THE GAVIN REPORT

One Hallidie Plaza, Suite 725 San Francisco, California 94102

Date September 28, 1984

FIRST CLASS U.S. POSTAGE PAID

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FIRST CLASS

OZYDOTEPRABBE AMANDA TEPPER MD WBRUZEM KADIO BB BENEVULENT PRUVIDENCE

SAOR 1 D

21 02906

TOP FORTY

HALL & OATES Out Of Touch (RCA)

COREY HART It Ain't Enough (EMI)

CERTIFIED

A/C

AMERICA Special Girl (Capitol)

SERGIO MENDES Real Life (A&M)

COUNTRY

ANNE MURRAY & DAVE LOGGINS
Nobody Loves Me Like
You Do
(Capitol)

RONNIE MILSAP
Prisoner Of The Highway
(RCA)

ALBUM ALTERNATIVE ACTION

DAVID BOWIE Tonight (EMI)

LET'S ACTIVE
Cypress
(IRS)

THE BLACK PAGE

DIANA ROSS Swept Away (RCA)

NEW EDITION Cool It Now (MCA)

INSIDE

ON THE EVE OF CONSTRUCTION: RED ROCKERS

Issue # 1526



Can't Drive



Produced By TED TEMPLEMAN

From the Geffen Album VOA

7-29173

EL MANAGEMENT/ ED LEFFLER

MYH

POWER TRIO

PRINCE Let's Go Crazy (Warner Brothers)

MADONNA Lucky Star (Sire/Warner Brothers)

CHICAGO Hard Habit To Break (Full Moon/W.B.)

CERTIFIED

HALL & OATES Out Of Touch (RCA)

COREY HART It Ain't Enough (EMI)

RECORD TO WATCH

NEW EDITION Cool It Now (MCA)

Hot Week...see Analysis.

MOST ADDED

▲ CYNDI LAUPER All Through The Night (Portrait) - 158 Adds

LIONEL RICHIE Penny Lover (Motown) - 113 Adds

CULTURE CLUB The War Song (Virgin/Epic) - 113 Adds

September 28, 1984

A = Top New Airplay

1. PRINCE - Let's Go Crazy (Warner Brothers) 2. 1.

4. 2. 2. Cars - Drive (Elektra)

- 6. 5. 3. CHICAGO - Hard Habit To Break (Full Moon/Warner Brothers)
- 4. STEVIE WONDER I Just Called To Say I Love You (Motown) 13. 6.
- 10. 7. 1. 3. 5. MADONNA - Lucky Star (Sire/Warner Brothers)
- 6. John Waite Missing You (EMI)
- 3. 4. 7. Cyndi Lauper - She Bop (Portrait)
- 8. JOHN CAFFERTY & BEAVER BROWN BAND On The Dark Side (Scotti Brothers) 24. 12.
- 20. 16. 9. ROD STEWART - Some Guys Have All The Luck (Warner Brothers)
- 10. BILLY OCEAN Caribbean Queen (Jive/Arista) 25. 19.
- 11. 11. 11. Bruce Springsteen - Cover Me (Columbia)
- 12. ELTON JOHN Who Wears These Shoes? (Geffen) 21. 18.
- 13. Sheila E. The Glamorous Life (Warner Brothers) 12. 13.
- 14. Laura Branigan The Lucky One (Atlantic) 15. 14.
- 28. 20.
- 15. DENNIS DeYOUNG Desert Moon (A&M)
 16. DONNA SUMMER There Goes My Baby (Geffen) 19. 17.
- 17. Scandal The Warrior (Columbia) 9. 10.
- 18. Bananarama Cruel Summer (London/PolyGram)
 19. Huey Lewis & The News If This Is It (Chrysalis) 8. 9.
- 5. 8.
- 27. 23. 20. RICK SPRINGFIELD - Bop 'Til You Drop (RCA)
- 21. Lindsey Buckingham Go Insane (Elektra) 23. 21.
- 22. WHAM! Wake Me Up Before You Go-Go (Columbia) 37. 27.
- 23. DIANA ROSS- Swept Away (RCA)
 24. DAVID BOWIE Blue Jean (EMI) 30. 26.
- 35. 25.
- 25. POINTER SISTERS I'm So Excited (Planet) 33, 30,
- 26. BILLY IDOL- Flesh For Fantasy (Chrysalis) 31. 28.
- 27. The Fixx Are We Ourselves? (MCA) 29. 24.
- 28. PRINCE- Purple Rain (Warner Brothers) --. 35.
- 16. 22. 29. Jacksons - Torture (Epic)
- 34. 31.
- 30. SHEENA EASTON Strut (EMI)
 31. TINA TURNER Better Be Good To Me (Capitol) --. 33.
- 40. 34. 32. KENNY ROGERS- What About Me (RCA)
- 33. HALL & OATES Out Of Touch (RCA) --. --.
- 36. 32.
- 34. Barry Gibb Shine Shine (MCA)
 35. CHAKA KHAN I Feel For You (Warner Brothers) --. 39.
- 36. THOMPSON TWINS You Take Me Up (Arista) 39. 37.
- --. 40.
- 37. STEVE PERRY Strung Out (Columbia)
 38. ROMEO VOID A Girl In Trouble (415/Columbia) --. --.
- 39. SURVIVOR I Can't Hold Back (Scotti Brothers)
 40. Tina Turner What's Love Got To Do With It (Capitol) 7. 15.

CHARTBOUND

CITETITE	Reports	Adds	On	Chart
CYNDI LAUPER - All Through The Night (Portrait)		158	4	
LIONEL RICHIE - Penny Lover (Motown)	138	113	15	10
COREY HART - It Ain't Enough (EMI)	136	82	52	2
SAMMY HAGAR - I Can't Drive 55 (Geffen)	115	57	54	4
CULTURE CLUB - The War Song (Virgin/Epic)	<mark>11</mark> 3	113		

RCA Golden Opportunities



★ DIANA ROSS "SWEPT AWAY"

Produced by Daryl Hall & Arthur Baker Gavin 26-23 BB 26* R&R 26*



★ DARYL HALL & **JOHN OATES** "OUT OF TOUCH"

From the new album "Big Bam Boom" -LP shipping this week

Gavin Debut @ 33 BB 38* R&R 37*



★ KENNY ROGERS "WHAT ABOUT ME?"

Features the performances of Kim Carnes* and James Ingram**

Gavin 34-32 BB 41* R&R 40*



★POINTER SISTERS "I'M SO EXCITED"

The exciting smash single from the certified platinum album

"Break Out" **Produced by Richard Perry**

Gavin 30-25 BB 15*

R&R 22*



* RICK SPRINGFIELD "BOP 'TIL YOU DROP"

SRO world tour '84 now in progress.

Gavin 23-20 BB 25* R&R 17*



adding up to gold:

The Programmer's Choice....

Debuts NEW this week in Gavin A/C. Over 30 Adds including WPIX, WSB-FM.KOST.WFBR.WAIA, KGW, WCCO.KFI Now Crossing CHR

Records and Cassettes

Courtesy of EMI America Records, a division of Capitol Records, Inc. . ** Courtesy of Qwest Records

UP & COMING

September 28, 1984

Artist & Title & Label	Reports	Adds	On	Chart
+Cyndi Lauper-All Through The Night (Portrait)	162	158	4	
+Lionel Richie-Penny Lover (Motown)	138	113	15	10
+Culture Club-The War Song (Virgin/Epic)	113	113		
Everly BrosOn The Wings Of A Nightingale (Mercury)	102	9	58	35
Kennedy & Osborne-The Last TimeLove (A&M)	99	11	57	31
Maria Vidal-Body Rock (EMI)	98	9	75	14
38 Special-Teacher Teacher (Capitol)	92	51	40	1
Glenn Frey-The Allnighter (MCA)	86	40	43	3
Barbra Streisand-Left In The Dark (Columbia)	82	13	57	12
Matthew Wilder-Bouncin' Off The Walls (Private 1)	80	30	49	1
Sam Harris-Sugar Don't Bite (Motown)	70	18	36	16
Tommy Shaw-Girls With Guns (A&M)	70	39	28	3
Honeymoon Suite-New Girl Now (Warner Bros.)	67	3	45	19
MacDonald & Withers-In The Name Of Love (Polydor)	55	7	32	16
*Steve Miller Band-Shangri-La (Capitol)	54	53	1	
Rickie Lee Jones-The Real End (Warner Bros.)	51	7	38	6
Wang Chung-Don't Be My Enemy (Geffen)	38	2	34	2
*Stephen Stills-Can't Let Go (Atlantic)	35	32	2	1
*Janey Street-Say Hello To Ronnie (Arista)	33	<mark>16</mark>	16	1
*Ratt-Wanted Man (Atlantic)	33	15	17	1
Jim Capaldi-I'll Keep Holding On (Atlantic)	32	2	25	5
*New Edition-Cool It Now (MCA)	29	18	7	4
Jefferson Starship-Layin' It On The Line (Grunt/RCA)	29	1	19	9
Freddie Mercury-Love Kills (Columbia)	27	4	23	

⁺Debuts in Chartbound......

Dropped: #29 Night Ranger, #36 Jermaine Jackson, #38 Naked Eyes, Krokus.

415-392-7750

ANALYSIS

PRINCE hangs on to number one, with STEVIE WONDER looking like the best bet to move in as his replacement. Most of this week's chart activity is centered in the top twenty. Three new titles, "Dark Side", "Some Guys", and "Caribbean" enter the top ten, all showing excellent strength. Power Trio welcomes a new member - MADONNA - which is this week's top record in overall airplay, with a total of 248 reports out of a possible 263. CHICAGO remains a close runner-up in both average chart and airplay statistics. ELTON JOHN makes another good move, helped by a strong airplay profile, falling in behind MADONNA and CHICAGO with 242 reports. DENNIS DeYOUNG's "Hit Factor" increases from 10% to 29%, helped by TOM CUDDY at WPRO/FM-Providence taking it 26-20, DAVE ROBBINS, B-96-Chicago 22-16, JIM REITZ, WRCK-Utica 21-16, and 62 others who already have it inside their top twenty. West Coast leading the way on WHAM! with Los Angeles' KIIS/FM topping the list, charting it 18-8 and logging heavy requests. Also on the Go-Go at KUBE/FM-Seattle 16-9, KOZE-Lewiston 18-9, XTRA-San Diego 20-8 and KKHR-Los Angeles #11. An obvious teen favorite as nearly unanimous consensus on immediate phone action. Only PRINCE and POINTER SISTERS survived the log jam on the bottom one-third of this week's Top 40. Those records with slower one and two point moves are unfortunately penalized by the remarkable number of "Up And Coming" new records piled on top of weekly deliveries of singles by major

PRINCE'S "Purple Rain" got a head start with so much early play as an LP cut, but a lot of new additions still coming in. 83 adds this week, including Z100, Z-93, KIMN, KRQ, WCCC, WSPT, WSPK, WPLJ, WLS, KFYR, etc. Consensus from most programmers is that they are doing their own edits, going with slightly longer versions at night. Expect bigger moves on TINA TURNER next week, with key indicators Q104 charting 29-21, WRKR/FM 20-14, WCRO 30-22, KMEL 19-12, B-94 27-19, B-97 24-19, KKXX 21-14, and KMGX 29-21. KENNY ROGERS, CARNES & INGRAM showing similar chart movement. Although not as much overall airplay, J.J. HEMING-WAY at WORD-Spartanburg lists it number 10, plus moves of 17-9 at KLBQ/FM-El Dorado, 20-12 at FM102-Sacramento. HALL & OATES easily pulls off "CERTIFIED" status, with an easy to believe 227 reports and already charting at 53 stations! Seems to be crossover time for this week's "Record To Watch" by NEW EDITION. Three week trend on Black Radio's chart is 22-16-11. New York confirms, charting #17 at WKTU and #29 at Z100. 18 adds including I-95-Miami, WBBQ-Augusta, Q105-Tampa, WHYT-Detroit, KILE-Galveston, Q96-Norwalk, etc. Also keep an eye on the huge European and British hit by FRANKIE GOES TO HOLLYWOOD, "Two Tribes". STEF RYBAK at KC104-New Haven, CT notes "unbelievable" sales on the 12-inch with virutally no airplay in the market. MTV plus Album and Alternative stations are already bangin' it. MIKE SCHAEFER at KIIS/FM is getting significant calls for a record that's not on the air.

^{*}Debuts in Up and Coming...

THE GAVIN REP

THE BLACK PAGE **CH**ARTBOUND



CERTIFIED



RADIO SERVICES



UP & COMING

IMPORT/INDIE ACTION

ANALYSIS

P.D. NOTEBOOK by Eric Norberg



PROMOTIONS



One Hallidie Plaza, Suite 725 San Francisco, California 94102

THE GAVIN REPORT

THE MOST TRUSTED TRADE

Research: Keith Zimmerman Lisa Smith Betty Hollars



415-392-7750

Hit Factor is a percentage of stations playing a record which also have it Top 20. ie: 100 stations playing the record — 60 stations have it in their Top 20 — Hit Factor = 60%.

Total reports this week 263 Last Week 257									
STATIONS CHARTED HIT Deb							Debut		
ARTIST TITLE LABEL	Reports	Adds	1-5	6-10	11-20	20-30	Uncharted		
Madonna-Lucky Star (Sire/Warner Bros.)	248	1	82	110	41	12	2	94%	8/10
Chicago-Hard Habit To Break (Full Moon/W.B.)	242		173	43	21	5		98%	7/27
Elton John-Who Wears These Shoes? (Geffen)	242	4	2	10	92	97	37	43%	8/31
Stevie Wonder-I Just CalledLove You (Motown)	236	3	106	74	45	6	2	95%	8/10
Rod Stewart-Some Guys Have All The Luck (W.B.)	233	2		35	127	59	10	70%	8/17
Wham!-Wake Me Up Before You Go-Go (Columbia)	230	18		6	36	93	77	18%	8/31
John Cafferty-On The Dark Side (Scotti Bros.)	229	5	16	51	105	39	13	75%	8/17
Dennis DeYoung-Desert Moon (A&M)	228	5	1	3	61	120 .	38	29%	8/31
Hall & Oates-Out Of Touch (RCA)	227	49			3	50	125	1%	9/21
Billy Ocean-Caribbean Queen (Jive/Arista)	222	3	16	37	93	54	19	6%	8/17
Prince-Purple Rain (Warner Bros.)	218	83	6	11	25	48	45	19%	9/7
Tina Turner-Better Be Good To Me (Capitol)	214	19		1	17	61	116	88	9/7
David Bowie-Blue Jean (EMI)	211	10	1	2	20	91	87	11%	9/14
Diana Ross-Swept Away (RCA)	206	7	1	2	46	119	31	24%	8/24
Donna Summer-There Goes My Baby (Geffen)	201	1	7	30	131	24	8	84%	8/3
Laura Branigan-The Lucky One (Atlantic)	183		10	44	101	22	6	85%	7/27
Rick Springfield-Bop 'Til You Drop (RCA)	182	6	2	16	77	62	19	52%	8/10
Sheena Easton-Strut (EMI)	181	6		11	41	78	45	19%	8/17
Kenny Rogers-What About Me (RCA)		10		5	13	64	85	10%	9/7
Barry Gibb-Shine Shine (MCA)	175	4		1	15	76	79	98	8/24
Lindsey Buckingham-Go Insane (Elektra)	169		9	24	94	35	7	75%	7/20
Pointer Sisters-So Excited (Planet)	168	8	4	16	51	63	26	42%	8/3
Billy Idol-Flesh For Fantasy (Chrysalis)	168	4	2	16	43	75	28	36%	8/17
Survivor-I Can't Hold Back (Scotti Bros.)	165	34			2	22	107	18	8/31
Chaka Khan-I Feel For You (Warner Bros.)	161	15	1	6	17	40	82	15%	8/31
Thompson Twins-You Take Me Up (Arista)	148	6		1	16	45	80	11%	8/17
Steve Perry-Strung Out (Columbia)	145	9		1	7	33	95	6%	9/7
Romeo Void-A Girl In Trouble (415/Columbia)	143	21		3	5	27	87	6%	8/24
Corey Hart-It Ain't Enough (EMI)	136	82				2	52		8/24
Sammy Hagar-I Can't Drive 55 (Geffen)	115	57			1	3	54	18	9/21
Everly BrosOn The Wings (Mercury/PolyGram)	102	9		2	14	19	58	16%	8/24
Kennedy/Osborne-The Last Time (A&M)	99	11		1	8	22	57	9%	8/24
Sam Harris-Sugar Don't Bite (Motown)	70	18		2	3	11	36	7 %	8/24
Honeymoon Suite-New Girl Now (Warner Bros.)	67	3	1		6	12	45	10%	8/24
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NORTHEAST

Hamilton, ON (Nevin Grant-CKOC) DeYoung, Prince, Culture Club, Siberry.

