRISTINA ANTHONY**, who joins **GEFFEN RECORDS** as an assistant to National Album Director **MARKO BABINEAU**. Most recently, Christina worked with **GLOBAL SATELLITE NETWORK**.

And while we're at it, hats off as well for former **R&R** CHR Associate Editor **NANCY CONOVER**, as she moves over to **WESTWOOD ONE**. Nancy will apply her writing skills to **SCOTT SHANNON's** forthcoming "Rockin' America" countdown show.



STORK STOPS: To **KKHR/LOS ANGELES** morning personality **LOU SIMON** and his wife Marla, a boy, Scott Ernest Simon, October 7 . . . To **KCAL-FM/REDLANDS, CA** afternoon jock **MATT GIERAT** and his wife Diane, a girl, Lindsay Megan, September 28 . . . To **EPIC** Senior Director, A&R/West Coast **LARRY HAMBY** and his wife Barbara, a girl, Allison Elizabeth, October 13 . . . To **KMJX/LITTLE ROCK MD** **TOMMY SMITH** and his wife Karen, a boy, Joshua, October 12.

STEVE MILLER

"Shangri-La"

On Over
100 CHR
Reporters
Including:

- | | |
|---------|-------|
| WNYS | Q103 |
| WPHD | XTRA |
| WBLI | KWSS |
| CKGM | KPLUS |
| CKOI | KUBE |
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On The Records



KEN BARNES

EGOTISM IN ROCK

Do-It-Yourself Namedropping

Chaka Khan has put a new twist to one of pop music's more colorful traditions. Most artists are egotistical enough; there are certainly enough "I"'s scattered through most hits to second that emotion. But it's somewhat rare for an artist to refer to him or herself in the third person, by name, and having the likes of Grandmaster Melle Mel rapping up a storm about wanting to love you, Chaka Khan in "I Feel For You" definitely takes the concept a step further than it ever has before.



Comb it one time for Jerry Lee

Chaka Khan:
Rapper's Delight

Bo Diddley is a Mod

Occasionally a lead singer will refer to the backing group by name, as in "Super Freak" when Rick James orders "Temptations sing!" A more personal mention came courtesy of Diana Ross in "Back In My Arms Again," a pointed criticism of Supremes mate Florence Ballard's romantic naivete: "And Flo, she don't know/That the boy she loves is a romeo."

But the kings of self-reference, no contest, are Jerry Lee Lewis and Bo Diddley. Lewis's songs, especially in (more recent) live performances, are peppered with instructions to "shake it one time for Jerry Lee" or allusions to "The Killer." And Diddley's stock in trade was songs like "Bo Diddley Is A Gunslinger," "Surfer," and so forth, a definitive example of creating a legend in his own mind.

More recently, George Thorogood referred to himself while doing a Diddley song ("Who Do You Love"). Similarly inspired, Dwight Twilley titled a song "Twilley Don't Mind" a few years back, and the Human League's Philip Oakey admonished, "But this is Phil talking" to underscore a point in "Love Action." But for contemporary rock egotism on the grand scale, chalk one up for Chaka.

Honeydrippers: Dancin' With Mr. E.

Robert Plant's "mystery" supersession project, "The Honeydrippers Volume One," is quite a phenomenon. It's pretty mind-boggling to see a rather faithful recreation of '50s R&B styles become an instant CHR and AOR hit, even if Jimmy Page and Jeff Beck and Plant are involved.

The single, "Sea Of Love," was a one-shot 1959 hit by Phil Phillips, from the swamps of Louisiana. A couple of years ago it just missed Breaker in a version by Del Shannon backed by Tom Petty & The Heartbreakers. "I Got A Woman" was Ray Charles's first monster hit, from 1955, while "Rockin' At Midnight" is a Roy Brown song strikingly similar to "Good Rockin' Tonight," the Brown classic Elvis Presley recorded as one of his first Sun singles. "I Get A Thrill" I'm not familiar with (Clovers, perhaps?), but "Young Boy Blues" was a 1961 release by Ben E. King, co-written by Phil Spector.

Also of interest is co-producer "Nuggets," the old name Atlantic Chairman Ahmet Ertegun (spell the last name backwards) used for songwriting. Ertegun wrote songs for Charles, the Clovers, Clyde McPhatter, Lavern Baker, Joe Turner, the Drifters, and their erstwhile lead singers Ben E. King and Rudy Lewis. As a producer he worked with Charles, Cream, and the Righteous Bros. and, more recently, the J. Gells Band and Laura Branigan. The Honeydrippers must have been a labor of love both for Ertegun and for longtime early rock fan Plant.

"Rock Archives": Phonographic Memories

Rock books are generally reviewed in our What's New section, but Michael Ochs's remarkable "Rock Archives" is so perfectly suited to the preoccupations of this column that there's just nowhere to run it except right here. Ochs is America's foremost collector of rock & roll photographs, and in this just-published book, decades in the making, he's selected and arranged the cream of his collection to form an unforgettable (and likely unimprovable) chronicle of rock history.

Everything you've ever imagined (and a lot you haven't) is here: the pre-Elvis progenitors of rock (T-Bone Walker playing guitar behind his back 20 years before Hendrix thought of it), the giants of the '50s (Presley, Jerry Lee, Little Richard), the stars of surf and soul and folk-rock and Motown, virtually all the hit-makers (and a few choice obscurities, like San Francisco's immortal Veetables) up to the end of the '60s, where the book stops, presumably awaiting a second volume.

Among the prime pleasures for me were the glimpses of current stars in their early affiliations: Paul Simon with Tico & The Triumphs, Van Morrison & Them, George Clinton with the Parliaments in the '50s, David Crosby with folk group Lex Baxter's Balladeers. I could plunder this book for column items for years to come.

Reproduction quality is superb throughout the book, and a trip through its pages conjures up humor, menace, excitement, and all the tangible and intangible qualities that make rock & roll so eternally fascinating. Check it out (\$16.95, Doubleday/Dolphin) — it's often as much fun as hearing the records, and there are few higher recommendations.



Early Honeydrippers without Plant: Yardbirds 1966 (Left Beck second from right, Jimmy Page front)



Kenny Rogers & The First Edition — What about them?



live puts a spell on Tina



A shortlived singing duo, Stevie & Ai



ONE YEAR AGO TODAY

- DENNIS PATRICK NAMED FCC COMMISSIONER
- JACK MC SORLEY BECOMES GM AT KIO/SAN FRANCISCO
- BEN HILL NAMED PD AT KFMK/MOUSTON
- MARVIN ROSENBERG TAPPED AS GROUP ONE VP
- BOB CASE NAMED PD AT KUBE/SEATTLE
- RICK STONE VPPROMOTION AT A&M
- #1 CHR: "King Of Pain" — Police (A&M) (2nd week)
- #1 A/C: "All Night Long" — Lionel Richie (Motown) (2nd week)
- #1 COUNTRY: "Islands In The Stream" — Kenny Rogers & Dolly Parton (RCA)
- #1 BLACK: "All Night Long" — Lionel Richie (Motown) (2nd week)
- #1 AOR TRACK: "Love Is A Battlefield" — Pat Benatar (Chrysalis) (3rd week)
- #1 LP: "Live From Earth" — Pat Benatar (Chrysalis) (2nd week)

FIVE YEARS AGO TODAY

- EVERETT SMITH VPI/R&B PROMOTION AT ATLANTIC/COTILLION
- TOM MORAN NAMED CHURCHILL PRODUCTIONS VP
- #1 CHR: "Heartache Tonight" — Eagles (Asylum)
- #1 A/C: "You Decorated My Life" — Kenny Rogers (UA) (3rd week)
- #1 COUNTRY: "All The Gold In California" — Larry Gatlin (Columbia)
- #1 BLACK: "Ladies Night" — Kool & The Gang (De-Lite/PolyGram)
- #1 LP: "The Long Run" — Eagles (Asylum)

TEN YEARS AGO TODAY

- BONNIE SIMMONS NAMED PD AT KSAN/SAN FRANCISCO
- #1 CHR: "I Honestly Love You" — Olivia Newton-John (MCA) (6th week)
- #1 A/C: "My Melody Of Love" — Bobby Vinton (ABC)
- #1 COUNTRY: "I Honestly Love You" — Olivia Newton-John (MCA)
- #1 LP: "Not Fragile" — BTO (Mercury) (4th week)

Quiz Bonus Prize

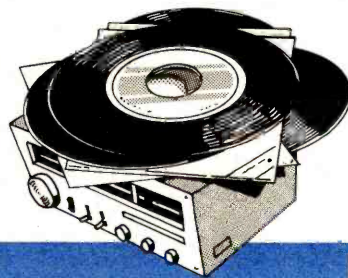
It's hard to believe, but I was able to persuade R&R's parsimonious Prize Department to sweeten the pot a little for winners of the Multiple Choice Quiz here last week. The top finisher will win a year's free subscription to this very paper (in addition, of course, to that all-important namecheck in the column). In case of ties, the subscription winner will be selected by a random drawing, so be sure to include a random drawing (in crayon, pencil, or ink) with your entry. (Just kidding; if there's a tie, we'll pull the winner out of a hat. All top finishers will receive non-negotiable namechecks and the undying respect of their peers.

By the way, if you first thought the quiz was just for laughs but now want to go after the big prize, copies are available c/o R&R.

Maria Vidal was formerly one-third of Rouge, as in Desmond Child & Rouge, who made two albums (and a purple vinyl single) for Capitol. She's now made up for that first blush of nonsuccess.

Sad to hear of legendary jazz drummer Shelly Manne's death, which ended a 45-year career. He worked with Stan Kenton, Woody Herman, Les Brown, and his own combos, and among his last sessions was an appearance on Barry Manilow's forthcoming jazz-slanted LP. Another tragedy was the fatal shooting of Bar-Kays guitarist Marcus Fite in a Memphis robbery attempt late last month.

*Break Through The Clutter
...AND The Competition!*



SCANDAL

Featuring PATTY SMYTH

"Hands Tied"

Added This Week:

CHR
NEW & ACTIVE

110/43 45%

WHTT	KZZP	WDCG	KMGX	KILE
WXKS-FM	KNBQ	WOKI	KYNO-FM	KTDY
WBLI	WMAR	KX104	KIKI	KFYR
PRO-FM	WKEE	WRNO	KLUC	WCIL-FM
Z93	93Q	KITY	KHOP	KGOT
KAFM	WPST	KTFM	KHYT	KHGO
93FM	WBBQ	WVIC	WFBG	SLY96
WHYT	KWIC	KAY107	WIKZ	
KIMN	KZZB	KNMQ	WOMP-FM	



REBBIE JACKSON

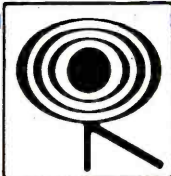
"Centipede"

CHR
SIGNIFICANT ACTION

94Q 22-14
Z93 19-10

WXKS-FM	WERZ	KSET-FM	WJBQ
WCAU-FM	WKEE	WOKI	WJAD
PRO-FM	Z106	WZKS	WCGQ
WASH	WKRZ-FM	KTFM	Z102
93FM	WBBQ	WRQN	WHSL
I95	KZZB	KQMQ	KHTX
WHYT	KXX106	WZYQ	KIST
Q100	WBCY	OK100	
K104	WJZR	95XIL	

**Black/Urban
Chart: 3**



*Reach For The Obvious . . .
Reach For Columbia Records*

Van Halen



“Hot For Teacher”

- | | | | |
|---------|---------|---------|---------|
| WHTT | 98PX | KJ103 | WHSL |
| WNYS | WRCK | KEYN-FM | WBNQ |
| WPHD | KWIC | WZON | WCIL-FM |
| WCAU-FM | WSSX | WZYQ | Y94 |
| B96 | WANS-FM | OK100 | KWTO-FM |
| KMJK | WQUT | 95XIL | KCDQ |
| KPLUS | KX104 | WSQV | KGHO |
| KUBE | WKAU | WKSF | KOZE |
| WFLY | WZPL | Q101 | KBIM |
| Q100 | WJXQ | KWES | KZOZ |
| K104 | ZZ99 | WIXV | OK95 |
| WKEE | WZUU | | |

From The Album 1984

Produced by Ted Templeman
 Managed by Noel Monk for Van Halen Productions
 © 1984 Van Halen Productions



Datebook

MONDAY, OCTOBER 22

Vibes At Eighteen

While Brian Wilson might say that "Sgt. Pepper" rendered unnecessary his attempt to make the perfect album of the '60s, there are a lot of people who'd credit him with top single of the decade. His leading candidate, the Beach Boys' "Good Vibrations," was released, after a reported six months of work, on this day in 1966 on its way to #1. Eighteen years later, "Good Vibrations" has become enshrined not only in the hearts of many rock listeners but also on cans of orange soda everywhere.

TUESDAY, OCTOBER 23

The Kind Of Songs You Can't Forget

It's the songs . . . "Be My Baby," "Chapel Of Love," "Hanky Panky," "River Deep Mountain High," "He's The Kind Of Boy You Can't Forget," "Maybe I Know," "Baby I Love You," "I Can Hear Music," "Wait Till My Bobby Gets Home" . . . Ellie Greenwich, who cowrote the songs above and the proverbial many more, turns 44 today. Greenwich recorded as Ellie Gee & The Jets in the early '60s before teaming up with then-husband Jeff Barry. They had a couple of hits as the Raindrops, and also produced early Neil Diamond and the first Shangri-Las hit. Greenwich sang for fictional groups like the Butterflies and the Definitive Rock Chorale, also recording solo on a number of labels. Most recently she's collaborated with Cyndi Lauper and Nona Hendryx, and a musical has been produced in New York based on her compositions. Because, as mentioned before, it's the songs . . . "Da Doo Ron Ron," "Do Wah Diddy Diddy," "What A Guy," "Today I Met The Boy I'm Gonna Marry," "Why Do Lovers Break Each Other's Hearts," "Leader Of The Pack," "Then He Kissed Me" . . .

Other birthdays: Charlie Foxx 1939, Otis Williams 1949.

WEDNESDAY, OCTOBER 24

Stones Drug Bust Of The Month

We may never know if Bill Wyman enjoyed his birthday, but it's probable that Keith Richards did. On this day in 1973, as Wyman was turning 37 and "Angie" hit its third week at #1 in R&R, Richards was fined \$500 and given conditional discharges on four drug and three firearm charges in Marlborough, England. Stemming from a raid in late June, this was the famous "Mandrax Tablets" case, so named because Anita Pallenberg was given a conditional discharge for possession of 25 Mandrax tablets. While Keith and Anita got off relatively light this time, both had been fined \$1000 in France earlier that month for possession of controlled substances confiscated in a different raid.



THURSDAY, OCTOBER 25

Going For One More

At this time last year, Jon Anderson and Yes were surprising just about everybody by going techno-funk on "Owner Of A Lonely Heart." This year, Anderson brings back the more traditional Yes sound as a solo on "Cage Of Freedom," a cut from the "Metropolis" soundtrack. The singer/percussionist, who's finally emerged — following Yes's comeback without Rick Wakeman and Steve Howe — as the spiritual core of the group, turns 40 today. Anderson's musical career dates back to the age of sixteen when he spent 12 years in various London bands, including one led by his brother, before meeting Chris Squire at a London bar in 1968 and launching Yes as a five-piece group later that year. Anderson has released three solo LPs, one while still a Yes member.

FRIDAY, OCTOBER 26

Slam Man

William "Bootsy" Collins kicked off his first R&B hit, "Stretching Out In A Rubber Band," by declaring, "They call me Casper. Not the friendly ghost . . . But the Holy Ghost." Collins, who hits 33 years old today, grew up in Cincinnati before being recruited (along with the rest of his first band) into James Brown's backup band. After two years, Collins left Brown, then did some work with the Spinners and turned down a fulltime job with them. (Nobody has ever confirmed that "The Rubberband Man" is about Collins but, given his elaborate stage shows, the name of his band, the Spinners connection, and his first hit preceding that song by about six months, it seems like a strong possibility.) Before going solo, Collins brought a lot of ex-James Brown people over to George Clinton's P-Funk organization and became the second best known member of that entourage. Like Clinton, he became primarily a producer and mentor to other groups for a few years before bouncing back in late 1982 with "Body Slam."

SATURDAY, OCTOBER 27

To The LeBon

Within a few weeks, you should have access to a new Duran Duran LP chronicling the band's most recent U.S. tour and featuring a bonus track, "The Wild Boys," produced by one of the band's heroes, Chic's Nile Rodgers. Simon LeBon fans who can't wait can hear his background vocals remixed onto another Durans project, the British reissue/rebuilding of Sister Sledge's 1979 "Lost In Music." Vocalist LeBon, who turns 26 today, is Duran's oldest member. A Londoner who was studying drama in Birmingham (and was in a band called Dog Days), LeBon was apparently put in contact with John Taylor by a friend who worked at the Rum Runner, the local club that seems to be pivotal in the group's history. LeBon was the last member of Duran to join up, sometime around the turn of the decade; a year later, "Planet Earth" gave the band their first British hit.

SUNDAY, OCTOBER 28

Volunteer Jams

There are a number of '80s songs about the plight of Vietnam veterans, but the sobriety of the subject has generally kept many of them from surfacing as singles. Huey Lewis & The News' "Walking On A Thin Line" is an exception. So was "Still In Saigon," the last hit from Charlie Daniels, in spring 1982. Daniels was born in Wilmington, NC on this day in 1937. Between the ages of 18 and 33 he was a Nashville studio musician, songwriter, bar artist, and junkyard worker . . . not necessarily in that order. In 1970, he finally released his first LP on Capitol. Three years later, he had a hit with "Uneasy Rider." After allowing a presumably Eastern hippie to humiliate denizens of Jackson, MS on their own turf, Daniels appeared to change loyalties two years later with "The South's Gonna Do It Again." He waited four years before returning to the charts with a bluegrass novelty that wasn't all that different from the rest of his repertoire, "The Devil Went Down To Georgia."

— Sean Ross

FIRST WEEK:

REO SPEEDWAGON



"I DOWANNA KNOW"

113 STATIONS
ONE OF THE
MOST ADDED

CHR NEW & ACTIVE CHR NEW & ACTIVE

AOR TRACKS: 21 DEBUT

AOR HOT TRACKS
BREAKERS.



JACKSONS



"BODY"

78 STATIONS
ONE OF THE
MOST ADDED

E/P/A's HOT! ...AND GETTING HOTTER!

Programming Problems? Solutions:



CULTURE CLUB

"The War Song"



Now On Over 195 CHR Stations!

CHR CHART: 26



MOLLY HATCHET

"Satisfied Man"



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SIGNIFICANT ACTION**

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WFMI KQMQ
WKDD KSKD
VGRD KHYT
WJXQ WOMP-FM
WRQN KNOE-FM
KEYN-FM KKQV
KQXR

AOR TRACKS:

18

**AOR ALBUMS
BREAKERS.**

18



SURVIVOR

"I Can't Hold Back"



198 CHR STATIONS! 82%

CHR CHART: 25

AOR TRACKS: 3

AOR ALBUMS: 4



MATTHEW WILDER

"Bouncin' Off The Walls"



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WPHD	Q105	WLOL-FM	KUBE	KNIN
WBLI	WCZY	Q103	WKFM	99KG
WCAU-FM	WHYT	KOPA	KKRD	
WASH	KDWB-FM	FM102	T94	

CHR NEW & ACTIVE

DISTRIBUTED BY CBS RECORDS

Continued from Page 3

original vocal versions of many of the instrumental hits heard daily on KJOL. Two months ago, research studies indicate that 35-49 adults are least prejudiced toward AM listening, and this format fits those demographics. We'll be calling ourselves 'XTRA Gold,' and we'll be positioning 'Your favorite music from your favorite times.'"

He indicated the format would concentrate on songs appealing to upwardly-mobile adults, including Motown, Beatles, and Beach Boys, "without the beep sound of the '50s. We're also introducing new sports, and traffic information to the station in the form of 60-second updates."

"Three-year XTRA PD Jim Richards told R&R, "Obviously, after four years as a CHR station, and a healthy rebound in the summer Arbitron, this wasn't the easiest transition for us to make. But with the purchase of KJOL, it makes more sense to combine our sales efforts with Los Angeles, rather than our FM sister, 91X/San Diego. I'm definitely staying on through the transition, and will continue to help Noble with whatever they need."

"The Gold format is set to debut sometime next week, with the station running 'The History Of Rock & Roll' as a lead-in. Richards indicated the airstaff would remain intact."

Nathan

Continued from Page 3



A NIGHT WITH MOM — Q102/Chinatown welcomes Columbia recording artist Billy Joel along with his very proud Mom backstage after the concert. Shown here standing (l-r) are Q102 contest winner Stephanie Sivak, Mom, Billy, Q102's J.C. McCoy, Karen Coyne, Chris O'Brien, winner Lon Hoseclamp, Q102's Andy Craig, kneeling (l-r) are PD Jim Fox and Columbian Al Slann.

Between The Ears. Previously he held national promotion positions with Sire, Casablanca, BearsVile, and Playboy. We are very fortunate to have two such knowledgeable, well-rounded, and loyal individuals directing our daily Southern Regional Album Promotion/Art- and Styleline being joined Atlanta in 1977 as Southeast Regional Manager. He later became South East Regional Pop Promotion Director, and spent a year as Billy Squier's tour manager before rejoining Atlantic last year.

Nathan joined Aco last year following a spell running his own management firm.

BARNETT BOOSTED TO KYUU

General Sales Manager

Bob Barnett has stepped up from Sales Manager to GSM at KJUU/San Francisco. He succeeds Terry De Volo, who assumed an Account Executive position after last year. He previously held an Account Executive position with WOOD/Sarasville, NC. I'm one of the lucky few in San Francisco who get to work at KJUU."

He told R&R, "This is a class operation with a top-notch local sales staff."

WCNN Sets As GSM

Chuck Hill is the new General Sales Manager at WBUF/Buffalo. He takes over for Jim DiMino, who departed last month. GM Larry White said, "Chuck and I go way back to 1969 where we knew each other at Syracuse University. Chuck's very knowledgeable and I'm delighted to have him here." Hill comes to WBUF from Jay Advertising in Rochester, where he worked in radio sales, with stops at WBBF and WMJG/Rochester and WDBO/O Orlando.

Doyle

Continued from Page 1

Both Bernate and told R&R. "Both Bernate and RKO are committed to continued longterm success here in Chicago, and I will also be comfortable working with (consultant) Walt Sabo. I'm ready to go."

Mason

Mason, who joined KRNB eight months ago, brings 13 years of radio experience to the programming chair, having already worked as PD at WBMR/Knoxville, WRD/Wausau, and KZZM/Sudbury-Lake Charles. He told R&R, "I'm the type who thrives under pressure. It's very exciting, and I look forward to working with D. Black and the rest of the staff to make KRNB successful this book." Mason added that no major changes are planned, and that his goals are to "maintain a consistent sound and raise the degree of professionalism here."

Cook

Continued from Page 3

AOR, this move shows we are committed to the format and play to win."

From 1972-74, Cook wrote songs that appeared on albums by Deep Purple, the James Gang, and Tommy Bolin. Following two years in the record retail business, he joined Artists as its Denver representative, later moving up to regional and national AOR duties.

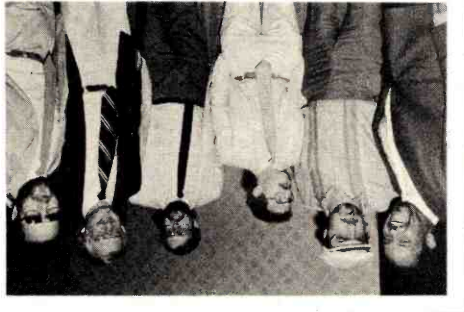
"I will always be grateful to Clive Davis and Artists," said Cook, "for allowing me to grow and step up through the ranks in the company. It was eight years of pure pleasure learning from the master who makes sure promotion an art form. Elektra has always set a standard of excellence, and to say that I'm Elektra-fied!"

BROWN RESIGNS

Metzger KJUA & KQMG GM

GM is returning to the mainland to pursue broadcast interests. Station co-owner Patrick Lannan said, "Don's an experienced broadcaster with a good knowledge of programming and the marketing of the audience developed through that programming. We're sorry that Dennis chose to leave, I am sure he'll find a tremendous job in developing our properties, particularly the F.M. Dennis was the one that hired Don, and we're very fortunate to have him with us."

Metzger told R&R, "I've continued against these facilities for 12 years, so I know how strong they are. Promotionally, KJUA & KQMG are the two most active stations in the market, and we will continue that profile by doing more exciting things in Honolulu." Metzger had been Sales Manager before joining KJUA & KQMG, KMPG/Los Angeles.



MCA Distribution Conclave

MCA Distributing held its annual sales and promotion meetings recently at the Sheraton Premier Hotel in Universal City. Pictured (l-r) are MCA VP/Black Music Group President Irving Azoff, Exec. VP/Marketing & Promotion Richard Palmese, Exec. VP Myron Roth, and VP/Artist Development Larry Solter.

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Now it's time for more.



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THE PICTURE PAGES

Wang Chung Visits Oasis



While on tour in support of their latest album, "Points On A Curve," Wang Chung stopped by Oasis Records in Pittsburgh for an in-store appearance. Shown here are (l-r): National Record Mart's Jeff Sewald, Jack Hughes, and Graeme Pleeth of Wang Chung, WB's Mark Wallace, Oasis Records' Tedd Arnold, Wang Chung tour manager Tim Messer, and Nick Feldman and Darren Costin of the band.

Go-Go's Stop In Maine



The Go-Go's visited WBLM/Lewiston, ME, meeting with media reps from the upper New England area. Pictured (l-r): WJBO/Portland MD Bill O'Neil, independent record promoter Rodney Stevens, WBLM PD Jose Diaz Go-Go's Kathy Valentine and Belinda Carlisle, WERZ/Exeter, NH's Jimmy Stevens, Go-Go Jane Wiedlin, WVII-TV/Bangor's Olin Smith, WERZ's Scott McKay, and A&M's Chuck Bilzotis.

Hall Belongs To MCA



Randy Hall took a break from recording his new album, "I Belong To You," to visit the MCA offices in Los Angeles. Pictured here are (l-r): MCA's Louil Silas and VP Jheryl Busby, Randy Hall, Hall's producer Ray Parker, Jr., co-manager Joe Ruffalo, and MCA's Ernie Singleton.

Nylons Do It Seamlessly



The Nylons recently received Canadian gold status for their "Seamless" LP. Backstage after a Toronto show are (l-r rear): Claude Morrison and Paul Cooper of the band, Attic Marketing's Lindsay Gillespie, Nylon Arnold Robinson, Attic's Ralph Alfonso, (l-r front) Nylon Marc Connors, and Kris Pindoff of Pindoff Record Sales.

Worth His Waite In Gold



EMI artist John Waite recently scored a double in the gold category with his "No Brakes" LP and first number one single "Missing You." Celebrating the accomplishment are (l-r): co-manager Rick Smith, Waite, co-manager Steven Machat, and EMI America President Jim Mazza.

Platinum On His Mind



Willie Nelson was presented with a triple platinum trophy for his "Always On My Mind" LP. Smiling over the accomplishment were (l-r): Nelson, CBS Nashville Sr. VP/GM Rick Blackburn, and manager Mark Rothbaum.

Dio First In Line



WB Records President Lenny Waronker (l) recently presented Ronnie James Dio (r) with a gold disc to commemorate the success of his LP "The Last In Line." Dio's earlier "Holy Diver" LP has been certified gold as well.

Shannon Goes Gold



Mirage recording artist Shannon was recently presented with gold record awards for her "Let The Music Play" album and single. Celebrating at the reception are (l-r): Mirage President Jerry Greenberg, Shannon, and Sergio Cossa, head of Emergency Records.

CALENDAR



BRAD MESSER

The Book: No Second Chance

In those Radioland neighborhoods where folks make a big deal out of the Fall Book, the pressured PD finds it's now time to hand out a few ego strokes to keep the troops energized, while laying on the whip to keep the whole operation propelling along at top speed and efficiency.

The job requires the negotiating skills of Lee Iacocca, the image-projecting finesse of Ronald Reagan, and at times the uncanny ability we saw Walter Mondale and Geraldine Ferraro exhibit while marching in the NYC Columbus Day parade: the ability to keep smiling while dodging oncoming blobs of, er, horse droppings.

This time next year, the go-rounds and

hassles of 1984 — and even the paychecks — will have been forgotten, but there will be no forgetting the results of *The Book*, which will brand the PD either a loser or a winner.

The time to fight for the privilege of being known as a winner is now, every hour, every day, until those diaries are all mailed safely away. Money comes, money goes. A reputation stays.

(P.S.: Among newspeople it is widely understood that an alert, tight news operation should be given generous credit if the ratings are up. If, however, the numbers go down, it is the fault of the programming people. As a newsman, I have a lot of faith in that theory.)

No Use For Xerox Copier

MONDAY, OCTOBER 22 — The fellow who invented the Xerox photocopier, Chester Carlson, produced his first crude copy 46 years ago today (1938). It then took him more than ten years to find a backer: he was turned down by RCA, IBM, Kodak, and about 20 other companies whose leaders saw no use for a machine that only made copies. Carlson eventually made a fortune estimated at \$100 million.

Saints first canonized 995. Princeton University chartered 1746. First parachute jump, 1797. FBI shot Pretty Boy Floyd 1934. JFK quarantined Cuba 1962.

Moon on equator. Swallows traditionally depart Capistrano. French actress Catherine Deneuve 41. Original Mickey Mouse Club star Annette Funicello 42. Dr. Timothy Leary, the psychologist who was asked to leave Harvard when he became fascinated with psychedelic drugs in the sixties, is 64.

Women March For Voting Rights

TUESDAY, OCTOBER 23 — About 25,000 women staged a demonstration in New York City on this date in 1915, demanding the right to vote, because the issue was on the upcoming November ballot. About two weeks later, the voters of New York State — the men — voted no. It was five more years before all women in all states were awarded their voting rights via a Constitutional Amendment (1920).

Blanche Scott first female pilot to fly solo 1910. Soviets used tanks to crush Hungarian revolution 1956. Congress approved standby gas rationing plan 1979. Korean President Park Chung Hee assassinated by KCIA chief 1979.

Brazilian soccer player (Edson Arantes Do Nascimento) "Pele" is 44. Johnny Carson (a year older than NBC) is 59.

Squabble Over Nursery Rhyme

WEDNESDAY, OCTOBER 24 — Birthdate in 1788 of Sarah Hale, the magazine editor who wrote "Mary Had A Little Lamb," which she claimed was based on a true incident. After the nursery rhyme became popular, several other people claimed they had written it, including her own son. Hale never made a nickel from the poem.

Unemployed school teacher Anna Taylor became the first person to go over Niagara Falls in a barrel in 1901. She hoped to make a bundle on the lecture circuit, but never did, partly because she was a pretty boring speaker.

Friction match patented 1836. US telegraph coast to coast 1861. Nylon hosiery first sold 1939. Vietnam established in French Indochina 1945.

United Nations Day, observing the founding in 1945. Bill Wyman (Rolling Stones) is 48. Football Hall of Famer Y. A. Tittle 58.

Air Force Abandons UFO Reporting

THURSDAY, OCTOBER 25 — The US Air Force issued its final public report on UFOs in 1955, concluding that flying saucers and other airborne mysteries don't seem to be a threat to national security. Alan Himek of the Center of UFO Studies believes the Air Force never wanted the job of taking UFO reports, saying, "They tried several times to get out of it. I remember the remark that was passed in the office: 'Why don't the damned things swim? Then we could give it to the Navy!'"

First US postcard 1870. Bulova introduced electronic wristwatch 1960. United Nations in 1971 voted Nationalist China out and Communist China in.

Today is traditionally the end of the hurricane season. Helen Reddy 43. Tony Franciosa 56. Grand Ole Opry star Minnie Pearl 72.

No Grapes In Grape Nuts

FRIDAY, OCTOBER 26 — Charles William Post, the first breakfast food multimillionaire, was born in 1854. Several of his cereals are still on the market with the original recipes, including Post Toasties and Grape Nuts (which contain no nuts and no grapes).

In 1909, a US Army Officer made a solo flight in an airplane the US government had just bought from the Wright Brothers: today's the 75th anniversary of American military aviation.

Gunfight at OK Corral 1881.

Jaelyn Smith 36.

E/P/A IS HOT!

**JOHN CAFFERTY
AND THE BEAVER BROWN BAND**
"On The Dark Side"

6

CYNDI LAUPER
"All Through
The Night"

19

SURVIVOR

"I Can't Hold Back"

25

CULTURE CLUB
"The War Game"

26

**REO
SPEEDWAGON**
"I Dowanna Know"

113 ADDS!
ONE OF THE MOST ADDED

JACKSONS
"Body"

78 ADDS! ONE OF
THE MOST ADDED



...AND GETTING HOTTER!

Contemporary Hit Radio



JOEL DENVER

Y97 EMERGES AS CHALLENGER

Z104 Sizzles With Hot Hits

With a 12+ trend of 4.4 - 5.3 - 6.8 - 9.3 in the last four Arbitrons, Hot Hits WNVZ (Z104)/Norfolk stands format-dominant in the complex Tidewater market. Why use the word complex? Because Tidewater is comprised of seven cities - Norfolk, Portsmouth, Suffolk, Chesapeake, Virginia Beach, Newport News, and Hampton - decidedly different from each other in lifestyle and socioeconomic needs.

However, because of the heavy military concentration, the Naval Amphibious Base, Langley Air Force Base, Ft. Story, and Ft. Monroe, there is a stable economy. In fact, many end up retiring here and becoming part of the general population.

Back Home Again

WNVZ PD Jeff Morgan picks up the story. "Virginia Beach is a huge sprawling resort area now. And in terms of area, Chesapeake is the largest city in the entire state. Combine all of this with great weather, and the Tidewater market is a great place to call home.



Jeff Morgan

"I came here a year ago after programming WRVQ/Richmond. We went up to a 6.8 share in the first book and in the last book we grabbed a 9.3. This coincides with Abell Communications' purchase of the station two years ago.

"The company has seen to it that we have all of the best equipment to maximize our signal and broadcast with the finest state-of-the-art audio quality. Our goal is to be number one in the market. We rose to number three in average quarter hour and number one in cume, so we were most pleased."

When discussing station success, a lot of programmers are quick to credit their own contributions and push the consultant into the background. Jeff doesn't. "A lot of credit has to go to Mike Joseph. We launched his Hot Hits last December. We had previously called ourselves 'Continuous Hits Z104,' so there wasn't much of a change to the listeners. The listeners weren't quite sure what we were doing differently, but they knew they liked it.



"Things changed internally as we learned about the complexities of the Hot Hits format. We recently made slight modifications in the format, and the results have already shown up in the Birch reports. Adding in just a few recurrences has helped spread our AQH share, with Z104 scoring a 10.2 and a 10.5 in the last two monthlies. Z104 is very current; those few recurrences go back just a few months, no more."

Beyond this minor adjustment, music selection strictly follows Mike Joseph's "going to the box office" principles. Translated,

that means calling retail accounts. "I'd say 85-90% of what we do is based on local record sales. The rest comes out of national trades, requests, etc. We rarely go out of the box on records; we want to play proven hits. We aren't interested in setting trends or legislating what people want to hear."