Toronto, ON (Brad Jones-CHUM) Shaw, Hall & Oates.

Culture Club, 38 Special.

Toronto, ON (Bob Saint-CFTR) Sheila E., Tina T., Jacksons, Prince, Hall & Oates, Culture Club. Bangor, ME (Mike O'Hara-WZON) C. Hart, S. Miller, Culture Club, Lauper, Prince.

Rumford, ME (Michael Rivers-96WMR) Prince,

Hall & Oates, M. Wilder, S. Miller, 38 Special. Ellsworth, ME (Tim Moore-WKSQ) Hall & Oates, Lauper, L. Richie, Stills, Streisand, Survivor,

Rick Springfield.

Boston, MA (White/Donaghey-WXKS/FM) Lauper, Richie, Culture Club, Jonzun Crew, MacDonald, Hagar, Rebbie Jackson, Xavion.

Hanover, NH (David Wachen-WDCR) L. Richie, Lauper, Hart, S. Miller, 38 Special, Culture Club, Wilder, C. McCloud. Providence, RI (Tom Cuddy-PRO/FM) L. Richie,

Culture Club, Rebbie Jackson, C. Hart,

C. Lauper, M. Wilder.

New Haven, CT (S. Rybak-KC101) D. Ross,

C. Lauper, Culture Club, L. Richie.
Norwalk, CT (Raub/Stephan-WLYQ) New Edition, Kennedy/Osborne, Culture Club, Hall and Oates, C. Lauper.

Hartford, CT (Tom Barsanti-WTIC/FM) C. Hart, Kennedy/Osborne, C. Lauper.

Hartford, Ct. (David Grossman-WCCC) Prince, Hall & Oates, L. Richie, C. Lauper, J. Street.

Westport, CT (Storm N. Norman-WEBE/FM) L. Richie, S. Miller.

Buffalo, NY (Roger Christian-WBEN/FM) Miller, 38 Special, Culture Club, C. Lauper, S. Harris.

Utica, NY (Jim Reitz-WRCK) Prince, C. Lauper,

S. Miller, G. Frey, O. Hartman.

Schenectady, NY (Jim Walsh-3WD) S. Miller, S. Harris, C. Hart, M.A. Thompson, C. Lauper Culture Club.

Poughkeepsie, NY (Bob Weil-WJJB) 38 Special,

S. Miller, H. Suite, T. Shaw, New Edition, L. Richie, Prince, GoGos, Beau Coup.

Poughkeepsie, NY (Chris Leide-WSPK) Prince, Culture Club, J. Street, S. Miller, S. Hagar, New Edition, C. Lauper, T. Shaw.

Long Island, NY (Terry/Tolson-WBLI) Culture Club,

C. Lauper, L. Richie.

New York, NY (Neil McIntyre-WKTU) Culture Club, C. Lauper, Jacksons, Bowie, R. Springfield, Bronski Beat, Mercury.

New York, NY (Tonacci/Berger-WPLJ) J. Cafferty, Kennedy/Osborne, Prince, Culture Club, Wham. New York, NY (Scott Shannon-Z100) Prince,

C. Lauper.

MID-ATLANTIC

Philadelphia, PA (Art Tiller-Z106) S. Hagar, C. Hart, L. Richie, C. Lauper, Culture Club,

Williamsport, PA (Cruz/Williams-WSQV) Prince, S. Easton, Wham, B. Gibb, C. Khan, G. Frey, C. Lauper, D. Hartman, Kennedy/Osborne, Hagar, Ratt, M. Vidal.

<u>Hazleton, PA</u> (Melanie Apple-WAZL) C. McVie G. Frey, C. Lauper, Prince, R. Void.

Erie, PA (Mark Edwards-WJET) Tina, Hall & Oates,

Prince, Pointers, B. Ocean, Wham, Fixx.

Altoona, PA (Tony Booth-WFBG) Survivor, Richie,
Hart, 38 Special, Street, T. Shaw.

Pittsburgh, PA (Todd Chase-WHTX) C. Lauper,

S. Easton, Culture Club.

Pittsburgh, PA (Zapoleon/Kelly-B-94) Culture Club,

C. Lauper, R. Void, DeYoung, J. Street.

Johnstown, PA (Rich Kelly-WCRO) Prince, Hall & Oates,
L. Richie, Streisand, Culture Club, Bowie, DeYoung.

Trenton, NJ (Tom Taylor-WPST) Frey, C. Hart,

Provided Streisand

C. Lauper, L. Richie, R. Void, S. Stills.

Asbury Park, NJ (Dennis O'Mara-WJLK) L. Richie, Culture Club, S. Miller, 38 Special, Survivor, C. Lauper, C. Khan.
Ocean City, MD (Jack Gillen-WKHI) C. Lauper,

S. Harris, Culture Club, S. Miller, R.L. Jones. Baltimore, MD (Kingston/Kronthal-B104) L. Richie,

C. Hart, DeYoung, C. Lauper, S. Hagar.

Washington, DC (Smokey Rivers-WAVA) C. Hart. Washington, DC (Burns/Taten-Q107) L. Richie, D. Ross,

J. Cafferty, Bowie. Lynchburg, VA (Wayne Fanning-WGOL) Hall & Oates, S. Hagar, L. Richie, C. Lauper, Culture Club.

<u>Salisbury, NC</u> (Doug Rice-WSTP) Stills, L. Richie, C. Lauper, Survivor.

Sanford, NC (Brad McKee-WFJA) C. Hart, S. Hagar, Ratt, Stills, Prince, Beau Coup.

Durham,NC (Rich Freeman-WDCG) Fixx, Bowie, 38 Special, L. Richie, C. Lauper.

Raleigh, NC (Paul Franklin-WZZU) T. Twins, Prince, M. Wilder.

Shelby, NC (Andy Foster-WXIK) S. Harris, L. Richie, S. Miller, G. Frey, M.A. Thompson, F. Stallone, S.L. Ralph, S. Hagar, C. Hart.

Rocky Mount, NC (Bryan Conners-WEED) Culture Club. Frey, C. Lauper, Hartman, Stills.

Charlotte, NC (Bob Kaghan-WBCY) Hall & Oates, Richie, C. Lauper, 38 Special, Survivor, Culture Club. New Edition, M. Vidal.

Charlotte, NC (Chrysler/Daniels-WJZR) Hart, Lauper, Sophie Sara Dakis, G. Frey, S. Miller, D. Hartman,

Stills, J. Street.
Fairmont, NC (David Dan-WFMO) Tina Turner, New Edition, Jefferson SS.

Jacksonville, NC (Lisa Greer-WIIZ) Ratt, Beau Coup, C. Hart, T. Shaw, Culture, Lauper, McVie, Krokus,

D. Hartman, Wilder, Stills, MacDonald. <u>Greenville, SC</u> (Rod Metts-WANS) S. Hagar, C. Lauper, Culture Club, T. Hart, T. Shaw, S. Miller, Richie. Spartanburg, SC (JJ Hemingway-WORD) C. Lauper, Stills,

Band of Gold, C. Hart, Culture Club, M.A. Thompson. Laurinburg, NC (Scott Mercer-WLNC) Prince, Lauper,

Band of Gold, A. Bridges, L. Richie, C. Hart, Coup. Kingstree, SC (John Derek-WKSP) C. Lauper, C. Club,

C. Hart, New Edition, B. Hartman, Prince, Beau Coup, T. Shaw, S. Miller, J. Street, Krokus.

Florence, SC (Mike Stewart-WJMX) M.A. Thompson, Hagar, Hall & Oates, Wilder, 38 Special, Frey. North Myrtle Beach, SC (Calvin Hicks-WNMB) S. Stills,

Culture Club.

Myrtle Beach, SC (Linda King-WKZQ) 38 Special, Wham, L. Richie, Hart, Frey, Lauper, T. Shaw. SOUTHEAST

Augusta, Ga. (Bruce Stevens-WBBQ) S. Miller, New Edition, S. Hagar, Culture Club.

Hinesville, GA (Jay/West-WBLU) D. Edmunds, Stills, C. Lauper, Band of Gold, T. Sister, 38 Special, MacDonald, Dragon.

Athens, GA (Sarah Eberhard-WRFC) C. Lauper, S. Miller, Prince.

Cedartown, GA (Todd Shiflett-WGAA) Hall & Oates, Culture Club, Wham, Vidal, Lauper, Beau Coup, Wilder. Atlanta, Ga. (Chris Thomas-Z93) Prince, Richie,

Lauper, C. Hart, New Edition.

Columbus, GA (Ralph Carroll-WCGQ) L. Richie, Culture Club, C. Lauper, Prince, D. Hartman, S. Miller, New Edition. Albany, GA (Bill Young-WALG) S. Miller, McVie, C. Lauper, D. Hartman, Prince, Beau Coup.
Soperton, GA
C. Lauper, New Edition, S. Hagar. Fort Valley, GA ('Nathan Hale-WQBZ) Culture Club, Survivor, Prince, L. Richie, J. Wagner. Rome, GA (Tim Hensley-WQTU) C. Lauper, Hagar, Vidal, Band of Gold. Orlando, FL. (Gary Mitchell-BJ105) Elton, Hall & Oates, Wham, L. Buckingham. Tampa, FL (Diana Thomas-Q105) C. Lauper, Culture, S. Hagar, New Edition. Miami, FL (Mark Shands-195) Phil Collins, Culture, C. Lauper, Kiss, New Edition, Dazz Band, Elton. Miami, FL (Joni Siani-Y100) P. Collins, Wilder, S.L. Ralph, C. Lauper, D. Goodman, Culture, St. Augustine, FL (Randy Marsh-WUVU) Hall & Oates, C. Hart, C. Lauper, Survivor, L. Richie. Panama City, FL (Thomas/Davis-WPFM) Prince, L. Richie, Stills, Culture Club, C. Lauper SOUTH Huntsville, AL (Dave Hargrove-WAAY) Hall & Oates, L. Richie, Prince, C. Khan. <u>Muscle Shoales</u>, <u>AL</u> (Matt Durham-WQLT) America, DeYoung, Hall & Oates, Mendes, S. Perry, Prince, L. Richie, Streisand, Survivor. Atmore, AL (Keith Lindsay-WATM) Culture Club, C. Lauper, R. Void, Frey. Fayette, AL (Kelsey Scott-WHKW) No adds. Gadsden, AL (Leo Davis-WQEN) L. Richie, 38 Special, C. Lauper, Culture, Stills, T. Shaw. Birmingham, AL (Rich Bailey-WKXX) Prince, L. Richie, Vidal, R. Void, Hart. Montgomery, AL (Alan DuPriest-WHHY/FM) S. Hagar, Culture Club, C. Lauper, L. Richie. Montgomery, AL (Tim Stout-WBAM/FM) C. Hart, Hall & Oates, T. Shaw, Idol, L. Richie, Prince, G. Frey. Tuscaloosa, AL (Jim Sute-WNPT) Hall & Oates, Survivor, C. Hart, Streisand, SOS, L. Richie. Mobi<u>le,AL</u> (Griffith/Ocean-G100) R. Void, C. Lauper, C. Hart. Starksville, MS (Ken Glenn-WKOR) C. Khan, Prince, Hall & Oates, Survivor, L. Richie, B. Coup, Stills, Jones. New Albany/Tupelo, MS (Mike Grace-KZ103) Pointers, Wham, C. Hart, Hall & Oates, Frey, Survivor, L. Richie, 38 Special, S. Hagar, T. Shaw. Meridian, MS (Tom Kelly-Q101) Prince, C. Lauper, Culture, L. Richie, S. Miller, Krokus, Rebbie Jackson, S. Hagar. Jackson, MS (Wayne Scott-94-TYX) Wham, C. Lauper. McComb, MS (Brad Lee-WHNY) Hall & Oates, S. Hagar, C. Lauper, Stills, Prince, Dragon.

Biloxi, MS (Mickey Coulter-WQID) C. Lauper,

Hart, 38 Special, G. Frey.

Laurel/Hattiesburg, MS (Dave Lyons-WNSL) D. Ross,

Miller, Prince, Harris. Hattisburg, MS (Blake Hooper-WHSY/FM) M. Wilder, Hall & Oates, C. Hart, 38 Special, S. Hagar, Culture Club, G. Frey, T. Shaw.

New Orleans, LA (O'Kelly/Rolling-B97) Richie,
Lauper, Club, Iglesias, Prince.

Alexandria, LA (Christee Atwood-KQID) C. Lauper, C. Hart, America. Farmersville, LA (Chuck Kinnison-KTDL) Prince, C. McVie, Beau Coup, 38 Special, W. Chung,

G. Frey, C. Hart.

Monroe, LA (Sam Shea-KNOW/FM) C. Lauper, Wilder, Frey, Hartman, Everlys, Stills, Street. Nashville, TN (Gabe Hobbs-WYHY) L. Richie, Culture, Tina Turner, C. Khan, Vidal. Sparta, TN (Lonnie Allen-WSMT) Kennedy/Osborne,
B. Coup, Prince. Hendersonville, TN (Glenn Trent-WHVL) C. Hart, Streisand, M. Wilder, Beach Boys, 38 Special. <u>Lexington, KY</u> (Chip Mosely-WFMI) Culture, C. Lauper, C. Hart, Hartman, J. Street, New Edition, Dragon. Glasgow, KY (Rick St. James-WOVO) 38 Special, G. Frey, Culture, C. Lauper, C. McVie, Beau Coup. Jenkins, KY (Bobby Shannon-WIFX) R. Springfield, Prince, T. Twins, Rogers, L. Richie. Bowling Green, KY (Darrell DuVall-WBGN) Prince, C. Lauper, Culture, McVie, Stills. EAST CENTRAL Evansville, IN (Ron Payne-WKDQ) Wham, T. Turner, Culture, L. Richie, S. Perry, C. Lauper, Krokus. Columbus, OH (Adam Cook-92X) No Adds. Cleveland, OH (C.C.Matthews-WGCL) Wham, Hall & Oates, C. Lauper, Fixx. Youngstown, OH (Jeff Tobin-WYFM) Cafferty, Bowie, Elton, 38 Special. Charleston, WV (Chris Bailey-WVSR) Culture Club, C. Lauper, L. Richie, D. Hartman, Stills. Pineville, WV (Rick Baldridge-WWYO) C. Kahn, W. Chung, Streisand, G. Frey. Morgantown, WV (Craig Cochran-WCLG) 38 Special, S. Miller Band, Hagar, C. Lauper, Culture Club. Detroit, MI (Gary Berkowitz-WHYT) Hall & Oates, Richie, Culture, Lauper, New Edition, C. Hart, 38 Special, Bowie, R. Stewart, Rebbie Jackson. Lansing, MI (Reed Kittredge-WVIC) Wham, Hall & Oates, Wilder, C. Hart. Saginaw, MI (Dave Michaels-WFXZ) Hall & Oates, Frey, Shaw, Ḥagar, C. Hart. Kalamazoo, MI (Ken Lanphear-WKMI) Tina Turner, Kennedy/Osborne, R. Lee Jones, Pointers. Alpena, MI (Darrel Kelly-WHSB) Prince, L. Richie, P. McCartney, Lauper, Culture Club. UPPER MIDWEST Springfield, IL (Greg Lawley-WDBR) C.Club, C. Lauper, G.Frey, L.Richie, S.Miller, Ratt, Kiss. Carbondale, IL (Tony Waitekus-WCIL/FM) Ratt, C.Lauper, K.Rogers, L.Richie. Chicago, IL (Dave Robbins-B96) C.Lauper, Dan Hartman, S.Hagar, C.Hart.
Chicago, IL (Tim Kelly-WLS) Survivor, Prime
Time, T.Shaw, L.Richie. Bloomington, IL (Justin/Robbins-WBNQ) C.Club, S.Miller, Prince, T.Shaw, Dio. Freeport, <u>IL</u> (Jim Douglas-WXXQ) C.Club, L. Richie, M.Wilder, C.Lauper, S.Miller, G. Frey, Honeymoon Suite, Bad Manners. Madison, WI (Matt Hudson-Z104) L.Richie, S. Hagar, C.Lauper, T.Shaw, S.Easton. Milwaukee, WI (Kelly Wallace-WKTI) Tina Turner, Wham. Milwaukee, WI (Michaels/Kelly-WZUU) B.Idol, C.Lauper, Ratt, S.Hagar. Milwaukee, WI (Frank Federico-WBTT) C.Club, Rod Stewart, T.Shaw, C.Lauper, Duran Duran. Racine, WI (Pat Martin-WRKR) C.Club, Kiss, Wham, Survivor, C.Lauper. Two Rivers, WI (Don Cook-WQTC) Pointers, Hall & Oates, Prince, S.Harris. Appleton/Oshkosh, WI (Ross/Bradleigh-WKAU) C. Hart, M.Wilder, 38 Special. Stevens Point, WI (Bouley/Tracy-WSPT) R.Stewart, C.Lauper, Prince, S.Harris, S.Stills.

Wausau, WI (Mike Edwards-WIFC) C.Club, D. Edmunds, Go-Go's, C.Lauper, Prince, Romeo Void, Survivor, Tina Turner. Wausau, WI (Dave Wright-WRIG) L.Richie, C. Lauper, R.L.Jones, C.Club, Tina Turner. LaCrosse, WI (Knight/Bradley-HIT105) Tina Turner, Hall & Oates, C.Club, T.Twins. Rochester, MN (Denny Foster-KROC/FM) C.Lauper, T.Shaw, R.L.Jones, S.Harris, L.Richie. St. Cloud, MN (Earl Wayne-KCLD/FM) D.Ross, L. Richie, Chaka Khan. Minneapolis, MN (Dave Anthony-KDWB/FM) M.Wilder, Survivor, C.Hart, Romeo Void. Montevideo, MN (Hennen/Matzdorff-KMGM) L.Richie, 38 Special, M.Wilder, Ratt, C.DeBurgh. Grand Forks, ND (Don Nordine-KKXL/FM) Prince, Survivor, C.Club. Fargo, ND (Brad Anderson-Y94/FM) C.Club, Lauper, L.Richie, 38 Special, C.Hart. Bismarck, ND (Brannan/Hart-KFYR) C.Lauper, Prince, S.Hagar. Bismarck, ND (Bob Beck-KYYY/FM) Prince, G.Frey, S.Hagar, T.Shaw, M.Wilder. Minot, ND (Scott Meyer-KIZZ/FM) Prince, H&O, C.Hart, 38 Special, Kennedy/Osborne.

Aberdeen, SD (Dan Zerr-KSDN) S.Harris, C. Hart, L.Richie, G.Frey, Prince. Aberdeen, SD (Les Cummings-KQAA/FM) Lauper, L. Richie, Stills, S.Miller, G.Frey, M.A.Thompson, Raise The Dragon. Rapid City, SD (Sherwyn/Piper-KKLS) Prince, Peabo, M.Wilder, S.Hagar, Tina Turner. Sioux Falls, SD (Marc Elliott-KPAT) C.Club, Wham, B.Streisand. Sioux Falls, SD (Adam North-KKRC) S.Perry, L. Richie, C.Club, Tina Turner, D.Ross. Yankton, SD (Gregg Klein-KQHU) S.Easton, Rick S., F.Musker, D.Ross, C.Hart, Everlys, Prince, Twins. Vermillion, SD (Don Aarstad-KVRF) Shaw, Tina, H&O, C.Hart, Wilder, 38 Spec., Mercury, Frey, Beau Coup, D.Hartman, Everlys, Men Without Hats, S. Hagar, Survivor. Sioux City, IA (Tom Harrison-KSEZ/FM) Lauper, Steve Miller, C.Club, D.Hartman, 38 Special, M.Wilder, T.Shaw, G.Frey, S.Stills. Sioux City, IA (Pat Paxton-KGLI) Pointers, S.Hagar, C.Lauper, Survivor, Richie, C.Club. Mason City, IA (Sandy Stewart-KRIB) L.Richie, Lauper, C.Hart, Romeo Void, S.Mendes, Shakin', Peabo, J.Street, Prince, Joe Jackson. Iowa City, IA (Bart Goynshor-KRNA) Everlys, G.Frey, S.Miller, Survivor, 38 Special, C.Hart. Quad Cities, IA (Ginny O'Hara-KIIK) G.Frey, Tina, Prince, H&O, M.Wilder, C.Hart, S.Hagar, S.Harris. Cedar Rapids, IA (Gary Dixon-KQCR/FM) 38 Special, S.Hagar, C.Club, H&O, T.Shaw, C.Lauper. <u>Iowa City, IA</u> (Ted Burton-Jacobsen-KKRQ) C.Club, L.Richie, Hall & Oates. Ft.Dodge, IA (Charlie Chase-KKEZ) S.Hagar, Beau Coup, Stills, Prince, C. Lauper, M.A.Thompson. Clinton, IA (Brian Thomas-KNJY) C.Lauper, C.Club, S.Miller, S.Hagar, T.Shaw. Waterloo, IA (Doug Allen-KCNB) 38 Special, Steve Miller, C.Hart, Hall & Oates, Survivor. CENTRAL Norfolk, NE (Doug Koehn-KNEN) Stills, Hagar, R. MacDonald, L.Richie, C.Hart, Lauper, McVie. <u>Kansas City, MO</u> (Collins/Welsh-ZZ99) C.Hart, J.

Street, Krokus, H.Suite, C.Club, Lauper, Richie,

S.Miller, S.Perry.

East Prairie, MO (Pat Cole-KYMO) Prince, K.Rogers, 38 Special, R.L.Jones, H&O, F.Mercury, S.Hagar, C.Hart, S.Stills. Columbia, MO (Jim Williams-KFMZ) D.Edmunds, C.Hart, S.Miller, S.Harris, S.Stills. <u>Jefferson City/Columbia, MO</u> (Brian Miller-KTXY) K. Rogers, C.Club, S.Miller, L.Richie. Waynesville, MO (Barton/Dickey-KFBD) C.Hart, Prince, T.Shaw, Twisted Sister , J.Capaldi, L.Richie. Kirksville, MO (Collins/Allen-KTUF) T.Turner, L Richie, Prince, C.McVie, Lauper, Stills, Capaldi. Quincy/Hannibal, MO (Chuck Yates-KGRC) T.Shaw, S.Hagar, H&O, M.Wilder, Tina, F.Mercury, Stills. Fayetteville, AR (Rob Patrick-KKEG) Dragon, Fixx, Lauper, S.Miller, Richie, M.Wilder, C.Club. Little Rock, AR (Mark McCain-KKYK) No adds. El Dorado, AR (Dan Murphey-KLBQ/FM) Prince, Lauper, S.Miller, L.Richie, Iglesias, A.Bridges, Go-Go's. Topeka, KS (Roger Heaton-WIBW/FM) Jermaine Jackson, Elton, Jacksons, Madonna. Topeka, KS (Kevan Robat-KDVV/FM) Lauper, Stills, Everlys, 38 Spec., T.Shaw, Ratt, S.Harris, L. Richie, H&O, Idol, Perry, Hart, JSS, Eurogliders, Red Rockers, G.Frey.

<u>Hoisington, KS</u> (Dugan/Miller-KHOK) Streisand, L. Richie, Lauper, Stills, 38 Special, G.Frey. Tulsa, OK (Dave Michaels-14K/92K) 38 Special, C.Hart, C.Club, L.Richie, T.Shaw. SOUTHWEST Texarkana, TX (Mario Garcia-KTFS) H&O, Survivor, Romeo Void, Everlys, L.Richie, C.Hart. Wichita Falls, TX (Barry Michaels-KNIN) Wham, Romeo Void, B.Streisand, 38 Special. Amarillo, TX (Jamey Karr-KPUR) L.Richie, C. Tyler, TX (Dave Goldman-KEYP) C.Lauper, Peabo,
L.Richie, G.Frey, Prince, Culture Club.
Dallas, TX (Shomby/Steele-KAFM) C.Hart, C.Lauper, C.Club, L.Richie, T.Shaw. Bryan, TX (Danny Austin-KTAW) Prince, Hall & Oates. Chaka Khan, S.Hagar, C.Club, T.Shaw.

Bryan/College Station, TX (Bishop/Bailey-KKYS) C.

Lauper, C.Hart, S.Mendes, Prince. Houston, TX (Lander/Hamilton-93FM) S.Harris, S. Hagar, Kiss, C.Lauper. Galveston, TX (Dave Parks-KILE) 38 Special, G. Frey, J.Street, C.Lauper, Everlys, New Edition, M.Wilder. Nacogdoches, TX (John Lacy-KTBC) Lauper, Hart, M.Wilder, L.Richie, C.Club, Beach Boys, J.Johns. Killeen/Temple, TX (B.J.McCrae-KIXS/FM) S.Hagar, C.Lauper, C.Club.
Abilene, TX (Dominic Testa-KFMN) S.Miller, C. Lauper, M.Wilder, John Parr. Laredo, TX (Steve Anderson-KRRG) S.Easton, C. Club, J. Iglesias, L.Richie, S.Harris. Odessa/Midland, TX (John Clay-KWES) L.Richie, Dragon, Lauper, New Edition, E.Costello. El Paso, TX (Whitehead/Haney-B94/FM) G.Moroder, C.Lauper, Twins, Chaka, Everlys, S.Hagar. El Paso, TX (Johnny Thompson-KFIM) G.Frey, C. Lauper, S.Perry, Survivor. Gallup, TX (Paul Doray-KYVA) 38 Special, Miller, T.Shaw, R.Gibb, L.Richie, C.Lauper.

Alamogordo, NM (Ben Noe-KINN) Richie, H&O, Frey,
E.Grant, R.Gibb, Stills, Go-Go's, Hagar, B.Ocean, Ratt. Tucson, AZ (Mike Daniels-KTKT) J.Cafferty, C. Lauper, B.Streisand, D.Hartman, S.Stills. Tucson, AZ (Kelly Norris-KRQ) Prince, Lauper, Gibb, C.Hart, Romeo Void.

ROCKY MOUNTAIN

Windsor, CO (Bruce Gyger-KYAD/FM) Prince, Richie, 38 Spec., T.Shaw, G.Frey, C.Hart, Chaka, Ratt. Pueblo, CO (Rip Avina-KDZA) N.Diamond, S.Harris, Richie, Murray, Prince, Mendes, Julio, Cara. Denver, CO (Gloria Avila-Perez-KIMN) Prince, C.Hart, C.Lauper, Kennedy/Osborne, S.Harris.

Denver, CO (Tim Fox-KPKE) L.Richie, Lauper, 38 Special, T.Shaw.

Greeley/Ft.Collins, CO (Meschke/Jacobs-KGBS) K.

Casper, WY (Todd Cavanah-KTRS) Prince, Lauper,
Romeo Void, R.MacDonald.

Cody, WY (Todd Cavanah-KTAG) Prince, M. Vidal, C.Lauper, C.Club.

Gillette, WY (Kallaway/Brewer-KOLL) M.Wilder, S.Easton, Prince, C.Hart, G.Frey.

Manti, UT (Stan Erickson-KMTI) Lauper, Beau Coup, J.Iglesias, Stills, Shannon, McVie, R.Gibb, E.Grant, C.Club, J.Osborne.

Logan, UT (Jay Hall-KBLQ) Lauper, L.Richie. Billings, MT (Charlie Fox-KYYA) C.Lauper,

Survivor, L.Richie, Prince, S.Perry.

Polson/Kalispell, MT (Al Decker-KQRR) Ratt,

S.Miller, McVie, Frey, Lauper, Kiss, C.Club.

Moscow, ID (Gary Cummings-KRPL) S.Miller,

C.Club, C.Lauper, 38 Special, L.Richie, OMD. Pocatello, ID (Craig Stevens-KZBQ) L.Richie, C.CLub, C.Lauper, S.Miller.

<u>Lewiston, ID</u> (Jay MCCall-KOZE) C.Club, C.Lauper, Prince, L.Richie, J.Street.

Boise, ID (Tom Evans-KNPA) H&O, B.Gibb, L. Richie, S.Hagar, Lauper, K.Rogers, C.Club, M.Wilder.

FAR WEST

San Diego, CA (Mike Preston-KS103) D.Bowie, S. Easton, Tina, Romeo Void, C.Club, L.Richie, Hall & Oates, C.Lauper.

San Diego, CA (Richards/Haney-XTRA) No adds. Los Angeles, CA (Mike Schaefer-KIIS/FM) D.Bowie, Tina, Gibb, C.Hart, C.Club, H&O, Lauper, Richie.

Los Angeles, CA (Dave Hall-KKHR) Lauper, C.Club, L.Richie, Survivor, The Time, New Edition.

Los Angeles, CA (Jim Pewter-KRLA) C.Club, C. Lauper, L.Richie.

Santa Barbara, CA (Dick Williams-KIST) D.Hartman, Lauper, Rebbie Jackson, S.Harris, S.Hagar, S. Miller, C.Club.

Santa Maria, CA (Marie Rubio-KXFM) Tina, Rick S., Prince, Romeo Void.

Lompoc/Santa Maria, CA (Hank Michaels-KRQK/FM) C. Hart, Twisted Sister, S.Hagar, Bad Manners,

T.Shaw, S.Stills.
San Luis Obispo, CA (Tom Walsh-KSLY) Prince, 38 Spec., G.Frey, T.Shaw, Streisand, C.Lauper, S.Miller, Peabo Bryson.

Bakersfield, CA (Dave Kamper-KKXX) Kiss, Survivor, S.Hagar, Twisted Sisters, L.Richie, Prince, Lauper, C.Club.

Bakersfield, CA (Jeff Ryan-13K) Prince, 38 Special, C.Club, L.Richie.

Fresno, CA (Walker/Davis-KYNO/FM) C.Lauper, C.Club, Elton, Prince, M. Vidal, Romeo Void, C. Hart.

Fresno, CA (Carey Edwards-KMGX) Time, R.Springfield C.Club, C.Lauper, D.Bowie

Salinas/Monterey, CA (Kirk Cliatt-KDON/FM) Steve Miller, C.Hart, L.Richie, C.Lauper, D.Hartman, T. Shaw.

Monterey, CA (Joe Miller-KNRY) L.Richie, C. Lauper, Chaka.

San Jose, CA (Robin Kipps-KWSS) K.Rogers, 38 Special, Corey Hart, Survivor

San Jose, CA (Don Porter-KHTT) JSS, Tina Turner,

Wham, Sheena Easton, Chaka, S.Perry San Francisco, CA (Bazoo/Naftaly-KMEL) C.Lauper,

C.Club, J.Osborne, C.Hart, 38 Special.

San Francisco, CA (Bob Garrett-KITS) Prince.
Santa Rosa, CA (Robin Hart-KREO) D.Bowie, S.Hagar, Survivor, Hall & Oates, Chaka, C. Hart.

Concord, CA (Hampton/Smith-KWUN) C.Lauper, L.Richie, C.Club, Survivor, Romeo Void.

Modesto/Stockton, CA (David Kraham-KHOP/FM) Prince, C.Club, D.Hartman, Lauper, 38 Special, S.Hagar, J.Street.

Modesto/Stockton, CA (Mike Novak-K093) G.Frey, C.Hart, J.Street.

Stockton, CA (Jon Hampton-KSTN) S.Miller, L.Richie, Romeo Void, Lauper, Osborne, C.CLub, Time, R. MacDonald.

Stockton, CA (Roy Williams-KJOY) 38 Special, Lauper, S.Hagar, S.Perry, K.Rogers, S.Mills.

Sacramento, CA (Mr. Ed-KWOD) Lauper, Survivor, C. Hart, S.Hagar.

Sacramento, ČA (Gillette/Collins-FM102) C.Lauper, S.Harris.

Paradise/Chico, CA (Ron Bruder-KNVR) Prince, Hall & Oates, S.Hagar, L.Richie.

Reno, NV (John Chommie-KHTX) Richie, Hall & Oates, C.Hart, J.Street, Hagar, Lauper, Jakata. Reno, NV (Jim O'Neal-KCBN) No adds.

Redding, CA (Kevin Kahl-KEWB) Wham, Lauper, 38 Spec., S.Hagar, H&O, Survivor, T.Shaw.

Redding, CA (Stall/DuBois-KSXO) L.Richie, Kennedy/ Osborne, S.Miller, Prince, C.Hart.

Eureka, CA (Marcus/Rosen-KFMI) Prince, L.Richie, G.Frey, C.Club, Pointers.

PACIFIC NORTHWEST

Medford, OR (Lurch-KYJC) Prince, Sergio Mendes, R.L. Jones, Survivor, R. Void.

Coos Bay, OR (Dave O'Connor-KYNG) R. Void, Culture,

C. Lauper, 38 Special, S. Miller, M. Vidal.
Coos Bay, OR (Gary Allen-KHSN) G. Frey, C. Lauper, Wilder, Culture Club, Stills, M.A. Thompson, S. Miller, T.B. Schmit.

Roseburg, OR (Veronica Burns-KYES) Hall & Oates, Prince, Hagar, Rogers.

The Dalles, OR (Tina Spears-KACI) Prince, S. Hagar, M. Furlong, Ratt, Hall & Oates, McVie.

Seaside, OR (Bos Rusk-KSWB) S. Hagar, G. Frey, J. Capaldi, C. Lauper, T. Shaw, Culture, Prince.

Eugene, OR (Jim Becker-KSND) F. Mercury, T. Shaw,

S. Hagar, S. Miller, Hartman.
Lebanon, OR (Kris Weber-KGAL) Wham, Streisand, America, Kennedy/Osborne, Bowie.

Salem/Portland, OR (Len E. Mitchell-KSKD) Prince, D. Hartman, Lauper, 38 Special.