Spinning those hits are PD Morgan (5-9am), Michael Jay (9am-noon), Greg South (noon-3pm), Brian Murphy (3-7pm), Bill Catcher (7pm-midnights), and Bill Bass (overnights). I asked Jeff about the lack of female air talent, noting that none of Joseph's Hot Hits outlets had hired a female as part of the original staff. "I've always looked for the best talent possible," Jeff responded. "If I'd have found a suitable female, she would have been hired."



Welcoming Competition

Z104 virtually had the CHR market all to itself for the past year. Then fresh competition arrived in the form of WNSY(Y97). "There's no doubt in my mind," said Jeff, "Y97 has pretty well positioned themselves right at us. But we have the distinct advantage of already having a button on people's car radios. Y97 has to get a button to begin to win, and that will take some hard work. We're the guys they have to beat.

"I believe Leon Spinks would never have become heavyweight champ if Muhammad Ali had never recognized him. We're going to wait. It's more a matter of Y97 bringing the game to us rather than us going after or reacting to them. Z104 is the market leader, and we're going to continue to act like one."

Street-Wise Promotion

There are those stations whose limited use of TV doesn't adversely affect its success. Z104 is a prime example. "TV is just too expensive to use as a primary source of advertising. The little bit of TV we do use is targeted very selectively. Z104 wants to be dominant in one medium, so I prefer to use billboards. We've got a ton of them showing. It's hard to drive around and not see Z104 somewhere. We have a few bumper

Continued on Page 36

And Now A Word From Mike Joseph

It's coming up on Z104/Norfolk's one-year anniversary as a Hot Hits station. I asked consultant/format creator Mike Joseph what was in store for Z104. "I'm most proud of the job that (GM) Paul Todd and Jeff Morgan have done. They've performed all of my formatics, techniques, and philosophies to the letter. The numbers reflect that."

So what does Mike think about the new kid on the CHR block, Y97? "I feel very strongly about the strength of our format. Our sound and people are superior and will not succumb. I always urge my people to hold the line and, above all, do not panic. We will stand up very nicely to any frontal attack. When the dust has cleared, Z104 will remain on top."



Mike Joseph

Y97 Draws A Bead On A Hot Moving Target

WNSY (Y97)/Newport News-Norfolk was at one time Classical-formatted WGH-FM. Last year the station changed hands and went A/C without much market impact. Then two months ago, the station adopted Y97 as an on-air handle and began a frontal assault on Hot Hits neighbor Z104.

First Time PD

Y97 marks PD Jeff Moreau's first programming job. "I inherited the A/C format when I joined the station about a year ago," he recalled. "When Art Wander left to program KAZY/Denver, I was named PD, coming over from cross-town A/C WWDE. It soon became obvious the A/C format wasn't working, so we brought in Gary Burns. Research pointed out the hole in the marketplace which Z104 didn't serve."



Jeff Moreau

So Y97 launched its CHR drive. "I've already seen some dramatic growth in the August Birch reports," Jeff related, "which show us with a 12+ trend of 2.2 - 5.3. This is without the teen impact of night jock Johnny Ringo, and we're already topping Z104 in some key adult demos."

"The strictness of the Hot Hits format - the constant countdowns, jingles, and liners - allows us to do things Z104 can't do."

- Jeff Moreau

Studying The Leader

When you challenge the market leader, you've got to study your opponent very carefully. Moreau sounds like he's done his homework. "The strictness of the Hot Hits format - the constant countdowns, jingles, and liners - allows us to do things they can't do. We can work the phones, putting listeners on the air. The Hot Hits format just seems sterile to me. Y97 is more spontaneous. The listener gets the feeling that anything could and will happen at this station."

Because Z104 uses so many jingles, Y97 is reluctant to put any on the air. "We may add jingles down the road, but we'll never use them to the extent Z104 does. Personality seems to be forced as they're limited to about eight seconds of talkover time.



"In addition, they're quicker to jump on the Twisted Sisters first before we play them. This gives us more adult appeal. We play a couple more oldies than Z104 as well, offering a bit more variety. Oldies only go back about a year and a half; we want to stay current-sounding. But there are the occasional Beatles selections in lunar rotations, limited to mornings and middays.

"We're not involved in passive research, which would take us out of the realm of being competitive. Using retail input and the phones, we maintain about a 35-record playlist. It allows a lot of concentration on newer product without the habit-listening burnout so commonly associated with CHR."

TV, Contests, Cash

To establish itself, Y97 is making public appearances and sponsoring contests to win concert tickets. The station is also presenting a "Song Of The Day" promotion whereby a particular song is initially played at 7:20am. When it's played again before 7pm, the song is good for \$97. Every other Thursday it's worth \$1000. Over 20,000 "Song Of The Day Music Logs" have been distributed so listeners can keep track of the songs. The log doubles as a good caller reminder and features the request/contest numbers, other promotional features, and pictures of all the jocks.

A major promotion is on the horizon involving window stickers. "We're eventually going to distribute 200,000 throughout the area, and we're beginning a TV campaign shortly. As soon as those window stickers come back, we're going to go full-blast with them. The excitement they'll generate will bring us a lot of new cume," Moreau predicts.

Regarding Gary Burns's contributions, Moreau commented, "His input is real logical, and I'm really pleased. We're

Continued on Page 36

AL JARREAU

JACK WAGNER

“After All”

WXKS-FM	KSKD
WCAU-FM	KDON-FM
94Q	KHYT
Q100	KRQ
K104	WFBG
WPST	OK100
WBCY	95XIL
WNOK-FM	WSQV
KAMZ	WKSF
WANS-FM	KTDY
WOKI	WXLK
ZZ99	WIXV
WHOT	KNIN
KIKI	KFMW
KQMQ	KCDQ
KO93	SLY96
KHOP	KIST

**A/C BREAKER
BLACK/URBAN BREAKER**

From the Forthcoming Album
‘HIGH CRIME’

Produced by Jay Graydon

Management Patrick Rains & Associates, Los Angeles



Manufactured & Distributed by Warner Bros. Records

“All I Need”

B104 add	KRGV add 33
Z100 deb 30	Z98 add
Z93 deb 27	KZIO add
93FM 5-5	WZUU deb 30
I95 2-6-7	KJ103 35-20
Y100 4-5-9	KOFM on
Q105 on	KCAQ 8-5
Q103 add	WOAY 8-7
KOPA deb 28	OK100 add
K104 add	95XIL add
Z106 add	WSQV add
WKRZ-FM deb 37	WKSF deb 38
WBBQ on	WJAD on
KWIC 26-17	WIXV add
WBCY on	WRKR deb 27
KAMZ add	

(Jack Wagner stars as Frisco Jones on
General Hospital)

From his debut album
‘ALL I NEED’

Produced by Glen Ballard & Clif Magness



Z104

Continued from Page 34

stickers left over from an old promotion which could be activated shortly."

Jeff went on to talk about Z104's promotional profile as compared to Y97. "We're quite involved in a lot of outdoor promotions such as the Neptune Festival, which will draw between 20,000-30,000 people a day. This is the annual event's 11th year, and we're sponsoring a couple of concerts featuring local bands. It doesn't seem like Y97 is getting very active, as they've been doing some small events. We also did the fireworks at Harbor-Fest this year, which brought in at least 200,000 people. If there are a lot of people, then we want to be there."

"Y97 has pretty well positioned themselves right at us. But we have the distinct advantage of already having a button on people's car radios."

— Jeff Morgan

Since December, Z104's been running Mike Joseph's "Family Fortune" contest. A last name is announced hourly and a call made to someone listed in the phone book with that last name. If the person answering knows the jackpot amount, then he wins it all. To date, Z104 has handed out over \$44,000. "The contest has amazing staying power," Jeff added. "It's just as popular as ever. In addition, we have sent a busload of listeners to see the Jacksons in Washington, and we're involved with the upcoming Elton John and Culture Club concerts.

"And Z104 is the local station participating in the Stroh's Beer 'Run For

Liberty,' the largest ever organized run being held simultaneously in 123 cities. It's a five-mile race with a small entry fee, which benefits the repairs on the Statue of Liberty."

Promotions do play an important role, especially since Hot Hits is based on the psyche of the active audience. "You've got to have them," said Jeff. "These are the people who make the difference. They'll show up at our promotions, and fill out the ratings books as well."

Spots are limited to a very listenable eight minutes an hour. Jeff remarked, "It really is a nice balance between sales and programming. Maybe because VP/GM Paul Todd was a PD for a long while over at WNOR, we have a lot of cooperation with the sales department. We respect each other's needs and work well together."

The Joseph-Less Future

But what happens to Z104 when Mike Joseph's consultancy ends in December? "Things will go on as usual. Everyone on our airstaff has been here or arrived shortly after Mike came aboard. They're well aware of how the format works. I don't foresee us saying, 'Well, Mike's gone. Let's do it our way.' Why should we? Things are working quite well for us with Hot Hits. We're very proud of our accomplishments; bound and determined to become the number one station in the market. I'm not sure what Y97 will do to make that task any

"It's more a matter of Y97 bringing the game to us rather than us going after or reacting to them. Z104 is the market leader, and we're going to continue to act like one."

— Jeff Morgan

harder. But I'm confident we can and will reach our goal."

Motion

KYND-FM/Minot becomes KHHT as it flips formats from Easy Listening to CHR; Ken Hagen is upped to Operations Manager ... KREO-Santa Rosa PD Randy Chambers has promoted Robin Hart to Assistant PD ... Richard Sanda is doing afternoon drive for KITS/San Francisco, while Harry O is Production Director ... Michael Dunn leaves WZOZ/Oneonta to become News Director at OK100/Itasca; Peter Iglinski is the new ND at WZOZ ... Jerry Michaels is now MD at WLAN-FM/Lancaster, as Todd Halliday exits for WKFM/Syracuse ... Partimer Fast Jim Roberts takes on fulltime evenings at WPLJ/New York, while Peter Bush slides into the 10pm-2am slot ... Richard Spres leaves KBUK/Baytown, TX for PM drive at KILE/Galveston ... Bill Brock becomes Assistant MD in addition to on-air duties at Q101/Meridian ... Louie Mano is now Production Director for both WEBC and Rock 105/Pittsfield, MA; he keeps his afternoon show on Rock 105.

Brad Barrett moves from KQRR/Bismarck to KKUA/Honolulu for the 7-midnight shift, as Dave Lancaster exits KKUA for cross-town KCNN ... Scott Drake adds MD duties to his PM drive slot at Z100(KKRZ)/Portland, OR ... Craig Jackson moves cross-town from KPKE/Denver to Q103 for middays ... And more cross-town news, as Kim Kendrick moves from KRAB/Tulsa to KAY107, replacing Jim Ella as News Director ... WQUT/Johnson City MD Rod Hampton crosses the street to program Y105(WZXY) ... Elizabeth Brunty is upped to Promotions Director at WDCC/Durham-Raleigh ... Chuck Jefferson joins KZZB/Beaumont from KKQV(QV103)/Wichita Falls for 7-midnight ... Keri Tomaszian exits nights at KRTH/Los Angeles, and Sammy Jackson joins the station as a partimer from neighboring KLAC and KMPC ... For the record, Jim Conlee is not OM/DP at KWNK/Simi Valley.

John Campbell remains in that capacity, with Jim joining the station for middays ... Last but not least, congratulations to R&R CHR Associate Editor Nancy Conover, who moves over to Westwood One to write Scott Shannon's "Rockin' America" countdown show.

• Uncle Reagan Wants You! KC101/New Haven is very proud of newsmen Dr. Chris Evans. It seems that President Reagan recently chose Evans for the prestigious role of emcee for a campaign rally in nearby Waterbury, CT. Evans will phone in live reports throughout the day.

• Bon Jovi Benefits Kids! KHTR/St. Louis along with PolyGram recording group Bon Jovi recently hosted a benefit concert for several charities. The concert benefitted the Shriner's Hospital for Crippled Children; Operation Liftoff, which gives a dream trip for terminally ill children and their families; and last but not least, a badly-needed operation for a local listener Tammy Beckham.

• From The Classroom To Outer Space! T94/Panama City believes in listening to its government. So when President Reagan suggested that a teacher would be a wise choice as an observer in the next space shuttle, T94 went for it full blast. The contest is called "Send Your Teacher To Outer Space," and the class with the best reason why its teacher should be sent out of this world wins a VCR for the class.

• Put Your Best "Hiney" Forward! WASH/Washington asked its listeners to

Hi, I'm Gary Burns

Many people don't know consultant Gary Burns. His clients know him, but only seven at a time. You see, Gary carries a maximum of only seven clients. Based out of his San Antonio office, he jets about consulting not only the programming, but also the sales and marketing efforts of his client stations.



Gary Burns

"I put Y97's format on the air August 4th, after completing a six-week research study," Gary said. "The direction was pretty clear: We felt CHR was underachieving since the only outlet was Hot Hits. I think there are 16 shares of available CHR audience in Norfolk, and we'll get at least half as long as there are only two of us doing it.

"The August Birch has us in the fives, which is the best the station has ever done. The music is certainly broader than Hot Hits. Our recurrences and slower rotations offer more variety. I think Z104 is very easy to program against since they are very repetitive with their countdowns and jingles, in addition to the hyper-hot currents rotations."

Burns, who talks with Y97 on a daily basis, added, "The format polices itself, putting the priority on currents and hot recurrences. It is impossible for the same song to be heard in the same quarter-hour within a seven-day period. The format updates itself every 15 minutes."

Y97 Draws A Bead

Continued from Page 34

always in contact with him. Gary's work includes the sales department, helping them set up promotions and marketing ideas. Our spot load is very manageable, running nine units an hour."

And what about the impending CHR marketplace battle? "Z104 has simply pav-

Contemporary Hit Radio

ed the way for us with their efforts. It's clear from our findings that there is a lot of room for what we're doing. This battle will really intensify."



Y97's AIRFORCE — Here are the faces behind the voices at Y97. Shown (l-r): Tony Macri (5:45-9am), Joanne Rice (9am-noon), MD Don Davis (noon-3pm), Johnny "Rock 'N Roll" Ringo (7pm-midnight), and afternoon news anchor Gigi Young.

Bits

show their stuff in order to win. WASH recently announced the first "Mr. & Mrs. Hiney Contest" with cash prizes. The event was held at a local club called "Champions," and contestants were judged in jeans with WASH Booty shirts and bathing suits. Mr. & Mrs. Hiney will join Thor Hiney, Ophelia Hiney, Ima Hiney, and Big Red Hiney in the cast of existing Hiney characters.

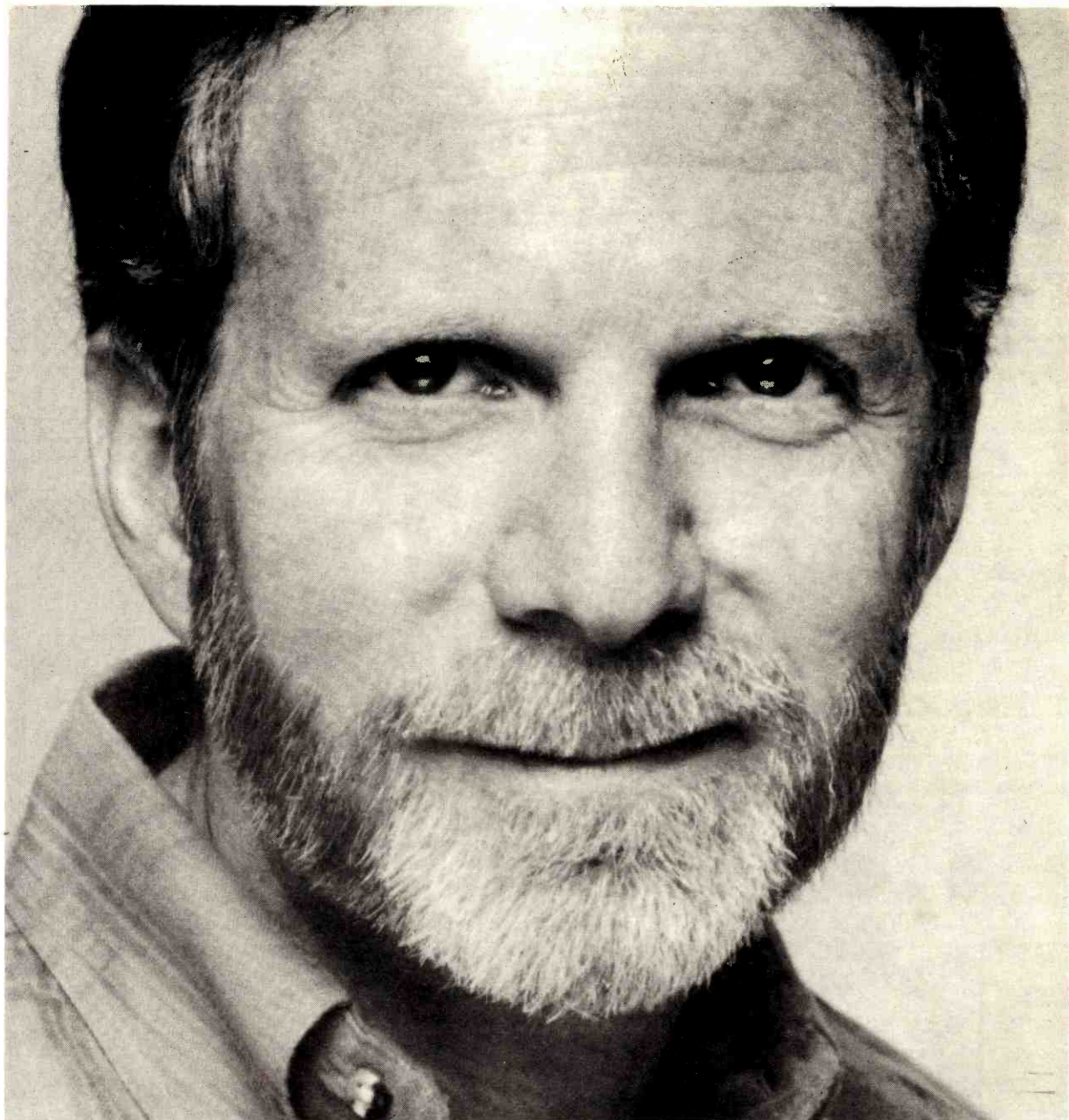
• A Respectable Job! Q105/Tampa is very proud of its morning man and "Zoo" master, Cleveland Wheeler. The United States Jaycees recently chose Wheeler as one of the Ten Outstanding Young Men of America for 1984, in recognition of his professional achievements and community service. This year he emceed the local Cerebral Palsy Telethon, lobbied for stiffer penalties in support of animal cruelty laws, assisted in a missing children's program and in the renovation of Tampa's Lowry Park. He now has something to write home to Mom about!

• Cover Up In Miami! Y100/Miami, along with WEA and Peaches Records stores, sent over 125,000 kids back to school with a disguise for their books. The book covers were designed to look like WEA art-

ists' album covers, complete with Peaches and Y100 logos and a picture of a Y100 air personality. On the inside was a discount coupon towards purchases of WEA albums or cassettes. Now, that's getting attention in class!

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Z104

Continued from Page 34

stickers left over from an old promotion which could be activated shortly."

Jeff went on to talk about Z104's promotional profile as compared to Y97. "We're quite involved in a lot of outdoor promotions such as the Neptune Festival, which will draw between 20,000-30,000 people a day. This is the annual event's 11th year, and we're sponsoring a couple of concerts featuring local bands. It doesn't seem like Y97 is getting very active, as they've been doing some small events. We also did the fireworks at Harbor-Fest this year, which brought in at least 200,000 people. If there are a lot of people, then we want to be there."

"Y97 has pretty well positioned themselves right at us. But we have the distinct advantage of already having a button on people's car radios."

— Jeff Morgan

Since December, Z104's been running Mike Joseph's "Family Fortune" contest. A last name is announced hourly and a call made to someone listed in the phone book with that last name. If the person answering knows the jackpot amount, then he wins it all. To date, Z104 has handed out over \$44,000. "The contest has amazing staying power," Jeff added. "It's just as popular as ever. In addition, we have sent a busload of listeners to see the Jacksons in Washington, and we're involved with the upcoming Elton John and Culture Club concerts."

"And Z104 is the local station participating in the Stroh's Beer 'Run For

Liberty,' the largest ever organized run being held simultaneously in 123 cities. It's a five-mile race with a small entry fee, which benefits the repairs on the Statue Of Liberty."

"Promotions do play an important role, especially since Hot Hits is based on the psyche of the active audience. "You've got to have them," said Jeff. "These are the people who make the difference. They'll show up at our promotions, and fill out the ratings books as well."

Spots are limited to a very listenable eight minutes an hour. Jeff remarked, "It really is a nice balance between sales and programming. Maybe because VP/GM Paul Todd was a PD for a long while over at WNOR, we have a lot of cooperation with the sales department. We respect each other's needs and work well together."

The Joseph-Less Future

But what happens to Z104 when Mike Joseph's consultancy ends in December? "Things will go on as usual. Everyone on our airstaff has been here or arrived shortly after Mike came aboard. They're well aware of how the format works. I don't foresee us saying, 'Well, Mike's gone. Let's do it our way.' Why should we? Things are working quite well for us with Hot Hits. We're very proud of our accomplishments; bound and determined to become the number one station in the market. I'm not sure what Y97 will do to make that task any

"It's more a matter of Y97 bringing the game to us rather than us going after or reacting to them. Z104 is the market leader, and we're going to continue to act like one."

— Jeff Morgan

harder. But I'm confident we can and will reach our goal."

Motion

KYND-FM/Minot becomes KHHT as it flips formats from Easy Listening to CHR; Ken Hagen is upped to Operations Manager ... KREO/Santa Rosa PD Randy Chambers has promoted Robin Hart to Assistant PD ... Richard Sande is doing afternoon drive for KITS/San Francisco, while Harry O is Production Director ... Michael Dunn leaves WZOZ/Oneonta to become News Director at OK100/Rhaca; Peter Iglinski is the new ND at WZOZ ... Jerry Michaels is now MD at WLAN-FM/Lancaster, as Todd Halliday exits for WKFM/Syracuse ... Parttimer Fast Jim Roberts takes on fulltime evenings at WPLJ/New York, while Peter Bush slides into the 10pm-2am slot ... Richard Spire leaves KBUK/Baytown, TX for PM drive at KILE/Galveston ... Bill Brock becomes Assistant MD in addition to on-air duties at Q101/Meridian ... Louie Mano is now Production Director for both WEBC and Rock 105/Pittsfield, MA; he keeps his afternoon show on Rock 105.

Brad Barrett moves from KQRR/Bismarck to KUAU/Honolulu for the 7-midnight shift, as Dave Lancaster exits KUAU for crostown KCCN ... Scott Drake adds MD duties to his PM drive slot at Z100(KRZR)/Portland, OR ... Craig Jackson moves crostown from KPKE/Denver to Q103 for middays ... And more crostown news, as Kim Kendrick moves from KRAB/Tulsa to KAY107, replacing Jim Ellis as News Director ... WQUJ/Johnson City MD Rod Hampton crosses the street to program Y105(WZXY) ... Elizabeth Brunty is upped to Promotions Director at WDCG/Durham-Raleigh ... Chuck Jefferson joins KZZB/Beaumont from KKQV(QV103)/Wichita Falls for 7-midnight ... Kerl Tombarian exits rights at KRTH/Los Angeles, and Sammy Jackson joins the station as a parttimer from neighboring KLAC and KMPC ... For the record, Jim Conlee is not OMP/D at KWNK/Simi Valley.

John Campbell remains in that capacity, with Jim joining the station for middays ... Last but not least, congratulations to R&R CHR Associate Editor Nancy Conover, who moves over to Westwood One to write Scott Shannon's "Rockin' America" countdown show.

• Uncle Reagan Wants You! KC101/New Haven is very proud of newsmen Dr. Chris Evans. It seems that President Reagan recently chose Evans for the prestigious role of emcee for a campaign rally in nearby Waterbury, CT. Evans will phone in live reports throughout the day.

• Bon Jovi Benefits Kids! KHTR/St. Louis along with PolyGram recording group Bon Jovi recently hosted a benefit concert for several charities. The concert benefitted the Shriner's Hospital for Crippled Children; Operation Liftoff, which gives a dream trip for terminally ill children and their families; and last but not least, a badly-needed operation for a local listener Tammy Beckham.

• From The Classroom To Outer Space! T94/Panama City believes in listening to its government. So when President Reagan suggested that a teacher would be a wise choice as an observer in the next space shuttle, T94 went for it full blast. The contest is called "Send Your Teacher To Outer Space," and the class with the best reason why its teacher should be sent out of this world wins a VCR for the class.

• Put Your Best "Hiney" Forward! WASH/Washington asked its listeners to

Hi, I'm Gary Burns

Many people don't know consultant Gary Burns. His clients know him, but only seven at a time. You see, Gary carries a maximum of only seven clients. Based out of his San Antonio office, he jets about consulting not only the programming, but also the sales and marketing efforts of his client stations.



Gary Burns

"I put Y97's format on the air August 4th, after completing a six-week research study," Gary said. "The direction was pretty clear: We felt CHR was underachieving since the only outlet was Hot Hits. I think there are 16 shares of available CHR audience in Norfolk, and we'll get at least half as long as there are only two of us doing it."

"The August Birch has us in the fives, which is the best the station has ever done. The music is certainly broader than Hot Hits. Our recurrences and slower rotations offer more variety. I think Z104 is very easy to program against since they are very repetitive with their countowns and jingles, in addition to the hyper-hot currents rotations."

Burns, who talks with Y97 on a daily basis, added, "The format polices itself, putting the priority on currents and hot recurrences. It is impossible for the same song to be heard in the same quarter-hour within a seven-day period. The format updates itself every 15 minutes."

Y97 Draws A Bead

Continued from Page 34

always in contact with him. Gary's work includes the sales department, helping them set up promotions and marketing ideas. Our spot load is very manageable, running nine units an hour."

And what about the impending CHR marketplace battle? "Z104 has simply pav-

Contemporary Hit Radio

ed the way for us with their efforts. It's clear from our findings that there is a lot of room for what we're doing. This battle will really intensify."



Y97's AIRFORCE — Here are the faces behind the voices at Y97. Shown (l-r): Tony Macrini (5:45-9am), Joanne Rice (9am-noon), MD Don Davis (noon-3pm), Johnny "Rock 'N Roll" Ringo (7pm-midnight), and afternoon news anchor Gigi Young.

Bits

show their stuff in order to win. WASH recently announced the first "Mr. & Mrs. Hiney Contest" with cash prizes. The event was held at a local club called "Champions," and contestants were judged in jeans with WASH Booty shirts and bathing suits. Mr. & Mrs. Hiney will join Thor Hiney, Ophelia Hiney, Ima Hiney, and Big Red Hiney in the cast of existing Hiney characters.

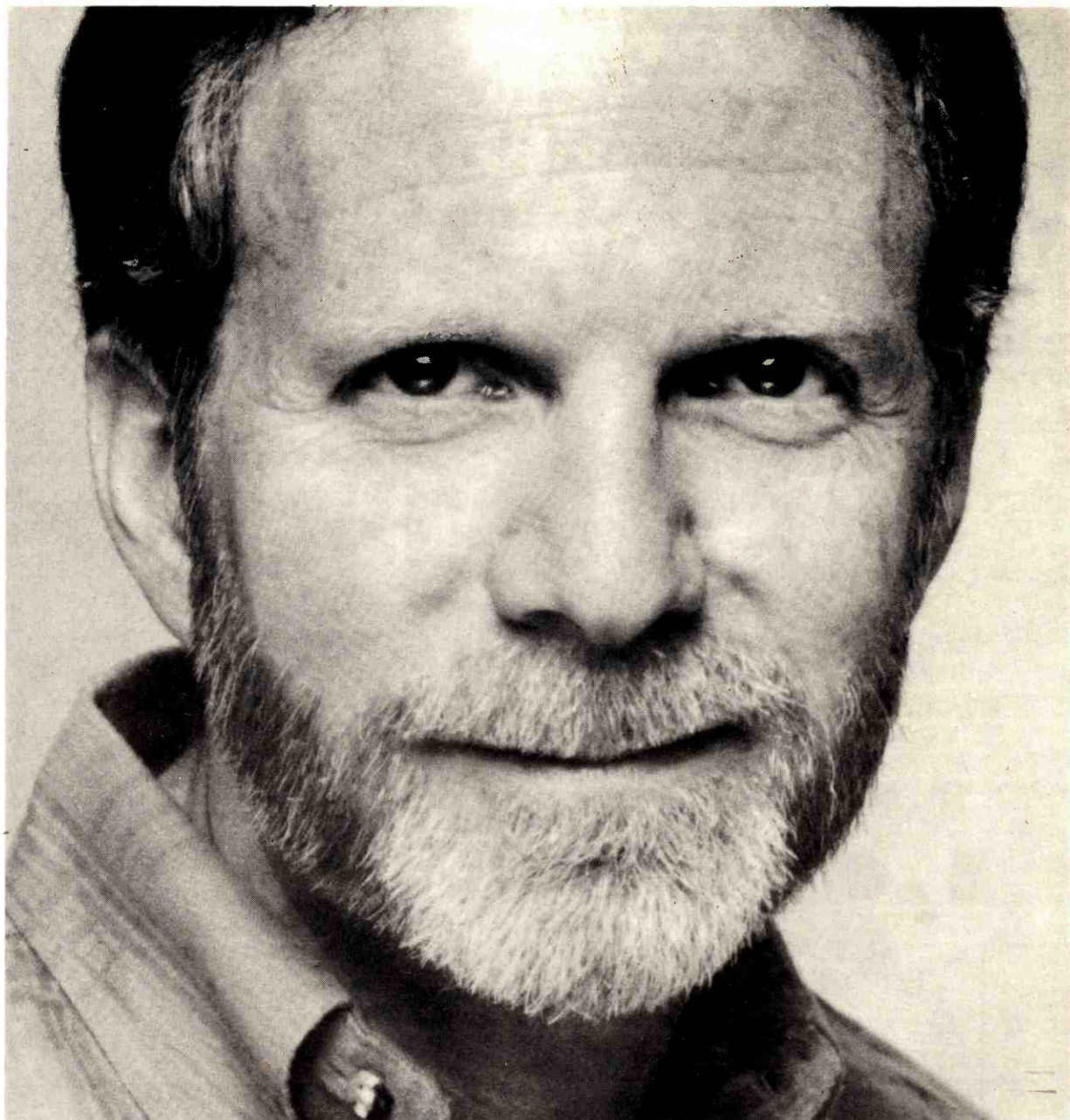
• A Respectable Job! Q105/Tampa is very proud of its morning man and "Zoo" master, Cleveland Wheeler. The United States Jaycees recently chose Wheeler as one of the Ten Outstanding Young Men of America for 1984, in recognition of his professional achievements and community service. This year he emceed the local Cerebral Palsy Telethon, lobbied for stiffer penalties in support of animal cruelty laws, assisted in a missing children's program and in the renovation of Tampa's Lowry Park. He now has something to write home to Mom about!

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CHR PICTURE PAGE



HOT TAN FRIES CHICKENMANI — WPST/Trenton, NJ recently sponsored "The Hottest Tan In The East" contest. Two very lucky DJs were among the judges. Shown here (l-r) bathing in the glory are one very impressed Chickenman, winners Maryann Ecker, Liz Leonard, Cyndi Sears, Sharon O'Dell, and afternoon man Mark Sheppard.



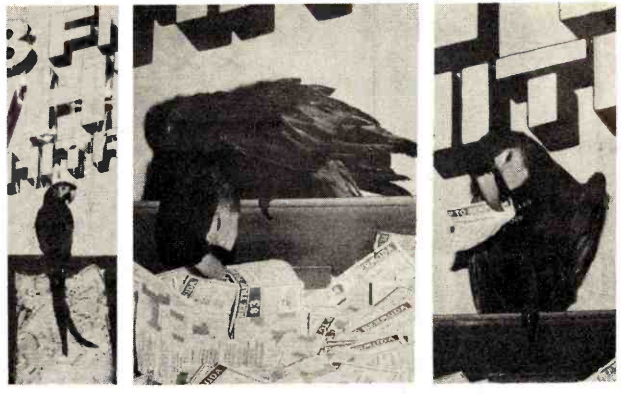
A THIN LINE BETWEEN PORTLAND AND THE PRETENDERS — KMJK/Portland helped the Pretenders celebrate the first date on their U.S. tour. Shown backstage (clockwise) are Chrissie Hynde, KMJK PD Jon Barry, Warner Bros.' Greg Lee, KGON's Inessa York, Pretender Robbie McIntosh, Quarterflash's Brian Willis, and Pretenders Malcolm Foster and Martin Chambers.



WELCOME TO THE MONEY CHAMBER — KFRX/Lincoln, NE has a money chamber filled with everything from \$1 to \$50 bills circulating around the chamber just waiting for someone to step in for 30 seconds and grab all they can. Listeners qualify by registering at sponsor locations. The \$418 winner shown here (l) with PD Tracy Johnson (l) is none other than "Days Of Our Lives" actress Gloria Loring, who donated it to Juvenile Diabetes (which was why she was in town).



JUST SAY I DO AND IT'S YOURS — WASH/ Washington, DC, along with Twentieth Century Fox, threw a "Bachelor Party" wedding to promote the movie. They asked any listeners who wanted to get married to send in entries for a free wedding. The lucky couple shown here was furnished with an extravaganza that included a cake, flowers, limo service, bridal outfitter, hairdresser, and a Hyatt Hotel suite. The wedding and the promotion were successes at the box office.



WHEN IN DOUBT, GET A PARROT? — WHTT/Boston was having trouble deciding who they could get to draw a winner from the 17,000 entries for a trip for two to Bermuda. In conjunction with Pizza Hut and Benson's Animal Farm, they chose "Charlie," a trained mackaw . . . all's fair in radio contests.



"LIGHTS OUT" IN CHICAGO — B96/Chicago asked EMI/America recording artist Peter Wolf to drop by the station. Pictured here with the lights on are (l-r) EMI's BeBop Hobe, Wolf, PD Buddy Scott, and EMI's Tony Smith.



SCOTT SHANNON SMILES! — Z100/New York PD Scott Shannon (l) is famous for his "stern" look in most photos, but when Atlantic recording artist Laura Branigan (r) dropped by, he seemed to lose his "Self Control," and smiled.