Portland, OR (Barry/Naganuma-KMJK) L. Richie,

Culture, T. Shaw, C. Hart.
Olympia, WA (Casey Paige-KQEU) MacDonald, Richie.
Hoquiam, WA (Steve Larson-KGHO) Culture,

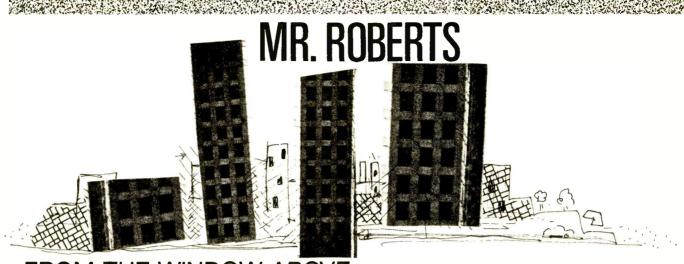
C. Lauper, S. Miller. Chehalis, WA (Bos Hart-KITI) L. Richie, C. Lauper, B. Idol, S. Stills.

Tacoma/Seattle, WA (Sandy Louie-KNBQ) C. Lauper, Survivor, Richie, Kennedy/Osborne, C. Hart.

Seattle, WA (Bob Winkstrom-KHIT) Band of Gold, Rogers, S. Miller, Richie, R.L. Jones, Wilder.

Seattle, WA (Wendy Christopher-KUBE) Pointers, C. Lauper, Band of Gold, Hagar, C. Hart.

(continued on page 40)



FROM THE WINDOW ABOVE Art Roberts

"I can sure use that bio I asked for" said Ron.

"I'll send it."

I was born on the third floor of a walk-up apartment building in New York City. When I was but a toddler I would open the front window and holler down to my friends in the street below. I found I could reach more than one person at a time that way. It was my first introduction to communications.

After a while I entered the Hardknocks School of Radio. I got my formal education at KTBB, Tyler, Texas. Scored enough points to snag a "Bachelors of D.J. Degree" at KLIF, Dallas. Got my "Masters Of The Microphone Degree" at WKBW, Buffalo, New York. And was awarded a PHD (Peer Hype and Devotion) at WLS, Chicago, Illinois. (That one took ten years.)

Eighteen months ago I accepted the position of Advertising and Promotion Manager of Century Analysis Incorporated, one of the nation's leading software manufacturers. I guess I needed to find new challenges and new horizons. It's an interesting job, all right, but somewhere along the line I realized that I missed my window. Ron Fell offered me this one, so every-so-often I'll open it and holler down to you in the street below. Well, since it's already opened ...

Lets talk about "bad design." Toilet paper, ferrinstance. Ever meet anybody who used only one piece? And how about those plastic guards that hang over salad bars? They're patented head-bumpers. Every time you reach for a portion of something, half of the food falls into the pot next to it, while you struggle to maneuver an oil-slicked clear plastic spoon to a tilting plate — which is why the dressing always has green stuff floating on top. BAD DESIGN!

Formats can have "bad design." One of the worst I experienced was at a 50KW station in San Francisco that programmed an instrumental every other record. That wasn't

nearly as bad as the selection of music. A good many of the instrumentals turned out to be movie themes from "B" movies that never got past the drive-in circuit. There were also too many restrictions on the vocals. For example, James Taylor was banned because he sounded "too nasal."

The winner of the "Worst Designed Format Of The Century", at least on my dance card, was a country station in Milwaukee, Wisconsin. It was number one in the market when the home office hired two consultants with a "one-size-fits-all" mentality, who promptly re-designed the format by adding unfamiliar songs and sprinkling-in some of the soft rock hits of the day. The station went from number one to number seven in **one** book. BAD DESIGN.

Designing a format is like cleaning out a garage. First, everything is removed and piled up on the sidewalk. Then all the essentials are put neatly in place. The rest of the "junk" is scrapped. After all, the two cars not only have to fit, but there has to be enough room for the doors to open easily.

Well designed formats seem to have similar qualities. They are uncluttered. The music has room to flow. People on the air fit comfortably into their designated parameters. Features, such as news or station promotions never sound out of place. The station develops a recognizable personality.

Badly designed formats have none of the above. So they useup a lot of energy trying to convince the audience how "great" they are. Which reminds me of a story ...

Gary Cooper and his wife were standing in line to see a show in Las Vegas. Gary's wife was urging him to go to the front of the line and remind the Maitre d' that one doesn't keep a star of Gary Coopers' stature waiting in line. Being a man of few words, Gary said:

"Honey, if you gotta tell 'em, you aint."

Art Roberts (415) 680-7800

JOBS

News - WHHY-Montgomery, AL Margaret Mehearg (205-264-2288) Newsperson - KSHR-Coos Bay, OR Rick St. Clair (503-396-2141) News/Sports Reporter - WOWW-Pensacola, FL David Brands (Box 2788 - 32513) News Reporter - Anchor - KLIK-Jefferson City, MO Rick Stachel (Box 414 - 65102) Chief Engineer/Air Talent - KSHR-Coos Bay, OR Program Director (503-396-2141) Engineer/Air Talent - KGAL-Albany, OR *Doug LaValle (Box 749 - 97321) Weekends - KJOY-Stockton, CA Roy Williams (209-948-5569) Air Talent - KHOP-Modesto, CA David Kraham (209-526-8600) Air Talent - WEZR-Washington, DC (Fairfax, VA) Jeff Ballentine (10380 Democracy Ln - 22030) Air Talent - K99-Great Falls, MT Wes McShay (Box 3129 - 59403) Air Tal's (full & p/t-females) - KGFJ-Los Angeles Barry Richards (1989 Riverside Dr.-90039) Air Tal's (full & p/t) - WSYY-Millinocket, ME Don Patrick (Box 1240 - 04462) Air Talent (AM drive) - WCKN/FM-Greenville, MS Gary Jackson (803-226-1511) Air Talent (AM drive) - KXIQ-Bend, OR Marcia Hale (Box 5068 - 97708) Air Talent (AM drive) - KIXS/FM-Killeen, TX *B.J. McCrae (Box 880 - 76540) Air Talent (PM drive) - KQCR/FM-Cedar Rapids,1A Gary Dixon (319-363-2061) Air Talent (7pm-midnite) - WBNQ-Bloomington, IL Mike Justin (309-829-1221) Air Talent (full & p/t) - KGAL-Lebanon, OR *Doug LaVallee (Box 749 - 97321) Air Talent (future ε p/t) - KFBD-Waynesville, MO Mark Dickey (Box 583 - 65583) Air Talent/Prod. - KXJX-Pella/Des Moines, IA *Eric St. James (Hwy. 163 West - 50219) Air Talent/Prod. - KMOK-Lewiston, ID
*Brew Michaels (805 Stewart - 83501) Air Talent/P.D. - KO93-Modesto, CA Mike Novak (2121 Lancey Dr. #1-95355) Program Director (AM drive) - KSXO-Redding, CA *John Stall (Box 1918 - 96099) Program Director - KBIU-Lake Charles, LA Al Johnson (Box 1725 - 70601)





ELECTRIC WEENIE

(Excepted from Tom Adam's Electric Weenie)

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They say the Earth's temperature is rising, due to the Greenhouse effect. Not so. This is election year. That hot air is due to the White House effect.

Don't buy Mail Order Insurance that requires the Postman to give you a physical.

Payola is over-rated. The Lone Ranger was on 20 years and the William Tell Overture never made the Top 40.

"Romancing The Stone"... the story of my married life.

In my hometown it was impossible to drive from one side to the other. Wasn't far, just that no one could hold their breath that long.

Remember while you're enjoying the good life, there are kids in Afghanistan who don't even have Cable.

Guiness Book of Records: Hong Kong is 2nd most crowded place in either Hemisphere. #1 is a Men's room in San Francisco.

My new girl friend's a '10'. That's about how many beers it takes.

Nose Guard ... that's the guy hired to keep Coke out of the dressing room.





Tony Richland: To Tell The Truth

This past week ... and with inspiration from Michael Jackson, your reporter was moved to call a virtually unprecedented press conference to straighten out a myth and put some rumors to sleep once and for all.

For some time now, a small but vicious band of my fellow record promoters have perpetuated the false notion that I have only been tall for the past few years.

This cruel and undeserved fable has, by nature of repetition, spread among my peers and caused me great personal pain and suffering.

For those reasons I felt it inherent upon me to gather together the music and radio press to set the record straight.

For those of you who could not attend, here is the gist of my formal statement

"It saddens me that many of you in the record and radio industries have chosen to believe the growing flurry of wiseguy remarks about my height and/or lack of it. Having risen to the pinnacle of success in the promotion field, I have been the recent target of malicious gossip. All of these cracks are unfounded and I have instructed my attorney, Mervyn Harmon of the law firm Harmon and Krelv, to institute legal action should this continue. As a role model for young promo-persons I feel it is my duty to clear up this rotten drivel and set down the facts as they

are. And so ...

NO! I have never had bone and flesh implants attached to the bottom of my feet to falsely rise me to the height of Bill Drake and Cousin Brucie Morrow.

NO! I have never worn 3 ft. high elevator shoes to enable me to see over **Elma Greer** at NAB conventions.

NO! I have *never* had silicone alteration performed on the inside of my Dodger cap to make it appear as though I was addressing Al Herskovitz eye to eye.

YES! I am and have been my present height of 6 FT 5 Inches and am not in fact **George Chaltas** or **Terry Powell** wearing a Tony mask.

YES! Dr. J. is really my nephew and will be happy to swear under oath that he attended my Bar Mitzvah, at which time I was already well over 6 ft.

"With these facts now stated, I can assure you that those who would, from this day forth, continue the myth that I am falsely tall will be prosecuted to the fullest extent of the law.

Young promo-people are very impressionable, and to feel, even for a moment, that they might view me as less than 100 percent legitimate would hurt me terribly. I want their continued adoration and will stop at nothing to get it. Let this be a stern warning. I have no further statement. Thank you."

Tony Richland 213-668-1032

Changes

DAVE CHARLES promoted to Promotion Director at WABY-Albany, NY.

BONNIE REESE moves from KZAP-Sacramento, CA to KPOP-Sacramento, Ca. as Promotion Director.

GREG WALKER moves from WKZL-Clarksville, TN to WJZM-Clarksville, TN as Sports Director.

TONY RANDLE promoted to New Director at WBLU-Hinesville, Ga.

JIM DAVIS moves from KQKD-Redfield, SD to Montana TV Network, Billings, MD as News Dir. BOB MORGAN moves from WORD-Spartanburg, SC

to WSSL-Greenville, SC as Air Talent, AM drive.

HEIDI MAY moves from KGUN-Puyallup, WA to KMAS-Shelton, WA as Air Talent, PM drive.

PHILLIP WEST promoted to Air Talent, AM Drive at WBLU-Hinesville, GA..

STEVE KELLER from K-99-Great Falls, MT to KKPL-Spokane, WA to Air Talent.

JIM HOWELL moves from WMRN-Marion, OH to WMRN/FM-Marion, OH as Air Talent, AM drive.

JACQUE SKARR moves from KTZO-TV-San Francisco to KYUU-San Francisco, CA as Air Talent.

WEDGE MICHAELS promoted to Air Talent at KBRC-Mt. Vernon, WA.

CHRIS ALLAN moves from KAAM-Dallas, TX to KAFM-Dallas, TX as Air Talent.

BOB DEFFENDAHL moves from WDND-Wilmington, IL to WIDV-Belleville, IL as Air Talent.

DAN MILLER promoted to Air Talent at KBRC-Mt. Vernon, WA.

STEVE STEWART moves from WZKX-Gulfport, MS to WQID-Biloxi, MS as Air Talent.

RON BROWN moves from KAGO-Klamath Falls, OR

to KNVR-Paradise/Chico, CA to Air Talent.
TOM PLANT moves from WIVI-Virgin Islands,

to KNVR-Paradise/Chico, CA as AT/Production Dir. JIM TSALAPINAS moves from KFLY-Corvallis, OR

to KSND-Eugene, OR as Air Talent.

CHRIS SQUIRE moves from KAFE-Santa Fe, NM to KVUU-Colorado Springs, CO as Air Talent.

RANDY JAMES moves from KVUU-Colorado Springs to KOIL-Omaha, NE to Air Talent.

SHAWN BURKE moves from KYKY-St. Louis, MO to WYNY-New York, NY as Air Talent.

DICK BIONDI moves from WBBM/FM-Chicago, IL to MAGIC104-Chicago, IL as Air Talent.

PETE DeLORO moves from WQDR-Raleigh, NC to WBAG-Burlington as Air Talent.

CAT SIMON moves from KSET-El Paso, TX to B94/FM-El Paso, TX as Air Talent.

JONI SIANI promoted to Music Director at Y100-Miami, FL.

MIKE CANNON promoted to Music Director at WMLS/FM-Sylacauga, AL.

KEITH STEWART promoted to Music Director at WAAK-Dallas, NC.

PAUL DURAY promoted to Music Director at KYVA-Gallup, NM.

CHRIS OLIVAREZ promoted to Music Director at KROP-Brawley, GA

DEBBIE PARMLEY promoted to Music Director at KDVV-Topeka, KS.

WALT PINTO moves from WELI-New Haven, CT to WWYZ-Waterbury/Hartford, CT. as Program Dir.

GARY WALDRON moves from KCPX-Salt Lake City, UT to KISN-Salt Lake City, UT as Program Director.

BILL TEMPLETON promoted to Asst. Program Director at KALE-Tri-Cities, WA.

RICH HARRIS promoted to Program Director at WAAK-Dallas, NC.

KEVAN RABAT moves from Q103-Cedar Rapids, IA to KDVV-Topeka, KS as Program Director.

BILL LEE promoted to Program Director at KYVA-Gallup, NM.

RANDY CHAMBERS moves from KWSS-San Jose, CA to KREO-Santa Rosa, CA as Program Director.

RICK ST. CLAIR moves from KBOY-Medford, OR to KSHR-Coos Bay, OR as Operations Manager.

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RECORD TO WATCH CERTIFIED MOST ADDED POWER TRIO THE CARS AMERICA Drive Special Girl (Elektra) COREY HART LIONEL RICHIE (Capitol) It Ain't Enough Penny Lover CHICAGO (EMI) (Motown) Hard Habit To Break (Full Moon/W.B.) SERGIO MENDES Real Life STEVIE WONDER (M3A) I Just Called To Say I Love You (Motown)

September 28, 1984 2W LW TW 1. 1. THE CARS - Drive (Elektra)
4. 2. CHICAGO - Hard Habit To Break (Full Moon/Warner Bros.) 5. 3. STEVIE WONDER - I Just Called To Say I Love You (Motown) 8. 4. 4. John Waite - Missing You (EMI) 12. 10. 5. RALPH MACDONALD & BILL WITHERS - In The Name Of Love (Polydor) 3. 6. 6. Neil Diamond - Turn Around (Columbia) 6. 7. 7. Huey Lewis & News - If This Is It (Chrysalis)
24. 19. 8. KENNY ROGERS, K. CARNES, J. INGRAM - What About Me (RCA) 13. 11. 9. IRENE CARA - You Were Made For Me (Network/Geffen) 14. 12. 10. DONNA SUMMER - There Goes My Baby (Geffen) 16. 13. 11. LAURA BRANIGAN - The Lucky One (Atlantic) 20. 17. 12. BARRY GIBB - Shine Shine (MCA)
17. 15. 13. EVERLY BROS. - On The Wings Of A Nightingale (Mercury)
21. 18. 14. BILLY OCEAN - Caribbean Queen (Jive/Arista) 29. 22. 15. BARBRA STREISAND - Left In The Dark (Columbia) --. 23. 16. DENNIS DEYOUNG - Desert Moon (A&M) 25. 21. 17. ELTON JOHN - Who Wears These Shoes? (Geffen)
10. 8. 18. James Ingram - She Loves Me (Qwest) 26. 20. 19. MADONNA - Lucky Star (Sire)
2. 5. 20. Billy Joel - Leave A Tender Moment Alone (Columbia) 7. 9. 21. Tina Turner - What's Love Got To Do With It (Capitol) 30. 26. 22. ANNE MURRAY WITH DAVE LOGGINS - Nobody Loves Me Like You Do (Capitol) --. --. 23. AMERICA - Special Girl (Capitol) 11. 16. 24. Lionel Richie - Stuck On You (Motown)
--. 29. 25. ROD STEWART - Some Guys Have All The Luck (Warner Bros.) --. --. 26. SERGIO MENDES - Real Life (A&M) 9. 14. 27. Julio & Diana - All Of Me (Columbia) --. 30. 28. J.KENNEDY ε J.OSBORNE - The Last Time We Made Love (AεM) --. --. 29. HALL & OATES - Out Of Touch (RCA) --. --. 30. WHAM! - Wake Me Up Before You Go-Go (Columbia)