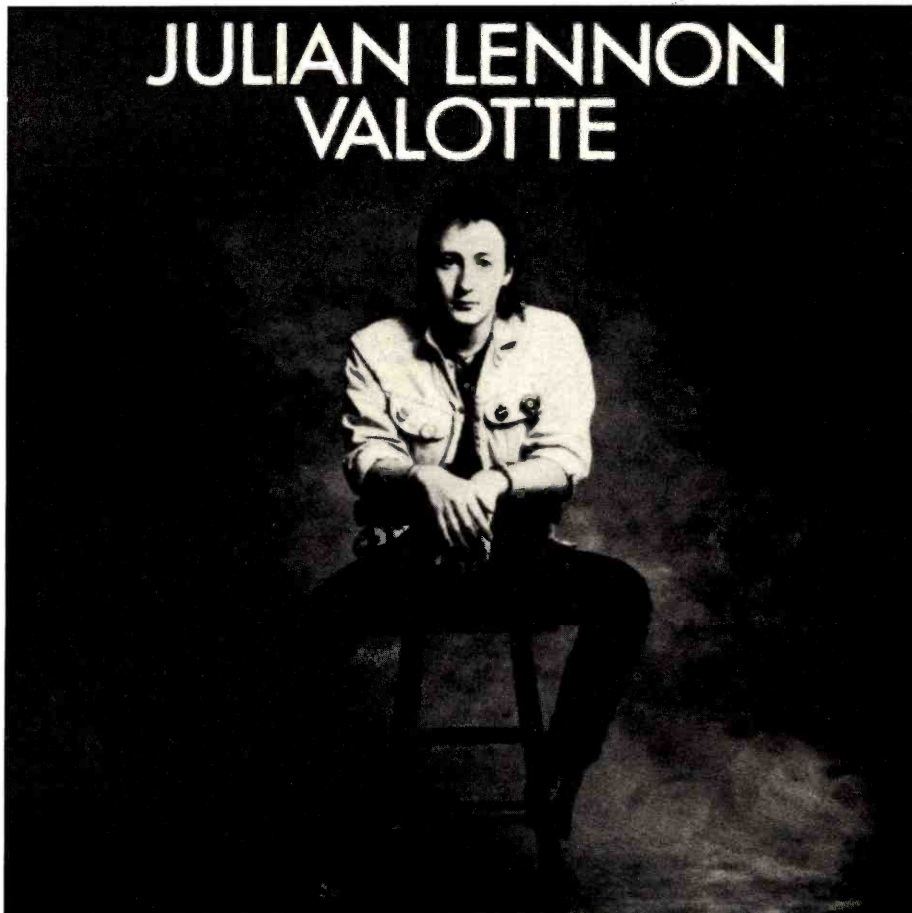
GIRLS 'N' DAHLS? — WLS-FM/Chicago recently welcomed three members of the Go-Go's for an interview with Steve Dahl and Garry Meier. Pictured in the hallway are (standing l-r) Dahl, Go-Go Charlotte Caffey, Meier, and Go-Gos Kathy Valentine and Belinda Carlisle. Kneeling (l-r) are A&M's Bob Tarantino and I.R.S.'s Keith Altomare.



HUEY SELLS OUT THE QUEEN! — CKLG/Vancouver, BC caught Chrysalis recording artist Huey Lewis backstage after the sold-out concert at the Queen Elizabeth Theatre. Shown are (l-r) CKLG air personalities Gord Robson and Terry Reid, Lewis, contest winner Renee Fogel, and CKLG's Rob Bye.

JULIAN LENNON VALOTTE

80184



The first single & promotional 12"

"VALOTTE"

7-89609 PR 653

Produced by Phil Ramone
Management: Dean Gordon/D.A.G. Promotions LTD., London



On Atlantic Records and Cassettes

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AOR



STEVE FEINSTEIN

PreProgramming Music

Once upon a time in the days of progressive rock radio, jocks chose their own music with almost complete autonomy. As rock radio tightened up in the mid-'70s, many stations put playable song titles on 3x5 cards, with jocks rotating them according to a flow sheet or clock that listed predetermined category sequences. In the past few years, some stations have taken music selection out of the jocks' hands altogether and begun to preprogram the music entirely.

Why?

PD Dave Lange of WSHE/Miami first started preprogramming while at WDVE/Pittsburgh, and offers solid reasons to do so. "The announcing staff needs to concentrate on putting a show on for the audience. When using the card file method, you can come up with an elaborate system of music coding, with all kinds of colors and dots. But sometimes you'll still hear similarly-styled artists like Bruce Springsteen, John Cougar, Huey Lewis, and then Bob Seger back-to-back. That's not desirable when you want to show as many of AOR's various styles as you can in each segment of music."

WQFM/Milwaukee's been preprogrammed for three years. PD Andy Bloom, who did the job when he served as MD, says, "It keeps all the rotations and artist separations exact, prevents a hurried jock from grabbing a card at the last minute, and allows jocks more time to think about their breaks instead of worrying about music. We're usually preprogrammed a day in advance, so jocks can see what's coming up the next day and dig up interesting information about an artist or song."

DC101/Washington's music has been preselected since 1982, as PD Don Davis "always felt a good deal of exposure for the music system up to each individual jock. As we've moved more to a song-by-song mentality, I wanted the station's sound to be uniform all the time."

A side benefit, Davis feels, is that you become more selective about music, since you know all songs in a category will receive even play when using a computer program. "If you don't think it's really good enough, you don't put it in. It's not like a card file where you or the jock can skip over a song that isn't as good as others in the category."

Kerry Lambert, who programs WIMZ-FM/Knoxville, saw the light the day he "noticed there hadn't been any Beatles tunes played in afternoon drive since the cards had been put in there. I found out the jock didn't like the Beatles. That bothered me, and I felt I needed to get some more control."

Selling It To The Staff

Many PDs may be concerned that the air-staff would be demoralized if they lost the freedom to select music. Lange avoids that by continuing to take input from jocks. "If they feel the music isn't flowing correctly or isn't 'up' enough, we'll sit and talk about it. You have to be sensitive to them and make sure they understand this is being done for them — a burden is being lifted from their shoulders. They no longer have to try to remember what I said at a meeting two weeks ago about which records shouldn't go back-to-back."

Davis got very little flak when he announced his decision because he made it clear at a meeting that "it wasn't being

Artist	Title	Time	Color	Dot
... JAMES T. BRUCE	THE NIGHT	4:00	Blue	None
... CURRANT	THE NIGHT	4:15	Blue	None
... CURRANT	THE NIGHT	4:30	Blue	None
... CURRANT	THE NIGHT	4:45	Blue	None
... CURRANT	THE NIGHT	5:00	Blue	None
... CURRANT	THE NIGHT	5:15	Blue	None
... CURRANT	THE NIGHT	5:30	Blue	None
... CURRANT	THE NIGHT	5:45	Blue	None
... CURRANT	THE NIGHT	6:00	Blue	None
... CURRANT	THE NIGHT	6:15	Blue	None
... CURRANT	THE NIGHT	6:30	Blue	None
... CURRANT	THE NIGHT	6:45	Blue	None
... CURRANT	THE NIGHT	7:00	Blue	None
... CURRANT	THE NIGHT	7:15	Blue	None
... CURRANT	THE NIGHT	7:30	Blue	None
... CURRANT	THE NIGHT	7:45	Blue	None
... CURRANT	THE NIGHT	8:00	Blue	None
... CURRANT	THE NIGHT	8:15	Blue	None
... CURRANT	THE NIGHT	8:30	Blue	None
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... CURRANT	THE NIGHT	10:15	Blue	None
... CURRANT	THE NIGHT	10:30	Blue	None
... CURRANT	THE NIGHT	10:45	Blue	None
... CURRANT	THE NIGHT	11:00	Blue	None
... CURRANT	THE NIGHT	11:15	Blue	None
... CURRANT	THE NIGHT	11:30	Blue	None
... CURRANT	THE NIGHT	11:45	Blue	None
... CURRANT	THE NIGHT	12:00	Blue	None

done to take away their creativity, but rather to allow them more time to develop creativity where it really matters — in their raps. Their time is much better spent concentrating on what they're going to say about the music, the station, and themselves than pulling music."

Lambert adds, "You let them know that they won't have to be record clerks anymore. They're needed elsewhere. Once they see how much paperwork it saves them, they love it."

Manual Or Machine?

Preprogramming can be done either by hand or computer. Davis did it manually for almost two years, but found the two-hour-a-day task too time consuming and purchased a Marketron software system. He says it takes only 15 minutes a week to change the currents and dayparts, and the entire week's programming can be run and printed out in just over an hour.

After doing it manually for a few days, Lambert opted to use Obedient Software, an outside service that preprograms the music at its office and then overnights the list. He's considering doing the work in-house, and mentions a program from Jefferson

Software Suppliers

Need some help in managing your music inventory? These are some of the companies offering music selection programs (product names are *italicized*):

Music Index

COMPUTER BROADCASTING
6085 Dawn Drive
Rohnert Park, CA 94928
(707) 585-0266

Music Management System

COMPUTER CONCEPTS CORPORATION
8375 Melrose Drive
Lenexa, KS 66214
(800) 255-6350

Bias PC Radio

DATA COMMUNICATIONS CORPORATION
4685 Highland Drive
Salt Lake City, UT 84117
(800) 325-8672

AutoSelect

JEFFERSON-PILOT DATA SYSTEMS
501 Archdale Drive, Executive Plaza
Charlotte, NC 28210
(704) 525-3901

Marketron Act-V Music Scheduling

MARKETRON, INC.
101 Lincoln Centre Drive, Suite #300
Foster City, CA 94404
(415) 341-4004

Formax

OBEDIENT SOFTWARE
1007 Naperville Road
Wheaton, IL 60187
(312) 653-5527

Music

PROGRAM MANAGER
Box 45
Inglesfield, IN 47618
(812) 867-3524

Selector

RADIO COMPUTING SERVICES
177 North Dean Street
Englewood, NJ 07631
(201) 567-3125

The Sound Approach

STRATA MARKETING
2 S. 306 Ivy Lane
Lombard, IL 60148
(312) 620-4340

Customized Music Programming

STRATEGIC RADIO RESEARCH
655 West Living Park at Lake Shore Drive
Chicago, IL 60613
(312) 883-4400

Pilot that will enable him to do tempo matching, whereby a song can be coded for tempo at both its beginning and end.

Lange initially preprogrammed completely by hand, but now does 60-70% of the work through a computer program he designed. He doesn't necessarily advise creating your own, though, warning that "you're going to have to make a big commitment to becoming computer-literate. The time involved is enormous. I'm at a point now where I don't have the time to sit down and write an improved program."

WQFM does its music manually, with MD Jerry Gavin devoting up to three hours a day on the job. Bloom claims he hasn't found a program that's able to factor in as many variables as he'd like. "For instance, we have our spot sets fall so that we'll be first among our competitors to be in and out of spots. I haven't found a program that can do that — keeping the music to 11 and a half minutes in one block and 24 and a half the next — while also taking into account that we put our hours together like a jigsaw puzzle to get a music balance that satisfies all the different audience cells. I did see one program I liked, but it cost around \$50,000."

Criteria

If a station goes with a computer program, there are any number of variables affecting song selection that can be entered

into the program. Among them:

- *Artist separation*, which includes "related" artists such as Styx and Tommy Shaw or Yes and Asia. Separation times can vary among artists; a standard time of 90:00 between songs can be lessened or expanded for individual acts.
- *Song separation* prevents repeating songs at the same time or in the same daypart from day-to-day. If desired, individual songs in a category can come up faster than others in the same category, similar to placing a "half-way back" designation in a card file system.
- *Tempo*
- *Musical style; psychographic appeal*
- *Vintage*
- *Texture*
- *Familiarity*
- *Dayparts*
- *Artist gender*
- *Sequencing according to day of the week, daypart, and hour*

Tried It, Didn't Like It

All those variables left KOMP/Las Vegas PD Charlie Morris kind of cold to computer preprogramming. "Though there are many variables you can factor into the program, you can't quite put in a sense of flow or reflect a mood or emotion of a Friday night versus a Monday night.

Continued on Page 41



Don Davis



Kerry Lambert



Andy Bloom



Charlie Morris



Dave Lange

PreProgramming Music

Continued from Page 40

"I've also found that the more variables and restrictions you put on the music, the less efficiently the music gets rotated. What happens is the computer has less room to choose music, and certain songs in a category that you want to rotate evenly get chosen more than others simply because they have fewer restrictions.

"For instance, a song dayparted 7pm-midnight is coded as a hard rock song, and the computer is commanded not to play it next to a softer song. It may be coded as not to come after a female vocal record because it's also by a female. And it could be by a solo artist who's part of a group, so you don't want the two to come up near each other.

"Because of all the restrictions you've imposed, the computer has to look for an ideal situation that satisfies all the conditions necessary to play that song. That song will not rotate as much as an unrestricted song, even though it may be every bit as valuable."

To those who might say Morris simply hadn't found the right program, or wasn't using his program correctly, he says, "I've found that all the programs work pretty much the same in theory, and the problem is pretty common. If you're in a format where you don't have a lot of dayparting and restrictions, it's more workable."

Meantime, he's back to square one, using the card file system, as manual selection would take too much time. Morris comments, "I'd much rather leave it up to a jock rather than a computer. I may have a problem with a song coming up more than it's supposed to, but I'd rather sacrifice that than have a bad-sounding flow on the station. Working with the jocks to get the right flow is worth the work."



Parting Thoughts

Like the rest of our programmers who continue to preprogram, Kerry Lambert's a true believer. Asked if he'd ever return to the card file system, he replies, "It'd be like going back to the dark ages and living without electricity."

But all of the PDs offer advice to the uninitiated. Dave Lange reminds us that the human touch is crucial when preprogramming. When a hot new release arrives, or if there's a buzz on a particular song or artist, be flexible enough to respond. "If you can't strike a balance between the science and emotion, you'll find yourself in a box."

Andy Bloom prescribes perseverance: "Don't throw in the towel and go back to the easier way when you find yourself spending two-three hours a day doing this."

Don Davis suggests careful planning and preparation before taking the preprogramming plunge: "Know what you want your music to do and iron out the most minute details well in advance of going on-line with the system."

And as KISS/San Antonio installs its system, PD Greg Stevens offers words that ring of the "garbage in, garbage out" computer maxim: "The success of the system depends not just on the program that's been selected, but also on the PD or MD who's attaching the subjective values and shadings to the songs. For example, the computer has to be told accurately what's a rocker versus what's a heavy metal track."



BALLOON BASH — 3000 WRKI/Danbury listeners showed up at the crack of dawn for the station's "Flight Of The Beautiful Balloons." Two dozen multi-colored hot air balloons floated to the accompaniment of Moody Blues music programmed on the station. Pictured holding a copy of the flight pattern are (l-r) evening man Mark DeVine and PD Buzz Knight.

SEGUES

Former **WAPI-FM/Birmingham MD Doc Ballje** lands late nights at **WKLK-FM/Atlanta**. On **'KLS-AM, McKenzie Scott** takes over middays as **Tom West** joins the **Video Music Station**... **Rick Curtis** replaces the exiting **Jeff Nicolay** on **KDKB/Phoenix** overnights. You can reach Jeff at (602) 985-9706... **WTPA/Harrisburg** overnights are handled by **Kevin McGowan** from **WZZO/Allentown**... **KEZE/Spokane** overnights go to **Courtney Nelson** from **KGB/San Diego**, and **Dave Esposito** from crosstown **KZZU** is doing parttime work at **KEZE**... **Mike Carroll** leaves **WYFE/Rockford** for airwork at **WWCT/Peoria**, and **Marilyn Ross** moves up to **WYFE** overnights from weekends... **Jeff Left** is new to **WHEB-FM/Portsmouth** afternoons from **KKFM/Fargo**. **Dave Scott** replaces **Julie Finkle** as **WRIF/Detroit's** Director Of Advertising and Promotion.

John Maynard is doing morning news at **KISW/Seattle**... Former **KMEL/San Francisco** newshound **Peter Finch** is doing afternoon news at **KBCO/Boulder**... **Don Stelleges** is appointed Public Affairs Director for **KGON/Portland**.

In search of disc jockeys: **KFOG/San Francisco** is looking for a night jock. Contact PD **Dave Logan** ASAP... **DC101/Washington PD** **Don Davis** is looking for a parttimer; send an aircheck but don't call.

SIMON'S SLIDERULE

KLOS Agency Aid

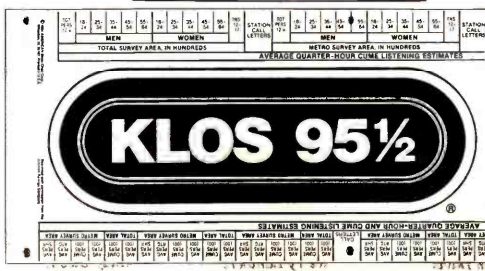
KLOS/Los Angeles's Simon T is a **Leonardo Da Vinci** among General Sales Managers. Wanting to keep the station's call letters on the minds of media buyers, he designed an ingeniously handy gizmo. This 4" x 11" card-board device has three practical uses that insure a prominent place, along with the imprinted **KLOS** logo, on a buyer's desk.

The device went out to local and national buyers, as well as fellow **ABC O&O's**. Cost was \$1.76 for a run of 4000 pieces.



This section calculates the end date of a flight of spots.

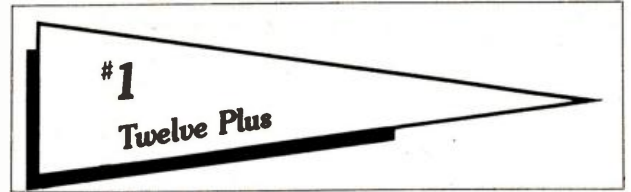
The front features a slide rule that lists Los Angeles's AM & FM stations. Move the pointer to a station's frequency, and the station's address and phone number appear in the window up top.



To help keep your place when looking down the columns of figures in an **Arbtron** book, the device's flip side reproduces the column headings for both average quarter-hour and cume estimates pages.



LON HELTON



WPAP, KQIL CAPTURE 12+ FLAG

Condensed Market Pennant Winners

No matter where you are or what size market you're in, beating all the other competition 12+ is no small feat. As those who have been there can attest, the condensed markets can be just as fiercely competitive as their larger brethren. Unfortunately, these PDs and stations don't always get their fair share of ink. From time to time we'll endeavor to remedy that situation by focusing on exemplary small market stations.

This week, I've chosen two R&R reporters who are doing extremely well in their markets. By way of introduction, let me run down their numbers.

WPAP/Panama City, FL, programmed by Kevin O'Neal, is in the 56th condensed market, a city of about 85,000. Although WPAP had been number one 18+ for the last five years in a row, it had never been number one 12+ until it pulled a 24.3 in the spring '84 ARB — the first time a Country station had ever held the top spot in the market.

KQIL/Grand Junction, CO, under the direction of VP/Operations Don Rhea, is in the 71st condensed market, a city of 73,000. KQIL, an AM station at 1340, also beat all comers with a 12+ spring '84 score of 31.3. KQIL's closest competitor was KQIX with a 26.1. It should be noted that KQIX is KQIL's sister station and is also programmed by Don Rhea. The fact that the third-rated station (12+) in town has a 14.8 is quite a testimony to Mr. Rhea's skills.

Now that you have a feel for the setting, I'll let Kevin and Don fill you in as to what makes their stations tick. One footnote before I give them the floor: I didn't know what I was going to hear when I called. I was just looking for two very successful stations in different parts of the country. So it was fascinating to discover the two stations were so similar in talent salaries (relatively high for their size markets) and in the amount of freedom they give their on-air people. Actually, given the success of both outlets, I don't think it's a coincidence.

WPAP Returns To The Basics

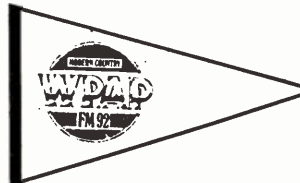
WPAP/Panama City, FL is owned by Shore Broadcasting, a subsidiary of Lykes Brothers, Inc., which also owns WTAN/Clearwater, FL. The station has been Country for 17 years and shown very strong numbers, despite facing Country competition from a number of surrounding markets.

Though only 24, WPAP PD Kevin O'Neal has been in the business for 12 years. At age 12, he started working for a small radio station in Eastern North Carolina owned by his dad. By age 18 he had moved to another small market, becoming PD of WVOT & WXYW/Wilson, NC. From there it was on to WPAP, where he's served as PD during the past two years.

The Market

"This market is growing rapidly, both in terms of population and competition," Kevin began. "The bigger our numbers get, the more our competition tends to add our product. A new 100kw FM (WJST) debuted this last book with a 22.8. They're A/C and

of radio. We're a full-service station; our news anchorman has been with us for six or

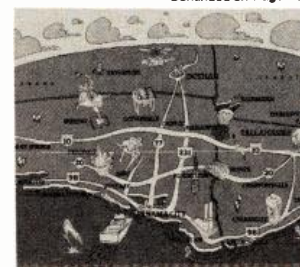


seven years. We do some sports and have a staff meteorologist who works with us out of Tallahassee.

"We also mix in album cuts before they're singles, so our listeners can hear songs they won't hear on any other station. We let our announcers be personalities. This station has the loosest format I've ever worked with — the jocks have a lot of freedom. Morning man Reed Kinney pulled a 29.9, doing personality the way it was done in the '60s.

"Musically, we mix traditional with the new artists. Out of a 65-record playlist, my limit is about eight to ten new acts at any one time. My playlist is that large so my audience can hear what's out there and make up their own minds as to what the hits are and let me know how often they want to

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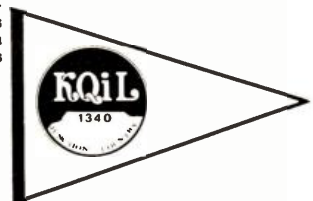


KQIL Success? Easy As 1, 2, 3

KQIL/Grand Junction, managed by Jim TerLouw and owned by John Hough, has been Country since 1970. The numbers it has garnered are even more amazing when you realize the station is 1340 on the dial with 1000 watts day and 250 watts of power at night. With a great deal of excitement in his voice, OM Don Rhea noted that the station should go to 5000 watts sometime in the spring — a move he hopes will further enhance his station's position as the market leader.

Don came to KQIL as PD nearly five years ago. Six months after joining the station he became OM, and three years ago he was named VP/Operations & Programming. His desire? "What I want is for this radio station to be accepted as a damn good, full-service radio station that plays country music."

shares in that demo averaging in the low twenties. We went live because we felt we could become even more dominant, while



Don Rhea

When I asked Don to what he attributed KQIL's success, he reeled off three areas he considered instrumental.

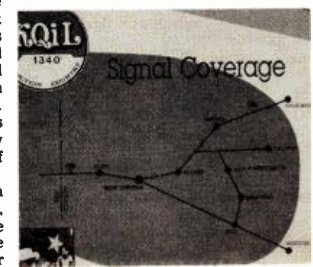
"Number one," he began, "is personnel stability — extremely important on a Country station. Our morning man has been here over seven years, and the woman on at night has been here for five years. This stability is due to the fact we've got a good company. We take care of our people, and we pay them well. Spending more money on your people really pays off in the long run. We have 38 fulltime employees — which is high for a market this size. My monthly salary output is higher than the income of most of the stations in this market.

"Secondly," he continued, "up until a year ago we were automated. Even then, our numbers were very good — we were always very strong 25-54. In past books, we were always #1 25-54 and #2 12+, with our

better serving the community. I also like it because we've got more control. I should add that we haven't totally abandoned automation. We still use it from midnight to 5am.

"After going live, the ratings showed us to be even stronger 25-54. What surprised me, though, was our 35-54 gain. The key to this book was that we kept people listening for a long time. Our diary analysis showed that people listened to us for over two hours at a whack. We have a station that people are afraid to turn off for fear they're going to miss something."

Continued on Page 46



Bo Bowman

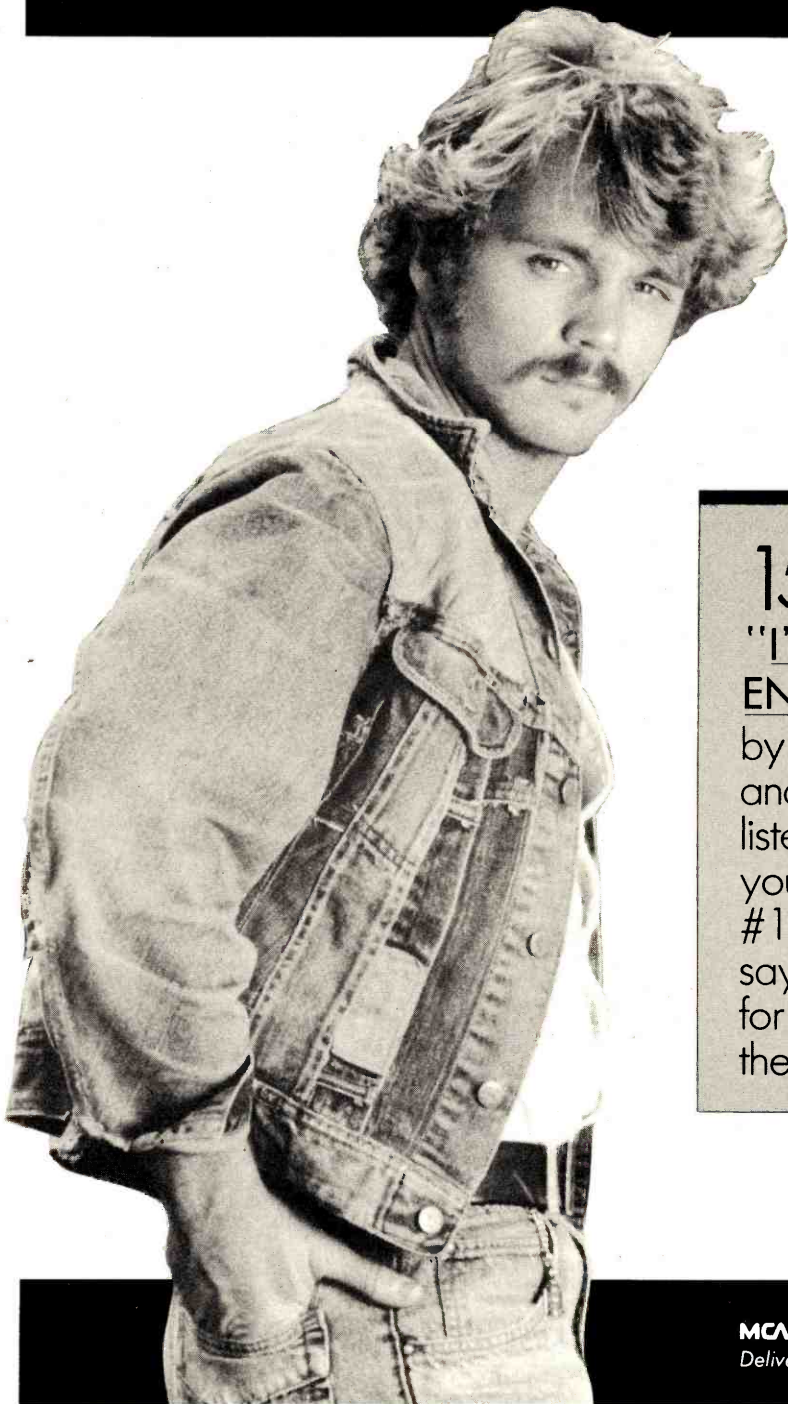
Kevin O'Neal

play about 15% of my playlist. WWWQ is my direct Country competition. They've been Country for two years, and we've completely annihilated them! (They moved 7.7-2.9 last book.) WGNE is a 100kw Beautiful Music station, but they play a lot of the "easy country"; in effect they're playing my format as well. WDLV is an AM playing an A/C-Oldies format; and they are also playing some of my stuff — Mark Gray, Lee Greenwood, and Alabama — in their heavy rotation."

Hey, They're Playing Our Song

To combat almost an entire marketplace that plays varying degrees of his format, Kevin said, "We try to go back to the basics

Radio - You've Been Around Enough To Know



15 weeks ago MCA Records released "I'VE BEEN AROUND ENOUGH TO KNOW" by JOHN SCHNEIDER and we asked radio to listen . . . really listen, and you did, and John has a #1 record. What can we say but thank you radio for caring and listening to the music.

MCA RECORDS

Delivering The Music Of The 80's

Nashville This Week



SHARON ALLEN

Catching Up On Country Music Week

It's a sure sign you're getting older when you catch yourself saying, "Remember the good old days when . . ." That phrase was heard over and again during Country Music Week. Though Nashville didn't host the "one continuous party" we've all become accustomed to, it did provide a week chock full of activities. A few of the events are discussed below.

At a press conference immediately preceding the CMA Awards Show, Kenny Rogers and Dolly Parton introduced scenes from their forthcoming Christmas television special, handed out copies of their duet Christmas album "Once Upon A Christmas," and announced plans to tour together beginning New Year's Eve.



Kenny and Dolly: Equal partners

The CBS special, called "Kenny & Dolly: A Christmas to Remember," will be telecast on Sunday, December 2, immediately following "60 Minutes." The album will debut November 1, with three singles being released simultaneously. There'll be a Dolly solo, a Kenny solo, and a duet that Dolly wrote, titled "Christmas Without You."

When asked at the press conference if a movie was next on the agenda, Kenny said, "I won't do a movie with a love scene, and Dolly won't do one without one." Dolly laughed and added that "Marianne (Kenny's wife) won't let me kiss him."

Clips from the TV special include a wartime USO-type production number that will become a music video following the airing of the special. Dolly and Kenny are equal financial partners in their upcoming ventures.

CMA's New Directors

I know that lists of names aren't always interesting reading, but I'm sure you'll want to know who the newly-elected members of the 1984-85 CMA Board of Directors are. The first meeting of the new Board will be November 2, and officers will be elected at that time. CMA Board members serve gratis and pay their own expenses to attend meetings. They are as follows:

Artist/Musician: Brenda Lee; Advertising Agency: Dick McCullough of the J. Walter Thompson Co.; Broadcast/Personality: Rhubarb Jones, WLWI Radio; Agent/Manager: Jerry Flowers, Jim Halsey Co.; Composer: Dennis Morgan, Collins Court Music; International: Dennis Brown, Joe Brown Ent.; Publication: Lon Helton, Radio & Records; Publisher: David Conrad, Almo-Irving Music; Record Company: Jim Ed Norman, Warner Bros. Records; Rec-

ord/Video Merchandiser: Sam Marmaduke, Western Merchandisers, Inc.; Talent Buyer/Promoter: Don Romeo, Don Romeo Agency.

At-Large Directors: Bob Montgomery, Writers House Music; Dianne Petty, SESAC; Roy Wunsch, CBS Records; Jerry Bradley, Bradley Productions.

Who's New: Last year, Sawyer Brown won the nationally televised "Star Search" talent show. The group has since signed with Capitol/Curb and their debut single, "Leona," is now out in radioland.

Lead singer and rhythm guitarist Mark Miller is a Florida native who came to Nashville after five years of entertaining in that state (most notably at Walt Disney World). Once in Nashville, he found work as a studio and jingle artist and wrote songs for Charley Pride's publishing company and Screen Gems.

Bobby Randall is a songwriter too, but is most valuable to the group as a record producer and multi-instrumentalist. He plays fiddle, steel guitar, harmonica, lead guitar, and sings harmony.

Pianist Gregg Hubbard, also from Florida, previously worked with Mark before either moved to Music City. In addition to playing country music, Gregg acted in theaters and playhouses across Florida. His contributions to the group include high harmony singing and occasional buck dancing. Bass player Jim Scholten toured with Margo Smith, Leroy VanDyke, and Don King. He and Randall are both from Michigan.

Turd's The Word

One of the most unusual promotions took place last week when manager Walter Sill and Combine Music's Bob Beckham hosted a "Horse Turd Throwing Contest" at Beck-



"A TURD IN THE HAND": Contest entrant Kathy Mattea (l) and (r) R&R's Deborah Evans

ham's farm to promote "A Place Out In The Country," by Mercury artist Steve Clark. Chet Atkins, Kathy Mattea, Tony Joe White, and Tari Hensley were on hand for the throwing and the creative workshop. WSIX/Nashville morning man Gerry House emceed the event.

WPAP Returns To The Basics

Continued from Page 42

hear them. There are enough other Country stations in and around this market — and most of the competition is playing our stuff — that if we don't play it, the listeners may start looking for a station that will. Our listeners know that within four weeks of the release of most product, we are going to give it a try. There have been a number of records that didn't do well nationally that did well for me, especially the more traditional-sounding songs. These people

Rick Miller
MiddaysEric Owen
EveningsReed Kinney
MorningsMike Harrad
UtilityBill Russell
Overnights

like their basic country music — the crossover A/C doesn't do well for me."

Kevin told me his music policies have changed as other stations add country to their playlists. "I won't jump on A/C product as fast as I have in the past, simply because there is now an outlet for it. I can't take the chances I did before they were here."

Keepin' 'Em In Panama City

Kevin sees the stability of his air talent as another reason for WPAP's success. But how do you keep the jocks from seeking bigger bucks in bigger markets? "A big help is that everybody wants to work in Florida," he laughed. "Seriously, the credit has to go to our GM, Bo Bowman, for creating such a great environment in which to work. With his encouragement, the management here goes out of its way to help everybody — giving them weekends off when needed and time off with pay when they have visiting relatives. We pay pretty well, too. When the station makes money it's passed along to those who work here. If you come here and stay awhile, the ownership doesn't mind investing in you. They may not pay you big money from the beginning — you've got to prove that you're dedicated to WPAP. But once you do, then they'll pay you real good money for this size market. Also, because our station does so well, our talent has a lot of chances in Panama City to make extra money on things like night clubs and spots. We're big on production, and these guys do a lot of agency work out of here."

Disc Jockey Hall Of Fame

Bill Lowery and the late Bob Neal were this year's inductees into the Country Music Disc Jockey Hall of Fame. The ceremony/reception was jointly hosted by the Grand Ole Opry and the Country Music Disc Jockey Foundation for the radio folks in town for this weeklong celebration.

As a matter of fact, the Grand Ole Opry birthday celebration came about because of a handful of Country deejays who formed the Country Music Disc Jockey Association in the mid-'50s. That group's meeting, in conjunction with the CMA, was the beginning of Country Music Week.

Bill Lowery was one of the original founding deejays. His radio career began at age 16 in Mississippi. From there he moved to Louisiana, Texas, and Oklahoma. At age 21,

Try This Spot Load

Speaking of production, Kevin told me, "We won this book averaging 20.5 minutes of commercials an hour! We run spots at the basic times — 10/20/30/40/50, 3 1/2 minutes or five units per break — plus a newscast spot. One of the reasons we can make this work is because we have a bunch of creative production people. Diane Elko is our Production Manager, and she does just an incredible job. You also hear our announcers on every station in the panhandle."

Talking about the station's success, Kevin says, "The ratings success really belongs to the jocks. Other stations here are too abrupt — they read from the cards, they're all nailed down like that. Much of the Country competition is automated. What's left is formatted so tightly that they can't play requests. I really didn't change the station much when I arrived, although I thought it was too loose. I soon realized that it was working because of the on-air people.

"For an example of the freedom in which they operate, our music format has categories that rotate within a framework I have set up. However, the exact placement of each song within the hour is entirely up to the jock. The only requirement made is that 'I need this many of this category per hour — take care of it.' It's amazing how it works, because I've seen it fail in so many other places."

It's obviously working for WPAP in a big way. Congrats to Bo Bowman, Kevin O'Neal, and all the folks at WPAP. You give Country radio a great name!

KQIL Success? Easy As 1, 2, 3

Continued from Page 42

And this is something Don has worked to create. "You know," he said, "nothing's really new in radio. Things just get recycled and updated. At KQIL, we still use the fun concept, something a lot of stations have given up on. I don't ever want the audience to know what's coming next. I want them to feel they're going to miss something if they leave. To accomplish that, we rely on the strength of our personalities and controlled music."

he built the radio station in Elizabethtown, TN, and was the youngest station manager in the country. Lowery eventually settled in Georgia and formed his own publishing companies and record labels.

Bob Neal made his name in early rock & roll. He was a Memphis deejay. After his radio career, Neal became a booking agent and personal manager for such stars as Elvis Presley.