CHARTBOUND

Rickie Lee Jones - The Real End (Warner Bros.) Peabo Bryson - Slow Dancin' (Elektra) Pointer Sisters - So Excited (Planet)

DROPPED

Spandau Ballet Herb Alpert Willie Nelson Sadao Watanabe

ACTION SIDES

J.Collins & T.G. Sheppard - Home Again (Elektra)
Jim Capaldi - I'll Keep Holding On (Atlantic)
Shakin' Stevens - A Love Worth Waiting For (Epic)
Bananarama - Cruel Summer (London/PolyGram)
Poco - Save A Corner Of Your Heart (Atlantic)
Diana Ross - Swept Away (RCA)
Thompson Twins - You Take Me Up (Arista)
Jacksons - Torture (Epic)

NEW

Lionel Richie - Penny Lover (Motown) S.Stills w/M.Finnigan - Can't Let Go (Atlantic) Cyndi Lauper - All Through The Night (Portrait) Julio Iglesias - Moonlight Lady (Columbia) Corey Hart - It Ain't Enough (EMI) Raise The Dragon - The Blue Hour (IRS) Joe Jackson - Be My Number Two (A&M) Band Of Gold - Medley (RCA)

RECOMMENDED

Al Jarreau - After All (Warner Bros.) Lionel Richie - Penny Lover (Motown) Paul McCartney - No More Lonely Nights (Columbia) Honey Drippers-Sea Of Love (Esparanza) Julio Iglesias - Moonlight Lady (Columbia)

September 28, 1984

ANALYSIS

415-392-7750

As predicted last week, the top four remain the top four. With no appreciable slack above and ten consecutive underlines below, it looks as though Neil Diamond and Huey Lewis are gonna be squeezed like toothpaste in a tube. Actual statistical momentum was favorable for Neil this week but as we all know ranking is a relative thing. Seven of the first eight A/C records to be CERTIFIED are in the top 20 right now; Ralph MacDonald, Kenny Rogers etc., Donna Summer, Barry Gibb, Dennis DeYoung, Elton John and Madonna. Lionel Richie's fifth single from "Can't Slow Down", PENNY LOVER, is now on the A/C page. The last week he didn't have a song in this section was September 2nd 1983. (the week before ALL NIGHT LONG broke). Ron Fell

NORTHEAST

Lewiston, ME (Chris Layne-WLAM) Everlys, Wham, Hall & Oates, S.Stills, S. Stevens. White River Jct., VT (Andy Leckart-WNHV) L.Richie. Keene, NH (Howard Corday-WKNE) Hall & Oates, S.Stevens, Julio, L. Richie, Band of Gold. Haverhill/Boston, MA (Paul Belfay-WLYT) Madonna, Everlys, DeYoung, Wham, Rod Stewart. Lowell, MA (Glen Hollis-WLLH) S.Stills, Lionel Richie, Christine McVie.

Hartford, CT (Tom Barsanti-WTIC/AM) America, Julio Iglesias, Sergio Mendes. New Haven, CT (Jay McCormick-WELI) Wham! New London, CT (Danny O'Brien-WNLC) Cyndi Lauper, Hall & Oates, Lionel Richie. Ithaca, NY (Scott Musgrave-WQNY) Elton John, Kennedy & O., R.L. Jones, Wham!. Kingston, NY (Thom Williams-WGHQ) Richie, Hall & O., McCartney, Bd. of Gold, Wham, S. Stills, Julio, Lauper, Beach Boys & 4 Seasons, J. Collins & T.G. Albany, NY (Chris Holmberg-WWOM) L.Richie, B.Ocean. Poughkeepsie, NY (Rick McCaffrey-WEOK) Cyndi Lauper, L.Richie, P.McCartney, R.L. Jones. Buffalo, NY (Roger Christian-WBEN) L.Richie, Julio Iglesias, Everly Bros. Buffalo, NY (Tom Langmyer-WGR) Ralph MacDonald, K.Rogers, K.Carnes & J.Ingram. Wilmington, DE (Mike Daley-WDEL) Barbra Streisand, Anne Murray. Scranton, PA (Burke/Trama-WBQW) A.Murray, Peabo Bryson, D.DeYoung, Wham!. New Castle, PA (Bobbie Vaughn-WKST) L.Richie, K.Rogers, Rod Stewart, Kennedy & Osborne. Johnstown, PA (Jack Michaels-WKYE) L.Richie, S.Mendes, Julio, Wham!, Joe Jackson. Pittsburgh, PA (Don Berns-WTAE) Cyndi Lauper.

Meadville, PA (Tod Raymond-WMGW) Bananarama,

Joe Jackson, Hall & O., S.Stills, Prince. Sharon, PA (Scott Kennedy-WPIC) B.Gibb, Waite, Ocean, Elton, Murray, Streisand, Branigan, America, Willie, Kennedy & O., Madonna, Everlys, DeYoung. Weirton, PA (Dave Anthony-WEIR) America, Hall & Oates, Band of Gold. Sutton, WV (Mark Bowman-WSGB) Prince, Wham, Hall &

Oates, Stills, Lauper, C. Club, Richie, Julio, McVie.

Williamson, WV (Doug Jackson-WBTH) Hall & Oates, Anita Baker, G. Frey, America, Madonna, Pointers, Beach Boys. SOUTH Washington, DC (Phil Simon-WEZR) Billy Ocean. Richmond, VA (Lou Dean-WRVA) S. Stevens, L. Richie, Julio Iglesias, Rickie Lee Jones. Richmond, VA (Bill Bevins-WEZS) Julio Iglesias, Billy Ocean, Barbra Streisand.
Winchester, VA (Frank Mitchell-WINC) Hall & O., Romeo
Void, R.L.Jones, Springfield, Springsteen. Charlottesville, VA (Ken Medek-WCHV) Jacksons, Stills, Corey Hart, Joe Jackson.

Charlotte, NC (Dave Bishop-WBT) Madonna, B.Ocean,
Elton John, Lionel Richie. Jacksonville, NC (Craig Thomas-WJNC) A.Murray, Elton

John, America, Sergio Mendes New Bern, NC (Scott Kerr-WSFL/FM) No adds. Dallas/Gastonia, NC (Rich Harris-WAAK) Wham, Sergio Mendes, Barbra Streisand, Nora. Charleston, SC (Ron O'Brien-WCSC) Stephen Stills.

Augusta, GA (John Partick-WFMG) S.Stills, Pointers, Sergio Mendes.

Atlanta, GA (Donna Brake-WSB/FM) L.Richie, America. Tampa, FL (Dave Michaels-WFLA/FM) Lionel Richie. Cocoa Beach, FL (Tim Phillips-CKIOI) John Cafferty, Rod Stewart.

Huntsville, AL (Pat Bosley-WAHR) Julio, Lionel Richie, Band of Gold.

Gadsden, AL (Tim Logan-WGAD) Lionel Richie, Julio.

Bay Minette, AL (Mike Snowden-WBCA) Everlys, Elton,

K.Rogers, Watanabe, Streisand, Anne Murray.

Albertville, AL (J.P. Meadows-WAVU) L.Richie, Elton John, Shakin' Stevens.

Guntersville, AL (Greg Bell-WGSV) S.Stills,C.Lauper,

Madonna, Julio, Culture Club. Selma, AL (Bob Payton-WTUN) Elton, DeYoung, Ocean, Hall & Oates, Wham, C. Lee.

Tuscaloosa, AL (Sander Walker-WFFX) Hall & Oates, Sergio Mendes, Corey Hart, Romeo Void.

Anniston, AL (Lee Patrick-WDNG) L.Richie, Julio & Diana, Shakin Stevens, Billy Ocean.

Baton Rouge, LA (Rick Daniels-WAFB) Madonna, B.Ocean, Hall & Oates, A.Murray, Dennis DeYoung.

Alexandria/Pineville, LA (Jim Steele-KIŠY) America, Kenny Rogers, Sergio Mendes.

Chattanooga, TN (Dale Deason-WGOW) A.Murray, Madonna, America. Murfreesboro, TN (David Walker-WGNS) Kennedy & O., Wham, L.Richie, Rod Stewart, Judy Collins & TG. Clarksville, TN (David Mize-WJZM) Julio, C.Lauper, Stephen Stills, Prince.
Louisville, KY (Nugent/McElvein-WHAS) K.Rogers.
Louisville, KY (Jeff Crawford-WRKA) D.DeYoung, America, Billy Ocean. Paducah, KY (Frank Carvell-WKYX) J.Osborne, Lauper, Champaign, Moroder, C.Club, Stills,
Deniece Williams, Donna Summer.
Campbellsville, KY (Mark Royse-WCKQ) K.Kamon, L.Richie, McVie, Lauper, Stills, Prince, C.Club, Julio Iglesias. CENTRAL Logan, OH (Chuck Anthony-WLGN) S.Stills, Hall & Oates, Cyndi Lauper. Gallipolis, OH (Lynn Smith-WJEH) Corey Hart, Hall & O., Sheila E., Richie, Wham! Dover, OH (Steve Kelly-WJER) L. Richie, Stills, Everlys, Joe Jackson, Hall & Oates. Marion, OH (Rick Bryan-WMRN) Shakin Stevens, America, D.DeYoung, Lionel Richie.
Marion, OH (Jan Chamberlain-WDIF) Prince, C.Club, R.L.Jones, Richie, J.Osborne, DeBurgh, C.Khan, 38 S. Springfield, OH (Steve Popp-WAZU) L.Richie, Murray, S.Mendes, Hall & O., Streisand, Everlys, K.&Osborne. Dayton, OH (Scott McKenzie-WYMJ/FM) Neil Diamond. Toledo, OH (Kevin Scollin-3WM) Madonna, Lionel Toledo, OH (Steve Stewart-WSPD) Lauper, Hall & Oates, Lionel Richie, Paul McCartney. Cleveland, OH (Sue Wilson-WLTE) Madonna, Rod Stewart. Sanduksy, OH (Bill Zimmerman-WLEC) Rabbitt. Humperdinck, Kamon, Bd. of Gold, Julio Iglesias. Zanesville, OH (Pete Petoniak-WHIZ) Streisand, Hall & O., America, C. Hart, Beach Boys & 4 Seasons.

Newark, OH (Greg Moebius-WNKO) Wham, Richie,

C.Lauper, S.Stills, Beach Boys & 4 Seasons.

Kokomo, IN (Darryl Parks-WIOU) Hall & Oates, Sergio Mendes. So. Bend, IN (Cindy Hartman-WXMG) Barbra Streisand, K.Rogers, A. Murray.
Lowell, IN (Jim Holly-WZVN) S.Stills, Richie,
C.Lauper, K.Kamon, Hall & Oates. Lafayette, IN (Mike Johnson-WASK) Sergio Mendes. Rickie Lee Jones, J.Collins & Sheppard. Rushville, IN (Kevin Stone-WRCR) Capaldi, Rickie Lee Jones, Mendes, Richie, Shakin' Stevens.
Bloomington, IL (Jay Livengood-WIHN) Barbara
Streisand, Barry Gibb. Springfield, IL(Kelly Michaels-WCHV) No adds. Wilmington, IL (Wayne Perrott-WDND) Peabo Bryson, Sergio Mendes, Poco. Freeport, IL (John Reilly-WFPS) C.Hart, L.Richie. Chicago, IL (Lee DeYoung-WCLR) S.Mendes, Julio. Peoria, IL (Denise Henley-WIRL) Elton John, MacDonald, Everly Bros. Grand Rapids, MI (Mark Roberts-WOOD) Julio, Barry Gibb. Flint, MI (Perry Wright-WTRX) Madonna, Joe Jackson, Wham, Julio, S. Stevens, Champaign. Lansing, MI (Bryan Halter-WJIM) Wham!. Saginaw, MI (Terry Lenz-WSGW) Sergio Mendes, America, Shakin' Stevens. Grayling, MI (Chris Wright-WQON) L.Richie, Stills, K.Rogers, R.L.Jones, Prince. Detroit, MI (Gene Elzy-WJR) Kennedy & Osborne,

Barbra Streisand.

Milwaukee, Wi (Beth Fast-WMYX) B.Ocean, Hall & Oates, Barry Gibb, Lionel Richie. Green Bay, WI (Stubb/Adler-WNFL) Pointers, K.Rogers,
Bananarama, B.Ocean, Madonna.
Green Bay, WI (Dave Carew-WDUZ) Cyndi Lauper, Wham!, Lindsey Buckingham. Madison, WI (Jim Reed-WMGN) Cyndi Lauper, Hall & O. Madison, WI (Barney Luv-WIBA) No adds. Appleton, WI (Bob Salm-WHBY) Lionel Richie, Julio, Band of Gold, Stephen Stills. Eau Claire, WI (Rick Roberts-WIAL) Richie, Wham, Hall & Oates, Buckingham, Jackson, Rod Stewart. Ft. Atkinson, WI (Chris Michaels-WFAW) Streisand. Banananrama, De Young, Julio Iglesias, J. Collins & TG. Reedsburg, WI (Ken Boehm-WRDB) Raise The Dragon, R.L.Jones, A. Baker, T. Twins, Beach Boys & 4 Seasons, Elvis Costello, Orchestral Manouvers in the Dark.

Marshfield, WI (Sherryann Taylor-WDLB) Elton John, A.Murray, Barbra Streisand, Bananarama. MIDWEST Rochester, MN (Al Axelson-KWEB) S.Stills, Julio, Wham!, Lionel Richie. Rochester, MN (Rich Peterson-KROC) S.Stills,Cyndi Lauper, Joe Jackson, Dennis DeYoung. St. Cloud, MN (John Fine-WJON) L.Richie, Hall & Oates. S.Stills, Joe Jackson, C. Lauper, Band Of Gold. Minneapolis, MN (Chuck Knapp-KS95) Elton John, Dennis De Young. Forest Lake, MN (Steve Olson-WLKX/FM) DeYoung, Hall & Oates, Raise the Dragon, L.Richie, Barbra Streisand. Northfield, MN (Rich Harris-KYMN) T. Twins, Hall & Oates, Murray, Raise the Dragon, Bananarama, B.Boys.
Mankato, MN (Sue LaFond-KEEZ) Richie, Stills, C.Hart,
Julio, Wilder, Sam Harris, Judy Collins & T.G.
Austin, MN (Dave Mehlhaff-KGHR) S.Stills, Exile, Barbra Streisand, Murphey, Raise the Dragon, Schneider. Pipestone, MN (Dan Norris-KLOH) L.Richie, Diana Ross, Glenn Frey.
Duluth, MN (Dick Johnson-WEBC) Madonna, Hall & Oates.
Grand Forks, ND (Kevin Arvidson-KNOX) Lionel Richie. Jamestown, ND (Tim Ost-KQDJ) Kenny Rogers. Des Moines, IA (Mike Judge-KIOA) B.Ocean, Mendes, R.L.Jones, Richie, Hall & Oates, Wham, S.Stevens. Des Moines, IA (Steve Gibbons-KRNT) Richie, Wham, P.Bryson, Humperdinck, Shakin' Stevens. Mason City, IA (Guy Drees-KLSS/FM) C.Club, Stills, Raise The Dragon, Julio, Wham, Shakin' Stevens. Mason City, IA (Steve Locker-KGLO) L. Richie, Julio, Stephen Stills, Dillford & Tillbrook. Cedar Rapids, IA (Gary Edwards-WMT) No adds. Waterloo, IA (Roger Davis-KWLO) Sergio Mendes, Lionel Richie, Hall & Oates. Lincoln, NE (Cathy Blythe-KFOR) No adds. Omaha, NE (Swanda/Mikkelsen-KGOR) America, Lionel Richie, Wham.
Omaha, NE (Randy Shane-KOIL) Streisand, Hall & Oates, America, Diana Ross, Sergio Mendes, Julio. Hastings, NE (Chris Adams-KHAS) Corey Hart. Joplin, MO(Don Carpenter-KFSB) Hall & Oates, Julio, Humperdinck, C.Hart, S.Stills, Champaign. St. Joseph, MO (Bruce Allen-KKJO) No adds. Springfield, MO (Michael Cochran-KGBX) L. Richie, S.Stills,Lauper,Elvis C.,Wham,T.Twins,Hall & O., Paul McCartney, Barbra Streisand. Cape Girardeau, MO (Mike Davenport-KGIR) Richie, Hall & O., Lauper, Wham, Paul McCartney. Lawrence, KS (Bill Lee-KLWN) L.Richie, Lauper, Julio, S.Stills, Paul McCartney. Pittsburgh, KS (Frank Bell-KNZS) Shakin' Stevens, Joe Jackson, Raise The Dragon.