Naturally, when record and radio folks come into town, they always get together and party until the wee hours of the morning. This year, CBS and Capitol hosted their annual parties, with hospitality suites held open by PolyGram, Capitol, and RCA.

Just thought you'd like to know!



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Adult/ Contemporary



RON RODRIGUES

In Search Of The Perfect PD

Dozens of times each week we'll hear of GMs in need of good, competent PDs. Similarly, there are hundreds, if not thousands, of programmers who are seeking better opportunities. Naturally, each side wants the other to be perfect. Knowing that there is no perfect PD, just what are the qualities that managers look for in their candidates?

I asked that question to someone who's had plenty of recent experience at that task. EZ Communications VP/Programming Dan Vallie has had to fill programming slots at four of his chain's six stations in the last few months, and he's ready to hire someone for EZ's newest acquisition in St. Louis.

R&R: As soon as you realize you have a position to fill, where do you start looking for a replacement PD?

DV: We have a great relationship with our PDs, and they'll tell us when they have a potential opportunity somewhere else. Knowing that, I'll consult a list of candidates I keep in my computer and check who might be available. It may be the second or third person on a list of people we spoke with for a previous opening. Often a candidate will get in touch with us, and on a couple of occasions, we've advertised the openings. We'll make connections with potential programmers in other ways: we'll read about them in the trades, hear their name through conversation, or I'll meet them at a convention.

Of course, the ideal situation is to "grow your own" PD — we would prefer to develop programmers from within the company. Once they've been on the air, we'll move them into other positions such as promotions and music while they keep their airshifts. Working in promotions, for example, gives them the opportunity to deal with the sales department and their clients. After going through this process, we usually come out with a well-rounded PD.

R&R: How important is the resume in making a first impression?

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R&R: Once your field is narrowed, what are some specific things you ask an applicant in the first interview?

DV: The first interview is fairly extensive and it will include basic programming theory. For example, I'll ask questions regarding call letter placement, when to announce the time in particular dayparts, jingle placement, and so on. We will also find out about a candidate's ultimate goals in this business and what his greatest accomplishment was. We also want to know what his greatest disappointment was and why. That's not to put someone on the spot; we're just trying to determine if a person has learned from a mistake.



Dan Vallie

Key Characteristics Checklist

R&R: Now that you've spent some time with a candidate, what are the important characteristics you're after?

DV: After the field's down to two or three candidates, we'll get together with the GM. Some things we look for, and not necessarily in this order, are:

- 1) A person who knows programming well, or at least has the potential to program successfully.
- 2) We want those people to have a burning desire to win. While everyone says they want to win, only a few make the real sacrifices it takes to win. In our company, we're always saying 'Make it happen, don't make excuses.'
- 3) Every PD says he wants to run his own department. We strive to find people that can run their own departments. We want a PD to be a strong manager.
- 4) It's important we find someone with good "people" skills. That seems to be a key ingredient that's lacking in programmers today. Many are not experienced in this area because they end up worrying about other elements of their job.
- 5) While we want someone to have all those things, we also want someone who can keep a disciplined environment yet still be loose and professional. We like people with a sense of humor.
- 6) It's important to be promotion-oriented — to be able to develop, create, or even steal good promotions and to implement them on the air successfully.
- 7) The PD has to know 'real people' things, not just industry topics. And, he has to be flexible enough to deal with the management mentality as well as the on-air mentality. If you can get all those things and put them together, then you can make the magic that makes a winning radio station.

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DV: That's the toughest thing to do. Sometimes they work better with the people above them than those whom they supervise; often the opposite is true. I don't know if there's a black-and-white way of finding

Riff Raft Race



Rafts like the one pictured were a common sight on the Arkansas River for the 12th annual KRMG Great Raft Race. The event attracted 362 entries, 3000 "sailors," and 50,000 spectators representing 44 cities and three states.

out, but I would certainly like someone to tell me. It's even tougher because I have never spoken with anyone who didn't claim he was a great people person — everyone thinks he is.

The Importance Of Market Size And Ratings

R&R: How seriously do you consider smaller market candidates when filling a major market position?

DV: Market size doesn't mean a lot to us. We've hired guys from larger markets and put them in smaller ones, and vice-versa. Although it's not common for someone to go from a very small market to a large market, it's not unheard of in our company.

R&R: What are the differences between major market and smaller market programming?

DV: The first thing that comes to mind is the lack of fragmentation. We try to maintain a major market feel inside any of our stations. No matter what size market we're in, it's important that we maintain professional attitudes, hustle hard, and scoop the competition whether it's on a piece of music

or a promotion or a sneak preview for a movie.

R&R: Is a programmer's ratings record important?

DV: If you've seen someone be consistently successful everywhere he goes as a programmer, then the odds are good that he will work out. But if someone doesn't have a consistent track record, we look at the reasons behind that. Bad ratings are often not the fault of the programmer.

R&R: When discussing career goals, does it matter if an applicant wants to program forever, or would you prefer someone with higher management or perhaps even station ownership goals?

DV: I really don't care if the guy wants to be a PD for the rest of his life or even if he wants my job. As long as he wants to dominate his market, and I know that's where his love lies, so be it. Our six PDs have different ambitions — some enjoy programming, some want to move into management, and some aspire toward ownership. The important thing is that he have strong goals.

Progress

Joel Spivak is now afternoon talk host at KNBR/San Francisco from WRC/Washington DC ... Bill Smith joins WMAK/Boston to do mornings in addition to his duties at WNEV-TV ... Jeff Warren joins WEZR/Washington in

this year ... Roz Rouse of WGEE/Green Bay named Producer/Wisconsin State Educational Radio Network ... 3WM (WVMM)/Toledo appoints Jay Stevens as Production Director from WOMC/Detroit ... WEZS/Richmond welcomes Dave Dillon as PD from WQQQ & WEEEX/Allentown ... former WPGC/Washington air talent Tom Lebrick segues to WMJJ/Birmingham for swing duty ... Bob Vizza is promoted to PD at WXUS/Lafayette ... Brian Charette has also been promoted to PD at WQPO/Harrisonburg ... WTON/Staunton's PD is now Dave McCormick replacing Jim Quist who's now OM. New MD at the station Charles Gills ... Bill Kelly goes to crosstown KUDO/Las Vegas for PM drive/Production Director from KLUC.



Bill Smith Joel Spivak

PM drive from WMJJ/Birmingham ... Suzy Mayel joins WCLR/Chicago for MD duties ... WOKQ/Dover-Portsmouth's news department scooped up more Golden Mike Awards than any other station in the New England area

Adult/ Contemporary



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Riff Raft Race



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out, but I would certainly like someone to tell me. It's even tougher because I have never spoken with anyone who didn't claim he was a great people person — everyone thinks he is.

The Importance Of Market Size And Ratings

R&R: How seriously do you consider smaller market candidates when filling a major market position?

DV: Market size doesn't mean a lot to us. We've hired guys from larger markets and put them in smaller ones, and vice-versa. Although it's not common for someone to go from a very small market to a large market, it's not unheard of in our company.

R&R: What are the differences between major market and smaller market programming?

DV: The first thing that comes to mind is the lack of fragmentation. We try to maintain a major market feel inside any of our stations. No matter what size market we're in, it's important that we maintain professional attitudes, hustle hard, and scoop the competition whether it's on a piece of music

or a promotion or a sneak preview for a movie.

R&R: Is a programmer's ratings record important?

DV: If you've seen someone be consistently successful everywhere he goes as a programmer, then the odds are good that he will work out. But if someone doesn't have a consistent track record, we look at the reasons behind that. Bad ratings are often not the fault of the programmer.

R&R: When discussing career goals, does it matter if an applicant wants to program forever, or would you prefer someone with higher management or perhaps even station ownership goals?

DV: I really don't care if the guy wants to be a PD for the rest of his life or even if he wants my job. As long as he wants to dominate his market, and I know that's where his love lies, so be it. Our six PDs have different ambitions — some enjoy programming, some want to move into management, and some aspire toward ownership. The important thing is that he have strong goals.

Progress

Joel Spivak is now afternoon talk host at KNBR/San Francisco from WRC/Washington DC ... Bill Smith joins WMAK/Boston to do mornings in addition to his duties at WNEV-TV ... Jeff Warren joins WEZR/Washington in



Bill Smith



Joel Spivak

PM drive from WMJJ/Birmingham ... Suzy Mayel joins WCLR/Chicago for MD duties ... WOKQ/Dover-Portsmouth's news department scooped up more Golden Mike Awards than any other station in the New England area

this year ... Roz Rouse of WGEE/Green Bay named Producer/Wisconsin State Educational Radio Network ... 3WM (WWWMM)/Toledo appoints Jay Stevens as Production Director from WOMC/Detroit ... WEZS/Richmond welcomes Dave Dillon as PD from WQQQ & WEEX/Allentown ... former WPGC/Washington air talent Tom Lebrick segues to WMJJ/Birmingham for swing duty ... Bob Vizza is promoted to PD at WXUS/Lafayette ... Brian Charette has also been promoted to PD at WQPO/Harrisonburg ... WTON/Staunton's PD is now Dave McCormick replacing Jim Quist who's now OM. New MD at the station Charles Gills ... Bill Kelly goes to crosstown KUDO/Las Vegas for PM drive/Production Director from KLUC.

Black/Urban Radio



WALT LOVE

T91: Another Rural Urban Winner

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To put all this music to maximum use, T91 relies heavily on dayparting. Richard explained, "We use the widest variety of music we possibly can to insure a mass appeal sound. Our music is on a grid system; we have 60-65 records broken into different categories, which also include our recurrences. All this operates on a flow sheet as opposed to a clock."

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"We use programs like 'Radioscope,' 'Radiorobics with Jayne Kennedy,' 'Special Edition,' 'Music of the City,' and 'Shootin' The Breeze.' These programs continue to help us gain audience shares, so we respect their value."

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JAZZ RADIO



BARBARA BARNES

WJZZ Wins With Jazz In Detroit



KJAZ SALUTES RETURN OF CABLE CARS — Shown with festive, station-adopted cable car #8 is Roger Cowan (champagne bottle in hand), owner of KJAZ/San Francisco, along with guest and cable car decorating contest participant, in the guise of the Transamerica Pyramid.

In the 6th largest market in the U.S. (pop. 5.5 million), WJZZ/Detroit is pulling down a healthy 2.5 share for the last two books. That's a very strong foothold in the market for Jazz radio. WJZZ has been playing jazz in one form or another since its beginning, and seems to have evolved into a stable community tradition. GM Bob Bass, Station Manager Herman Haines, and MD John Hill told me how 106 FM did it.



John Hill

WJZZ went on the air in 1960 as WCHD. As with most FM stations until the mid-'70s, existence was a struggle. In 1974 the call letters were changed to WJZZ. Bob admits that, "For years we were a tax writeoff for WCHB, our AM sister station. But from about '74 on, it's been making it on its own."

In fact, the tables have turned. Bob says, "The AM was licensed originally to Inkster, Michigan, and even though it beams into the city, the signal has always been pretty weak. At one time, however, 'CHB was the number one station in the area — before the advent of all these new stations." Now 'CHB is carried by 'JZZ, says the GM.

Strength

The strength of the station seems to come from what it identifies as its "core audience," built from a strong foundation of Motor City jazz fans. Herman points out, "Jazz was happening all around the city. There was a very popular area known as Black Bottom, where you had a lot of jazz going on in night clubs and theaters. I suppose the impact of the live music influenced our listenership."

Bob affirms this: "Detroit always had a strong music history, with a lot of artists that came in the city in the '40s-'60s and played at places like the Paradise Theater and the Greystone Ballroom. Also," he adds, "There is a strong jazz community of local musicians who for years did a lot of the studio sessions for Motown. It kept groups of dedicated and very talented musicians in the city, as opposed to making the flight to New York or Los Angeles, which had been the usual case before Motown. From these (traditions), we gradually built a core group as an audience, and it caught on with different generations."

"Going back to 1960, that's over 20 years ago," John Hill relates. "We're talking about people who at that time were in their twenties and thirties. These people have more or less grown with the station, not only in terms of their musical tastes, but to the degree that they feel that they're part of a tradition in the community. So, basically our core audience would be somewhere between 35-55." That observation is borne out in WJZZ's ratings, as it tied for 5th in 35-64 in the spring book, for its highest demographic placing.

Stamina

With the core of WJZZ's listeners lending strength to the station's demographics, who gives it the stamina to hover around 15th

place in Detroit's competitive radio standings? Approximately a fifth of Detroit's population is black. The station's listening percentage is somewhere between 55-60% black and 40-45% white. "From our research, it's shown that we have the biggest mixed audience in town," says the GM. "The only station that has a larger mix of black and white than we do is WJR. They carry all the sports, the Tigers and the Lions. But for a music format, WJZZ has been a forerunner and still perhaps has the largest mix."

Further, the station made significant moves in all dayparts in men 18+ from last fall, the best move being middays, from 15th to 6th. It holds at about that number for just about all the dayparts in this division. Numbers, however, dropped for women in the same area.

Herman explains that, traditionally, women have never been as inclined toward jazz as men, but nowadays, he feels, more and more women are departing from this mode. "Slowly but surely we are winning them over. We have more women

writing the station now, requesting to hear music by people like Al Jarreau and Tania Maria. They're getting more into it, and I think that a lot of it has to do with the fact that they're getting older, and our music is rhythmic and relatable, and it fits their lifestyle."

WJZZ

"There's definitely a potential for more growth, too," says John. "We feel that the format has only just begun to develop into a mass appeal-type of format." At the same time, he maintains, "It's more of a Jazz format than it's ever been. We play more mainstream and straight-ahead stuff than we ever have in the past."


Still, I asked, at one time, didn't WJZZ's sound have more of fusion-type, Black-A/C flavor? John says, "Well, you could say that. When I got here (1975), it was essentially a Jazz station. We played a number of pop vocals — we went through a Johnny Mathis phase for a minute during the late '60s and early '70s. But when the (Black-formatted) AM station WJLB switched to the FM dial, that put them in, more or less, competition with us. Shortly thereafter, WLBS came into the market with their dance format, WDRQ began to go into Urban/Contemporary, and then there was

Continued on Page 51


Sample Hour

- | | |
|--------------------------|----------------------------------|
| 1. Art Farmer | Sandu |
| 2. Carmen McRae | Errand Girl For Rhythm |
| 3. Rob McConnell | I Got Rhythm |
| 4. Mose Allison | Don't Get Around
Much Anymore |
| 5. Charles Earland | The Thing |
| 6. Azymuth | Prisoner |
| 7. Phyllis Hyman | Give A Little More |
| 8. Poncho Sanchez | Brisa |
| 9. Grover Washington Jr. | When I Look At You |

On Top With . . .



Up And Coming . . .




WYNTON MARSALIS
HOT HOUSE FLOWERS



WYNTON MARSALIS
"Hot House Flowers"
In just three weeks 10-2-1 on R&R's National Jazz Chart!

BOB JAMES
12



BOB JAMES
"12" Debut 23 and the "Most Added" record this week!
Columbia continues to deliver the best in Jazz and Progressive music!



CELEBRATING THE CELEBRATION! —Members of Koinonia pose with some friends at the Baked Potato nightclub in L.A. after a party kickoff for the release of the group's second LP, entitled "Celebration." Standing (l-r) are the group's Harlan Rogers, Bill Maxwell, Justo Almaro, and Hadley Hockensmith, music columnist Antonio Ferrar, group leader Abe Laboriel, and Joe Huser of L.A.'s KKKO. Kneeling are Koinonia percussionist Alex Acuna and Ricky Schultz of Word of Mouth & Zebra Records.

WJZZ Wins

Continued from Page 50

WGPR. I'm not quite sure of the order in which it happened, but we felt that the best thing to do in light of these changes was to identify ourselves more closely with the Jazz format. This would have been around 1977.

"We find that in order to maintain some degree of popularity, we have to give the people what they're used to, while at the same time maintaining a kind of overall creative momentum. What I like to think is that people here are used to a backbeat, and so that's why things like Grover Washington Jr., Dave Valentin, and Earl Klugh are pretty well accepted here."

What of the mix? "Our format generally has a chronological base. During a given hour, we play a certain number of selections from one era, and a certain number from another, with the intent of texture and flows conducive to good segues. I'd say that at the moment, we're probably doing about 40% commercial jazz, 40% mainstream, 10% vocals, and another 10% would be oldies or jazz standards. In a quarter hour, our primary thrust would be music that was released in the last 15 years, so what you'd hear is a tune by let's say, Wayne Shorter, into something by Earl Klugh, and perhaps follow that up by maybe a David Sanborn. We also play some vocalists: Patrice Rushen, Michael Franks, Angela Bofill — who's to say what side of the line they fall on?"

Flexibility

"You see, I think programmers need to become a little bit more flexible. The A/C's and AORs are beginning to see that the fusion elements of jazz can be mixed with what they do. My hope is that some of the Urban programmers become a little bit more open in the way they look at music. I'm not saying that what we're doing here is going to work everywhere, however, I think it has a good chance."

Bob points out, "We try to present jazz from the intellectual point of view, but also from the feeling point of view. Everybody at one time or another feels good or bad or happy or sad, and playing that sort of music relates to their feelings, as opposed to telling them that this is such and such, defining it, and putting labels on it. We try to get away from that. We just try to play the music that we think fits our listeners' lifestyles."

Summing up, Herman asserts that the main ingredient to WJZZ's success is "having very competent and professional people on the airstaff." John attests to this, and includes a few last factors in WJZZ's achievements: "The three elements of success here are 1) our airstaff, 2) knowing our audience by listening to them, and 3) resisting the temptation to play everything."

And WJZZ's ambitions don't stop with success in the Detroit market. In May of this year, the station doubled its coverage area by raising its tower height. Now it can be heard in Flint to the north and Toledo to the southeast. "We've been working on this for the last seven years," says Bob. "For the future, we've already done some negotiations with various satellite companies. We're already on cable in Toronto, Lansing, Cleveland, and we'd like to see our signal on a network around the country."

All That Jazz

All is not lost in Washington, DC, as distinguished jazz host and 30-year **WMAL** vet **Félix Grant** signs on at crosstown **WWRC**, and can now be heard on Saturdays. . . . **Bill Dixon** is new jazz producer at **WNUR/Evanston, IL**, a position left open when **Eric Scholl** moved over to do an airstaff at the station. . . . City Councilman **Kweisi Mfume**, also PD at **WEAA/Baltimore**, now adds MD to his responsibilities. Former MD **Renita Woods** continues her morning airstaff.

Assuming the long-vacant spot of PD at **KUOP/Stockton** is **Valda Smith**, previously PD at **WAUS/Berrien Springs, MI**. . . PD **Rick Petrone** of **WYRS/Stamford** reports a new fusion show entitled "Contemporary Spotlight". . . Happy Birthday to **KRML/Monterey's** PD **Rod Flores**, who celebrated his 30th on 9-14. . . A/C **WMGS/Milwaukee** is now playing jazz overnights, every night. . . **WMGI/Gainesville's** afternooner **Sherry Summers** moves over to **WLOQ/Orlando** for a similar shift, while **Mark Hedberg** takes her place. Exiting **WLOQ** is **Jamie Cartak**.

Milestone: Jazz percussionist **Shelly Manne** suffered a fatal heart attack at age 64.

Editor's Note: Correcting a note in my last column (9-14), **WMYK/Elizabeth City-Virginia Beach** is an FM station and will retain its Urban/Contemporary format; the AM switching to a Jazz format is sister station **WZAM/Norfolk**, which will simulcast some programming from the FM.

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JOHN SCOFIELD: With his new accessible sound for radio featuring "Pick Hits," "King For A Day" and "Phone Home." The man who made a name with Miles Davis is making history for himself!



KAZUMI WATANABE: After the success of *Mobo I*, Kazumi (Walk Don't Run) features a hot new fusion sound great for all formats. "Voyage", "Yatokesa" and "Alicia" are the cuts to watch out for...

JAMAALADEEN TACUMA
RENAISSANCE MAN



JAMAALADEEN TACUMA: Master bass player, innovator and style setter has come out with a brand new musical concept. "Renaissance Man" and "Dancing In Your Head" are the cuts that R&R stations are talking about.

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Marketplace

AIRCHECKS

2-Hour Profile Now Available

Dallas Philadelphia
Boston Chicago
New York Miami

Each \$9.50

ATD # 89 Features Wolfman Jack/KRLA; Ron Brittain/WJMK; "Zippo and Michaels in the Morning"; and Rick Dees gets his star. \$4.75

Aircheck Factory

"Aircheck Acres"
Wild Rose, WI 54984
(715) 845-8259 MC
Visa
COD

COMEDY

Contemporary COMEDY

Hundreds renewed again!
Free sample!
Write on station letterhead to
Contemporary Comedy
5804-D Twining
Dallas, TX 75227

DIAL-L G

HUMOR, CONVERSATION, CALLS, CALENDAR & MORE
"You have made me the most popular jock in the area."
Keith Canoff, WOCM

Write on station letterhead or phone: 10918 Foxmoore Ave.
(804) 270-7206 9AM-5PM EST Richmond, VA 23233

KNOCKERS*!

The only pre-recorded comedy service in the world. Guests for your show; gags; comedy news reports; sounds; gimmicks; features; exclusive material.
No Free Samples. Your **KNOCKERS*!** sample cassette costs \$5 and gets you started right away with top-quality professional material. Catalog included with tape. **Send \$5 to KNOCKERS*!**
Box 153 La Grange, IL 60525

Disk Jockey Comedy

25 pages of original comedy material each week... everything from funny commercials to ridiculous TV & Movie reviews to Soap Operas and much, much more. For FREEBEE, write: **HYPER TIX**, 7805 Sunset Blvd., #206, Los Angeles, CA 90046



ELECTRIC WEENIE
RADIO'S MOST RESPECTED
DJ GAG SHEET SINCE 1970
RICK DEES, KJIS-FM: "Tom, you really are The Best. Really look forward to the arrival of The Weenie, such a shot in the arm for our Morning Team!"
FOR FREE SAMPLES WRITE
The Electric Weenie, P.O. Box 25-866
Honolulu, Hawaii 96825 (808) 395-9600

R&R MARKETPLACE ADVERTISING


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

	Per insertion
Additional \$10.00 per week charge for Blind Box ads.	1 Time \$50.00
	6 Insertions \$45.00
Will include logo or other line art on ads of two inches or more if camera-ready art provided.	13 Insertions \$40.00
	26 Insertions \$35.00

Volume Rates Available

Deadline for Marketplace ads is FRIDAY NOON, two weeks in advance of publication date. Marketplace ads are non-commissionable.

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



"Phantastic Phunnies"
Highly Respected! Hilarious! Original!
Proven worldwide audience builder!
Quick-quip; Topical Humor! Introductory month's 500 topical one-liners and "BONUS"...Just \$2.00! Phantastic Phunnies, 1343-A Stratford Drive, Kent, Ohio 44240.

EMPLOYMENT/INSTRUCTION

10,000 RADIO, TV JOBS

- Over 10,000 Radio & TV jobs are published every year. Up to 98% of the nationwide openings can be found in THE AMERICAN RADIO JOB MARKET weekly paper.
 - The most current and complete radio and television job publication in America.
 - Subscribed to by nearly every major broadcast school, Jr. colleges, colleges and universities.
 - Complete listings for DJs, Program Directors, News people, Salesmen, Engineers, Production Directors.
 - All major, medium & small markets.
 - All formats: AOR, COUNTRY, MOR, CHR, BEAUTIFUL MUSIC, NEWS, TALK.
 - Many openings for those men and women with little experience.
 - Money Back Guarantee.**
- Rules: One week \$5.00. SPECIAL 6 weeks \$14.95—you save \$21.00!

American Radio
JOB MARKET
6215 Don Gaspar, Dept. R, Las Vegas, NV 89108

PROFESSIONAL SERVICES

Agnes... Is HOT!



The hottest, most contemporary-sounding CHR jingle package available today is not the Flasher, the Masher, the Crasher or the Slasher... but simply... **AGNES.**
And she cooks, too!

CONTINENTAL RECORDINGS
210 South St., Boston, MA 02111

No matter what your market size, we'll make you sound great!!!
Call (617) 426-3131

Sick Of Your I.D. Package?

We specialize in contemporary original packages that sound as up-to-date as the music you play. From A/C to CHR to COUNTRY, we produce great music. Prices from original packages start at \$5,000; customized re-sings from just \$3,000. For demo cassette call or write:

the MUSIC SOURCE 615 E. Pike, Seattle, WA 98122
(206) 323-6847

RADIOACTIVITY

READY TO MOVE UP?

... to a better position? We provide aircheck/resume refinement, aircheck analysis, and employment counseling for announcers.

... to better ratings and billings? We're a full-service consultancy for all-size market stations.

... to ownership? We offer turnkey services in all areas to move you into station ownership.

Free details/call or write today:

3954 Peachtree Rd., Suite 202
Atlanta, GA 30319

MC Money Back
VISA VISA Guarantee
(404) 266-1977

Tired Of Playing Record Company "Short Versions?"

When the album cuts or dance mixes are hotter? Chances are we can remedy that. Airchecks, medleys, and custom music beds also spliced. Call (216) 725-1902.

PROGRAMMING

TRAVELOG

Judging by the response of TRAVELOG nationwide, we suggest you call for a demo immediately to find out what all the excitement is about! TRAVELOG is a 90-second radio feature, reviewing recent and vacation areas around the world, that truly grabs your listeners' attention and brings extra money into your station through local travel agency sponsorship, or for that matter, any travel-related business. Want to know more? Call or write today.

Overseas stations, this is an ideal feature for you!
BROADCAST PRODUCTIONS EAST, INC.
23 Rustic Ave., Medford, NY 11763
(516) 286-8125

PERSONALITY

INFO-BITS

FOR MODERN AIR TALENTS. THERE'S NEVER BEEN A SHEET LIKE IT. AT LAST A SERVICE FOR THE 1980's! FREE SAMPLE: INFO-BITS, 1/4 KFMB, SAN DIEGO, CALIFORNIA 92138. GREAT SHOWS EVERYDAY!!

FEATURES

MUSIC TRIVIA

Authorized for Broadcast
Market Exclusivity
Satisfaction Guaranteed
FREE SAMPLE
Huxley North Ltd.
2201 Brant Street, Suite 103
Burlington, Ont., Canada L7R 3N8

PROMOTIONAL

THE BREAKERBAG™



100% NYLON TOTE BAG

is an authentic-looking portable cassette deck (AM/FM radio unit, made of 100% silver quilted nylon (18" x 12" x 4") with shoulder strap and Velcro closure.

FOR YOUR PROMOTIONAL NEEDS HAVE US SILKSCREEN YOUR CALL-LETTERS OR LOGO ON THE BREAKERBAG.

Must use "call-letters" all over town. Great for give-away items to call-in listeners.

RADIO STATIONS: The BreakerBag will be an eye-catching part of a press kit or to promote a tour or new release.

RECORD COMPANIES: The BreakerBag is ideal for your market's needs, school, travel, the beach, the gym or your cassette radio.

For more information please call or write: **DISTRIBUTION:** Dept. B • P.O. Box 402 • Woodland Hills, California 91365 • (818) 887-6868

© 1984 Distributions. The BreakerBag is also available without any personalized logo printing.

Opportunities

Openings

Openings

Openings

Openings

NATIONAL

FRANK MAGID ASSOCIATES

Seeking creative talent for prestige shifts. Need to fill immediate and future openings at client stations in Top-50 markets. If you are an informed personality with the ability to be entertaining and are willing to become active in community involvement, we want you! Send T&R to: Frank Magid Associated, One Research Center, Marion, Iowa 52302 EOE M/F

Producer/Writer

Nationally-syndicated Country music series looking for experienced producer/writer. Experienced in location music recording, scheduling, budget management, script dialog, all phases of production. Send resume to: THE LINEAR GROUP, P.O. Box 18267, Asheville, NC 28814. EOE M/F

Personalities, announcers & PDs needed. All formats, locations, market sizes. T&R to:

R.M. LOWRY & CO.

8796 S. Hidden Oaks Drive, Salt Lake City, UT 84121.
No calls. EOE


NATIONAL... The Radio Placement Leader

We have jobs for:

- Programmers • News People
- Announcers • Production Pros

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

Let NATIONAL help you!!!



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

Act Now!

Group with Country, Rock, Contemporary stations accepting tapes for future jock openings. Community Service Broadcasting, 811 Broadway, Mt. Vernon, IL 62864. EOE M/F (10-12)

EAST

61 WGIR

THE SPIRIT OF NEW HAMPSHIRE

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 418, 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)

Premiere A/C seeks afternoon drive announcer. Production a plus. T&R: Bill Celler, 97WK, Box 6524, 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 Guber, WWHB, 282 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 Silve, Box 330, Lewiston, ME 04240. EOE M/F (10-19)

WHEN CHR BURNS OUT, WHAT WILL YOU BE DOING?

Probably working for a ADR/CHR hybrid... and the best one is in Portsmouth, NH! We are looking for a 6pm-10pm Rock n' Roll "Animal". 35 years experience. T&R only to: Jim Rising, WHCB-FM, P.O. Box 120, Portsmouth, NH 03801. EOE M/F

SBESA needs morning personality for Pittsburgh area AM/FM A/C. T&R: John Randall, Box 202, Charleoi, 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)

ATLANTIC CITY RADIO is looking for the right jock! Person with experience who's entertaining and energetic needed in drive time in this fast-growing area. Rush tapes and resumes to Radio & Records, 1930 Century Park West, #822, Los Angeles, CA 90067.

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 WDAH-FM & A/C WMTK-AM in north Jersey. No airshift. Mark Chernoff: (201) 328-1055, 9pm-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: America Media, Inc., P.O. Box 230, Patchogue, NY 11772. EOE

SOUTH

South TX CHR seeks experienced up-tempo jocks for possible opening. 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: KKYV, 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)

Radio Announcer

Immediate opening for a morning drive entertainer on top-rated AM facility in beautiful Naples, Florida market. Warm, friendly delivery plus ability to anchor 2 1/2 hour news/information block during morning show. Duties also include production on beautiful music FM. Great benefits. Send cassette, resume and salary requirements to — Personnel Department Palmer Communications Center — 333 8th Street South — Naples, FL 33940 EOE

Come to America's secret paradise. Magic 102 is live-action Country. We need air talent, all shifts. Females encouraged. C&R: Thom Davis, Box 1570, Gulfport, MS 39660. (10-19)

Programmer looking for future new talent. T&R: David Wilson, KOTN, 920 Commerce Rd. Pine Bluff, AR 71901. 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)

Work & vacation at this urban station. Immediate opening fulltime announcer. Female preferred. T&R: WTAJ, 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 Eland 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)

East Texas FM Country Giant

Looking for experienced, personality-plus morning person to be one-half of male-female team. Tapes, resumes to: Tom Daren, P.O. Box 2727, Longview, TX 75606. EOE

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)

EXCELLENT RADIO BROADCASTING OPPORTUNITIES

The Radio Marti Program of the Voice of America has immediate openings and excellent opportunities in Washington D.C. for experienced radio professionals, as News Editors, Feature Writers, and News and Sports Broadcasters for our Spanish-language station. All candidates must have recent experience in writing, editing, or broadcasting in Spanish for radio, knowledge of Cuba, and must be bilingual in both Spanish and English. The salary range is from \$19,000 to \$40,000, depending upon experience, qualifications, and current salary. Applicants should clearly indicate the position for which they are applying. Candidates for broadcaster positions should also include a recent aircheck in Spanish.

All positions are fulltime permanent with the U.S. Government, and offer a wide range of benefits, including health and life insurance and sick and annual leave benefits.

Interested applicants should submit a Government application form (Standard Form 171), available from a regional office of the U.S. Office of Personnel Management, or by writing to:

USIA/Radio Marti Program
Attention: RRLA
400 6th Street, S.W.
Washington, D.C. 20547

Voice of America



The Radio Marti Program of the Voice of America is an equal opportunity employer.

The Music Section

National Music Formats Added This Week

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 Patti Smythe "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"

Concept Productions

Dick Wagner (916) 782-7754

CHR

HUEY LEWIS & THE NEWS "Walking On A Thin Line"
JOHN WAITE "Tears"
SCANDAL "Hands Tied"
KISS "Heaven's On Fire"

BPI

John Sherman/Bob English (206) 624-8651

Adult Contemporary

JULIAN LENNON "Valotte"
NEIL DIAMOND "Sleep With Me Tonight"
WHAMI "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"

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"

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

NETTY 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"

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"

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"

Media General Broadcast Services

Bob Dumals (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"

NATIONAL AIRPLAY/30

October 19, 1984

- 1 WYNTON MARSALIS/Hot House Flowers (Columbia)
2 DAVE VALENTIN/Kalahari (GRP)
3 PAT METHENY/First Circle (WB)
4 HANK CRAWFORD/Down On The Deuce (Milestone/Fantasy)
5 GROVER WASHINGTON/Inside Moves (Elektra)
6 JIMMY McGRIFF/Skywalk (Milestone/Fantasy)
7 RICHARD ELLIOT/Initial Approach (ITI/Allegrance)
8 SADAO WATANABE/Rendezvous (Elektra)
9 MODERN JAZZ QUARTET 1984/Echoes (Pablo)
10 AZYMUTH/Flame (Milestone/Fantasy)
11 CABO FRIJO/Just Having Fun (Zebra)
12 CHUCK MANGIONE/Disguise (Columbia)
13 CHET BAKER TRIO/Mr. B (Timeless/Zebra)
14 BRUCE FORMAN w/BOBBY HUTCHERSON/Full Circle (Concord)
15 TRU PUENTE & HIS LATIN ENSEMBLE/El Rey (Concord Picante)
16 DIANNE REEVES/For Every Heart (TBA/Palo Alto)
17 KEVIN EUBANKS/Sundance (GRP)
18 CAL TJADER/Good Vibes (Concord Picante)
19 ROB MCCONNELL & BOSS BRASS/All In Good Time (Palo Alto)
20 STACY & JIMMY ROWLES/Tell It Like It Is (Concord)
21 LES McCANN/HOUSTON PERSON/Road Warriors (Greene St./2001)
22 ZOOT SIMS/Quietly There (Pablo)
23 JAZZ MONTEREY/Highlights 1958-1980 (Palo Alto)
24 FREE FLIGHT/Beyond The Clouds (Palo Alto)
25 DAN SIEGL/Another Time, Another Place (Pausa)
26 KEITH JARRETT/Changes (WB)
27 RAMSEY LEWIS & NANCY WILSON/The Two Of Us (Columbia)
28 BOB JAMES/12 (Columbia)
29 DIRT DOZEN BRASS BAND/My Feet Can't Fail... (George Wein/Concord)
30 DON SICKLER/Music Of Kenny Dorham (Uptown)

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: WGXC/Chicago, Graham Armstrong: WDMT/Cleveland, Dean-Dear Rufus: WVOI/Toledo, Maxx Mix: XHRM/San Diego, Duff Lindsey.