Parsons, KS (Bob Tesh-KLKC) K.Rogers, A.Murray, America, Joe Cocker, Barbra Streisand. Topeka, KS (Stewart/Rues-KMAJ) Hall & Oates, Madonna, Poco, Sergio Mendes. Tulsa, OK (Marc Franklin-KRMG) Everlys, James Ingram, Kenny Rogers, Barbra Streisand. SOUTHWEST Pampa, TX (Kim Bengston-KGRO) Murray, Richie, Lauper, McVie, C. Club, Stephen Stills. Austin, TX (Chris Alan-KEY103) Wham, Julio, Karen Kamon, Corey Hart.

Tyler, TX (Joel Davis-KTYL)C.Club, Lauper,Julio, Osborne, Sam Harris, Judy Collins & Sheppard. Temple, TX (Sean McCullough-KTEM) DeYoung, Elton, D.Ross, A. Murray, Hall & O., Streisand, Richie, Sadao Watanabe. Beaumont, TX (James/Kasi-K106) Anne Murray,
J.Collins & Sheppard, America, Hall & Oates.
Houston, TX (Rick Stancato-KTUN) Lionel Richie, Barbra Streisand. San Angelo, TX (Danielle Daniel-KGKL) Kennedy & O., L.Richie, S.Stills, C.Lauper, Hall & Oates. Del Rio, TX (Kevin Bel-KDLK) Joe Jackson, Jeffrey Osborne. Midland/Odessa, TX (Chuck Wolfe-KCRS) S.Stevens, Mendes, K. Kamon, Richie, Wham, K. & Osborne. Odessa/Midland, TX (Steve Myers-KQIP) Bananarama, Romeo Void, Poco, Sergio Mendes, Cyndi Lauper. Albuquerque, NM (Jay Scott-KOB/FM) No adds. Clovis, NM (Marc Anthony-KCLV) Prince, A.Murray, Chaka Khan, Glenn Frey, Corey Hart. Roswell, NM (Carol Amodeo-KBCQ) Everlys, Wham!, S.Mendes, Bananarama, Band Of Gold.

Phoenix, AZ (Ania Carlisle-KKLT) Elton John, Hall & Oates, Lionel Richie. Lake Havasu City, AZ (John Ford-KFWJ) No adds. Colorado Springs, CO (Erwin/Howard-KVUU) Joe Jackson, Hall & Oates, Wham!. Salida, CO (Charles Darwin-KVRH) S.Stills, Eddie Rabbitt, Raise The Dragon.

Rock Springs, WY (Brian Maloney-KQSW) Culture
Club, C.Hart, Julio Iglesias, Osborne.

Jackson Hole, WY (Mike Buechler-KSGT) G.Frey,
Richie, Julio, Deniece Wms., C.Club, Lauper. Salt Lake City, UT (George Lemich-KSL) Julio,
Murphey, Joe Jackson, Poco, Lionel Richie.
San Diego, CA (Bobby Rich-BIOO) Lionel Richie.
San Diego, CA (Billy Paul-KYXY) Julio, Band of Gold, Ralph MacDonald, J.Collins & TG. San Diego, CA (Mark Larson-KFMB) Julio, Wham, L.Richie, Rickie Lee Jones, Hall & Oates. Carlsbad, CA (Clark Novak-KKOS) Mendes, Hall & Oates, T. Twins, C. McVie, Frey, Stills, Raise the D. Palm Springs, CA (Ty Stevens-KDES) L.Richie, Hall & Oates, Lauper, Everlys, De. Young. San Bernardino, CA (Gary Zane-K104) J.Ingram.
Los Angeles, CA (Jhani Kaye-KOST) Ralph MacDonald, America, Los Angeles, CA (Liz Kiley-KFI) Rod Stewart, Lionel Richie. San Luis Obispo, CA (Liz Anderson-KVEC) S.Stills, Bd.of Gold, Hall & Oates, Rod Stewart, Mendes, Raise The Dragon, L. Richie, Anita Baker. Bakersfield, CA(Bob Holloway-KLYD) Barbra, Stills, Anne Murray.

Fresno, CA (Scott Huskey-KLTK) Elton John, James

Monterey, CA (Michael Reading-KWAV) L.Richie,Cyndi

Lauper, Band of Gold, Corey Hart, Champaign. San Jose, CA (Bill Weaver-KLOK) Chicago, Cars,

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Ingram.

Lionel Richie (ONLY).

San Francisco, CA (Sattler/Kulp-KIOI) Hall & Oates, Lionel Richie, Wham!. Livermore, CA (Rick Strauss-KKIQ) Rod S., Kennedy & O. San Rafael, CA (Roger Coryell-KTIM) Ocean, Lauper, McVie, Juluka, Hall & O., C. Club, Richie, Wolf & W., Raise TheD. Petaluma, CA (Mitch Cox-KTOB) McVie, Julio, Deniece Wms. Santa Rosa, CA (Larry Chiaroni-KSRO) B.Gibb, Ocean, America, Barbra Streisand. Ukiah, CA (Randy Shuck-KUKI) T. Twins, Jackson, Richie, McVie, Stills, Lauper, Poco, C. Club, Beach Boys & 4 S. Vacaville, CA (Rick Batiste-KUIC) DeYoung, K. Rogers, Kennedy & Osborne. So.Lake Tahoe, CA (Mark Scott-KTHO) S.Mendes, Wham, Rod Stewart, Hall & O., Bd. of Gold, C. Lauper. So.Lake Tahoe, CA (Ron West-KOWL) Richie, Lauper, Christine McVie, Culture Club. No.Lake Tahoe, CA (Mickey Lees-KLKT) C.Hart, R.L.Jones, Stills, Wham, Hall & Oates, Lionel Richie.
Reno, NV (Larry Irons-KRNO) Hall & O., Julio, Wham, Anne Murray, Pointer Sisters.
Oroville, CA (Charlie Foxx-KORV) Wham,D.Ross,Hall & O., L.Richie, Beach Boys & 4 Seasons. Grass Valley, CA (Dick Erickson-KNCO) S.Stills, Lauper. Chico, CA (David Kindig-KPAY) DeYoung, Murray, Wham, Kennedy & Osborne. Arcata, CA (Shortz/Marcus-KATA) Lionel Richie, Hall & Oates, Kennedy & Osborne. **NORTHWEST** Grants Pass, OR (Charlie Kirk-KFMJ) D.Ross, Rogers, Lauper, DeYoung, Easton, L. Richie, S. Stills. Roseburg, OR (Veronica Burns-KRSB) G.Moroder, Band of Gold, Corey Hart. Bend, OR (Darren Kelly-KBND) Rod Stewart, Mendes, Shakin' Stevens, America. Salem, OR (Mike Brunswick-KBZY) L.Richie, Cyndi Lauper, Wham!, Culture Club. Salem, OR (Doc Nelson-KSLM) Dennis DeYoung. Lincoln City, OR (Dave Humphrey-KBCH) Lauper, Stills, Richie, Culture Club, Raise the Dragon, C. McVie. Corvallis, OR (Bob Johnson-KLOO) Lionel Richie. Olympia, WA (Dick Pust-KGY) Raise the Dragon, Everlys, Joe Jackson, Corey Hart, Wham!. Shelton, WA (Glen Connolly-KMAS) Everlys, Bd. of Gold. Seattle, WA (Bill Norton-KIXI/FM) Hall & O., Lauper, Wham, S. Stills, C. Hart, R. L. Jones, Joe Jackson. Seattle, WA (Dan Packard-KKMI/FM) Murray, Everlys, Billy Ocean, Lionel Richie. Everett, WA (Moose Moran-KRKO) S.Mendes, Streisand, S.Stevens, Osborne & Kennedy. Enumclaw, WA (David Cool-KENU) R.L.Jones, S.Mendes. Aberdeen, WA (Paul Lankow-KXRO) Bryson, D.Ross, Stills, Poco, Jim Capaldi, Shakin' Stevens. Longview, WA (Roy Bartley-KLOG)Mendes, Richie, C. Club. Yakima, WA (Dave Hanson-KIT) Wham, Richie, Lauper. Yakima, WA (Frank Taylor-KMWX) Stills, Mendes, Lauper. Tri Cities, WA (Bill Templeton-KALE) C.Hart, Capaldi, Joe Jackson, Bd.of Gold, Streisand, S.Stevens. Boise, ID (Lonn Dunn-KBOI) S.Stevens, Hall & O., Wham. Grangeville, ID (Jim Cross-KORT)Rabbitt, Stills, C.Lauper, L.Richie, Hall & Oates. Great Falls, MT (Wes McShay-K99) Julio, Richie. Missoula, MT (Vern Argo-KYLT)Stills, Richie, Hall & O. Billings, MT (Arroe Collins-KOOK) Elton, Madonna, Shakin Stevens, Maria Vidal. Chinook, MT. (Ross Strauer-KRYK/FM) Richie, S. Miller, Hartman, Raise the Dragon, Stephen Stills. Kelowna, BC (Rob Robson-CKOV) Everlys, Madonna, Barbra Streisand, Sadao Watanabe. Saskatoon, SK (Rick Korchinski-CFQC) S. Mendes, Hall & Oates, Madonna, Sheena Easton, Culture Club. Continued to Page 40.....

PROMOTIONS

BETTY HOLLARS LISA SMITH



left to right: Mark Adams, P.D. of WRRK/FM-Manistee, Ml. and Frankie Banali, Carlos Cavazo, Kevin DuBrow and Rudy Sarzo from Quiet Riot. (Photo by Eric Munson)

TRIPLE HEAVY METAL

WRRK/FM in MANISTEE, MICHIGAN, took 35 contest winners to a triple bill Heavy Metal concert, starring Quiet Riot, Helix, and Kick Axe, as "The Castle" in Charlevoix, Michigan. Program Director Mark Adams (pictured here with Quiet Riot) with the help of local sponsors, took these winners via the WRRK Concert Express, and were given prizes, including a t-shirt that reads: "I Kissed The Summer Goodbye With WRRK/FM" and an album or cassette of Quiet Riot's latest.

OUT TO LUNCH

Bill 'St. John, new P.D. of KIIZ/AM KILEEN, TEXAS, tells us about their contest called "Z/WENDY'S OUT TO LUNCH." Winners of the contest (random drawing) get to go to Wendy's Hamburgers for lunch with anyone from their office, courtesy of the station. Some winners took up to 12 workers with them and Bill says, "The contest will continue until Clara finds the beef!"

WHO SAYS THERE'S NO SUCH THING?

Gary Zane, air personality at K104-SAN BERNAR-DINO, CA, has become a very popular lunch date in the San Bernardino area. Gary has been asking listeners to send him their business cards and for the next month, he will be drawing some of the many cards that have been sent in. Zane draws one business card during his Wednesday show at 9:05 AM and that person, along with twenty of his/her co-workers, are treated to a free lunch on the following Friday.

K-HOP'S FOR THE SCOUTS

David Allyn Kraham, P.D. of KHOP/FM-MODESTO, CA reports a very successful promotion called "Bike-A-Thon '84" Pledges are being collected from listeners for the September 23rd bike race through Modesto. Money collected will be donated to the Muir Trails Girl Scout Council to continue the building of a Girl Scout House for their meetings and overnighters—where the scouts learn important skills.

PRESIDENTIAL CANDIDACY ANNOUNCED

Carl "The Tall Dark Stranger" Drake, afternoon personality and program director at KRPT-ANADARKO, OK has announced his candidacy for President of the United States, naming KRPT mascot Kerpit The Frog, as his Vice Presidential running mate. They are running as independents. He announced his candidacy on a broadcast news conference on his radio show, and the campaign continues daily on the show in which he rotates a large number of 30: "unpaid political announcements" furthering the cause. Since the campaign began, Drake and Kerpit have been flooded with requests for campaign appearances all over KRPT's three county listening areas, where Drake delivers a speech outlining the campaign's platform, meets and greets the people, and hands out campaign brochures and buttons. Drake and Kerpit are accompanied on these appearances by up to four "secret service" men, and often a police escort and chauffer driven limousine.

SILVER ANNIVERSARY

Jim Pewter atKRLA-LOS ANGELES, sent us a 25th Anniversary edition of thier "Hit List". What was so unique about that? On the flip side of the current list was a reprint of their VERY FIRST Hit List from SEPTEMBER 1959 so listeners could save it and enjoy it as a souvenir.

CELEBRATION CRUISE

The **OSMOND FAMILY** will be the first private entity to take over the S.S. Norway when it sails from Miami December 1 on a "Silver Jubilee Celebration Cruise". A portion of the proceeds received from each cabin booked will be received by the non-profit organization sponsored by the family that supports children's hospitals across the United States. The Osmonds will hold several performances on board and the cruise is the culmination of their 25th anniversary celebration as professional performers.

BRUCE SPRINGSTEEN

The B side of his current single COVER ME, is a Tom Waits song, JERSEY GIRL, which Bruce recorded live in the Summer of '81.

POLICE

The L.A. Times reports that the band will have a live LP out by this time next year, but a solo LP from lead singer, Sting, should make the rounds in the Spring

DAVID BOWIE

He nearly became blind in one eye (his left) as a result of a fight as a teenager. Surgery to save the eye left him with a paralyzed pupil.

PRETENDERS

Chrissie Hynde and husband Jim Kerr are expecting their first child (his first, her second) in March. Chrissie revealed the blessed event at the conclusion of the Pretenders Tour.

BILLY OCEAN

He was born in the southernmost Caribbean on the island of Trinidad, but moved to London at the age of eight.

BARBARA MANDRELL

She has been the Country Music Association's Entertainer of the Year twice, 1980 and 1981.

CAT STEVENS

The October release of an album titled "Footsteps In The Park" will essentially be a Greatest Hits Volume Two. The package also will include songs he performed for the movie "Harold & Maude."





FRANKIE GOES TO HOLLYWOOD

As a result of the BBC banning the video of their hit, RELAX, Frankie Goes To Hollywood has banned the BBC from playing the new video for "TWO TRIBES".

HERB ALPERT

His Tijuana Brass is a nine man unit, including three originals from the 1965 band which first toured with Herb.

WILLIE NELSON

For a brief time in 1958, Willie was a disc jockey at KVAN in Vancouver, Washington. It was in Vancouver, Washington that Willie recorded his first song, "No Place To Go." Willie had 2,000 pressed up and sold 'em all.

POINTER SISTERS

Since signing with Richard Perry's Planet Records in 1978, the Sisters have released six albums, all produced by Perry.

LIONEL RICHIE

His 1981 duet with Diana Ross, "Endless Love" (from the Franco Zeffirelli film of the same name) won him an Academy Award nomination.

STEVIE WONDER

He had his first hit twenty-one years ago at the age of twelve, but had actually signed on with Berry Gordy's Motown Recording Co. two years before that.

RONNIE McDOWELL

His tribute to Elvis Presley, "The King Is Gone", recorded only weeks after EP's death, proved to be one of the biggest selling records of that year.

ANNE MURRAY

She has won a Grammy for Best Country Vocal Performer in both 1974 and 1980 and for Best Pop Vocal Performance in 1978.

Y&T

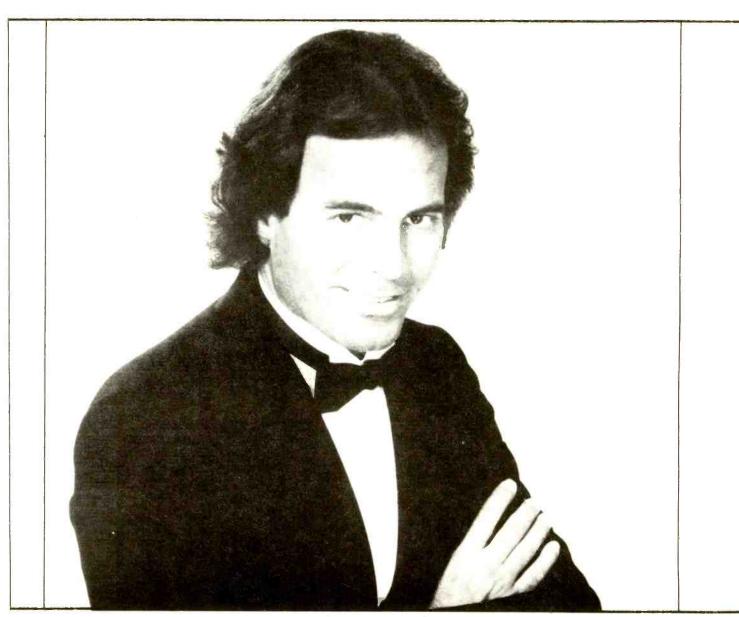
Bay Area metal rockers recorded two LP's under their elongated moniker, Yesterday & Today, named after the Beatles' LP.

BRUCE COCKBURN

The title of his new LP, STEALING FIRE, was taken from the Greek myth of Prometheus. He stole fire from the gods to share with mankind. His punishment was to have his gizzards eaten by vultures.