MOST ADDED BOB JAMES (19) 12 (Columbia) FREE FLIGHT (11) Beyond The Clouds (Palo Alto) CAL TJADER (10) Good Vibes (Concord Picante) WAYNE JOHNSON TRIO (9) Everybody's Painting Pictures (Zebra) BRUCE FORMAN w/B. HUTCHERSON (8) Full Circle (Concord) HOTTEST DAVE VALENTIN (25) Kalahari (GRP) WYNTON MARSALIS (24) Hot House Flowers (Columbia) PAT METHENY (21) First Circle (WB) GROVER WASHINGTON (13) Inside Moves (Elektra) HANK CRAWFORD (12) Down On The Deuce (Milestone/Fantasy)

- GEORGE CROMARTY "Wind In The Heather" (Dancing Cat/Windham Hill) 6/3
Rotations: Heavy 2/1, Medium 1/0, Light 3/2, Extra Adds 3, KTCT, WVPE, KWMU, Heavy: WUWM, Medium: KCSC.
EUGEN CICERO TRIO "Spring Song" (Timeless/Zebra) 6/2
Rotations: Heavy 1/0, Medium 2/0, Light 2/1, Extra Adds 1, Total Adds 2, WUWM, KRML, Heavy: WBBY, Medium: WGBH, WMOT.
KAZUMI WATANABE "Mobo 2" (Gramavision) 6/0
Rotations: Heavy 1/0, Medium 1/0, Light 3/1, Extra Adds 1, Total Adds 2, KUHF, WBEE, Heavy: KERA, Medium: KRVS.
PHIL WOODS & CHRIS SWANSEN "Piper At The Gates Of Dawn" (See Breeze) 6/2
Rotations: Heavy 2/0, Medium 2/1, Light 2/1, Extra Adds 0, Total Adds 2, WGBH, WFSS, Heavy: WBF0, KPUL, Medium: KLCC.
JOE PASTOR "Live At Long Beach City College" (Pablo) 6/1
Rotations: Heavy 2/0, Medium 2/0, Light 2/1, Extra Adds 0, Total Adds 1, WNUR, Heavy: WBBY, KUOP, KBEM, WVPE, KWMU.
PUTTING ON THE RITZ "Steppin' Out" (Pausa) 6/0
Rotations: Heavy 0/0, Medium 4/4, Light 1/1, Extra Adds 0, Total Adds 5, WKSU, KKGO, KCRW, WFSS, WUSF.
CLIFFORD JORDAN QUARTET "Repetition" (Soul Note) 5/3
Rotations: Heavy 2/1, Medium 1/1, Light 0/0, Extra Adds 1, Total Adds 3, WDET, KCRW, KXPR, Heavy: WBG0, WRTI.
STEVE KHAN "Casa Loco" (Antilles/Island) 5/3
Rotations: Heavy 1/0, Medium 1/0, Light 2/2, Extra Adds 1, Total Adds 3, KERA, WNOP, WFSS, Heavy: WYBC, Medium: KIFM.
DAVID MURRAY QUARTET "Morning Song" (Black Saint) 5/3
Rotations: Heavy 1/0, Medium 2/1, Light 2/2, Extra Adds 0, Total Adds 3, WDET, KCRW, KLCC, Heavy: WRTI, Medium: WBG0.
JAMAALADEEN TACUMA "Renaissance Man" (Gramavision) 5/3
Rotations: Heavy 1/0, Medium 2/1, Light 1/0, Extra Adds 1, Total Adds 2, KUHF, WDET, WVPE, Heavy: WRTI, Medium: WNUR.
ELLA FITZGERALD & DUKE ELLINGTON "Ella At Duke's Place" (Verve) 5/2
Rotations: Heavy 1/0, Medium 2/2, Light 2/0, Extra Adds 0, Total Adds 2, WUWM, KLCC, Heavy: WYRS.
RICKIE LEE JONES "Magazine" (WB) 5/2
Rotations: Heavy 0/0, Medium 4/2, Light 1/0, Extra Adds 0, Total Adds 2, WNOP, KIFM, Medium: WLOG, KJZZ.
JOE WILLIAMS "Nothin' But The Blues" (Delos) 5/2
Rotations: Heavy 2/0, Medium 2/1, Light 1/0, Extra Adds 2, KLN, KKGO, Heavy: WKSU, KPUL.
IVAN CONTI "The Human Factor" (Milestone/Fantasy) 5/1
Rotations: Heavy 0/0, Medium 5/1, Light 0/0, Extra Adds 0, Total Adds 1, WNOP, Medium: WYRS, WJZZ, KJZZ, KLSK.
DALLAS JAZZ ORCHESTRA "Fat Mama's Revenge" (DUO) 5/1
Rotations: Heavy 2/0, Medium 2/1, Light 3/1, Extra Adds 0, Total Adds 1, KADZ, Heavy: WMOT, KBEM.
JIMMY SMITH & WES MONTGOMERY "Dynamic Duo" (Verve) 5/1
Rotations: Heavy 0/0, Medium 2/1, Light 0/0, Extra Adds 0, Total Adds 1, KXPR, Heavy: WYRS, WKSU, KUOP, Medium: WBBE.
HERB ALPERT "Bullish" (A&M) 5/0
Rotations: Heavy 1/0, Medium 2/0, Light 2/0, Extra Adds 0, Total Adds 0, Heavy: KTCT, Medium: WLOG, WVOI.
HERBIE HANCOCK "Sound-System" (Columbia) 5/0
Rotations: Heavy 1/0, Medium 3/0, Light 1/0, Extra Adds 0, Total Adds 0, Heavy: KCRW, Medium: WGBH, WJZZ, KCSC.

NEW & ACTIVE

- WAYNE JOHNSON TRIO "Everybody's Painting Pictures" (Zebra) 15/9
Rotations: Heavy 3/0, Medium 2/1, Light 5/3, Extra Adds 5, Total Adds 9, WFAE, WMOT, WNOP, KKGO, KMCR, KCRW, KJZZ, WUSF, KWMU, Heavy: KPUL, KRML, KIFM, Medium: KERA.
JOHN SCOFIELD "Electric Outlet" (Gramavision) 13/7
Rotations: Heavy 0/0, Medium 1/0, Light 8/3, Extra Adds 4, Total Adds 7, KERA, KUHF, WIAN, KPUL, KRVS, WUSF, KWMU, Medium: KLCC.
EARL KLUUGH "Night Songs" (Capitol) 11/5
Rotations: Heavy 3/1, Medium 4/2, Light 3/1, Extra Adds 1, Total Adds 5, WYRS, WNOP, KLSK, KJCB, WDMT, Heavy: WJZZ, KBEM, Medium: WVOI.
BOBBE NORRIS & LARRY DUNLAP "Hoisted Sails" (Palo Alto) 11/5
Rotations: Heavy 2/1, Medium 2/1, Light 6/2, Extra Adds 1, Total Adds 5, WYRS, WBEE, WKSU, KADZ, KPUL, Heavy: KXPR, Medium: KRML.
ANDREAS VOLLENWEIDER "Pace Verde" (Columbia) 11/1
Rotations: Heavy 3/0, Medium 1/0, Light 7/1, Extra Adds 0, Total Adds 1, KIFM, Heavy: WMOT, WBEE, KUOP, Medium: WKSU.
PAULINHO da COSTA "Sunrise" (Pablo) 10/0
Rotations: Heavy 5/0, Medium 4/0, Light 1/0, Extra Adds 0, Total Adds 0, Heavy: WBBE, WJZZ, KJZZ, KRVS, KRML, Medium: WLOG, KTCT, WFSK.
FRANK SINATRA w/QUINCY JONES ORCHESTRA "L.A. Is My Lady" (Qwest/WB) 9/3
Rotations: Heavy 2/0, Medium 4/1, Light 2/1, Extra Adds 1, Total Adds 4, WFAE, KUHF, Heavy: WBBE, WBBY, Medium: WJZZ, WKSU, KMHD.
RALPH MCDONALD "Universal Rhythm" (Polydot/PolyGram) 9/2
Rotations: Heavy 2/0, Medium 3/0, Light 2/0, Extra Adds 2, Total Adds 2, WBG0, KJZZ, Heavy: KUHF, WJZZ, Medium: WBBE, KLSK, WVOI.
JANET LAWSON "Dreams Can Be" (OmniSound) 7/7
Rotations: Heavy 0/0, Medium 2/2, Light 4/4, Extra Adds 1, Total Adds 7, WBG0, WRTI, WKSU, KLN, KKGO, KMCR, WHRO.
PETE PETERSEN & COLLECTION JAZZ ORCHESTRA "Jazz Journey" (Pausa) 7/2
Rotations: Heavy 2/0, Medium 3/1, Light 2/1, Extra Adds 0, Total Adds 2, WYRS, WBEE, Heavy: KUHF, WBBY, Medium: KTCT, KLSK.
GEORGE SHEARING w/DON THOMPSON "Live At The Cafe Carlyle" (Concord) 7/2
Rotations: Heavy 1/0, Medium 3/0, Light 1/0, Extra Adds 2, KUHF, KRVS, Heavy: WVPE, Medium: WBBY, KUJZ, WHRO.
ELEMENTS "Forward Motion" (Antilles/Island) 7/1
Rotations: Heavy 1/0, Medium 2/0, Light 4/1, Extra Adds 0, Total Adds 1, WYRS, Heavy: WNUR, Medium: KJZZ, KWMU.
PEPPER ADAMS "Live At Fat Tuesday's" (Uptown) 7/0
Rotations: Heavy 2/0, Medium 4/0, Light 0/0, Extra Adds 0, Total Adds 0, Heavy: WUWM, WUWM, Medium: WDET, KADZ, KMCR, WHRO.
QUEST "Quest" (Palo Alto) 6/4
Rotations: Heavy 0/0, Medium 2/1, Light 2/1, Extra Adds 2, Total Adds 4, WBF0, KMCR, KCRW, KRML, Medium: KXPR.

Regionalized Adds & Hots

Printed Adds are first ten provided by station. Hots are printed in order given by reporter. * symbol denotes commercial station.

Regionalized Adds & Hots grid with columns for EAST, SOUTH, WEST, MIDWEST, and 56 Reporting Stations. Includes station names, reporter names, and lists of adds and hots for each region.

JEAN-LUC PONTY is OPEN MIND. Once again, Jean-Luc Ponty thrills & enlightens with the musical mastery of his newest triumph, "Open Mind." Jean-Luc Ponty plays violins, synthesizers & rhythm computer on "Open Mind." Don't miss Jean-Luc Ponty's "Open Mind." Let it open yours. Produced by J.L. Ponty for J.L.P. Productions, Inc.

COLUMBIA'S DIVERSIFIED HITS!



**DENIECE
WILLIAMS**

"Black
Butterfly"

**Black/Urban
BREAKERS**

BLACK/URBAN CHART: 38 - 28

BB: 50 - 36



**HERBIE
HANCOCK**

"Metal Beat"

**Black/Urban
SIGNIFICANT ACTION**

WDJY
WAOK
KYOK
WDIA
WBMX
KACE

WKXI
WJAX
WPDQ
WQQK
KOKA
WANM



**CHUCK
MANGIONE**

"Diana D"

WYLD-FM
WKXI
KJCB
WORL
KOKA

ON YOUR DESK THIS WEEK:

Columbia Records
is proud to announce the
release of **ROY AYERS'S** Columbia Debut
"In The Dark" . . . and the New Single from
PETER BROWN "(Love Is Just) The Game"



Black/Urban Regionalized Adds & Hots

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

EAST

WAS/Philadelphia
Joe Tambaro

WWIN-FM Baltimore
Keith Newman

TEENA MARIE
MTUNE
TENTATIONS
SOS BAND
PURE ENERGY
HAROLD MELVIN
HOTTEST: CHAKA KHAN
JERMAINE STEWART
HOTTEST: CHAKA KHAN
ALEX
STEVE WUNDER
EUGENE WILDE
STEPHANIE MILLS

WAMO/Pittsburgh
Allen Harrison

DAZZ BAND
EVELYN KING
LILLO THOMAS
PRINCE
BOBBIE POINTER
AUTUMN
LILLO THOMAS
SLAVE
TWIN IMAGE
MILLIE JACKSON
FBI CREW
BLACK MAMBA
TOM BROWNE
FAT BOYS
HOTTEST: W/MACK & LABELLE
STYLISTICS
RIMWOODS
HOTTEST: JEFFREY OSBORNE
NEW EDITION
ASHFORD & SIMPSON
LEON HAYWOOD
VANITY
JEFFREY OSBORNE

SOUTH

WDJW/Washington, DC
D'O'Neil

WVEE/Atlanta
Scotty Andrews

DAZZ BAND
EVELYN KING
PRIME TIME
SOS BAND
WODDINE
TERRI WELLS
MICKIE TYLIS
HOTTEST: REBBIE JACKSON
CHAKA KHAN
PRINCE
STAPLE SINGERS
HALL & OATES

WUPR/Washington, DC
Libby Lawson

LILLO THOMAS
TENTATIONS
CONTROLLERS
PETER BROWN
CHABRE
HOTTEST: BILLY OCEAN
NEW EDITION
CHAKA KHAN
SUNNY WUNDER
PRINCE

SOUTH

WVXI/Baltimore
Roy Sampson

JOYCE KENNEDY
LILLO THOMAS
TENTATIONS
HAROLD MELVIN
BLACK MAMBA
IMPUDERS
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MIDWEST

WBNI/Chicago
Eloy R.C. Smith

CARS
TINA TURNER
DAZZ BAND
ANTHONY HATSON
TEENA MARIE
RICK JAMES
STYLISTICS
HOTTEST: STEVE WUNDER
NEW EDITION
CHAKA KHAN
REBBIE JACKSON
PRINCE

WKND/Detroit
Jordan McLane

DENISE WILLIAMS
PHYLLIS ST. JAMES
AL JARREAU
HOTTEST: STEVE WUNDER
CHAKA KHAN
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PRINCE
STEPHANIE MILLS

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PRINCE

**80 Reporting Stations
76 Current Reports**

**These stations reported a frozen playlist
this week:**

KNOK-FM/Ft. Worth
KUKQ/Phoenix
WVDM/Sumter
WQKS/Williamsburg

WMTM/Cleveland
Dean Dean

STAPLE SINGERS
HALL & OATES
STYLISTICS
LILLO THOMAS
TEENA MARIE
SLAVE
DYNAMIC BREAKERS
KILGORE CASTLE
FBI CREW
STARKS
EUGENE WILDE
AMUSEMENT PARK
STEVE WUNDER
MTUNE
NEW EDITION
DIANA ROSS
STEPHANIE MILLS
STEVE WUNDER
SMOKEY ROBINSON
CAROL LYNNE TOWNES

WVXI/Baltimore
Roy Sampson

JOYCE KENNEDY
LILLO THOMAS
TENTATIONS
HAROLD MELVIN
BLACK MAMBA
IMPUDERS
TOM BROWNE
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LEON HAYWOOD
VANITY
JEFFREY OSBORNE

WTKL/Indianapolis
Jay Johnson

PRINCE
RICK JAMES
BRENDA LEE EAGER
LIONEL RICHIE
JOHNNIE ROBINSON
KYM
SOS BAND
TEENA MARIE
NECLUS
BLACK MAMBA
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CHAKA KHAN
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STEVE WUNDER

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WEST

KJLH/Los Angeles
Rico Reed

TEENA MARIE
JOYCE KENNEDY
EUGENE WILDE
SOLO
JOYCE KENNEDY
LILLO THOMAS
HOTTEST: AL JARREAU
HALL & OATES
RICK JAMES
STYLISTICS
HOTTEST: RICK JAMES
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Rico Reed

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STYLISTICS

OLLIE & JERRY

"Electric Boogaloo" 881 461-7

PREMIERING SOON

KOOL AND THE GANG!

A New Single By

SOON TO BE RELEASED

Marketed By
PolyGram Records



881-221-7

"In The Name Of Love"

RALPH MACDONALD



Jeff Tyzik
881 220-7

"NEW YORK WOMAN"



880-171-7

"8 Million Stories"

KURTIS BLOW



Autumn
CP 132

"CREEPIN'"

Junior
880-008-7

"SOMEBODY"



880-180-7

"Medicine Song"

STEPHANIE MILLS



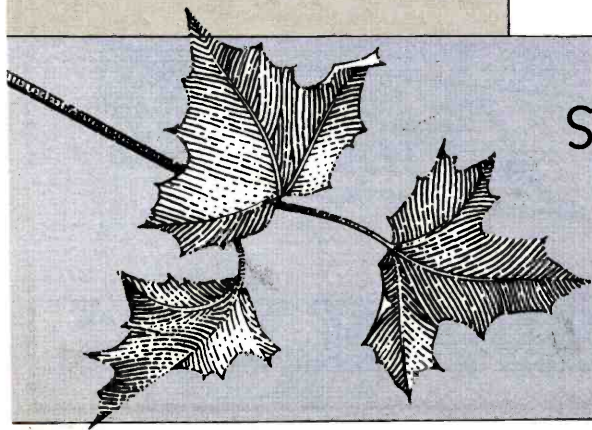
10/12 Black/Urban
BREAKERS

Bar-Kays
880 255-7

"SEX-O-MATIC"



PolyGram
Records Has The
Fall Line-Up Of Hits



MCA Records Is Smoking

R&R Country			NATIONAL AIRPLAY/50			
			October 19, 1984			
Three Weeks Chart	Two Weeks Chart	Last Week	Total Reports/Adds	Heavy	Medium	Light
			152/1	128	14	10
7	2	2	147/0	118	23	6
5	3	3	155/0	115	35	5
11	7	5	156/0	107	46	3
21	14	7	155/0	110	31	6
14	10	6	147/0	99	49	4
17	13	8	152/0	110	25	10
1	1	1	145/0	103	40	7
16	11	8	150/0	86	55	13
19	15	10	154/2	84	64	7
26	19	12	155/1	117	16	14
9	4	4	147/0	83	50	11
18	18	13	144/2	66	84	5
24	18	15	155/0	81	40	16
15	12	11	137/0	81	97	16
32	25	20	154/7	41	53	30
26	22	18	143/4	60	96	25
47	36	27	150/11	29	96	29
33	30	24	150/6	19	102	28
28	24	22	150/6	33	73	22
31	26	23	134/1	25	97	27
42	36	28	144/3	22	98	21
30	28	25	147/8	27	90	23
23	20	19	138/5	54	39	29
38	34	30	116/0	24	91	43
41	37	31	144/4	78	88	16
27	23	21	149/8	30	63	32
48	42	33	109/0	18	80	21
4	8	8	130/14	50	23	16
29	27	26	99/0	27	34	42
46	38	34	77/2	10	76	22
2	8	14	128/10	32	43	39
43	39	35	97/0	15	69	39
45	41	38	123/4	5	72	55
6	6	17	132/16	10	65	43
49	43	39	118/11	10	61	37
3	9	29	109/8	31	28	17
48	45	41	76/0	4	60	56
47	44	40	120/16	3	59	63
45	41	38	125/23	31	32	18
6	6	17	81/0	8	46	54
49	43	39	108/5	4	44	36
3	9	29	84/4	4	20	74
48	45	41	98/64	4	45	30
47	44	40	79/5	1	43	48
50	45	42	92/8	1	35	61
49	43	39	97/20	1	30	69
48	42	38	100/26	1	40	48
47	41	37	89/14	18	20	14
46	40	36	52/0	16	20	15
45	39	35	51/0	2	23	67
44	38	34	92/35			

MCA RECORDS is making the music America "listens" to and radio is making that possible

MCA and it's family of artists wish to thank you for listening and for our blazing chart success

MCA RECORDS
Delivering The Music Of The 80's

R&R Country NATIONAL AIRPLAY/50

October 19, 1984

Weeks	Total	Heavy	Medium	Light	
Weeks	Reports/Adds				
7 2 2	1	152/1	128	14	10
5 3 3	2	147/0	118	23	6
11 7 5	3	155/0	115	35	5
21 14 7	4	156/0	107	46	3
14 10 6	5	147/0	110	31	6
17 13 8	6	152/0	99	49	4
1 1 1	7	145/0	110	25	10
16 11 9	8	150/0	103	40	7
19 15 10	9	154/2	86	55	13
25 19 12	10	155/1	84	64	7
9 4 4	11	147/0	117	16	14
18 16 13	12	144/2	83	50	11
24 18 15	13	155/0	66	84	5
15 12 11	14	137/0	81	40	16
32 25 20	15	154/7	41	97	16
26 22 18	16	143/4	60	53	30
47 36 27	17	150/11	29	96	25
33 30 24	18	150/6	19	102	29
28 24 22	19	134/1	33	73	28
31 26 23	20	144/3	25	97	22
42 35 28	21	147/8	22	98	27
30 28 25	22	138/5	27	90	21
22 20 19	23	116/0	54	39	23
38 34 30	24	144/4	24	91	29
41 37 31	25	149/8	18	88	43
27 23 21	26	109/0	30	63	16
48 42 33	27	130/14	18	80	32
4 6 16	28	99/0	50	28	21
29 27 26	29	77/2	27	34	16
46 38 34	30	128/10	10	76	42
2 8 14	31	97/0	32	43	22
43 39 35	32	123/4	15	69	39
- 46 40	33	132/16	5	72	55
- 44 39	34	118/11	10	65	43
45 41 38	35	109/8	11	61	37
6 5 17	36	76/0	31	28	17
- 49 43	37	120/16	4	60	56
- 47 43	38	125/23	3	59	63
3 9 29	39	81/0	31	32	18
- 48 45	40	108/5	8	46	54
- 47 44	41	84/4	4	44	36
BREAKER 42	42	98/64	4	20	74
50 45 42	43	79/5	4	45	30
- 48	44	92/8	1	43	48
BREAKER 45	45	97/20	1	35	61
BREAKER 46	46	100/26	1	30	69
- 50	47	89/14	1	40	48
20 31 32	48	52/0	18	20	14
8 17 36	49	51/0	16	20	15
DEBUT 50	50	92/35	2	23	67

MOST ADDED

CRYSTAL GAYLE (64)
Me Against The Night (WB)
MERLE HAGGARD with JANIE FRICKE (43)
A Place To Fall Apart (Epic)
DEBORAH ALLEN (35)
Heartache And A Half (RCA)
KENDALLS (34)
I'd Dance Every Dance With... (Mercury/Pg)
JOHN CONLEE (26)
Years After You (MCA)
MEL TILLIS with GLEN CAMPBELL (26)
Slow Nights (MCA)
NELSON & KRISTOFFERSON (24)
How Do You Feel About Foolin'... (Col.)
B.J. THOMAS (24)
The Girl Most Likely... (Cleve. Int./Col.)
REBA MCENTIRE (23)
How Blue (MCA)
ED BRUCE (20)
You Turn Me On (Like A Radio) (RCA)
CHARLEY PRIDE (20)
Missin' Mississippi (RCA)
GENE WATSON (20)
Got No Reason Now For... (MCA/Curb)

HOTTEST

JOHN SCHNEIDER (88)
I've Been Around Enough To Know (MCA)
WILLIE NELSON (69)
City Of New Orleans (Columbia)
EXILE (59)
Give Me One More Chance (Epic)
JOHNNY LEE (46)
You Could've Heard A... (Full Moon/WB)
JOHN ANDERSON (38)
She Sure Got Away With My Heart (WB)
EARL THOMAS CONLEY (37)
Chance Of Lovin' You (RCA)
A. MURRAY with D. LOGGINS (38)
Nobody Loves Me Like You Do (Capitol)
RONNIE MILSAP (28)
Prisoner Of The Highway (RCA)
LEE GREENWOOD (25)
Fool's Gold (MCA)
JUDDS (WYNONNA & NAOMI) (22)
Why Not Me (RCA)
STATLERS (22)
One Takes The Blame (Mercury/PolyGram)
DON WILLIAMS (22)
Maggie's Dream (MCA)

MOST ADDED & HOTTEST list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicates the total number of country reporters adding the song this week or noting that the song is among their five hottest.

BREAKERS

JOHN CONLEE Years After You (MCA)

On 64% of reporting stations. Rotations: Heavy 1, Medium 30, Light 69. Total Adds 26 including WGNA, WAJR, WFOR, WMZQ, WYII, KEAN, WSIX, KYXX, KFGO, WITL, WOW, WWJO, KTKP, KGH, KKCS, KRAK, KCBQ, KSAN. A most added record. Debuts at number 46 on the Country chart.

CRYSTAL GAYLE Me Against The Night (WB)

On 63% of reporting stations. Rotations: Heavy 4, Medium 20, Light 74. Total Adds 64 including WVAM, WRKZ, CHOW, WXBQ, KXAS, KLLL, WKSJ, WUSQ, WONE, KFGO, WBCS, KTT5, KUUY, KNIX, KCBQ, KSAN. A most added record. Debuts at number 42 on the Country chart.

The information shown on the National Airplay 50, Breakers, New & Active and Significant Action, is current. The results shown are based on reports taken from our reporters on Monday, 10-15-84.

GENE WATSON Got No Reason Now For Goin' Home (MCA/Curb)

On 62% of reporting stations. Rotations: Heavy 1, Medium 35, Light 61. Total Adds 20 including WKYG, WXTU, WFOR, WMZQ, KEAN, WMC, WSM, WFMS, WITL, WBCS, WIL, KTKP, KGH, KKCS, KWWJ, KIGO. Debuts at number 45 on the Country chart.



HANK'S PICKS For Week Of Oct. 20th

Last Week 80% Correct

COLLEGE

- ARIZONA over OREGON STATE
- AUBURN over GEORGIA TECH
- FLORIDA STATE over TULANE
- NEBRASKA over COLORADO
- WISCONSIN over INDIANA

PROS

- SAN FRANCISCO FORTY NINERS over HOUSTON OILERS
- WASHINGTON REDSKINS over ST. LOUIS CARDINALS
- MIAMI DOLPHINS over NEW ENGLAND PATRIOTS
- DENVER BRONCOS over BUFFALO BILLS
- DALLAS COWBOYS over NEW ORLEANS SAINTS



MCA Records Is Smoking

R&R		Country	NATIONAL AIRPLAY/50			
			October 19, 1984			
Three Weeks	Two Weeks	One Week	Total Reports/Adds	Heavy	Medium	Light
7	2	2	152/1	128	14	10
9	3	3	147/0	118	23	6
11	7	5	155/0	115	35	5
21	14	7	156/0	107	46	3
14	10	6	147/0	110	31	6
17	13	8	152/0	99	49	4
1	1	1	145/0	110	25	10
16	11	8	150/0	103	40	7
19	15	10	154/2	86	55	13
25	19	12	155/1	84	64	7
8	4	4	147/0	117	16	14
18	18	13	144/2	83	50	11
24	18	16	155/0	66	84	5
15	12	11	137/0	81	40	16
32	25	20	154/7	41	97	16
26	22	18	143/4	60	53	30
47	36	27	150/11	29	96	25
33	30	24	150/6	19	102	29
28	24	22	134/1	33	73	28
31	29	23	144/3	25	97	22
42	36	28	147/8	22	98	27
30	28	25	138/5	27	90	21
22	20	19	116/0	54	39	23
38	34	30	144/4	24	91	29
27	23	21	149/8	18	88	43
48	42	33	109/0	30	63	16
4	8	16	130/14	18	80	32
29	27	26	99/0	50	28	21
48	38	34	77/2	27	34	16
2	8	14	128/10	10	76	42
43	39	35	97/0	32	43	22
45	41	38	123/4	15	69	39
6	17	13	132/16	5	72	55
49	43	37	118/11	10	65	43
3	9	29	109/8	11	61	37
48	45	44	109/8	31	28	17
47	44	44	76/0	4	60	56
45	41	38	120/16	3	59	63
6	17	13	125/23	31	32	18
49	43	39	81/0	8	46	54
3	9	29	108/5	4	44	36
48	45	44	84/4	4	20	74
47	44	44	98/64	4	45	30
43	39	35	79/5	1	43	48
50	45	42	92/8	1	35	61
48	48	48	97/20	1	30	69
20	31	32	100/26	1	40	48
8	17	36	89/14	18	20	14
DEBUT			52/0	16	20	15
			51/0	2	23	67
			92/35			

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.MCA RECORDS
 Delivering The Music Of The 80's

R&R *Country* NATIONAL AIRPLAY/50

October 19, 1984

Three Weeks Ago	Two Weeks Ago	Last Week	Rank	Title	Label	Total Reports/Add	Heavy	Medium	Light
-	7	2	2	1	JOHN SCHNEIDER/ I've Been Around Enough To... (MCA)	152/1	128	14	10
5	3	3	3	2	EXILE/ Give Me One More Chance (Epic)	147/0	118	23	6
11	7	5	4	3	JOHNNY LEE/ You Could've Heard A Heart Break (Full Moon/WB)	155/0	115	35	5
21	14	7	4	4	EARL THOMAS CONLEY/ Chance Of Lovin' You (RCA)	156/0	107	46	3
14	10	6	5	5	LEE GREENWOOD/ Fool's Gold (MCA)	147/0	110	31	6
17	13	8	6	6	JANIE FRICKE/ Your Heart's Not In It (Columbia)	152/0	99	49	4
1	1	1	7	7	WILLIE NELSON/ City Of New Orleans (Columbia)	145/0	110	25	10
16	11	9	8	8	RONNIE MILSAP/ Prisoner Of The Highway (RCA)	150/0	103	40	7
19	15	10	9	9	DON WILLIAMS/ Maggie's Dream (MCA)	154/2	86	55	13
25	19	12	10	10	A. MURRAY with D. LOGGINS/ Nobody Loves Me Like You Do (Capitol)	155/1	84	64	7
9	4	4	11	11	JOHN ANDERSON/ She Sure Got Away With My Heart (WB)	147/0	117	16	14
18	16	13	12	12	STATLERS/ One Takes The Blame (Mercury/Pg)	144/2	83	50	11
24	18	15	13	13	MICKEY GILLEY/ Too Good To Stop Now (Epic)	155/0	66	84	5
15	12	11	14	14	EMMYLOU HARRIS/ Pledging My Love (WB)	137/0	81	40	16
32	25	20	15	15	GEORGE JONES/ She's My Rock (Epic)	154/7	41	97	16
26	22	18	16	16	WHITES/Pins And Needles (MCA/Curb)	143/4	60	53	30
47	36	27	17	17	JUDDS (WYNNONNA & NAOMI)/ Why Not Me (RCA)	150/11	29	96	25
33	30	24	18	18	NITTY GRITTY DIRT BAND/ I Love Only You (WB)	150/6	19	102	29
28	24	22	19	19	MICHAEL MARTIN MURPHEY/ Radio Land (Liberty)	134/1	33	73	28
31	26	23	20	20	DOLLY PARTON/ God Won't Get You (RCA)	144/3	25	97	22
42	35	28	21	21	WAYLON JENNINGS/ America (RCA)	147/8	22	98	27
30	28	25	22	22	TOM T. HALL/P.S. I Love You (Mercury/Pg)	138/5	27	90	21
22	20	19	23	23	MOE BANDY/ Woman Your Love (Columbia)	116/0	54	39	23
38	34	30	24	24	BELLAMY BROTHERS/ World's Greatest Lover (MCA/Curb)	144/4	24	91	29
41	37	31	25	25	EDDIE RABBITT/ The Best Year Of My Life (WB)	149/8	18	88	43
27	23	21	26	26	LOUISE MANDELL/ Goodbye Heartache (RCA)	109/0	30	63	16
48	42	33	27	27	GEORGE STRAIT/ Does Fort Worth Ever Cross Your Mind (MCA)	130/14	18	80	32
4	6	16	28	28	ALABAMA/ If You're Gonna Play In Texas (RCA)	99/0	50	28	21
29	27	26	29	29	RAY CHARLES with B.J. THOMAS/ Rock And Roll Shoes (Columbia)	77/2	27	34	16
46	38	34	30	30	CHARLY McCLAIN/ Some Hearts Get All The Breaks (Epic)	128/10	10	76	42
2	8	14	31	31	CONWAY TWITTY/ I Don't Know A Thing About Love (WB)	97/0	32	43	22
43	39	35	32	32	DAVID FRIZZELL & SHELLY WEST/ It's A Be Together Night (Viva)	123/4	15	69	39
-	46	40	33	33	BARBARA MANDELL/ Crossword Puzzle (MCA)	132/16	5	72	55
-	44	39	34	34	HANK WILLIAMS JR./ All My Rowdy Friends Are... (WB/Curb)	118/11	10	65	43
45	41	38	35	35	ATLANTA/ Wishful Drinkin' (MCA)	109/8	11	61	37
6	5	17	36	36	GARY MORRIS/ Second Hand Heart (WB)	76/0	31	28	17
-	49	43	37	37	MARK GRAY/ Diamond In The Dust (Columbia)	120/16	4	60	56
-	47	41	38	38	REBA McENTIRE/ How Blue (MCA)	125/23	3	59	63
3	9	29	39	39	LARRY GATLIN & GATLIN BROS./ The Lady Takes The Cowboy... (Col.)	81/0	31	32	18
-	48	45	40	40	VINCE GILL/ Turn Me Loose (RCA)	108/5	8	46	54
-	47	44	41	41	JIMMY BUFFETT/ When The Wild Life Betrays Me (MCA)	84/4	4	44	36
BREAKER	42	36	42	42	CRYSTAL GAYLE/ Me Against The Night (WB)	98/64	4	20	74
50	45	42	43	43	STEVE WARINER/ Don't You Give Up On Love (RCA)	79/5	4	45	30
-	48	42	44	44	MOE BANDY & JOE STAMPEL/ The Boy's Night Out (Columbia)	92/8	1	43	48
BREAKER	49	43	45	45	GENE WATSON/ Got No Reason Now For Goin' Home (MCA/Curb)	97/20	1	35	61
BREAKER	49	43	46	46	JOHN CONLEE/ Years After You (MCA)	100/26	1	30	69
-	50	47	47	47	GAIL DAVIES/ Jagged Edge Of A Broken Heart (RCA)	89/14	1	40	48
20	31	32	48	48	DAN SEALS/ The Wild Side Of Me (Liberty)	52/0	18	20	14
8	17	36	49	49	BARBARA MANDELL & LEE GREENWOOD/ To Me (MCA)	51/0	16	20	15
DEBUT	50	48	50	50	DEBORAH ALLEN/ Heartache And A Half (RCA)	92/35	2	23	67

MOST ADDED

- CRYSTAL GAYLE (64)
Me Against The Night (WB)
- MERLE HAGGARD with JANIE FRICKE (43)
A Place To Fall Apart (Epic)
- DEBORAH ALLEN (35)
Heartache And A Half (RCA)
- KENDALLS (34)
I'd Dance Every Dance With... (Mercury/Pg)
- JOHN CONLEE (26)
Years After You (MCA)
- MEL TILLIS with GLEN CAMPBELL (26)
Slow Nights (MCA)
- NELSON & KRISTOFFERSON (24)
How Do You Feel About Foolin'... (Col.)
- B.J. THOMAS (24)
The Girl Most Likely... (Cleve. Int./Col.)
- REBA McENTIRE (23)
How Blue (MCA)
- ED BRUCE (20)
You Turn Me On (Like A Radio) (RCA)
- CHARLEY PRIDE (20)
Missin' Mississippi (RCA)
- GENE WATSON (20)
Got No Reason Now For... (MCA/Curb)

HOTTEST

- JOHN SCHNEIDER (88)
I've Been Around Enough To Know (MCA)
- WILLIE NELSON (69)
City Of New Orleans (Columbia)
- EXILE (59)
Give Me One More Chance (Epic)
- JOHNNY LEE (46)
You Could've Heard A... (Full Moon/WB)
- JOHN ANDERSON (38)
She Sure Got Away With My Heart (WB)
- EARL THOMAS CONLEY (38)
Chance Of Lovin' You (RCA)
- A. MURRAY with D. LOGGINS (38)
Nobody Loves Me Like You Do (Capitol)
- RONNIE MILSAP (28)
Prisoner Of The Highway (RCA)
- LEE GREENWOOD (25)
Fool's Gold (MCA)
- JUDDS (WYNNONNA & NAOMI) (22)
Why Not Me (RCA)
- STATLERS (22)
One Takes The Blame (Mercury/PolyGram)
- DON WILLIAMS (22)
Maggie's Dream (MCA)

MOST ADDED & HOTTEST list those songs achieving the most adds nationally, and the songs reported 'hottest' compiled from all our reporters. The number in 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

JOHN CONLEE Years After You (MCA)

On 64% of reporting stations. Rotations: Heavy 1, Medium 30, Light 69, Total Adds 26 including WGNA, WAJR, WPOP, WMZQ, WYH, KEAN, WSIX, KYXX, KFGO, WITL, WOW, WWJO, KTKP, KGHL, KKCS, KRAK, KCBO, KSAN. A most added record. Debuts at number 46 on the Country chart.