Literally millions of radio listeners love these n

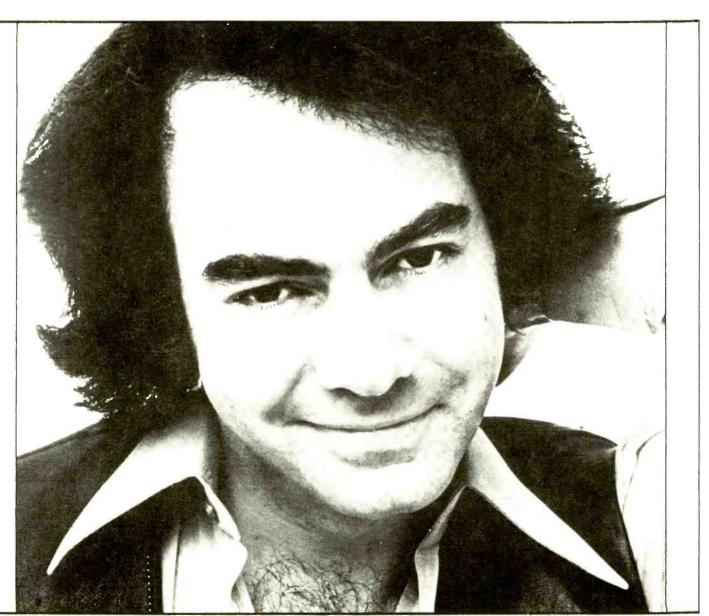


Julio Iglesias
"Moonlight Lady"
From the Columbia LP
1100 Bel Air Place
(QC39157)

Columbia



ien enough to buy every record they make.



Neil Diamond
"Sleep With Me Tonight"
From the Columbia LP

From the Columbia LI Primitive (QC39199)

a Records



ALBUM/ALTERNATIVE ACTION Radio September 28, 1984

EDITOR: KENT ZIMMERMAN ASSOCIATE EDITOR: PETER STANDISH

415-392-7750

POWER TRIO

ALTERNATIVE

ALBUM













BOWIE

U2

CAFFERTY/EDDIE

HOODOO GURUS

RED HOT C.P.'S THE CHURCH

ALBUM

MOST ADDED

ALTERNATIVE ACTION

- 1. TONIGHT-DAVID BOWIE (EMI)
- 2. "SHANGRI-LA"-S.MILLER BAND (CAPITOL)
- 3. UNDERWRAPS-JETHRO TULL (CHRYSALIS)
- THE LONGEST DAY-DEL FUEGOS (SLASH)
- DRIFTERS-TRUE WEST (PVC/JEM)
 KNIFE-AZTEC CAMERA (SIRE)
- 4. LIKE THIS-dB'S (BEARSVILLE/W.B.)

CERTIFIED

TONIGHT-DAVID BOWIE (EMI) Bowie scores the Album chart's first triple smash - number one POWER TRIO, MOST ADDED, and CERTIFIED. Debut #1!



"CYPRESS"-LET'S ACTIVE (IRS) Debut LP is radio-active!

Pride/Wire/Unforgettable Fire/Indian Summer Sky/A Sort Of Homecoming-U2 (Island) A band revered by grocery boxboys and urban sophisticates alike. U2 keep the ball rolling by experimenting with high decibels and daring rhythms. As listed above, there are more songs in the tradition of their hit Album twelve inch, yet there's also songs that are one-step-beyond with an emphasis on the cerebral. U2 can take listeners to the same places pioneers like PINK FLOYD, and early DEAD took their legions--that is, far away from the commotions of the modern world. I love their music because it's both a hard and fast jerk of reality at the same time it's a pleasant escape.

Knees-Out Of Touch/Method Of Modern Love/Some Things Are Better Left / /Going Through The Motions/Possession Obsession/All American Cirl-HALLEOATES(RCA) I keep expecting these two to let up, but no go. From the intro ("Dance On Your Knees" straight into the single) to the last note of JOHN OATES' "Possession Obsession", BIG BAM BOOM is eight straight trax of solid hit music. There should be no reason in the world BBB will be any less HUGE than, say, their last three platinum efforts. We'll be hearing hit singles and twelve Inchers off this right into 185 without rest. Sold American!

Running/Standing In The Line/Luck Don't Last Forever/Clean Cut Kid -THE TEXTONES (Gold Mountain/A&M) Not only is CARLA OLSON quite fetching on the cover of her LP, her music is equally sharp and biting. On the progressive side of PETTY or THE STONES, THE TEXTONES play from the heart minus the usual prefab posturing plaguing a lot of young American bands. CARLA and THE TEXTONES (originally formed with GO-GO KATHY VALENTINE) have been releasing music for quite sometime. Yet up to now, they've only enjoyed an artists' artists status. Now that they've gone public with a cool batch of tunes

(including "Running" first cut by CHUBBY CHECKER) maybe we'll start seeing some of this blonde hair fly nationwide.

I Love You Love/Someday/Push And Stomp/Talking Bout My Baby-JOAN JETT & BLACKHEARTS (Blackheart/MCA) Using a jury of production talent, JOAN JETT follows up her overlooked previous ALBUM with more scowling convictions of hard rock, bubble gum, and even doo-wop. To me, "I Love Rock N Roll" was icing on the cake. The way JJ straddles the line between metal, pop, and punk is almost death defying. Thanks in part to the record collection of mentor/manager KENNY LAGUNA, JOAN's music is a mixture of R&B rooted rock and modern grunge. Whether speaking or singing, JOAN has a raunchy earthiness that makes it impossible to apply any cheap pretense to her style of rock n roll. You could call her the MADGE the MANICURIST of rock n roll right down to her cuticles. When she shouts "Listen", believe me, vou do.

Sea Of Love/Rockin' At Mid./I Get A Thrill-HONEYDRIPPERS [Esparanza/Atlantic] A delightfully lush homage to the music that made the earth move. Ironically distributed by one of the few companies that was there from R&B's birth, ATLANTIC. Robert Plant shows his age as well as his deep talent.

The Prize/Protection-DANNY O'KEEFE (Coldwater) Though a longtime O"KEEFE fan, even I wasn't ready for this. No acoustic blues this time, uh-uh. Instead, O"KEEFE tackles some tough new material with eighties instrumentation. If CHRISTOPHER CROSS or KENNY LOGGINS sang with urgent passion, they might sound this good. "The Prize" and "Protection" are good starting points. Side two unfolds with each listening. Call 415-331-9153.

■ KENT ZIMMERMAN

415-392-7750

September 28, 1984

ALTERNATIVE CROSSOVERS



DAVID BOWIE



U2



DAVE EDMUNDS



YOKO ONO COLLECTION

1. DAVID BOWIE (EMI) "BLUE" "THREAT" "DANCING"

2. 2. The Fixx (MCA) "Ourselves" "Shade" "Train" "Cities"

4. 3. U2 (ISLAND-12") "PRIDE"

4. Bruce Springsteen (Columbia) "Cover" "Surrender" "USA" "Pink" 1. 1.

5. Prince (Warner Bros.) "Purple" "Crazy" "Computer" 3. 5.

6. Lindsey Buckingham (Elektra) "Insane" "Cup" "Slow" 6. 6.

12. 9. 7. JOHN CAFFERTY/EDDIE & CRUISERS (SCOTTI BROS.) "DARK" "TENDER"

9. 8.. 8. Romeo Void (415/Columbia) "Trouble"

4. 7. 9. John Waite (EMI) "Tears" "Missing" "Saturday" 11. 10. 10. The Cars (Elektra) "Drive" "Night" "Heartbeat"

20. 18. 11. DAVE EDMUNDS (COLUMBIA) "SOMETHING"
13. 11. 12. Scandal (Columbia) "Beat" "Warrior" "Taik"
17. 14. 13. HONEYMOON SUITE (WARNER BROS.) "BURNING" "NEW"

10. 12. 14. Billy Idol (Chrysalis) "Flesh"

14. 15. 15. Billy Squier (Capitol) "All " "Rock" "Look"

16. 16. 16. Peter Wolf (EMI) "Crazy" "Lights"
29. 26. 17. TINA TURNER (CAPITOL) "GOOD"

7. 13. 18. Stephen Stills (Atlantic) "Stranger" "50/50" "Right"

21. 20. 19. SAMMY HAGAR (GEFFEN) "55" "WAIT"

--. 35. 20. YOKO ONO COMPILATION (POLYDOR) "MONEY" "ELVIS"

36. 34. 21. SURVIVOR (SCOTTI BROS.) "HOLD"

28. 28. 22. ELTON JOHN (GEFFEN) "RESTLESS" "SHOES" --. 29. 23. 38 SPECIAL (CAPITOL-12") "TEACHER"

31, 24, 24, RED ROCKERS (415/COLUMBIA) "EVE" "JUST"

26. 25. 25. KROKUS (ARISTA) "MANIAC" "BLITZ"

37. 37. 26. Talking Heads (Sire) "House" "Lifetime"

23. 19. 27. Metropolis (Columbia) "Anderson"

22. 22. 28. Bruce Cockburn (Gold Mt./A&M) "Dangerous" "Rocket"

--. 32. 29. RICKIE LEE JONES (WARNER BROS.) "REAL" "JUKE" 18. 21. 30. Lou Reed (RCA) "Suzanne" "Joystick"

--. --. 31. HALL & OÀTES (RCA-12") "TOÚCH"

--. --. 32. DENNIS DEYOUNG (A&M) "DESERT"

--. -33. TOMMY SHAW (A&M) "GUNS"
34. 33. 34. Ronnie James Dio (Warner Bros.) "Mystery" "Line"

30. 39. 35. CYNDI LAUPER (PORTRAIT) "THROUGH" "BOP"

24. 23. 36. Twisted Sister (Atlantic) "Wanna" "Take"

--. --. 37. ZEBRA (ATLANTIC) "BEARS"

19. 30. 38. Huey Lewis & The News (Chrysalis) "If" "Home" 37. 36. 39. Y&T (A&M) "Runnin" "Lipstick"

15. 17. 40. A Flock Of Seagulls (Jive/Arista) "Live"

CH**≜**RTBOUND

*STEVE MILLER (Capitol-single) "Shangri-la" *JETHRO TULL (Chrysalis) "Lap" KISS (Mercury) "Heaven's" BLACKFOOT (Atco) "Dew" "Limelight" ROD STEWART (Warner Bros.) "Luck" FRANKIE GOES... (Island) "Tribes" RATT (Atlantic) "Wanted" DOKKEN (Elektra) "Fire" BAXTER ROBERTSON (RCA) "Green" HANOI ROCKS (Epic) "Bend" "High" *MICHAEL FURLONG (Atlantic) "Use" *WATERBOYS (Island) "Church"

ANALYSIS

After 16 weeks at number one (and not necessarily the last) BRUCE SPRINGSTEEN makes way as DAVID BOWIE makes a dramatic three way sweep of POWER TRIO, MOST ADDED, and CERTIFIED. Not exactly out of obscurity (the single was already doing quite well), BOWIE is only the second artist (aside from SPRINGSTEEN) to debut at number one, sweeping the whole shabang. JOHN CAFFERTY (and label mates SURVIVOR, for that matter) continue an aggressive upward climb. A few markets are even reporting stronger sales than SPRINGSTEEN whose shadow I doubt they'll ever escape. Next week DAVE EDMUNDS should go TOP TEN. A second rack would help.

TINA TURNER jumps nine points with her new single much better suited for ALBUM RADIO. Thank THE FIXX, who incidently hang on to the number two position with a fury. In the middle of the chart at numbers 19-25, all are underlined and are jockeying for position. THE RED ROCKERS (see page 29) and KROKUS are making lateral but upward moves thanks to the jammed up, clogged up midriff of the chart. A couple of STYXISTS, DENNIS DEYOUNG and TOMMY SHAW debut close together in rotation points. The new HALL & OATES album is a monster. Next week it will dwarf the twelve inch depending a lot on the U.S. Mail system. CYNDI LAUPER's new single "All Through The Night" (penned by JULES SHEAR) will revive her already giant LP once again, so be prepared. JETHRO TULL will debut next week based on it's strong start and out-of-the-box reaction this week. This is the first week we had less than five ALTERNATIVE CROSS-OVERS. Besides BOWIE and EDMUNDS, YOKO ONO's album is doing quite well. It should be pointed out, though, that each format is on a different track. ALBUM RADIO is high on the EDDIE MONEY track while the runaway ALTERNATIVE favorite is overwhelmingly ELVIS's version of "Walking On Thin Ice". A turnaround this week for ELTON JOHN. His new single is required to be always as "Besides" beginned to fade. single is reviving the album as "Restless" begins to fade. STRANGE BUT TRUE DEPT. I don't know about you, but I spend time browsing through record stores. This week I saw a first -a LEATHER record cover. I've seen SHEET METAL before, but never leather. It did happen to be a MOTORHEAD LP. However I'm having trouble deciding if history is worth \$20.

LHERNATIVE ACTION

September 28, 1984

ANALYSIS

415-392-7750

2W LW TW

1. HOODOO GURUS (A&M)"BACK""TURN"
2. RED HOT C.P.'S (ENIGMA/EMI)"TRUE" 3. 5.

3. 6.

3. Romeo Void (415/Col.)"Life""Instincts" 4. Bangles (Col.) "James" "Liver."

5. 4. 5. Love Tractor (DB) "Neon"

15. 10. 6. THE CHURCH (W.B.) "MAYBE" "NO"

7. Shriekback (Arista/UK) "Hand" 10. 9.

8. LET'S ACTIVE (IRS) "BLUE""WATERS"
9. Prince (W.B.) "Die" "Star" 18. 13.

4. 6.

16. 14. 10. U2 (ISLAND-12") "NAME"

25. 18. 11. TALKING HEADS (SIRE) "GIRLFRIEND"

26. 22. 12. DAVID BOWIE (EMI) "BIG"

9. 11. 13. King Sunny Ade (Island) "Ase"

--. --. 14. dB'S (BEARSVILLE/W.B.) "LOVE"

7. 7. 15. Elvis Costello (Columbia) "Loved" 8. 8. 16. Special AKA (Chrysalis) "Racist"

30. 21. 17. BLANCMANGE (LONDON/SIRE) "TELL"

19. 16. 18. Black Uhuru (Island) "Life"

--. 25. 19. DAVE EDMUNDS (COLUMBIA) "WHY" 28. 28. 20. SWIMMING POOL Q'S (A&M) "PULL"

12. 12. 21. Husker Du (SST) "Pink"

--. 27. 22. JULUKA (WARNER BROS.) "FEVER"

13. 19. 23. Gun Club (Animal/Jem) "Stranger"

14. 20. 24. Rain Parade (Enigma) "Blue"

22. 26. 25. Frankie...H'Wood (Isl.-12") "Two"

-. --. 26. AZTEC CAMERA (SIRE)"STILL""NEED"

--. --. 27. REPLACEMENTS (T.TONE-12") "DARE"

--. --. 28. RED ROCKERS (415/COL.) "EVE"

29. 29. 29. SUMMERS/FRIPP (A&M) "PLAYBOY"
--. --. 30. YOKO ONO COM. (POLYG.) "COSTELLO"

CHRTBOUND

MINUTEMEN (SST) "History" GIL SCOTT-HERON (Arista) "Re-Ron" GENERAL PUBLIC (IRS-12") "Tender." RICKIE L.JONES (W.B.) "Real" MEN WITHOUT HATS (MCA) "Boys" WATERBOYS (Island) "Church" TRUE WEST (PVC/JEM) "Look" TOM VERLAINE (W.B.) "Miles" TRACIE (A&M) "DR. LOVE" DEL FUEGOS (Slash) "Backseat"

IMPORT/INDIE ACTION



SHRIEKBACK

LOVE TRACTOR (DB) "Neon" SHRIEKBACK (Arista/UK) "Hand" HUSKER DU (SST) "Pink" GUN CLUB (Animal/Jem) "Stranger" RAIN PARADE (Enigma) "Blue" REPLACEMENTS (Twin Tone-12") "Dare" MINUTEMEN (SST) "History" TRUE WEST (PVC/JEM) "Look" DEL FUEGOS (Slash) "Backseat" AFRIKA BAAM. & J.B. (Tommy Boy) "Unity" BONEMEN OF BARUMBA (Enigma) "Jesus"

The lull in last week's storm of new releases has passed. This is one of our most turbulent chart's in recent months. Next week should also be more of the same, as the barage of new albums begin pushing fatigued music aside.

The HOODOO GURU'S score a fourth quarter TD, leap-frogging the RED HOT CHILI PEPPERS to number one. Together the GURUS and PEPPERS lead the pack by a substantial margin and make up two-thirds of the POWER TRIO.

Last week's GAVIN CERTIFIED, THE CHURCH, enters the POWER TRIO. Airplay will increase further when their tour begins.

LET'S ACTIVE moves into the top ten for a GAVIN CERTIFIED and will waste no time entering the GAVIN POWER TRIO.