CRYSTAL GAYLE Me Against The Night (WB)

On 63% of reporting stations. Rotations: Heavy 4, Medium 20, Light 74, Total Adds 64 including WVAM, WRKZ, CHOW, WXBQ, KXAS, KLLL, WKSJ, WUSQ, WONE, KFGO, WBGS, KTTG, KUUY, KNIX, KCBO, KSAN. A most added record. Debuts at number 42 on the Country chart.

The information shown on the National Airplay 50, Breakers, New & Active and Significant Action, is current. The results shown are based on reports taken from our reporters on Monday, 10-15-84.

GENE WATSON

Got No Reason Now For Goin' Home (MCA/Curb)

On 62% of reporting stations. Rotations: Heavy 1, Medium 35, Light 61, Total Adds 20 including WKYG, WXTU, WPOP, WMZQ, KEAN, WMC, WSM, WFMS, WITL, WBGS, WIL, KTKP, KGHL, KKCS, KWAJJ, KIGO. Debuts at number 45 on the Country chart.



HANK'S PICKS For Week Of Oct. 20th

Last Week 80% Correct

- ### COLLEGE
- ARIZONA over OREGON STATE
 - AUBURN over GEORGIA TECH
 - FLORIDA STATE over TULANE
 - NEBRASKA over COLORADO
 - WISCONSIN over INDIANA

- ### PROS
- SAN FRANCISCO FORTY NINERS over HOUSTON OILERS
 - WASHINGTON REDSKINS over ST. LOUIS CARDINALS
 - MIAMI DOLPHINS over NEW ENGLAND PATRIOTS
 - DENVER BRONCOS over BUFFALO BILLS
 - DALLAS COWBOYS over NEW ORLEANS SAINTS
- 



NEW & ACTIVE

- DEBORAH ALLEN "Heartache And A Half" (RCA) 92/35**
 Rotations: Heavy 2, Medium 23, Light 67, Total Adds 35 including WXXW, WYRK, WAJR, WFNC, WSIX, WQYK, WSLR, WITL, KOMA, WOW, KTTS, KRST, KUZZ, KYGO, KVEG. Debuts at number 50 on the Country chart.
- MOE BANDY & JOE STAMPLEY "The Boy's Night Out" (Columbia) 92/8**
 Rotations: Heavy 1, Medium 43, Light 48, Total Adds 8, WXTU, CHOW, WYNN, WXBQ, WNOX, WONE, KCJB, KOMA. Heavy: KKYX. Medium: WYVA, WGTQ, KBMR, KRKT, KYGO, KEIN. Moves from 48-44 on the Country chart.
- GAIL DAVIES "Jagged Edge Of A Broken Heart" (RCA) 89/14**
 Rotations: Heavy 1, Medium 40, Light 48, Total Adds 14, WGNA, KIX106, WMZQ, KEAN, WYNN, WAMZ, KYXX, WQYK, KSO, WGEI, KCJB, KRST, KIK-FM, KIGD. Heavy: KKYX. Moves 50-47 on the Country chart.
- KEITH STEGALL "Whatever Turns You On" (Epic) 82/7**
 Rotations: Heavy 3, Medium 29, Light 50, Total Adds 9, WIXL, WXTU, KIX106, WAMZ, KYXX, WDAF, KIOV. Heavy: WYNN, KX-YL, KKYX. Medium: KFGO, KUGN, KQIL, KEIN, KSPD.
- EVERLY BROTHERS "On The Wings Of A Nightingale" (Mercury/PolyGram) 74/10**
 Rotations: Heavy 4, Medium 28, Light 42, Total Adds 10, WHN, WSLR, KFGO, WXCL, KKCS, KMAK, KVEG, KRSY, KCKC, KGA. Heavy: WGNA, KISS-FM, KRMD, WOW. Medium: KXYL.
- SAWYER BROWN "Leona" (Capitol) 82/9**
 Rotations: Heavy 0, Medium 18, Light 44, Total Adds 9, WXTU, WWOD, WUSQ, KUZZ, KKCS, KVEG, KWJJ, KSPD, KIGO. Medium: WGNA, WYII, KMML, WONE, KECK, KYGO.
- MERLE HAGGARD with JANIE FRICKE "A Place To Fall Apart" (Epic) 58/43**
 Rotations: Heavy 2, Medium 8, Light 48, Total Adds 43 including WVAM, WFOR, WSOC, WKLO, WNOX, WAMZ, KKYX, WGEI, WOW, KFDI, KUZZ, KWJJ, KRAK, KCBQ, KMP5.
- KENDALLS "I'd Dance Every Dance With You" (Mercury/PolyGram) 56/34**
 Rotations: Heavy 0, Medium 10, Light 46, Total Adds 34 including WGNA, WVAM, WIXL, KMML, WEZL, WCMS, KKYX, KSO, KTTS, WKJQ, KFDI, KRKT, KRAL, KUGN, KWJJ.
- B.J. THOMAS "The Girl Most Likely To" (Cleveland International/Columbia) 54/24**
 Rotations: Heavy 1, Medium 13, Light 40, Total Adds 24 including WAJR, WYII, KMML, WGTQ, KHEY, WKIX, WQYK, WITL, KEBC, KTTS, KTKP, KFDI, KUGN, KMAK, KSPD.
- JUICE NEWTON "Restless Heart" (RCA) 48/15**
 Rotations: Heavy 0, Medium 9, Light 39, Total Adds 15, CHOW, WYII, WXBQ, WGTQ, KISS-FM, WMNI, KFGO, KEBC, KOMA, WXCL, KVOD, KKCS, KUGN, KEIN, KSPD.

SIGNIFICANT ACTION

- MEL TILLIS with GLEN CAMPBELL "Slow Nights" (MCA) 45/26**
 Rotations: Heavy 0, Medium 7, Light 38, Total Adds 26 including WVAM, WBGW, WXBQ, WCMS, KKYX, KSO, KTTS, KFDI, KWJJ, KMP5.
- JOHNNY RODRIGUEZ "Rose Of My Heart" (Epic) 45/8**
 Rotations: Heavy 1, Medium 12, Light 32, Total Adds 8, WYVA, WYII, WFNC, WKIX, KFGO, KWMT, WITL, KTTS. Heavy: WESC. Medium: KRSY.
- MASON DIXON "Gettin' Over You" (Texas) 35/1**
 Rotations: Heavy 2, Medium 8, Light 25, Total Adds 4, WVAM, Heavy: KXYL, KKYX. Medium: WYII, KHEY, WLWI, WITL, WOW, KVOD, KFDI.
- W. NELSON & K. KRISTOFFERSON "How Do You Feel About Foolin' Around" (Columbia) 34/24**
 Rotations: Heavy 0, Medium 10, Light 24, Total Adds 24 including WAJR, WEEP, WAMZ, WCMS, KKYX, KTTS, WYJQ, KFDI, KRSY, KTKM.
- NARVEL FELTS "I'm Glad You Couldn't Sleep Last Night" (Evergreen) 33/2**
 Rotations: Heavy 0, Medium 10, Light 23, Total Adds 2, WONE, KECK. Medium: WVAM, WYII, WEZL, KHEY, WLWI, WPAP, WITL, WOW.
- JUDY COLLINS with T.G. SHEPPARD "Home Again" (Elektra) 28/2**
 Rotations: Heavy 0, Medium 13, Light 15, Total Adds 2, WXTU, WTHI. Medium: WSNQ, WKYG, WEZL, WKSJ, WFMS, WBCS, KEIN, KIGO.
- ROY CLARK "Another Lonely Night With You" (MCA/Churchill) 25/4**
 Rotations: Heavy 0, Medium 8, Light 17, Total Adds 4, WEZL, KFGO, WOW, KTKP. Medium: WPAP, KKYX, KFDI, KQIL, KSPD, KIGO.
- CARL JACKSON "She's Gone, Gone, Gone" (Columbia) 23/12**
 Rotations: Heavy 1, Medium 3, Light 19, Total Adds 12 including WYVA, KMML, WOKK, WKSJ, KKYX, KRMD, WAXX, KVOD, KRWD.
- SUSAN RAYE "Put Another Notch In Your Belt" (Westexas America) 23/6**
 Rotations: Heavy 0, Medium 2, Light 21, Total Adds 6, WGNA, WYII, KHEY, WFNC, KRMD, WAXX. Medium: WBGW, KRKT. Light: KOMA, KQIL.

- KIMBERLY SPRINGS "Old Memories Are Hard To Lose" (Capitol) 23/3**
 Rotations: Heavy 0, Medium 4, Light 19, Total Adds 3, WQYK, KECK, KEBC. Medium: WGNA, WYII, KRMD, WCXI. Light: KRWD, KQIL, KRSY.
- WILLIE NELSON & HANK WILSON "Wabash Cannonball" (Parade) 23/2**
 Rotations: Heavy 0, Medium 3, Light 20, Total Adds 2, WYII, KIGO. Medium: KLVI, WCXI, KRSY. Light: WVAM, KHEY, KTTS, KUGN, KWJJ.
- BUTCH BAKER "Thinking 'Bout Leaving" (Mercury/PolyGram) 21/8**
 Rotations: Heavy 0, Medium 2, Light 19, Total Adds 8, WVAM, WYII, KHEY, KKYX, WTDQ, WVOO, KKAL, KSPD. Medium: KXYL, KFDI.
- JOEY SCARBURY "The River's Song" (RCA) 21/6**
 Rotations: Heavy 0, Medium 7, Light 14, Total Adds 6, WGNA, WOKQ, WYII, KHEY, KFGO, KMAK. Medium: WBGW, KXYL, WQYK, KTTS.
- ED BRUCE "You Turn Me On (Like A Radio)" (RCA) 20/20**
 Rotations: Heavy 1, Medium 2, Light 17, Total Adds 20 including WBGW, WSNQ, WKSJ, WPAP, WIRK, WCUZ, KUZZ, KEIN, KRSY, KMP5.
- CHARLEY PRIDE "Missin' Mississippi" (RCA) 20/20**
 Rotations: Heavy 0, Medium 4, Light 16, Total Adds 20 including WBGW, WSNQ, KRRV, WKSJ, WIRK, WCXI, KRKT, KUZZ, KRSY, KMP5.
- RICKY SKAGGS "Something In My Heart" (Epic) 19/17**
 Rotations: Heavy 0, Medium 3, Light 16, Total Adds 17 including WSNQ, WSNQ, WKSJ, KRMD, WCXI, WKQK, KKAL, KUZZ, KRWD, KRSY.
- GARY WOLF "Gettin' Into Tennessee Tonight" (Mercury/PolyGram) 16/0**
 Rotations: Heavy 0, Medium 4, Light 12, Total Adds 0. Medium: WVAM, WYII, WTVY, KBMR. Light: WXY, KHEY, WSM, KTTS, KRSY, KMBR, KOMA, KRSY, KIGO.
- THE SHOPPE "If You Think I Love You Now" (American Country) 15/6**
 Rotations: Heavy 0, Medium 2, Light 13, Total Adds 8, KXYL, KBMR, KOMA, KFDI, KRKT, KRWD. Medium: WLWI, WCXI. Light: KRMD, KVOD.
- STALKER & BERG "Heaven In My Heart" (Viva) 14/0**
 Rotations: Heavy 0, Medium 2, Light 12, Total Adds 0. Medium: WYII, KXYL. Light: WVAM, WBGW, WSNQ, WTVY, WPAP, KRSY, KRSY.
- MALCHACK & RUCKER "Just Like That" (Revolver Records) 12/1**
 Rotations: Heavy 0, Medium 2, Light 10, Total Adds 1, KRKT, WQYK. Light: WBGW, WKYG, WGTQ, WKLO, WTVY, KBMR, KOMA.
- RONNIE DUNN "Jessie" (MCA) 12/0**
 Rotations: Heavy 0, Medium 4, Light 8, Total Adds 0. Medium: WYII, WPAP, WOW, KRKT. Light: WSNQ, KHEY, KKYX, KEBC, KVOD, KRSY.
- JOHN ARNOLD BAND "How We Gonna Know If It's Love" (Complet/PolyGram) 11/3**
 Rotations: Heavy 0, Medium 0, Light 11, Total Adds 3, KECK, WOW, KIGO. Light: WSNQ, KXYL, WAXX, KTKP, KVOD, KFDI, KRSY.
- RICKY SKAGGS "Country Boy" (Epic) 9/3**
 Rotations: Heavy 0, Medium 0, Light 9, Total Adds 3, KMAK, KRWD, KTKM. Light: WGNA, KASE, WFNC, KBMR, WDAF, WOW, KRSY, KRSY.
- LEON RAINES "Biloxi Lady" (Atlantic America) 8/7**
 Rotations: Heavy 0, Medium 1, Light 7, Total Adds 7, WBGW, KRRV, KXYL, KRMD, WYJQ, KRKT, KSPD. Light: KRSY.
- JACK GREENE "If It's Love (Then Bet It All)" (EMM) 8/3**
 Rotations: Heavy 0, Medium 1, Light 7, Total Adds 3, KBMR, KEBC, KOMA. Medium: KFDI. Light: KRRV, WPAP, KVOD, KTKM.
- DANNY SHIRLEY "Love And Let Love" (Armor) 8/1**
 Rotations: Heavy 0, Medium 1, Light 7, Total Adds 1, WCMS. Medium: KRMD. Light: KMML, KHEY, KLLL, KKYX, KFGO, KEBC.

COUNTRY ALBUM TRACKS

Cuts are listed in order, with the first cut receiving the heaviest airplay.

ARTIST/Song Title (Label)	Album Title
CHARLEY PRIDE/Missin' Mississippi (RCA)	<i>The Power Of Love</i>
JANIE FRICKE/Another Man Like That (Columbia)	<i>The First Word In...</i>
GLEN CAMPBELL/Letter To Home (Atlantic America)	<i>Letter To Home</i>
WRIGHT BROTHERS/Eight Days A Week (Mercury/PG)	<i>Easy Street</i>
LOUISE MANDRELL/This Bed's Not Big Enough (RCA)	<i>I'm Not Through...</i>
TOM JONES/I'm An Old Rock 'N' Roller (Mercury/PG)	<i>All The Love's On...</i>
EARL THOMAS CONLEY/Love Don't Care (RCA)	<i>Treadin' Water</i>
ALABAMA/Rock On The Bayou (RCA)	<i>River Rat Soundtrack</i>
KENNY ROGERS/Crazy (RCA)	<i>What About Me</i>
JOHN ANDERSON/Eye Of A Hurricane (WB)	<i>Eye Of A Hurricane</i>
GEORGE JONES/Learning To Do Without Me (Epic)	<i>You've Still Got A...</i>
DAN SEALS/In San Antone (EMI America)	<i>Rebel Heart</i>
M. TILLIS with W. NELSON/Texas On A Saturday Night (MCA)	<i>New Patches</i>
DAVID FRIZZELL/Country Music Love Affair (Viva)	<i>Solo</i>
NETTY GRITTY DIRT BAND/High Horse (WB)	<i>Plain Dirt Fashion</i>

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| Every Day | The Fun Facts & Trivia |
| Every Format | The Personality |

Adult / Contemporary

Continued from Back Page

BREAKERS

CYNDI LAUPER

All Through The Night (Portrait/CBS)

70% of our reporters on it. Rotations: Heavy 4/0, Medium 65/6, Light 27/13, Total Adds 19, WPRO, W101, WCLR, WMJJ, WOMC, WISN, KMJI, K101, WSFM, WTIC, WAFB, WEZC, CK101, WRKA, WRVA, WHB, WMHE, KDUK, WKNE. Debuts at number 21 on the A/C chart.

AL JARREAU

After All (WB)

66% of our reporters on it. Rotations: Heavy 1/0, Medium 58/6, Light 32/7, Total Adds 13, WPX, KVL-FM, WARM98, WOMC, WMYX, WSFM, WING, WHB, KOY, KKPL, KRLB, KEEZ, KWEB. Debuts at number 25 on the A/C chart.

NEW & ACTIVE

✓ HONEYDRIPPERS "Sea Of Love" (Es Paranza/Atlantic) 81/38
 Rotations: Heavy 1/0, Medium 41/16, Light 39/22, Total Adds 38, WPX, W97A, KLSI, KHOW, KJR, WJWD, WSFM, WPJB, WGY, WKGW, KEY103, K106, WBT, WAHR, WKJJ, WMAZ, WRVA, WWHY, WSFL, WRVA, WSNY, KIDA, WTRX, WLHT, WTE, KOL, KBOI, KDJK, KSL, WTN, KRLB, WZLQ, WFFX, WYBS, WHNN, KFDD, KALE. Heavy: WKBW. Medium: WFR, WSB, WSB-FM, KVL-FM, WARM98, B100, WKYE, WRKA, WAVE, KRNT, KWAV, KXI-FM, WNNR, WEIM, WTKO, WSKY, KTYL, WJBC, KWEB, KWEB, KTWO, KRNO, KQSW, KRBS.

COREY HART "It Ain't Enough" (EMI America) 71/11
 Rotations: Heavy 2/1, Medium 33/2, Light 36/8, Total Adds 11, WKBW, K101, WICC, WPJB, K106, WING, WENS, KFI, WTN, KRLB, WXUS. Heavy: KOST. Medium: WFRB, WSB-FM, KRBE-FM, WLLT, WCCO, KEZR, WKGW, WKJJ, WMAZ, 2WD, WMGN, KWAV, KXI-FM, WNNR, WEIM, WSKI, WPPA, KORO, WSKY, WCKQ, WCHV, WFFX, KTYL, WCIL, KEEZ, WHNN, WJON, KTWO, KQSW, KRBS, KALE.

POINTER SISTERS "I'm So Excited" (Planet/RCA) 71/7
 Rotations: Heavy 19/1, Medium 39/4, Light 13/2, Total Adds 7, 97.7, WOMC, KOST, WHAS, WKJJ, WLAC-FM, WAVE, Heavy: WTAZ, KRBE-FM, WLT, WMJJ, KLSI, KDUL, KMGG, B100, WAEB, WKYE, WENS, WFMK, 3WM, KFI, WSKI, WPPA, WCKQ, WCIL. Medium: WFR, 3WS, KVL-FM, 97AIA, 55KRC, KMJI, KGW, WICC, V100, WMJJ, WIVY, WRKA, WMAZ, 2WD, WSNY, WING, WMHE, KWAV, KXPL, WEIM, WTN, WSKY, WCHV, KRLB, WKYX, WZLQ, WFFX, KTYL, WJON, WBOW, KRNO, KQSW, KRBS, KALE, WKGW. Due to heavy airplay activity, debuts at number 24 on the A/C chart.

✓ STEPHEN STILLS featuring MIKE FINNIGAN "Can't Let Go" (Atlantic) 65/17
 Rotations: Heavy 2/1, Medium 22/3, Light 41/13, Total Adds 17, WKBW, WICC, V100, WPJB, WGY, WAFB, K106, WSFL, WHBC, KBOI, KSL, KKPL, WTN, WPPA, WJBC, KFDD, KKL, Heavy: WHBY. Medium: KVL-FM, WCCO, WKGW, WMAZ, WRVA, KRNT, KXI-FM, WNNR, WEIM, WSKI, WSKY, WCHV, WAGE, WFFX, WCIL, WXUS, KWEB, WJON, KALE.

ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 STEVIE WONDER	131/0	114	14	3
2 K. ROGERS w/K. CARNES & J. INGRAM	138/0	108	24	6
3 CHICAGO	128/1	103	20	5
4 LIONEL RICHIE	138/2	89	45	4
5 BILLY OCEAN	120/3	83	31	6
6 DENNIS DeYOUNG	128/4	64	55	9
7 BARBRA STREISAND	126/0	66	42	18
8 RALPH MacDONALD /BILL WITHERS	115/3	75	31	9
9 ELTON JOHN	118/2	55	56	7
10 WHAM!	127/11	39	72	16
11 CARS	106/1	57	43	6
12 EVERLY BROTHERS	105/2	51	49	5
13 BARRY GIBB	112/1	64	38	10
14 DARYL HALL & JOHN OATES	114/3	34	72	8
15 ANNE MURRAY w/DAVE LOGGINS	106/5	48	46	12
16 PAUL McCARTNEY	125/13	4	91	30
17 MADONNA	85/1	40	33	12
18 JOHN WAITE	82/0	16	54	12
19 AMERICA	94/3	21	61	12
20 SERGIO MENDES	97/3	16	64	17
21 CYNDI LAUPER	96/19	4	65	27
22 LAURA BRANIGAN	75/0	18	40	17
23 JULIO IGLESIAS	87/4	6	63	18
24 POINTER SISTERS	71/7	19	39	13
25 AL JARREAU	91/13	1	58	32

MOST ADDED

JERMAINE JACKSON (53)
 Do What You Do (Arista)
HONEYDRIPPERS (38)
 Sea Of Love (Es Paranza/Atlantic)
JOE COCKER (29)
 Edge Of A Dream (Capitol)
COYOTE SISTERS (23)
 I've Got A Radio (Morocco/Motown)
JULIAN LENNON (22)
 Valotte (Atlantic)
MELISSA MANCHESTER (21)
 Thief Of Hearts (Casablanca/PG)

HOTTEST

STEVIE WONDER (92)
 I Just Called To Say I Love You (Motown)
K. ROGERS with CARNES & INGRAM (80)
 What About Me? (RCA)
CHICAGO (76)
 Hard Habit To Break (WB)
LIONEL RICHIE (63)
 Penny Lover (Motown)
BILLY OCEAN (59)
 Caribbean Queen... (Jive/Arista)
R. MacDONALD /B. WITHERS (39)
 In The Name Of Love (Polydor/PolyGram)

BAND OF GOLD "Love Songs Are Back Again" (RCA) 60/7
 Rotations: Heavy 2/0, Medium 31/5, Light 27/2, Total Adds 7, WLLT, WEZS, KIGA, KRNT, WTN, WFFX, KRNO. Heavy: 97AIA, KKUA. Medium: WPX, KVL-FM, KOST, KGW, WAEB, WMAZ, WSFL, WRVA, WHBY, KBOI, KFI, KXI-FM, WNNR, WEIM, WKNE, WSKI, WPPA, WSKY, WCHV, WGSV, WAGE, WJBC, KEEZ, WHNN, KRBS, KALE.

✓ JERMAINE JACKSON "Do What You Do" (Arista) 53/53
 Rotations: Heavy 0/0, Medium 12/12, Light 41/41, Total Adds 53, WFRB, WSB-FM, KVL-FM, WARM98, WCCO, KOST, KGW, WAEB, V100, WKYE, KEY103, WBT, WMAZ, WRVA, WAVE, WHBY, WNAM, WHBC, WTRX, WMGN, KOL, KBA, KFI, KWAV, KXI-FM, WNNR, WEIM, WKNE, WSKI, WTN, WPPA, WJBC, KORO, WSKY, WCKQ, WCHV, WGSV, WAGE, KRLB, WTKO, WJON, WJBC, WCIL, KFSB, WKUS, KEEZ, KWEB, WHNN, WJON, KKL, KTWO, KQSW, KRBS, KALE.

✓ NEIL DIAMOND "Sleep With Me Tonight" (Columbia) 50/17
 Rotations: Heavy 2/0, Medium 23/8, Light 25/11, Total Adds 17, WFRB, WTC, WKGW, WBT, WSFL, WRVA, WNAM, WSNY, KOL, KBOI, KXI-FM, KORO, WYBS, KFSB, KEEZ, KWEB, WJON, Heavy: WTN, WCCO, Medium: WKBW, WSB, WMAZ, KRNT, WTRX, WHB, WSKI, WCKQ, WCHV, WGSV, WAGE, WFFX, KTYL, WJBC, KTWO, KRNO, KQSW.

DAN FOGELBERG "Sweet Magnolia And The Travelling Salesman" (Full Moon/Epic) 46/13
 Rotations: Heavy 0/0, Medium 20/3, Light 26/10, Total Adds 13, WICC, WKYE, KEY103, WRVA, WHBY, WING, KRNT, WMGN, KBOI, WNNR, WJBC, WBOW, KFDD, Medium: WFRB, WISN, WCCO, WMAZ, KSL, KXI-FM, WTKO, WSKI, WSKY, WCKQ, WGSV, WZLQ, KTYL, KWEB, WJON, KTWO, KQSW.

ROD STEWART "Some Guys Have All The Luck" (WB) 46/7
 Rotations: Heavy 12/0, Medium 2/2, Light 12/5, Total Adds 7, WMJJ, WAHR, WHAS, WMHE, KBOI, WPPA, KFDD, Heavy: KRBE-FM, WLT, KMGG, KEZR, WICC, K106, CK101, WKJJ, WAVE, WSKI, WKYX, WMAZ, 97AIA, B100, K101, WSFM, WPJB, 2WD, WENS, WMGN, KOL, KFI, KWAV, WEIM, KRLB, KFSB, KEEZ, WJON, KKL, KALE, WLLT.

✓ JULIAN LENNON "Valotte" (Atlantic) 36/22
 Rotations: Heavy 1/1, Medium 9/5, Light 26/16, Total Adds 22, WKBW, KVL-FM, KRBE-FM, V100, WKYE, WPJB, WKJJ, WRKA, WMAZ, WTRX, WMGN, KXI-FM, WTKO, WSKI, KTYL, WYBS, KEEZ, WHNN, KFDD, KKL, KTWO, KALE. Medium: WFRB, WSKY, WCIL, WEIM.

✓ JOE COCKER "Edge Of A Dream (Theme From 'Teachers')" (Capitol) 33/29
 Rotations: Heavy 0/0, Medium 8/6, Light 25/23, Total Adds 29, WFRB, WAEB, WICC, KEY103, WAHR, WNAM, KIOA, KRNT, WTRX, KXI-FM, WNNR, WSKI, KORO, WCKQ, WCHV, WGSV, WAGE, WKYX, WFFX, KTYL, WJBC, WCIL, KEEZ, WHNN, WJON, KKL, KQSW, KRBS, KALE. Medium: WZLQ, KTWO.

SIGNIFICANT ACTION

DEBORAH ALLEN "Heartache And A Half" (RCA) 25/12
 Rotations: Heavy 0/0, Medium 2/2, Light 23/10, Total Adds 12, KVL-FM, WAEB, WNAM, KSL, KXI-FM, WKYX, WJBC, KEEZ, KWEB, WBOW, KQSW, KRBS.

✓ COYOTE SISTERS "I've Got A Radio" (Morocco/Motown) 23/23
 Rotations: Heavy 0/0, Medium 1/1, Light 22/22, Total Adds 23, KEY103, WAHR, WNAM, WNNR, WEIM, WTKO, WKNE, WSKI, KORO, WSKY, WCKQ, WGSV, WAGE, KRLB, WZLQ, WFFX, KTYL, WCIL, KFSB, WHNN, KKL, KQSW, KRBS.

DIANA ROSA "Swept Away" (RCA) 23/0
 Rotations: Heavy 4/0, Medium 15/0, Light 4/0, Total Adds 0, Heavy: WSKI, WPPA, WCKQ, WCHV. Medium: KVL-FM, KRBE-FM, WPJB, KEY103, WMJJ, CK101, 2WD, KFI, KWAV, WKYX, WZLQ, WFFX, KTYL, KKL, KQSW.

✓ MELISSA MANCHESTER "Thief Of Hearts" (Casablanca/PolyGram) 21/21
 Rotations: Heavy 0/0, Medium 2/2, Light 19/19, Total Adds 21, WFRB, KVL-FM, 97AIA, WCCO, WNNR, WEIM, WTKO, WKNE, WSKI, WSKY, WCKQ, WCHV, WGSV, WAGE, WZLQ, WCIL, WXUS, WBOW, KTWO, KALE, WMGN.

✓ PAT BENATAR "We Belong" (Chrysalis) 20/20
 Rotations: Heavy 0/0, Medium 1/1, Light 19/19, Total Adds 20, B100, WKYE, WPJB, WSFL, WNAM, WMGN, WNNR, WEIM, WSKI, WSKY, WCKQ, WZLQ, KTYL, KFSB, KEEZ, WHNN, KKL, KTWO, KQSW, KALE.

SHEENA EASTON "Strut" (EMI America) 20/2
 Rotations: Heavy 2/0, Medium 13/1, Light 5/1, Total Adds 2, WMHE, WTN, Heavy: WSKI, WCKQ. Medium: KRBE-FM, KMGG, K101, WKYE, WPJB, WMAZ, 2WD, WPPA, WSKY, WKYX, WFFX, KQSW.

CULTURE CLUB "The War Song" (Virgin/Epic) 20/2
 Rotations: Heavy 0/0, Medium 13/1, Light 7/7, Total Adds 2, KRBE-FM, WKJJ. Medium: WMAZ, WEIM, WSKI, WPPA, WSKY, WCKQ, WKYX, KTYL, KFSB, KEEZ, KKL, KQSW.

ROGER HODGSON "Had A Dream (Sleeping With The Enemy)" (A&M) 17/6
 Rotations: Heavy 0/0, Medium 5/1, Light 14/5, Total Adds 6, WAVE, WNAM, WZLQ, WFFX, WJON, KALE. Medium: WSKI, WCKQ.

JACK WAGNER "All I Need" (Qwest/WB) 15/5
 Rotations: Heavy 1/0, Medium 8/3, Light 6/2, Total Adds 5, WSB-FM, WEZC, WSFL, KXI-FM, WFFX. Heavy: KKL. Medium: 97AIA, KS94, WKYE, WMAZ, KRBS.

RICK SPRINGFIELD with RANDY CRAWFORD "Taxi Dancing" (RCA) 13/6
 Rotations: Heavy 0/0, Medium 3/2, Light 10/4, Total Adds 6, KOST, KFI, WEIM, WKNE, KEEZ, KRBS. Medium: WCHV.

JOHN CAFFERTY & THE BEAVER BROWN BAND "On The Dark Side" (Scotti Bros./CBS) 12/0
 Rotations: Heavy 4/0, Medium 2/0, Light 6/0, Total Adds 6, Heavy: KRBE-FM, WPJB, CK101, WAVE. Medium: KEZR, WSKY.

TINA TURNER "Better Be Good To Me" (Capitol) 10/2
 Rotations: Heavy 1/0, Medium 3/0, Light 6/2, Total Adds 2, WPPA, WKYX. Heavy: KEZR. Medium: KRBE-FM, WPJB, WFFX.

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.



AOR / ALBUMS

October 19, 1984

159 REPORTERS

Time	Track	Label	Total Reports	Hot Rotation	Medium Rotation	Total Adds All Rotations
4	1	1 DAVID BOWIE/Tonight (EMI America)	154	130	24	0 =
6	4	2 TEACHERS/Soundtrack (Capitol)	155	123	31	1 =
4	3	3 U2/The Unforgettable Fire (Island)	155	111	44	0 =
9	7	4 SURVIVOR/Vital Signs (Scotti Bros./CBS)	144	124	19	2 +
3	2	5 J. CAFFERTY & THE.../Eddie & The... (Scotti Bros./CBS)	135	104	29	3 +
31	11	6 HONEYDRIPPERS/Volume One (Es Paranza/Atl)	150	71	77	11 =
1	3	7 FIXX/Phantoms (MCA)	133	84	48	1 =
7	9	8 SCANDAL #/PATTY SMYTH/The Warrior (Columbia)	133	68	63	6 +
2	5	9 BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia)	122	84	38	7 +
30	13	10 ROGER HODGSON/In The Eye Of The Storm (A&M)	143	51	88	8 =
17	16	11 TOMMY SHAW/Girls With Guns (A&M)	135	60	73	6 +
11	10	12 SAMMY HAGAR/VOA (Geffen)	119	71	48	0 =
26	15	13 HALL & OATES/Big Bam Boom (RCA)	114	75	35	10 +
5	8	14 JOHN WAITE/No Brakes (EMI America)	116	54	61	3 +
19	18	15 KISS/Animalize (Mercury/PG)	113	39	74	2 +
25	24	16 STEVE PERRY/Street Talk (Columbia)	94	62	32	2 =
15	22	17 CARS/Hearbeat City (Elektra)	101	39	57	15 +
DEBUT	18	18 MOLLY HATCHET/The Deed Is Done (Epic)	119	18	98	7 =
26	25	19 ZEBRA/No Tellin' Lies (Atlantic)	111	20	91	2 =
14	14	20 PRINCE/Purple Rain (WB)	91	70	21	0 =
29	28	21 TINA TURNER/Private Dancer (Capitol)	89	64	24	4 =
28	35	22 HUEY LEWIS & THE NEWS/Sports (Chrysalis)	97	31	58	32 +
21	19	23 VARIOUS ARTISTS/Every Man Has A... (Polydor/PG)	106	18	87	1 =
12	12	24 KROKUS/The Blitz (Arista)	92	35	57	1 =
20	20	25 ELTON JOHN/Breaking Hearts (Geffen)	90	45	45	2 =
40	29	26 JETHRO TULL/Under Wraps (Chrysalis)	106	13	89	10 =
10	13	27 BILLY SQUIER/Signs Of Life (Capitol)	86	36	50	1 +
30	32	28 DOKKEN/Tooth And Nail (Elektra)	98	12	84	8 +
13	17	29 HONEYMOON SUITE/Honeymoon Suite (WB)	84	31	51	6 +
22	27	30 DENNIS DeYOUNG/Desert Moon (A&M)	83	45	38	2 +
27	37	31 PETER WOLF/Lights Out (EMI America)	93	19	70	25 +
36	36	32 BLACKFOOT/Vertical Smiles (Atco)	86	5	79	6 =
16	21	33 COREY HART/First Offense (EMI America)	79	14	58	12 =
37	38	34 ROMEO VOID/Instincts (415/Columbia)	62	24	38	0 =
DEBUT	35	35 TWISTED SISTER/Stay Hungry (Atlantic)	59	19	39	3 =
23	29	36 TIMOTHY B. SCHMIT/Playin' It Cool (Asylum)	77	5	65	19 =
32	33	37 DIO/The Last In Line (WB)	53	11	42	1 =
DEBUT	38	38 IRON MAIDEN/Powerslave (Capitol)	58	8	50	2 +
DEBUT	39	39 CYNDI LAUPER/She's So Unusual (Portrait/CBS)	60	22	36	7 =
DEBUT	40	40 EUROGLIDERS/This Island (Columbia)	62	9	43	18 +
		"Blue Jean" (152) "Neighborhood" (76) "Dancing" (16)				
		"Teacher" (145) "Understanding" (138) "Interstate" (44)				
		"Pride" (154) "Wire" (32) "Unforgettable" (29)				
		"I Can't Hold Back" (144)				
		"On The Dark Side" (112) "Tender Years" (52)				
		"Rockin'" (133) "Sea Of Love" (77) "Thrill" (10)				
		"Sunshine" (88) "Ourselves?" (83) "Cities" (79)				
		"Beat" (98) "Hands Tied" (51) "Warrior" (15)				
		"Cover Me" (81) "Born" (53) "Bobby" (20)				
		"Had A Dream" (141)				
		"Girls With Guns" (131)				
		"I Can't Drive 55" (116)				
		"Out Of Touch" (101) "Bank On Your Love" (12)				
		"Tears" (113) "Missing You" (15)				
		"Heaven's On Fire" (113)				
		"Strung Out" (94)				
		"Hello Again" (80) "Drive" (22) "It's Not" (14)				
		"Satisfied Man" (119)				
		"Bears" (110)				
		"Purple Rain" (86) "Let's Go Crazy" (17)				
		"Better Be Good To Me" (88)				
		"Walking" (79) "Found A Home" (16)				
		"I'm Moving On" (94) "Every Man" (20)				
		"Midnite Maniac" (78) "Our Love" (15)				
		"Who Wears" (88)				
		"Lap Of Luxury" (98) "Under Wraps" (10)				
		"All Night" (55) "Can't Get" (34) "Rock Me" (12)				
		"Into The Fire" (98)				
		"Burning In Love" (53) "New Girl Now" (47)				
		"Desert Moon" (82)				
		"I Need You Tonight" (90)				
		"Morning Dew" (81)				
		"It Ain't Enough" (78)				
		"A Girl In Trouble" (62)				
		"I Wanna Rock" (49) "We're Not Gonna" (11)				
		"Playin' It Cool" (67)				
		"Mystery" (51)				
		"2 Minutes To Midnight" (58)				
		"All Through The Night" (59)				
		"Heaven" (61)				

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



BREAKERS

MOLLY HATCHET
The Deed Is Done (Epic)

75% of our reporters on it. 119/7 with adds at WYSP, KKCI, KBPI, CFOX, WCKN, WKQQ, WIZN. Debuts at #18 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.

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BLACKFOOT

Radio talks about
"MORNING DEW"

Quotes:

WLLZ PD LEE ARNOLD: "'Morning Dew' is a broad-based song with multi-format appeal. This is the goods!"

DC101 PD DON DAVIS: "Blackfoot has delivered a well-produced, '80s-sounding album of solid rock and roll. Our favorite is the particularly ear-catching 'Morning Dew.'"

KMET MD SUE STEINBERG: "'Blackfoot steps out!'"

WBCN MD BOB KRANES: "'They've been wrongfully pigeonholed as a southern band. This LP will break them out of this misnomer.'"



Produced by Al Nalli and Eddy Offord
 For Al Nalli Productions, Inc.

Chart:
 album **32**



Introducing the debut album from
AIRRACE "SHAFT OF LIGHT"

Featuring: "I Don't Care" and "First One Over The Line"

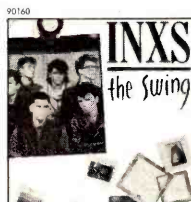


Produced by Beau Hill

Early Adds:

WMMS, KSHE, WPDH, WAQY, WQMF, WDIZ, KQDS, WXKE, KIDQ, KZEL,
 KFIV, KUFO

AOR/ALBUMS NEW & ACTIVE



Produced by Nick Launay

INXS
"BURN FOR YOU"

New 12" (PR 639) on your desks now!

PLAY IT OR BURN! THIS NEW MIX SIZZLES!



JUST OUT!! **SOUTHSIDE JOHNNY & THE JUKES**
"LOVE IS THE DRUG"

MIRAGE

12" (PR 652) from "In The Heat" 90186

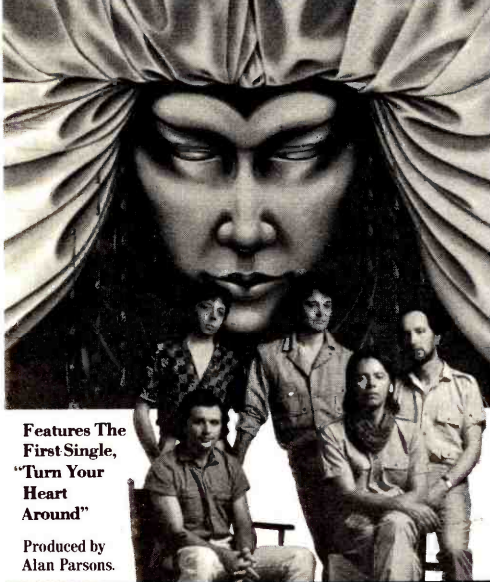
Distributed by ATCO

Produced by Billy Rush and John Lyon

The Unveiling . . .

Colin Blunstone, Pete Bardens, Ian Bairnson, David Paton and Stuart Elliott . . . Five great English names are now one.

KEATS



Features The First Single, "Turn Your Heart Around"

Produced by Alan Parsons.

The Warning ST-1734

Over 200,000 copies sold already
Features "Take Hold Of The Flame"

QUEENSRYCHE



Billboard 120 ★92★66★

Produced by James Guthrie.
Mixed by Val Garay.

Available on EMI America Records and High-Quality XDR® Cassettes.



AOR ALBUMS

MOST ADDED

HUEY LEWIS & THE NEWS (32)
Sports (Chrysalis)
VAN HALEN (27)
1984 (WB)
PETER WOLF (25)
Lights Out (EMI America)
TIMOTHY B. SCHMIT (19)
Playin' It Cool (Asylum)
EUROGLIDERS (18)
This Island (Columbia)
JOHN PARR (18)
John Parr (Atlantic)
STONE FURY (17)
Burns Like A Star (MCA)

MOST HOTS

DAVID BOWIE (130)
Tonight (EMI America)
SURVIVOR (124)
Vital Signs (Scotti Bros./CBS)
TEACHERS (123)
Soundtrack (Capitol)
U2 (111)
The Unforgettable Fire (Island)
J. CAFFERTY & THE BEAVER BROWN BAND (104)
Eddie & The Cruisers (Scotti Bros./CBS)
FIXX (84)
Phantoms (MCA)
BRUCE SPRINGSTEEN (84)
Born In The U.S.A. (Columbia)

NEW & ACTIVE

JOAN JETT/Glorious Results Of A Misspent Youth (Blackheart/MCA) 54/9 (51/18)

Adds: DC101, WYFN, KROQ, 91X, KQAK, KNCN, KMJX, KZEL, WIQB. Hots: 9 WBCN, WBAB, WLIR, WNEW, WCKO, KRQR, WPDH, WAAF, WXCS. Mediums 38 include WMMR, WHJY, KLLO, KSRR, WNOR, WRIF, KMET, WTPA, WOUR, KLBJ, KLAQ, WIMZ, WAPL.

VAN HALEN/1984 (WB) 50/27 (29/21)
Adds include WGRQ, WBAB, WMMR, WHJY, KSRR, KGON, KZAP, WAAF, WQMF, WLVO, KFMQ. Hots: 6 KTXQ, WEBN, WLLZ, WRIF, WSKS, KQDS. Mediums: 36 include WYFN, KSHE, WKLC, WTPA, WIMZ, WIOT, KICT, KZEL, WRKI.

JOHN PARR/John Parr (Atlantic) 45/18 (28/14)
Adds include WIYY, WBAB, WHJY, WKLS, KSRR, WTPA, WIOT, KICT, KKDJ, WWWW. Hots: 5 include WRIF, KYYS, KZOK, WXKE. Mediums: 34 include WQVE, KZEW, KLLO, WYFN, WMMS, WQFM, KRQR, KOME, WCMF, WOUR, WLVO, KEZE.

GENERAL PUBLIC/All The Rage (IRS/A&M) 41/13 (29/8)
Adds include WNEW, WHJY, WCKO, KCAL, KRQR, KLBJ, WOOS, KMDD. Hots: 8 include WLIR, KBCO, 91X, KQAK, KSPN, KFME, KTYD. Mediums: 25 include WBCN, WMMR, WXRT, KROQ, WAQY, KQDS, KKDJ, KMBY.

STONE FURY/Burns Like A Star (MCA) 35/17 (19/7)
Adds include WBAB, WCKO, WYFN, WQFM, KRQR, KOME, WDHA, WTPA, KNCN, KLAQ, KISS, WIOT, KFMG, KWFM.

FAST FORWARD/Living In Fiction (Island) 32/5 (27/3)
Adds: WDHA, WHEB, WOOS, KGGO, WQBK. Hots: 2 CFOX, KFME. Mediums: 26 include WBAB, WQVE, WHJY, KLLO, WEBN, WPYX, WTPA, WCMF, WAQY, WQAK, KNCN, KLAQ, WLVQ, KTYD.

AUTOGRAH/Sign In Please (RCA) 28/11 (23/14)
Adds include WBAB, WKLS, WPYX, WAAF, KQDS, KFIV, WXCS, WWWW, WYER. Hots: 0. Mediums: 20 include WIYY, WQVE, WHJY, KZEW, WRIF, KYYS, WQFM, KSHE, WTPA, WAQX, WOUR, KLAQ, KISS, KICT, KFMG, KEZE.

CHICAGO/Chicago 17 (WB) 27/3 (27/0)
Adds: WMMR, WCKN, KATT. Hots: 18 include WEBN, WMMS, WQFM, KCAL, WZZO, WIMZ, WQMF, KGGO. Mediums: 9 include WAAL, WOOS, WXLN, WWWW, KFMG, KSOY.

WILD LIFE/Soundtrack (MCA) 23/6 (22/2)
Adds include WSHE, WAAL, WWWW, WBYG, KFMG. Hots: 1 KSPN. Mediums: 20 include WBAB, KZEW, WMMS, KMET, KROQ, WAAF, KLBJ, KNCN, KLAQ, KISS, WRKI.

AZTEC CAMERA/Knife (Sire/WB) 20/4 (17/5)
Adds: WAAL, KMBY, WIZN, WIQB. Hots: 3 include KBCO, WHMD. Mediums: 14 include WLIR, WMMR, WLUP, WXRT, WZZO, WTPA, KKDJ.

QUEENSRYCHE/The Warning (EMI America) 17/4 (16/4)
Adds: WAQX, KEZE, KUFO, KOZZ. Hots: 2 KISS, CITI. Mediums: 14 include KTXQ, KZEW, WLLZ, KZOK, KNCN, KLAQ.

SCORPIONS/Love At First Sting (Mercury/PolyGram) 16/4 (17/3)
Adds: WCKO, KUPD, KSJO, KATT. Hots: 4 WEBN, KKCI, WQMF, WGIR. Mediums: 12 include WNOR, WYFN, KSHE, KMET, WCMF, WIMZ.

TEXTONES/Midnight Mission (A&M) 15/7 (9/8)
Adds: WBCN, WAAL, WIZN, KUFO, WIQB. Hots: 0. Mediums: 10 include WCKO, WMMS, KMET, KROQ, WIMZ, WXKE, KSPN, KTYD.

UB40/Geffery Morgan (Virgin/A&M) 14/10 (4/2)
Adds include KBCO, KROQ, KQDS, KMBY, WQBK, WIZN KSPN. Hots: 3 WLIR, 91X, KQAK. Mediums: 4 WXRT, KAZY, CHEZ, WTKX.

AIRRACE/Shaft Of Love (Atco) 12/6 (7/4)
Adds: WMMS, WPDH, WAQY, WQMF, WXKE, KIDQ. Hots: 0. Mediums: 10 include KSHE, WDIZ, KQDS, KZEL, KFIV, KUFO.

BANGLES/All Over The Place (Columbia) 12/1 (12/1)
Adds: KROQ. Hots: 5 WBCN, 91X, CHEZ, KSPN, KTYD. Mediums: 6 WLIR, WNOR, KBCO, KMET, KQAK, KMBY.

ALPHAVILLE/Forever Young (Atlantic) 11/7 (4/4)
Adds include WMMS, KBCO, KROQ, WYDD, WTKX, KSPN. Hots: 1 WLIR. Mediums: 4 KCAL, KQAK, KLAQ, WQBK.

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R&R AOR/HOT TRACKS

BREAKERS

Three Weeks	Two Weeks	Last Week	159 REPORTERS	Total	Hot	Medium	Total Adds
1	1	1	1 DAVID BOWIE/Blue Jean (EMI America)	152	-126	+26	0=
4	3	2	2 U2/Pride (In The Name Of Love) (Island)	154	-111	+43	-1+
9	6	5	3 SURVIVOR/I Can't Hold Back (Scotti Bros./CBS)	144	+124	-19	-2+
8	5	4	4 38 SPECIAL/Teacher Teacher (Capitol)	145	-111	+34	-1+
-	26	6	5 BOB SEGER/Understanding (Capitol)	138	+71	+65	10-
-	30	13	6 ROGER HODGSON/Had A Dream (Sleeping...) (A&M)	141	+50	+87	-9-
2	2	3	7 J. CAFFERTY &.../On The Dark Side (Scotti Bros./CBS)	112	-99	-13	+1+
-	34	15	8 HONEYDRIPPERS/Rockin' At Midnight (Es Paranza/Atl.)	133	+58	+73	-13-
19	13	12	9 TOMMY SHAW/Girls With Guns (A&M)	131	+59	+70	-6+
11	10	7	10 SAMMY HAGAR/I Can't Drive 55 (Geffen)	116	-69	+47	-1-
7	8	8	11 JOHN WAITE/Tears (EMI America)	113	-52	-60	-8+
17	14	14	12 KISS/Heaven's On Fire (Mercury/Pg)	113	+39	+74	-2+
DEBUT			13 PAT BENATAR/We Belong (Chrysalis)	129	29	75	126
15	12	11	14 SCANDAL f/PATTY SMYTH/Beat Of A... (Columbia)	98	-53	-45	-3+
26	24	18	15 HALL & OATES/Out Of Touch (RCA)	101	+71	+28	-5+
24	22	20	16 STEVE PERRY/Strung Out (Columbia)	94	+61	+33	-2-
-	-	35	17 JULIAN LENNON/Valotte (Atlantic)	116	+24	+82	+39-
-	-	35	18 MOLLY HATCHET/Satisfied Man (Epic)	119	+58	+98	-8-
28	25	22	19 ZEBRA/Bears (Atlantic)	110	+20	+90	-3-
3	4	9	20 FIXX/Are We Ourselves? (MCA)	83	-62	+21	-0-
DEBUT			21 REO SPEEDWAGON/I Dowanna Know (Epic)	124	12	85	120
32	28	24	22 TINA TURNER/Better Be Good To Me (Capitol)	88	-64	+23	-4-
5	7	10	23 BRUCE SPRINGSTEEN/Cover Me (Columbia)	81	-60	+21	-1-
-	40	30	24 PAUL McCARTNEY/No More Lonely Nights (Columbia)	103	+29	+70	-15-
18	17	16	25 PRINCE/Purple Rain (WB)	86	-65	-21	0-
23	21	19	26 ELTON JOHN/Who Wears These Shoes? (Geffen)	88	-44	+44	-2-
30	31	29	27 DOKKEN/Into The Fire (Elektra)	98	+12	+84	+8+
25	20	21	28 FIXX/Sunshine In The Shade (MCA)	88	-40	-46	-5+
29	27	26	29 EDDIE MONEV/It's Moving On (Polydor/Pg)	94	-16	-77	-1-
-	41	32	30 JETHRO TULL/Lap Of Luxury (Chrysalis)	98	+12	+82	-8-
12	11	17	31 KROKUS/Midnite Mania (Arista)	78	-32	-46	-0-
-	-	45	32 HONEYDRIPPERS/Sea Of Love (Es Paranza/Atl.)	77	+40	+35	+20-
21	23	28	33 DENNIS DeYOUNG/Desert Moon (A&M)	82	-45	-37	+2+
-	58	44	34 PETER WOLF/I Need You Tonight (EMI America)	90	+17	+69	+30+
-	53	42	35 CARS/Hello Again (Elektra)	80	+26	+49	+25+
37	36	31	36 DAVID BOWIE/Neighborhood Threat (EMI America)	76	-34	-41	-7-
-	-	60	37 HUEY LEWIS & THE NEWS/Walking On A Thin Line (Chrysalis)	79	+21	+50	+36+
38	38	36	38 BLACKFOOT/Morning Dew (Atco)	81	-4	+75	-5-
-	59	43	39 COREY HART/It Ain't Enough (EMI America)	78	+14	+57	+13-
14	15	27	40 ROMEO VOID/A Girl In Trouble (Is A...) (415/Columbia)	62	-24	-38	-0-
47	43	47	41 BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia)	53	+29	+24	+9+
20	32	39	42 BILLY SQUIER/All Night Long (Capitol)	55	-20	-35	-3-
DEBUT			43 TOTO/Stranger In Town (Columbia)	75	6	42	73
33	33	38	44 IRON MAIDEN/2 Minutes To Midnight (Capitol)	58	-8	-50	-2+
22	29	37	45 DIO/Mystery (WB)	51	-10	-41	-1-
13	16	33	46 HONEYMOON SUITE/New Girl Now (WB)	47	-24	-23	-0-
-	80	53	47 FRANKIE GOES TO HOLLYWOOD/Two Tribes (Island)	57	+12	+41	+10-
-	55	49	48 NIGHT RANGER/Interstate Love Affair (Capitol)	44	+20	+24	-2-
60	51	50	49 TWISTED SISTER/I Wanna Rock (Atlantic)	49	+14	+34	-7-
-	-	54	50 CYNDI LAUPER/All Through The Night (Portrait/CBS)	59	+21	+36	-9-
DEBUT			51 EUROGLIDERS/Heaven (Columbia)	61	9	42	18+
DEBUT			52 JOHN CAFFERTY &.../Tender Years (Scotti Bros./CBS)	52	+20	+26	+28+
35	37	41	53 ROD STEWART/Some Guys Have All The Luck (WB)	50	-22	-28	-1-
DEBUT			54 TIMOTHY B. SCHMIT/Playin' It Cool (Asylum)	67	+4	+56	+20+
-	56	55	55 HONEYMOON SUITE/Burning In Love (WB)	53	+11	+40	+10-
DEBUT			56 SCANDAL f/PATTY SMYTH/Hands Tied (Columbia)	51	+16	+31	+28+
-	-	59	57 FEE WAYBILL/You're Still Laughing (Capitol)	53	+3	+42	+10-
6	9	25	58 BILLY IDOL/Flesh For Fantasy (Chrysalis)	41	-17	-24	-0-
56	49	46	59 STEVE MILLER BAND/Shangri-La (Capitol)	54	-9	-44	-1-
DEBUT			60 JOHN PARR/Naughty Naughty (Atlantic)	45	+5	+34	+18+

PAT BENATAR
We Belong (Chrysalis)
81% of our reporters on it. 129/126 including adds at: WBCN, WNEW, DC101, KZEW, KSRR, WMET, WMSM, WRIF, KLOS, KRQR. Debuts at #13 on the Hot Tracks chart.

REO SPEEDWAGON
I Dowanna Know (Epic)
78% of our reporters on it. 124/120 including adds at: WIYY, WMMR, WOVE, WKLS, KSRR, WRIF, KKCI, KSHE, KLOS, KRQR. Debuts at #21 on the Hot Tracks chart.

PETER WOLF
I Need You Tonight (EMI America)
57% of our reporters on it. 90/30 including adds at: WGRQ, WBAB, WSHE, WNOR, KYYS, KSHE, KMET, KUPD, KFOG. Moves 44-34 on the Hot Tracks chart.

CARS
Hello Again (Elektra)
50% of our reporters on it. 80/25 including adds at: WLIR, WYSP, KSRR, WYFN, WMET, KCAL, KOMA, KISS. Moves 42-35 on the Hot Tracks chart.

HUEY LEWIS & THE NEWS
Walking On A Thin Line (Chrysalis)
50% of our reporters on it. 79/36 including adds at: WGRQ, WYSP, WHJY, WKLS, WSHE, WXRT, WRIF, KRCK, KZAP. Moves 60-37 on the Hot Tracks chart.

NEW & ACTIVE

- VAN HALEN "Hot For Teacher" (WB) 48/28 (25/21)**
Adds include WGRQ, WVE, WHJY, KSRR, WBN, KSON, ZJAZ, WHCN, WAAF, WQMF, WKDF, WLWQ, KRSP, KEZE. Hots: 4 KTXQ, WLLZ, WSKS, KDOS. Mediums: 36 include WYFN, KSHE, WKLC, WTPA, WIMZ, WIOT, KJCT, KZEL.
- AC/DC "Jailbreak" (Atlantic) 39/37 (0/0)**
Adds include WBAB, KLAQ, WAPL, KQDS, KJCT, KJDD, Hots: 1 KUPD. Mediums: 31 include WMMR, WOVE, KTXQ, KZEW, KLOL, WNOR, WRIF, KYYS, WQFM, KSHE, KZAP, WPKY, WTPA, WAQX, WAAF, WDJZ, KISS, KFMM, KZEL, KOMP, KEZE.
- MICHAEL FURLONG "Use It Or Lose It" (Atlantic) 39/0 (47/5)**
Adds: 0. Hots: 3 KZEW, WYER, KOZZ. Mediums: 35 include WHJY, WMET, WEBN, WQFM, KZAP, KRQR, KOMA, WAQY, KLAQ, WQMF, WRXL, KISS, WOODS, KQDS, KATT, KFMM, KWFM.
- GENERAL PUBLIC "Tenderness" (IRS/A&M) 37/10 (29/8)**
Adds include WNEW, WHJY, WTKO, KCAL, WNCN, KLSB, WLOS. Hots: 1 include WLIR, KBCC, 91X, KQAK, KSPN, KFME, KTYD. Mediums: 22 include WBCN, WMMR, KROQ, WAQY, WKQD, KQDS, KJDD.
- STONE FURY "Break Down The Walls" (MCA) 34/16 (19/7)**
Adds include WKLS, KBP, KMET, WKLC, WCMF, WOUR, WAAF, KDOS. Hots: 0. Mediums: 26 include WBAB, KEZE, WYFN, WQFM, KRQR, KOMA, WTPA, KNON, KLAQ, KISS, WIOT, KFMM, KWFM.
- U2 "Rattle and Hum" (Island) 32/11 (28/8)**
Adds include WIYY, KNKN, WAPL, KWFM. Hots: 20 include WBAB, WNEW, WHJY, KFOG, WTPA, KJDD. Mediums: 11 include DC101, WKLS, KYYS, WPKY, KLAQ.
- KEATS "Turn Your Heart Around" (EMI America) 31/2 (40/6)**
Adds: KLAQ, WIZN. Hots: 2 WJLP, WCFZ. Mediums: 27 include DC101, WKLS, WMET, WLLZ, WQFM, WKLC, WAQY, WYFY, WRXL, WXLK, KDOS.
- U2 "The Unforgettable Fire" (Island) 29/5 (29/7)**
Adds: CHUM, KLOS, WAQY, KLSB, WHMD. Hots: 15 include WBAB, KAZY, KFOG, WAAF, WAPL. Mediums: 14 include KRQR, WAQX, WZKR, KJCT.
- FAST FORWARD "What's It Gonna Take" (Island) 26/4 (21/3)**
Adds: WDNH, WHEB, WOODS, WJAZ. Hots: 1 CFOX. Mediums: 22 include WBAB, WOVE, WHJY, KLOL, WEBN, WPKY, WTPA, WCMF, WAQY, WAQX, KLAQ.
- CHICAGO "Hard Habit To Break" (WB) 26/3 (26/0)**
Adds: WMMR, WCKN, KATT. Hots: 17 include WYSP, WEBN, WQFM, WZZO, WIMZ, KMJX, WQMF, KGGO. Mediums: 9 include WOODS, WXLK.
- GOLDEN EARRING "Something Heavy Going Down" (21/PolyGram) 25/14 (13/13)**
Adds include WBCN, WNOR, KLSB, KMJX, KZEL. Hots: 1 CITI. Mediums: 16 include WMMR, WTPA, WAPL, WWCK.
- AUTOGRAPH "Turn Up The Radio" (RCA) 24/9 (19/12)**
Adds: WBAB, WKLS, WPKY, WAAF, KQDS, KFMM, KFV, WXCS, WYER. Hots: 0. Mediums: 17 include WIYY, WOVE, WHJY, KEZE, WRIF, KYYS, KSHE, WTPA, WAQX, KLAQ, KISS, KJCT, KEZE.
- JOAN JETT "I Love You Love Me Love" (Blackheart/MCA) 21/4 (19/6)**
Adds: DC101, KNKN, KMJX, KZEL. Hots: 3 WCKO, WPDH, WXCS. Mediums: 15 include WMMR, WHCN, WOUR, KLAQ.
- JANEY STREET "Say Hello To Ronnie" (Arista) 20/1 (29/4)**
Adds: KOMP. Hots: 0. Mediums: 20 include WBAB, WHJY, WMSM, WTPA, WAQY, WOUR, KQDS, WLAY.
- AZTEC CAMERA "All I Need Is Everything" (Sire/WB) 19/4 (17/5)**
Adds: WAAL, KMBY, WIZN, WIGB. Hots: 3 include KBCO, WHMD. Mediums: 13 include WMMR, WLUP, WZZO, WTPA, KJDD, KWFM.
- FIXX "Less Cities, More Moving People" (MCA) 19/0 (19/4)**
Adds: Hots: 13 include WTKO, 91X, KQAK, WYER, WZLW, WZLW, WZLW, KRQR, KWFM.
- JOAN JETT "New Orleans" (Blackheart/MCA) 17/3 (18/5)**
Adds include WYFN, WCMF. Hots: 5 WBCN, WBAB, WNEW, KRQR, WAAF. Mediums: 12 include WHJY, KSRR, WRIF, KMET, WTPA, KLSB.
- CULTURE CLUB "The War Song" (Virgin/Epic) 17/0 (16/2)**
Adds: 0. Hots: 4 KROQ, WPDH, WBYG. Mediums: 13 include WNEW, WLUP, WMSM, KMJX.
- JOAN JETT "Cherry Bomb" (Blackheart/MCA) 16/4 (14/5)**
Adds: KROQ, 91X, KQAK, WRKI. Hots: 3 WLIR, WNEW, WAAF. Mediums: 10 include WNOR, WIMZ, WAPL.
- QUEENSRYCHE "Take Hold Of The Flame" (EMI America) 16/3 (16/4)**
Adds: WAQX, KEZE, KUPD, Hots: 2 KISS, CITI. Mediums: 14 include KTXQ, KZEW, WQFM, KNKN, KLAQ, KFMM.

MOST ADDED

- PAT BENATAR (126)
We Belong (Chrysalis)
- REO SPEEDWAGON (120)
I Dowanna Know (Epic)
- TOTO (73)
Stranger In Town (Columbia)
- JULIAN LENNON (39)
Valotte (Atlantic)
- AC/DC (37)
Jailbreak (Atlantic)
- HUEY LEWIS & THE NEWS (36)
Walking On A Thin Line (Chrysalis)
- PETER WOLF (30)
I Need You Tonight (EMI America)

MOST HOTS

- DAVID BOWIE (126)
Blue Jean (EMI America)
- SURVIVOR (124)
I Can't Hold Back (Scotti Bros./CBS)
- 38 SPECIAL (111)
Teacher Teacher (Capitol)
- U2 (111)
Pride (In The Name Of Love) (Island)
- JOHN CAFFERTY & THE BEAVER BROWN BAND (99)
On The Dark Side (Scotti Bros./CBS)
- HALL & OATES (71)
Out Of Touch (RCA)
- BOB SEGER (71)
Understanding (Capitol)

NEW & ACTIVE — Records building in airplay and coming closest to charting. Numbers indicate total reports/total adds, for example, 40/20 means 40 reports and, of those, 20 added it this week. Figures in parentheses are last week's data. Checked records are those that were among the week's most added.

HOT TRACKS — Compiles track airplay data from all reporting stations. Covers songs from all configurations, including albums, EPs, and 45s. Includes four-week trend of chart movement. Also listed is present week's number of reports in hot and medium rotations, and total adds. Symbols represent more (+), less (-), or equal (=) number of reports in each rotation compared to last week's figures. Records showing significant upward momentum are bulletted.

WEST (continued)

KINK/Portland, OR (503) 226-5080
KID ROCK/Seattle (206) 441-1111
LORNE/Seattle (206) 441-1111

KLOS/Los Angeles (213) 557-1250
KQED/San Francisco (415) 774-2000

KQOI/Denver (303) 759-5600
KQSO/San Jose (408) 285-5400
KQUP/Portland, OR (503) 655-9181

KZKZ/Salt Lake City (801) 262-5541
KXLP/Tucson (602) 622-6711
KXII/Phoenix (602) 251-1111

KAZY/Denver (303) 759-5600
KBJO/San Jose (408) 285-5400
KZKZ/Salt Lake City (801) 262-5541

KOME/San Jose (408) 244-6811
KQFX/Amsterdam (609) 684-7221
KCAL/FM/San Bernardino (714) 825-5020

KBOC/Boulder (303) 444-6500
KCAL/FM/San Bernardino (714) 825-5020
KMBY/Salt Lake City (801) 394-9000

KROQ/Milwaukee (414) 578-0830
KZKZ/Salt Lake City (801) 262-5541
KXLP/Tucson (602) 622-6711

GENEAL WALLIS
MICKI HAYES
SPLITS
FRANKIE DAVE

FRANKIE DAVE
FRANKIE DAVE
FRANKIE DAVE
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91X/San Diego (619) 291-9191
KID/Boise (208) 336-0939
KZKZ/Salt Lake City (801) 262-5541

KZKZ/Salt Lake City (801) 262-5541
KXLP/Tucson (602) 622-6711
KXII/Phoenix (602) 251-1111

KZKZ/Salt Lake City (801) 262-5541
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KZKZ/Salt Lake City (801) 262-5541
KXLP/Tucson (602) 622-6711
KXII/Phoenix (602) 251-1111

KILO/Colorado Springs (303) 834-4896
KID/Boise (208) 336-0939
KZKZ/Salt Lake City (801) 262-5541

KZKZ/Salt Lake City (801) 262-5541
KXLP/Tucson (602) 622-6711
KXII/Phoenix (602) 251-1111

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Parallel Two

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PLAYLISTS — An artist's name appears once per playlist in the highest reported rotation. For example, if cuts from an album are reported in both hot and medium, the album will appear in hot. A small 'a' before an artist's name indicates the record is newly reported that week, or additional tracks have been added. An (M) or (L) after an artist's name shows that other tracks from that record are in those rotations (medium or light add). An artist's name with no abbreviations means all airplay of that artist is in the listed rotation. When three or more tracks from the same album are reported in medium, that album will receive credit as being in hot and be listed as such. The album's tracks will continue to receive credit as being in medium rotation.

5 stations failed to report this week. Their rotations were frozen: KGB/San Diego KINK/Portland KISW/Seattle KQWB-FM/Fargo WTUE/Dayton

POINTER SISTERS
Fire On Escalator (RCA)
LP: Break Out

Regional	186/2	76%	National	186/2	76%
A	10	10	A	10	10
B	10	10	B	10	10
C	10	10	C	10	10
D	10	10	D	10	10
E	10	10	E	10	10
F	10	10	F	10	10
G	10	10	G	10	10
H	10	10	H	10	10
I	10	10	I	10	10
J	10	10	J	10	10
K	10	10	K	10	10
L	10	10	L	10	10
M	10	10	M	10	10
N	10	10	N	10	10
O	10	10	O	10	10
P	10	10	P	10	10
Q	10	10	Q	10	10
R	10	10	R	10	10
S	10	10	S	10	10
T	10	10	T	10	10
U	10	10	U	10	10
V	10	10	V	10	10
W	10	10	W	10	10
X	10	10	X	10	10
Y	10	10	Y	10	10
Z	10	10	Z	10	10

REC SPEEDWAGON
(Downs Like Epic)
LP: Wheels Are Turnin'

Regional	113/111	47%	National	113/111	47%
A	10	10	A	10	10
B	10	10	B	10	10
C	10	10	C	10	10
D	10	10	D	10	10
E	10	10	E	10	10
F	10	10	F	10	10
G	10	10	G	10	10
H	10	10	H	10	10
I	10	10	I	10	10
J	10	10	J	10	10
K	10	10	K	10	10
L	10	10	L	10	10
M	10	10	M	10	10
N	10	10	N	10	10
O	10	10	O	10	10
P	10	10	P	10	10
Q	10	10	Q	10	10
R	10	10	R	10	10
S	10	10	S	10	10
T	10	10	T	10	10
U	10	10	U	10	10
V	10	10	V	10	10
W	10	10	W	10	10
X	10	10	X	10	10
Y	10	10	Y	10	10
Z	10	10	Z	10	10

ROMEO VOID
A Girl In Trouble (415/Columbia)
LP: Instructions

Regional	168/2	64%	National	168/2	64%
A	10	10	A	10	10
B	10	10	B	10	10
C	10	10	C	10	10
D	10	10	D	10	10
E	10	10	E	10	10
F	10	10	F	10	10
G	10	10	G	10	10
H	10	10	H	10	10
I	10	10	I	10	10
J	10	10	J	10	10
K	10	10	K	10	10
L	10	10	L	10	10
M	10	10	M	10	10
N	10	10	N	10	10
O	10	10	O	10	10
P	10	10	P	10	10
Q	10	10	Q	10	10
R	10	10	R	10	10
S	10	10	S	10	10
T	10	10	T	10	10
U	10	10	U	10	10
V	10	10	V	10	10
W	10	10	W	10	10
X	10	10	X	10	10
Y	10	10	Y	10	10
Z	10	10	Z	10	10

TOMMY SHAW
Girls With Guns (A&M)
LP: Girls With Guns

Regional	174/12	72%	National	174/12	72%
A	10	10	A	10	10
B	10	10	B	10	10
C	10	10	C	10	10
D	10	10	D	10	10
E	10	10	E	10	10
F	10	10	F	10	10
G	10	10	G	10	10
H	10	10	H	10	10
I	10	10	I	10	10
J	10	10	J	10	10
K	10	10	K	10	10
L	10	10	L	10	10
M	10	10	M	10	10
N	10	10	N	10	10
O	10	10	O	10	10
P	10	10	P	10	10
Q	10	10	Q	10	10
R	10	10	R	10	10
S	10	10	S	10	10
T	10	10	T	10	10
U	10	10	U	10	10
V	10	10	V	10	10
W	10	10	W	10	10
X	10	10	X	10	10
Y	10	10	Y	10	10
Z	10	10	Z	10	10

8. STILLS (M. FINNIGAN)
Can't Let Go (Atlantic)
LP: Right By You

Regional	63/8	22%	National	63/8	22%
A	10	10	A	10	10
B	10	10	B	10	10
C	10	10	C	10	10
D	10	10	D	10	10
E	10	10	E	10	10
F	10	10	F	10	10
G	10	10	G	10	10
H	10	10	H	10	10
I	10	10	I	10	10
J	10	10	J	10	10
K	10	10	K	10	10
L	10	10	L	10	10
M	10	10	M	10	10
N	10	10	N	10	10
O	10	10	O	10	10
P	10	10	P	10	10
Q	10	10	Q	10	10
R	10	10	R	10	10
S	10	10	S	10	10
T	10	10	T	10	10
U	10	10	U	10	10
V	10	10	V	10	10
W	10	10	W	10	10
X	10	10	X	10	10
Y	10	10	Y	10	10
Z	10	10	Z	10	10

TOTO
Strange as Town (Columbia)
LP: Icedancer

Regional	62/62	36%	National	62/62	36%
A	10	10	A	10	10
B	10	10	B	10	10
C	10	10	C	10	10
D	10	10	D	10	10
E	10	10	E	10	10
F	10	10	F	10	10
G	10	10	G	10	10
H	10	10	H	10	10
I	10	10	I	10	10
J	10	10	J	10	10
K	10	10	K	10	10
L	10	10	L	10	10
M	10	10	M	10	10
N	10	10	N	10	10
O	10	10	O	10	10
P	10	10	P	10	10
Q	10	10	Q	10	10
R	10	10	R	10	10
S	10	10	S	10	10
T	10	10	T	10	10
U	10	10	U	10	10
V	10	10	V	10	10
W	10	10	W	10	10
X	10	10	X	10	10
Y	10	10	Y	10	10
Z	10	10	Z	10	10

PRINCE
Purple Rain (WB)
LP: Purple Rain

Regional	241/1	100%	National	241/1	100%
A	10	10	A	10	10
B	10	10	B	10	10
C	10	10	C	10	10
D	10	10	D	10	10
E	10	10	E	10	10
F	10	10	F	10	10
G	10	10	G	10	10
H	10	10	H	10	10
I	10	10	I	10	10
J	10	10	J	10	10
K	10	10	K	10	10
L	10	10	L	10	10
M	10	10	M	10	10
N	10	10	N	10	10
O	10	10	O	10	10
P	10	10	P	10	10
Q	10	10	Q	10	10
R	10	10	R	10	10
S	10	10	S	10	10
T	10	10	T	10	10
U	10	10	U	10	10
V	10	10	V	10	10
W	10	10	W	10	10
X	10	10	X	10	10
Y	10	10	Y	10	10
Z	10	10	Z	10	10

LONEL RICHE
Penny Lane (Motown)
LP: Can't Slow Down

Regional	221/16	96%	National	221/16	96%
A	10	10	A	10	10
B	10	10	B	10	10
C	10	10	C	10	10
D	10	10	D	10	10
E	10	10	E	10	10
F	10	10	F	10	10
G	10	10	G	10	10
H	10	10	H	10	10
I	10	10	I	10	10
J	10	10	J	10	10
K	10	10	K	10	10
L	10	10	L	10	10
M	10	10	M	10	10
N	10	10	N	10	10
O	10	10	O	10	10
P	10	10	P	10	10
Q	10	10	Q	10	10
R	10	10	R	10	10
S	10	10	S	10	10
T	10	10	T	10	10
U	10	10	U	10	10
V	10	10	V	10	10
W	10	10	W	10	10
X	10	10	X	10	10
Y	10	10	Y	10	10
Z	10	10	Z	10	10

DIANA ROSS
Swept Away (RCA)
LP: Swept Away

Regional	198/2	81%	National	198/2	81%
A	10	10	A	10	10
B	10	10	B	10	10
C	10	10	C	10	10
D	10	10	D	10	10
E	10	10	E	10	10
F	10	10	F	10	10
G	10	10	G	10	10
H	10	10	H	10	10
I	10	10	I	10	10
J	10	10	J	10	10
K	10	10	K	10	10
L	10	10	L	10	10
M	10	10	M	10	10
N	10	10	N	10	10
O	10	10	O	10	10
P	10	10	P	10	10
Q	10	10	Q	10	10
R	10	10	R	10	10
S	10	10	S	10	10
T	10	10	T	10	10
U	10	10	U	10	10
V	10	10	V	10	10
W	10	10	W	10	10
X	10	10	X	10	10
Y	10	10	Y	10	10
Z	10	10	Z	10	10

BILLY SQUIER
All Right Live (Capitol)
LP: Signs On Live

Regional	62/18	28%	National	62/18	28%
A	10	10	A	10	10
B	10	10	B	10	10
C	10	10	C	10	10
D	10	10	D	10	10
E	10	10	E	10	10
F	10	10	F	10	10
G	10	10	G	10	10
H	10	10	H	10	10
I	10	10	I	10	10
J	10	10	J	10	10
K	10	10	K	10	10
L	10	10	L	10	10
M	10	10	M	10	10
N	10	10	N	10	10
O	10	10	O	10	10
P	10	10	P	10	10
Q	10	10	Q	10	10
R	10	10	R	10	10
S	10	10	S	10	10
T	10	10	T	10	10
U	10				

WEEK

5**AIR Priorities**

WEEK

5**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 24, 1984.

TITLE	ARTIST	LABEL
THE BELLE OF ST. MARK	SHEILA E.	WARNER BROS.
CATCH MY FALL	BILLY IDOL	CHRYSALIS
LOVE AGAIN	J. DENVER & S. VARTAN	RCA
HAMMER TO FALL	QUEEN	CAPITOL
HELLO AGAIN	CARS	ELEKTRA

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, October 25, 1984.

TITLE/CUTS	ARTIST	LABEL
JOHN JARRETT'S TRIBE "Trouble" "Nature"	JOHN JARRETT'S TRIBE	CAPITOL

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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Contemporary Hit Radio

Continued from Back Page

BREAKERS

HUEY LEWIS & THE NEWS

Walking On A Thin Line (Chrysalis)

83% of our reporters on it. Moves: Up 19, Debuts 80, Same 40, Down 0. Adds 61 including B104, WAVA, WNVZ, Q102, KDWB-FM, KPKE, KNBQ. See Parallels, debuts at number 37 on the CHR chart.

PAT BENATAR

We Belong (Chrysalis)

69% of our reporters on it. Moves: Up 0, Debuts 1, Same 0, Down 0, Adds 166 including WXKS-FM, Z100, Z93, WLS-FM, WGCL, KIIS-FM, KPLUS. Complete airplay in Parallels.

PETER WOLF

I Need You Tonight (EMI America)

62% of our reporters on it. Moves: Up 28, Debuts 33, Same 70, Down 0, Adds 19 including KHTR, KIMN, A103, 93Q, G100, KOFM, KMQ. Complete airplay in Parallels.

NEW & ACTIVE

MARIA VIDAL "Body Rock" (EMI America) 143/6

Moves: Up 77, Debuts 7, Same 51, Down 2, Adds 6, WHTX, KITS, WHYY-FM, KIK, KKFM, KIST, WXKS-FM 28-20, B94 22-19, 94Q 26-22, WCZY 39-34, Q100 31-26, WFM 28-21, WRQN 29-25, KEYN-FM 20-15, KCDDQ 12-10.

DAN HARTMAN "We Are The Young" (MCA) 140/22

Moves: Up 11, Debuts 37, Same 70, Down 0, Adds 22 including WGCL, KWK, KIMN, WNOK-FM, WDCG, G100, KBFM, WVIC, KRBD, KQXR, KBOS, WKIZ, WYKS, Y94, KTRS.

JULIAN LENNON "Valotte" (Atlantic) 134/61

Moves: Up 3, Debuts 28, Same 42, Down 0, Adds 61 including CKGM, PRO-FM, 94Q, KAFM, WCZY, KHTR, KIMN, KZZP, KWOD, WMAAR, WFMI, KRQ, WIGY, Q101, Y94.

JOHN WAITE "Tears" (EMI America) 128/48

Moves: Up 6, Debuts 32, Same 42, Down 0, Adds 48 including WBLL, PRO-FM, KAFM, WGLCL, KWK, KPLUS, WLAN-FM, KSET-FM, KRGO, KBOS, KCPX, OK100, T94, KXLS-FM, K86.

MATTHEW WILDER "Bouncing Off The Walls" (Private/ICBS) 126/7

Moves: Up 44, Debuts 17, Same 58, Down 0, Adds 7, KHTR, WKFM, KRBD, T94, KIN, 99K, KWTO-FM, WXKS-FM 34-29, WPHD 29-28, WCAU-FM 30-24, WASH 30-26, WLOL-FM 28-24, XTRA 30-27, KO93 27-23, WHSJ 11-6.

SAM HARRIS "Sugar Don't Bite" (Motown) 121/18

Moves: Up 36, Debuts 26, Same 40, Down 1, Adds 18 including B104, B94, 94Q, Z93, Q105, Q103, WPST, KXX106, WHYY-FM, Y106, WZPL, KNMQ, KO93, KTRX, KGH0.

GLENN FREY "The Allnighter" (MCA) 116/1

Moves: Up 51, Debuts 14, Same 49, Down 1, Adds 1, 94TX, WNY 32-29, K104 37-25, KSET-FM 28-22, WOKI 36-30, WFM1 37-28, G100 21-16, KZIO 39-32, Z239 29-25, KQMG 39-29, KSKD 38-34, WKHI 40-35, Q101 39-35, WHTX 27-21, OK95 19-15.

RED SPEEDWAGON "I Dowanna Know" (Epic) 113/111

Moves: Up 0, Debuts 0, Same 2, Down 0, Adds 111 including WNY5, WPHD, WCAU-FM, WHTX, WAVA, Q105, 896, KBQR, KDOB-FM, KWK, WLOL-FM, KIMN, KMJ, KWOD, 92X.

SCANDAL featuring PATTY SMYTH "Hands Tied" (Columbia) 110/43

Moves: Up 1, Debuts 20, Same 46, Down 0, Adds 43 including WHTT, WXKS-FM, WBLL, PRO-FM, Z93, KAFM, 93FM, WHYY, KIMN, KZZP, KMBQ, WKKE, WOKI, WVIC, KHYY.

STEVE MILLER BAND "Shangri-La" (Capitol) 100/3

Moves: Up 31, Debuts 12, Same 54, Down 0, Adds 3, WMEE, WZPL, WGLF, WNY5 34-30, WPHD 33-29, KPLUS 33-27, KNBQ 34-29, WRQN 39-34, KSKD 39-33, KDOB-FM 32-28, WYQZ 39-33, KQIZ-FM 27-23, WAZY-FM 28-17, KQ9T 32-24, KBM 36-26.

CARS "Hello Again" (Elektra) 98/95

Moves: Up 0, Debuts 1, Same 2, Down 0, Adds 95 including WHTT, WXKS-FM, WNY5, WPHD, WCAU-FM, Z93, KAFM, B96, KBEG, KWK, KPKE, KMJ, KS103, KWSS, KPLUS, KUBE.

NEW EDISON "Cool It Now" (MCA) 96/23

Moves: Up 35, Debuts 18, Same 20, Down 0, Adds 23 including KITS, WMAAR, WYSR, KWC, WJZR, KAMZ, Y106, WRVQ, KJ103, KQXR, KYNO-FM, WKHI, WKSF, WCLL-FM, KHXX.

ROGER HODGSON "Had A Dream (Sleeping With The Enemy)" (A&M) 93/20

Moves: Up 11, Debuts 9, Same 54, Down 0, Adds 20 including WCAU-FM, B96, WKTI, WFLY, WKFM, WPST, WBBQ, WKDD, WKFR, KEYN-FM, WHOT, KF95, WOAY, WJAD, KTRS.

TOTO "Stranger In Town" (Columbia) 92/92

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 92 including WNY5, WPHD, WCAU-FM, WHTX, 94Q, KDWB-FM, KIMN, Q103, KIS-FM, KOPA, KZZP, KS103, KPLUS, KNBQ, KJ103.

KISS "Heaven's On Fire" (Mercury/PolyGram) 92/17

Moves: Up 12, Debuts 22, Same 41, Down 0, Adds 17 including WPHD, PRO-FM, Q105, WBBQ, WABB-FM, WRNO, Z98, 92X, WMEE, WZUU, KQKQ, KQMG, KTDY, KF9Y, KRSP.

JERMAINE JACKSON "Do What You Do" (Arista) 89/89

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 89 including WXKS-FM, CKOI, PRO-FM, 94Q, Z93, KAFM, WHYY, KOPA, KMJK, MF102, KS103, WERZ, KSET-FM, Z299, KSKD.

JACKSONS "Body" (Epic) 78/76

Moves: Up 2, Debuts 0, Same 0, Down 0, Adds 76 including WHTT, WXKS-FM, WNY5, WBLL, Z100, PRO-FM, 94Q, Y100, WCZY, WHYY, KBEG, Q103, KOPA, WKEE, KJ103.

BILLY SQUIER "Ah Night Long" (Capitol) 63/18

Moves: Up 2, Debuts 9, Same 33, Down 1, Adds 18 including WHYY, KPLUS, WZYP, WOKI, G100, WQUE-FM, KMKG, WMEE, WVIC, WHOT, WDCM, WKFM, KILE, WAZY-FM, KGH0.

MOST ADDED

PAT BENATAR (166)
We Belong (Chrysalis)
RED SPEEDWAGON (111)
I Dowanna Know (Epic)
CARS (95)
Hello Again (Elektra)
TOTO (92)
Stranger In Town (Columbia)
JERMAINE JACKSON (89)
Do What You Do (Arista)
JACKSONS (76)
Body (Epic)

HOTTEST

PRINCE (174)
Purple Rain (WB)
BILLY OCEAN (144)
Caribbean Queen (Jive/Arista)
STEVIE WONDER (125)
I Just Called To Say I Love You (Motown)
CHICAGO (123)
Hard Habit To Break (WB)
WHAM! (120)
Wake Me Up Before You Go-Go (Columbia)
J. CAFFERTY & BEAVER BROWN BAND (54)
On The Dark Side (Scotti Bros./CBS)

JOE COCKER "Edge Of A Dream (Theme From 'Teachers'))" (Capitol) 54/21
Moves: Up 1, Debuts 7, Same 25, Down 0, Adds 21 including WPHD, CKGM, CKOI, CHUM, WHYY, WPST, WRCK, KZZB, WJZR, WJZD, WKRX, FMK, Z299, KEYN-FM, WGLF.
STEPHEN STILLS featuring MICHAEL FINNIGAN "Can't Let Go" (Atlantic) 53/6
Moves: Up 7, Debuts 3, Same 17, Down 2, Adds 6, WKFM, KDOB-FM, WQMP-FM, WSOV, Q101, KHXX, WHTT 4-37, WRNO 39-35, KTFM 33-30, Z299 4-35, KRBD 39-26, KQ93 29-26, KTDY 39-36, KCRB 38-35, WPST 4-40, KXII 38-33.
JEFFREY OSBORNE "Don't Stop" (A&M) 50/11
Moves: Up 5, Debuts 7, Same 27, Down 0, Adds 11, Z93, WOKI, WFM1, KF95, 103CR, WSOV, WCGQ, KNOE-FM, KKQV, 99KQ, KBIM, PRO-FM 4-29, 94Q 4-29, FM102 4-29, KIKI 39-33.

SIGNIFICANT ACTION

BAND OF GOLD "Love Songs Are Back Again" (RCA) 49/11
Moves: Up 10, Debuts 4, Same 24, Down 0, Adds 11, WXKS-FM, 94Q, WPST, WHYY, Z102, KKQV, WWSL, 99KQ, KHYX, SLY96, OK95, Z93 29-22, KUBE 30-28, KNBQ 37-35, Z100 35-29, KSET-FM 30-20.
VAN HALEN "Hot For Teacher" (WB) 46/45
Moves: Up 0, Debuts 1, Same 0, Down 0, Adds 45 including WHTT, WNY5, WPHD, WCAU-FM, B96, KMJ, K104, WVIC, Q100, K106, WFLY, WSSX, WANS-FM, XKT104, WJXQ, KJ103, KEYN-FM.
FRANKIE GOES TO HOLLYWOOD "Two Tribes" (Island) 46/13
Moves: Up 5, Debuts 9, Same 17, Down 2, Adds 13, Z100, WASH, WHYY, WFLY, WKEE, WLAN-FM, WZYP, KMKG, WCGO, KILE, T94, KKQV, 99KQ, KIS-FM 38-25, XTRA 40-35.
TWISTED SISTER "I Wanna Rock" (Atlantic) 46/8
Moves: Up 11, Debuts 9, Same 18, Down 0, Adds 8, WERZ, WHYY, WJZR, WABB-FM, WZKS, KDOB-FM, WFBQ, KKQV, 195-5-26, B97 25-20, KPLUS 36-33, KZFM 24-22, XKT104 31-24, WRNO 25-20, KXXX 25-20.
MOLLY HATCHETT "Satisfied Man" (Epic) 42/6
Moves: Up 2, Debuts 4, Same 30, Down 0, Adds 6, WVSR, WJZR, KHYY, WQMP-FM, KNOE-FM, KKQV, WPHD on, WHYY 4-35, KTRS, WKZR-FM 4-40, Z299 4-34, Z104 4-39, KQXR 40-36, WOAY 4-37, KBIM 4-36.
UZ "Pride In The Name Of Love" (Island) 39/30
Moves: Up 1, Debuts 4, Same 4, Down 0, Adds 30 including WHTT, WXKS-FM, WNY5, WPHD, CKOI, CFTR, 195, KIIS-FM, KMJ, KUBE, Q100, WERZ, Z106, KVIC, WJXQ.
TIMOTHY B. SCHMIT "Playin' It Cool" (Asylum) 38/10
Moves: Up 0, Debuts 6, Same 22, Down 0, Adds 10, KZZB, WZLD, KSET-FM, WRQN, KSKD, WKHI, KILE, WWSL, WAZY-FM, KTRS, WKZR-FM 4-40, Z299 4-34, Z104 4-39, KQXR 40-36, WOAY 4-37, KBIM 4-36.
REBBIE JACKSON "Contende" (Columbia) 36/6
Moves: Up 8, Debuts 5, Same 18, Down 1, Adds 6, WASH, Z106, KXK106, WBCY, KSET-FM, KTFM, WXKS-FM 39-36, WCAU-FM 39-28, 94Q 22-14, Z93 19-10, 195 32-28, WHYY 4-29, K104 31-30, OK100 18-17, KIST 40-35.
AL JARREAU "After All" (WB) 34/3
Moves: Up 1, Debuts 2, Same 28, Down 0, Adds 3, Q100, Z299, WHOT, WXKS-FM on, WCAU-FM on, 94Q on, WPST on, WNOK-FM on, KAMZ on, WANS-FM on, KO93 31-24, OK100 4-40, 95XIL 4-36.
JACK WAGNER "All I Need" (Quest/WB) 32/12
Moves: Up 4, Debuts 7, Same 7, Down 2, Adds 12, B104, Q103, K104, Z106, KAMZ, KRGO, Z98, KZIO, OK100, 95XIL, WSOV, WJXV, KVIC 26-17, KJ103 35-20, WOAY 8-7.

STEPHANIE MILLS "The Medicine Song" (Casablanca/PolyGram) 26/11
Moves: Up 2, Debuts 2, Same 11, Down 0, Adds 11, Q102, KOPA, KITS, WJZD, WANS-FM, KMKG, KHOP, KCAQ, KDOB-FM, KWES, KHXX, Y100 32-31, KIS-FM 4-37, WZKS 30-29.
SHEILA E. "The Belle Of St. Mark" (WB) 25/25
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 25 including 195, KIIS-FM, FM102, KUBE, KNBQ, WTRC-FM, WBBO, KWIC, WBCY, WFM1, KQMG, KCAQ, KSKD, KRQ.
MARC ANTHONY THOMPSON "So Fine" (WB) 25/7
Moves: Up 3, Debuts 2, Same 13, Down 0, Adds 7, KAMZ, KIK, KF95, WKZ, WQMP-FM, KHXX, OK95, WXKS-FM on, WPHD on, FM102 on, WBBQ 4-40, WJZR 29-26, WZYP 4-40, WKOD 35-34, WDCM 33-29.

EUROGLIDERS "Heaven Must Be There" (Columbia) 14/7
Moves: Up 1, Debuts 0, Same 8, Down 0, Adds 7, WXKS-FM, WOKI, WFBQ, WQMP-FM, WJAD, KKQV, WBNQ, WPHD on, CKOI on, KQXR on, WFM1 on, KDVI on, KZZE on, OK95 37-32.
SCORPIONS "I'm Leaving You" (Mercury/PolyGram) 12/7
Moves: Up 1, Debuts 0, Same 4, Down 0, Adds 7, WPHD, WOKI, KSKD, WWSL, WSPST, KBIM, OK95, KWIC on, WJXQ 40-37, WRQN on, WSOV on, DP, WJAD on.
BOB SEGER "Understanding" (Capitol) 12/5
Moves: Up 1, Debuts 3, Same 3, Down 0, Adds 5, CHUM, WYFM, WJQB, KKXL-FM, KKRC, WGLC 4-26, WCZY on, K104 on, KQXR on, OK100 4-26, 95XIL 39-27, WKVI 4-39.
JOHN PARR "Naughty Naughty" (Atlantic) 12/2
Moves: Up 1, Debuts 1, Same 8, Down 0, Adds 4, KWIC, WWSL, KPLUS 39-32, K104 on, WHTT on, OK100 on, 95XIL on, KFGW on, WRKR on, WFM1 on, KCDQ on, OK95 4-37.
RATT "Wanted Man" (Atlantic) 12/0
Moves: Up 2, Debuts 2, Same 8, Down 0, Adds 0, KWIC on, WZLD on, WJXQ 30-27, WZUU on, WJAD on, WQXN 4-38, WCLL-FM 4-34, OK95 24-32.

INXS "Bum For You" (Atco) 10/3
Moves: Up 1, Debuts 2, Same 7, Down 0, Adds 3, WRCK, WHTT, WRQN, Q100 on, WYSR on, WKZR-FM on, WZKS on, WJXQ on, WWSL on, KZOO 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.



We Want This Woman Rubbed Out.

She's dangerous and knows how to use her body as a weapon. But if you want to stay on top of this business you'll have to do as we say.

Quietly pick up the postcard of her that's lying on your desk. Reach for a coin, flash a deceptive smile, then let her have it.

It's a dirty business. And for those of you who can't stand the sight of scratch-off we *recommend an accomplice.*



RADIO & RECORDS

Contemporary Hit Radio

These Top 40 Tracks Were Most Popular

1	STEVIE WONDER/Just Called To Say... (Motown)	1
2	BILLY OCEAN/Caribbean Queen (No More Love...) (Jive/Arista)	2
3	CHICAGO/Hard Habit To Break (WB)	3
4	PRINCE/Purple Rain (WB)	4
5	WHAM!/Wake Me Up Before You Go-Go (Columbia)	5
6	JOHN CAFFERTY &.../On The Dark Side (Scotti Bros./CBS)	6
7	ROD STEWART/Some Gys Have All The Luck (WB)	7
8	MADONNA/Lucky Star (Sire/WB)	8
9	DENNIS DAVOYNG/Desert Moon (A&M)	9
10	ELTON JOHN/Who Wears These Shoes? (Geffen)	10
11	DARYL HALL & JOHN OATES/Out Of Touch (RCA)	11
12	PRINCE/Let's Go Crazy (WB)	12
13	TINA TURNER/Better Be Good To Me (Capitol)	13
14	POINTIER SISTERS/I'm So Excited (Planet/RCA)	14
15	DAVID BOWIE/Blue Jean (EMI America)	15
16	SHEENA EASTON/Strut (EMI America)	16
17	BRUCE SPRINGSTEEN/Cover Me (Columbia)	17
18	CHAKA KHAN/I Feel For You (WB)	18
19	CYNDI LAUPER/All Through The Night (Portrait/CBS)	19
20	DAVID BOWIE/Blue Jean (EMI America)	20
21	DIANA ROSS/Swept Away (RCA)	21
22	LIONEL RICHIE/Penny Lover (Motown)	22
23	K.ROGERS W/K. CARNES & J.INGRAM/What About Me? (RCA)	23
24	SHEILA E./The Glamorous Life (WB)	24
25	SURVIVOR/I Can't Hold Back (Scotti Bros./CBS)	25
26	CULTURE CLUB/The War Song (Virgin/Epic)	26
27	PAUL McCARTNEY/No More Lonely Nights (Columbia)	27
28	COREY HART/It Ain't Enough (EMI America)	28
29	RICK SPRINGFIELD/Don't Drop (RCA)	29
30	JOHN WAITE/Missing You (EMI America)	30
31	STEVE PERRY/Strung Out (Columbia)	31
32	SPECIAL/Teacher Teacher (Capitol)	32
33	SAMMY HAGARI/Can't Drive 55 (Geffen)	33
34	FIXX/Are We Ourselves? (MCA)	34
35	ROMEO VAID/A Girl In Trouble (Is A...) (41/5/Columbia)	35
36	HONEYDRIPPERS/Sea Of Love (Es Paranza/At.)	36
37	HUEY LEWIS &.../Walking On A Thin Line (Chrysalis)	37
38	TOMMY SHAW/Guns With Guns (A&M)	38
39	SCANDAL featuring PATTY SMYTH/The Warrior (Columbia)	39
40	CYNDI LAUPER/She Bop (Portrait/CBS)	40

NSA Begins on Page 55

1	STEVIE WONDER/Just Called To Say... (Motown)	1
2	K.ROGERS W/K. CARNES & J.INGRAM/What About Me? (RCA)	2
3	CHICAGO/Hard Habit To Break (WB)	3
4	LIONEL RICHIE/Penny Lover (Motown)	4
5	BILLY OCEAN/Caribbean Queen (No More Love...) (Jive/Arista)	5
6	DENNIS DAVOYNG/Desert Moon (A&M)	6
7	BARBRA STREISAND/In The Dark (Columbia)	7
8	R. MACDONALD/T.B. WITHERS/In The Name... (Polydor/PG)	8
9	ELTON JOHN/Who Wears These Shoes? (Geffen)	9
10	WHAM!/Wake Me Up Before You Go-Go (Columbia)	10
11	CARS/Drive (Elektra)	11
12	EVERLY BROTHERS/On The Wings Of A... (Mercury/PG)	12
13	BARRY GIBB/Shine Shine (MCA)	13
14	DARYL HALL & JOHN OATES/Out Of Touch (RCA)	14
15	A. MURRAY W/D. LOGGINS/Nobody Loves Me Like... (Capitol)	15
16	PAUL McCARTNEY/No More Lonely Nights (Columbia)	16
17	MADONNA/Lucky Star (Sire/WB)	17
18	JOHN WAITE/Missing You (EMI America)	18
19	AMERICA/Special Girl (Capitol)	19
20	SERGIO MENDES/Real Life (A&M)	20
21	CYNDI LAUPER/All Through The Night (Portrait/CBS)	21
22	LAURA BRANIGAN/The Lucky One (Atlantic)	22
23	JULIO IGLESIAS/Moonlight Lady (Columbia)	23
24	POINTIER SISTERS/I'm So Excited (Planet/RCA)	24
25	AL JARREAU/After All (WB)	25

Adult/Contemporary

1	STEVIE WONDER/Just Called To Say... (Motown)	1
2	K.ROGERS W/K. CARNES & J.INGRAM/What About Me? (RCA)	2
3	CHICAGO/Hard Habit To Break (WB)	3
4	LIONEL RICHIE/Penny Lover (Motown)	4
5	BILLY OCEAN/Caribbean Queen (No More Love...) (Jive/Arista)	5
6	DENNIS DAVOYNG/Desert Moon (A&M)	6
7	BARBRA STREISAND/In The Dark (Columbia)	7
8	R. MACDONALD/T.B. WITHERS/In The Name... (Polydor/PG)	8
9	ELTON JOHN/Who Wears These Shoes? (Geffen)	9
10	WHAM!/Wake Me Up Before You Go-Go (Columbia)	10
11	CARS/Drive (Elektra)	11
12	EVERLY BROTHERS/On The Wings Of A... (Mercury/PG)	12
13	BARRY GIBB/Shine Shine (MCA)	13
14	DARYL HALL & JOHN OATES/Out Of Touch (RCA)	14
15	A. MURRAY W/D. LOGGINS/Nobody Loves Me Like... (Capitol)	15
16	PAUL McCARTNEY/No More Lonely Nights (Columbia)	16
17	MADONNA/Lucky Star (Sire/WB)	17
18	JOHN WAITE/Missing You (EMI America)	18
19	AMERICA/Special Girl (Capitol)	19
20	SERGIO MENDES/Real Life (A&M)	20
21	CYNDI LAUPER/All Through The Night (Portrait/CBS)	21
22	LAURA BRANIGAN/The Lucky One (Atlantic)	22
23	JULIO IGLESIAS/Moonlight Lady (Columbia)	23
24	POINTIER SISTERS/I'm So Excited (Planet/RCA)	24
25	AL JARREAU/After All (WB)	25

1	STEVIE WONDER/Just Called To Say... (Motown)	1
2	K.ROGERS W/K. CARNES & J.INGRAM/What About Me? (RCA)	2
3	CHICAGO/Hard Habit To Break (WB)	3
4	LIONEL RICHIE/Penny Lover (Motown)	4
5	BILLY OCEAN/Caribbean Queen (No More Love...) (Jive/Arista)	5
6	DENNIS DAVOYNG/Desert Moon (A&M)	6
7	BARBRA STREISAND/In The Dark (Columbia)	7
8	R. MACDONALD/T.B. WITHERS/In The Name... (Polydor/PG)	8
9	ELTON JOHN/Who Wears These Shoes? (Geffen)	9
10	WHAM!/Wake Me Up Before You Go-Go (Columbia)	10
11	CARS/Drive (Elektra)	11
12	EVERLY BROTHERS/On The Wings Of A... (Mercury/PG)	12
13	BARRY GIBB/Shine Shine (MCA)	13
14	DARYL HALL & JOHN OATES/Out Of Touch (RCA)	14
15	A. MURRAY W/D. LOGGINS/Nobody Loves Me Like... (Capitol)	15
16	PAUL McCARTNEY/No More Lonely Nights (Columbia)	16
17	MADONNA/Lucky Star (Sire/WB)	17
18	JOHN WAITE/Missing You (EMI America)	18
19	AMERICA/Special Girl (Capitol)	19
20	SERGIO MENDES/Real Life (A&M)	20
21	CYNDI LAUPER/All Through The Night (Portrait/CBS)	21
22	LAURA BRANIGAN/The Lucky One (Atlantic)	22
23	JULIO IGLESIAS/Moonlight Lady (Columbia)	23
24	POINTIER SISTERS/I'm So Excited (Planet/RCA)	24
25	AL JARREAU/After All (WB)	25

NSA Begins on Page 55

Black/Urban

1	DAVID BOWIE/Blue Jean (EMI America)	1
2	U2/Pride (In The Name Of Love) (Island)	2
3	SURVIVOR/I Can't Hold Back (Scotti Bros./CBS)	3
4	SPECIAL/Teacher Teacher (Capitol)	4
5	BOB SEGER/Understanding (Capitol)	5
6	ROGER HODGSON/Had A Dream (Sleeping...) (A&M)	6
7	J. CAFFERTY &.../On The Dark Side (Scotti Bros./CBS)	7
8	HONEYDRIPPERS/Rockin' At Midnight (Es Paranza/At.)	8
9	TOMMY SHAW/Guns With Guns (A&M)	9
10	SAMMY HAGARI/Can't Drive 55 (Geffen)	10
11	JOHN WAITE/Tears (EMI America)	11
12	KISS/Heaven's On Fire (Mercury/PG)	12
13	PAT BENATAR/We Belong (Chrysalis)	13
14	SCANDAL/PATTY SMYTH/Beat Of A... (Columbia)	14
15	HALL & OATES/Out Of Touch (RCA)	15
16	STEVE PERRY/Strung Out (Columbia)	16
17	JULIAN LENNON/Valotte (Atlantic)	17
18	MOLLY HATCHET/Satisfied Man (Epic)	18
19	ZEBRA/Bears (Atlantic)	19
20	FIXX/Are We Ourselves? (MCA)	20
21	REX SPEEDWAGON/Dowanna Know (Epic)	21
22	TINA TURNER/Better Be Good To Me (Capitol)	22
23	BRUCE SPRINGSTEEN/Cover Me (Columbia)	23
24	PAUL McCARTNEY/No More Lonely Nights (Columbia)	24
25	PRINCE/Purple Rain (WB)	25
26	ELTON JOHN/Who Wears These Shoes? (Geffen)	26
27	DOKKEN/Into The Fire (Elektra)	27
28	FIXX/Sunshine In The Shade (MCA)	28
29	EDDIE MONEY/I'm Moving On (Polydor/PG)	29
30	JETHRO TULL/Lap Of Luxury (Chrysalis)	30

Complete Tracks Chart on Page 71

1	CHAKA KHAN/I Feel For You (WB)	1
2	NEW EDITION/Cool It Now (MCA)	2
3	REBBIE JACKSON/Centerfold (Columbia)	3
4	STEVIE WONDER/Just Called To Say... (Motown)	4
5	DIANA ROSS/Swept Away (RCA)	5
6	TIME/Jungle Love (WB)	6
7	GIMME/Jealous (WB)	7
8	LEON HAYWOOD/Tenderoni (Modern/Atco)	8
9	PRINCE/Purple Rain (WB)	9
10	ASHFORD & SIMPSON/Solid (Capitol)	10
11	TINA TURNER/Better Be Good To Me (Capitol)	11
12	VANITY/Pretty Mess (Motown)	12
13	JANET JACKSON/Don't Stand Another Chance (A&M)	13
14	CONTROL/Control (MCA)	14
15	JEFFREY OSBORNE/Don't Stop (A&M)	15
16	STAPLE SINGERS/Slippery People (Private I/CBS)	16
17	STEPHANIE MILLS/The Medicine Song (Casablanca/PG)	17
18	LIONEL RICHIE/Penny Lover (Motown)	18
19	DAZZ BAND/Let It All Blow (Motown)	19
20	KASHIF/Are You The Woman (Motown)	20
21	DONALD W. WITHERS/In The Name... (Polydor/PG)	21
22	GLENN JONES/Show Me (RCA)	22
23	TEDDY PENDERGASS/You're My Choice... (Asylum)	23
24	PRIME TIME/Owe It To Myself (Total Experience/RCA)	24
25	LAKEIDE/Make My Day (Solar/Elektra)	25
26	E. "CHAMPAGNE" KING/Just For The Night (RCA)	26
27	ISLEY/JASPER/LEVE/Look The Other... (CBS Associated)	27
28	DENICE WILLIAMS/Black Buttefly (Columbia)	28
29	APOLLONIA 6/Sex Shooter (WB)	29
30	PRINCE/Let's Go Crazy (WB)	30
31	ALICIA MERS/You Get The Best From Me... (MCA)	31
32	BAR-KAY/Sex-O-Matic (Mercury/PG)	32
33	DARYL HALL & JOHN OATES/Out Of Touch (RCA)	33
34	SMOKE ROBINSON/I Can't Find (Tama/Motown)	34
35	FORCE M.D.'s/Tears (Tommy Boy)	35
36	WHODINI/Friends (Jive/Arista)	36
37	MADONNA/Lucky Star (Sire/WB)	37
38	JERMAIN STEWART/The Word Is Out (Arista)	38
39	JACKSONS/Torture (Epic)	39
40	AL JARREAU/After All (WB)	40

NSA Begins on Page 58