A mid-chart POWER TRIO exists with U2, TALKING HEADS, and DAVID BOWIE all poised to increase their positions dramatically. BOWIE'S support is initially coming from the Alternative commercial reporters, while the TALKING HEADS airplay now includes a large non-commercial sampling.

The dB'S long-awaited album gains almost instant endorsement, debuting within the upper half of the chart. They were the fourth most added this week (the MOST ADDED last week) and should translate into station rotations in the coming weeks.

Look for big gains for AZTEC CAMERA and the REPLACEMENTS. Both are still just getting added this week. The REPLACEMENTS will likely be a giant record especially after the full album is out.

VIDEO



BUZZ BRINDLE MTV DIRECTOR OF MUSIC PROGRAMMING 212-944-5399

Adds: SCORPIONS "Leaving" SCORPIONS "Leaving"
ELTON "Shoes"
HALL & OATES "Touch"
JETHRO TULL "Lap"
STEVE PERRY "Strung"
PAUL McCARTNEY "Lonely' CULTURE CLUB "War" 38 SPECIAL "Teacher" AZTEC CAMERA "Need" BAD MANNERS "Lollipop"

Hot: BANANARAMA "Cruel" BANANARAMA "Cruel"
B. IDOL "Flesh"
SPRINGSTEEN "Dancing"
J. CAFFERTY "Dark"
CARS "Drive"
CHICACO "Habit"
DAVID BOWIE "Blue"
DENNIS DEYOUNG "Moon"
DONNA SUMMER "Baby"
FIXX "Ourselves"
JACKSONS "Torture"
HONEYMOON SUITE "New"
GLENN FREY "Blues"
J. STARSHIP "Layin"
JOHN WAITE "Missing"

Medium Medium:
BERLIN "Berlin"
B.OCEAN "Caribbean"
BLACK N BLUE "18"
B.COCKBURN "Lovers"
C.HART "Ain't"
D.EDMUNDS "Something" DRAGON "Rain" EVERLYS "Wings" FASTWAY "Fired" FASTWAY "Fired"
FRANKIE GOES "Tribes"
GO-GO's "Yes"
HELIX "Rock"
HERBIE HANCOCK "Hard"
IRDN MAIDEN "Two"
JERMAINE J. "Dynamite"

C.KHAN "Feel" DOKKEN "Fire" G. EARRING "Blonde" QUEEN "Hammer"
RED ROCKERS "Eve" S. EASTON "Strut" STONE FURY "Walls" T.HEADS "Lifetime" DREAMS "Red"

KROKUS "Maniac" LINDSEY B. "Insane" MADONNA "Lucky" MADONNA "Lucky"
N.RANGER "Close"
P.WOLF "Lights"
POINTERS "Excited"
PRINCE "Crazy"
R. SPRINGFIELD "Bop"
R. STEWART "Luck"
SAMMY HAGAR "55"
SHEILA E. "Glam."
TINA TIRNER "Cood" TINA TURNER "Good"
YES "Happen"
VAN HALEN "Teacher"

KISS "Heaven's"
LIONEL RICHIE "Penny"
NAKED EYES " Name"
RATT "Wanted"
RAIL "1-2-3-4-"
ROMEO VOID "Girl"
R.J. DIO "Mystery"
SPANDAU BALLET "Leave"
STEPHEN STILLS "Stranger"
THOMPSON TWINS "Up"
TWISTED SISTER "Wanna"
WHAM "Go-Go" WHAM "Go-Go" XAVION "Eat" Y&T "Runnin'" ZEBRA "Bears"

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*RESEARCH CONTRIBUTOR TO ALTERNATIVE ACTION

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THE GAVIN REPORT spoke to DARREN HILL—bassist for THE RED ROCKERS. SCHIZOPHRENIC CIRCUS, their third album for 415/Columbia Records is entirely honest, urgent, poignant and (thank god) American. Darren has youthful exuberance yet is very realistic that there are no short cuts on the hard road to rock'n'roll nirvana.

What are your thoughts on video as a medium for recording artists? How will **THE RED ROCKERS** fit into the video scheme of things?

The directors tried to make us put a lot of girls and stuff in our videos, which is not what we're about at all. This time we're having a lot more control over how we want to present ourselves. It's going to mainly be a performance piece, but we're going to cut in a lot of images. It's hard to do a song like EVE OF DESTRUCTION without being real cliche. We didn't want to get into too much protest footage.

Who do you expect to reach with your new album SCHIZOPHRENIC CIRCUS?

You're always looking to reach new fans of course. I think it's going to go beyond the last album and reach into Album Radio. We still have a lot of college support. I think all of our old fans will like this new album. We're still going to have our ground support and our street support. Hopefully getting more radio airplay will reach a whole new audience and that's real exciting.

What's the significance of Red in the name RED ROCKERS?

Red in the sense of urgent or emergency. We want people to pay attention to us and to what we're saying. That's what the Red stands for. It doesn't connotate Communism or Marxism or anything like that.

Your new album SCHIZOPHRENIC CIRCUS, is produced by Rick Chertoff and Bill Wittman. How did the sessions go?

We wanted to make sure we got the sound we really wanted. On the last two albums, we were happy with them but we weren't quite satisfied with the sound. We wanted a tougher sound, a bigger sound. A lot more time was spent on this album. The last album was recorded in two weeks and Condition Red (the first album) was recorded in about two days. This time we spent about four months, total, including studio time and pre-production time.

You decided on using Chertoff before Cyndi Lauper broke.

Yes. He used to work with a band called THE A's (on Arista). They had a good sound. The guitars and the drums were big. Bill Wittman did engineering for people like Springsteen and Dylan.

On your very first album, early songs like GUNS OF REVOLUTION were almost brash and hardcore sounding.

We were just kids. We had only picked up guitars about 2 years before recording CONDITION RED. It's a whole learning process. As we get older and grow with age, we also grow with our musical abilities. With every album, we seem to take a big step. It's working out real well so far.

You were compared to THE CLASH in the early days. Did that bother you?

Oh yeah. We weren't trying to be that way. It's really hard being compared to somebody like that. It seemed like writers wouldn't take the time to get into us in any depth. They would just label us as the American **CLASH** and take the easy way out. It was difficult to fight that for a long time.

On the second album you brought in a new drummer.

JIM REILLY.He was in a band called STIFF LITTLE
FINGERS.

So you backed off a little on the political nature for the second album. What about SCHIZOPHRENIC CIRCUS?

A really terrible thing happened to us last year in the middle of our tour. Jim, our drummer, is from Ireland. His brother was murdered in the streets of Belfast last year ... when he was walking down the street. Something like that can't really help but make you more poltical and angry. Right after that, we started to write new songs. A lot of that has to do with our stance on the latest album. It rubbed off on the lyrics quite a bit.

What gave you the idea to cover the song EVE OF DESTRUCTION?

We like to do cover versions of songs that are as socially relevant today as they were back in the Sixties. On the last album, we did BALL OF CONFUSION. We played around with a lot of **BEATLES**, **STONES**, and **DYLAN** songs and it just seemed that EVE OF DESTRUCTION came out with a magic touch. When it was finished, it turned out so well, we said 'wow' this could be a single.

Do you understand more about the practical aspects when it comes to attracting airplay? Or do you write 'em and hope for the best?

A little bit of both. Of course, you write and record your songs and hope for the best. But as time goes on ... you start to understand how the whole thing works with programmers. We felt the times are right for EVE OF DESTRUCTION to be popular again. We also figured that since the song was number one in 1967, it was probably when most DJ's and Radio programmers were growing up and listening to music. We like the lyrics. We're really behind it. Just maybe Radio will get behind it as well because they remember it and it means something to them. We can pass the song on to a whole new generation.

What are your memories of the earliest days of THE RED ROCKERS in New Orleans?

A lot of closed doors. New Orleans is a terrible place for a new band to start out. No place to play. No hip press. We loaded up a Hertz truck and ended up in San Francisco. We kept ourselves alive until we met **HOWIE KLEIN** from 415 Records.

Do THE RED ROCKERS have a final message to radio programmers out there?

Take a chance on some new American music. There's a lot of great young American bands around who are getting neglected.

FOCUS GROUPS: A Means—But By No Means An End To Your Research by Terry McNiff

Focus groups have become one of the most valuable tools in a radio station's research arsenal. They have proven extremely beneficial when their values as well as their limitations are thoroughly understood.

For those who are not familiar with this research approach, a focus group can be described as a brain-storming session—guided by a trained moderator—involving a group of 8—12 people who share one or more common characteristics (e.g., women 18-49 who listen to your station as well as to your prime competitors).

If you embark on focus group research as a way to uncover and better understand particular aspects of your station's strengths and weaknesses, you will undoubtedly find the results to be well worth your time and expense. If your objective is to find solutions to those problems, focus group research will often fall short of your expectations. That's because focus groups are a place to begin rather than a cure-all.

I will admit to having reached heights of excitement (as well as depths of boredom) sitting behind a one way mirror in a darkened room observing a focus group in action. But, let's face it, 8 or 12 carefully screened individuals, gathered around a table, do not constitute a statistically significant sample—even if they all agree on something.

These 8 to 12 listeners are "golden" to you not because they've got the answers but, rather, because they've raised the questions. Knowing and understanding the questions raised by your audience, or potential audience, is the key to developing future studies—designing audience research that is quantifiable and projectable—research from which you can make decisions.

In short what I'm saying is that focus groups are research for doing further research. They should precede not preclude other research efforts.

What You Can Learn From Focus Group Research
Let me cite some examples of what you can expect
from focus group research:

- * broad-based perceptions of your station and the competition and the image they project to listeners
- * general attitudes regarding the music played by your station and the competition or, in the case of talk shows, attitudes towards subjects covered.
- * general feelings towards your on-air personalities (focus groups may identify specific and potential problems with elements such as delivery style, accent, pacing...)
- * perceived changes in the station over a period of time; i.e., is it getting better or worse?
- * insight into problems and opportunities with respect to news and information provided by your station
- * initial reaction to promotional ideas, story-board concepts, proposed on-air features, etc.
- * insights into signal problems
- * attitudes toward commercial content as well as specific commercial copy that may offend the listener

- * exploration of new formats. (Sometimes this can take the form of idea generation, investigating potential unfulfilled programming needs)
- * and, most of all, focus groups enable you to gather ideas and information which will assist you in designing larger, quantifiable studies.

My company, Information & Analysis, Inc. (I&A) has found that focus groups do not provide enough information to justify making decisions with regard to music rotation, on-air staff, and specific daypart programming. Problems in these areas can be uncovered in focus groups; however, confirming the problems and finding the solutions requires a broadbased random sample telephone survey that will provide data which is projectable to the entire population.

Number of Groups

Focus group research should not be limited to one group. At I&A we recommend three separate focus groups. Reliance on only one group raises the possibilities that one or two participants may behave in a way that minimizes the effectiveness of that focused panel. In addition, a study based on three separate panels increases the likelihood of obtaining representative insight into the subject being researched.

Role of the Moderator

The moderator who handles the focus group session plays a vital role in determining the success or failure of the research. A moderator with expertise in this field can keep the discussion on target. He or she can prevent one or two participants from dominating the discussion at the expense of other people in the group while drawing out those who may initially appear to be playing a more passive role. In addition, a smart, experienced moderator can sense from the participants' tone of voice, facial expressions and even identify from body-language, attitudes and opinions that may not yet have emerged during the discussion. This is one of several areas where you save nothing by using in-house staff. Only a trained outsider can maintain objectivity and order.

Conclusion

The focus group is an excellent research technique when used properly—as a preliminary approach for designing a quantitative research study.

But fault us for being human. It's a lot easier to warm up to the comments made about your station by a roomful of people than to the impersonal figures displayed on the pages of a rating book or printout. However, it's "the numbers" that stations live by, and many times a quantitative survey developed from focus group research is the best way to improve those numbers.

Terry McNiff is Marketing Manager of Information & Analysis, Inc., a media/marketing research and consulting firm serving both the broadcast and cable industries. Terry was previously a producer for KYA Radio and prior to that served as Research Director for KFRC Radio. She has years of experience with focus group research and is I&A's principal focus group moderator. Information & Analysis is a member of the AGB Research Group located at 81 No. Broadway, Hicksville, New York 11801. (516) 822-7878

ASSOCIATE EDITOR: LISA SMITH

CERTIFIED

ANNE MURRAY & DAVE LOGGINS Nobody Loves Me Like You Do (Capitol)

RONNIE MILSAP Prisoner Of The Highway (RCA)

MOST ADDED

REBA MCENTIRE How Blue (MCA)

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

TOP REQUESTS

JOHN SCHNEIDER I've Been Around Enough To Know (MCA)

CONWAY TWITTY I Don't Know A Thing About Love (Warner Brothers)

ANNE MURRAY & DAVE LOGGINS Nobody Loves Me Like You Do (Capitol)

COONTREY

September 28, 1984

- ALABAMA If You're Gonna Play In Texas (RCA) 1.
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- WILLIE NELSON City Of New Orleans (Columbia) 8. 6. 3.
- BARBARA MANDRELL & LEE GREENWOOD To Me (MCA) 3. 2.
- EXILE Give Me One More Chance (Epic) 11. 10. 5.
- GARY MORRIS Second Hand Heart (Warner Brothers) EDDY RAVEN I Could Use Another You (RCA) 12. 8. 6.
- 7. 5. 7.
- 13. 9. 8. JOHN SCHNEIDER - I've Been Around Enough To Know (MCA)
- GATLINS The Lady Takes The Cowboy (Columbia) 6. 7.
- JOHN ANDERSON She Sure Got Away With My Heart (Warner Brothers) 14. 13. 10.
- LEE GREENWOOD Fool's Gold (MCA) OAK RIDGE BOYS Everyday (MCA) 18. 14. 11.
- 4. 4. 12. 22. 20. 13. STATLER BROTHERS - One Takes The Blame (Mercury)
- JOHNNY LEE You Could've Heard A Heart Break (Warner Brothers) 21. 17. 14.
- EARL THOMAS CONLEY Chance Of Lovin' You (RCA) 31. 25. 15.
- RICKY SKAGGS Uncle Pen (Epic) 9. 12. 16.
- 16. 16. 17. 27. 21. 18. EMMYLOU HARRIS - Pledging My Love (Warner Brothers)
- JANIE FRICKE Your Heart's Not In It (Columbia)
- RONNIE MILSAP Prisoner Of The Highway (RCA) 30. 26. 19.
- DON WILLIAMS Maggie's Dream (MCA) 33. 29. 20.
- ANNE MURRAY & DAVE LOGGINS Nobody Loves Me Like You Do (Capitol) 38. 32. 21.
- 15. 15. 22. VERN GOSDIN - What Would Your Memories Do (Compleat)
- 17. 18. 23.
- DAN SEALS The Wild Side Of Me (EMI) MOE BANDY Woman Your Love (Columbia) 19. 19. 24.
- MERLE HAGGARD Let's Chase Each Other Around The Room (Epic) 1. 11. 25.
- LOUISE MANDRELL Goodbye Heartache (RCA) 35. 30. 26.
- MICKEY GILLEY Too Good To Stop Now (Epic) 34. 31. 27.
- RAY CHARLES & B.J.THOMAS Rock 'N' Roll Shoes (Columbia)
 BILL MEDLEY I've Always Got The Heart (RCA) 24. 24. 28.
- 25. 27. 29.
- 40. 35. 30. MICHAEL MURPHEY - Radio Land (Liberty)
- KAREN BROOKS Tonight I'm Here With Someone Else (Warner Brothers) 23. 23. 31.
- WHITES Pins & Needles (Curb/MCA) --. 34. 32.
- JUICE NEWTON Ride 'Em Cowboy (Capitol)
 GEORGE JONES She's My Rock (Epic) 28. 28. 33.
- --. --. 34.
- BELLAMY BROTHERS World's Greatest Lover (Curb/MCA) --. 38. 35.
- --. 36. 36. ATLANTA - Wishful Drinkin' (MCA/MDJ)
- BRENDA LEE A Sweeter Love (I'll Never Know) (MCA) --. 37. 37.
- CHARLY MCCLAIN Some Hearts Get All The Breaks (Epic) --. 39. 38.
- --. 40. 39. DAVID FRIZZELL & SHELLY WEST - It's A Be Together Night (Viva)
- NITTY GRITTY DIRT BAND I Love Only You (Warner Brothers) --. --. 40.

415-392-7750

ACTION SIDES

Title & Artist	Reports	Adds	On	Chart
Dolly Parton - God Won't Get You (RCA)	84	9	48	27
Tom T. Hall - P.S. I Love You (Mercury)	80	7	48	25
Eddie Rabbitt - The Best Year Of My Life (Warner Brothers)	80	47	31	2
Hank Williams Jr All My Rowdy Friends Are Coming Over (WB)	73	29	37	7
George Strait - Does Fort Worth Ever Cross Your Mind (MCA)	69	26	40	3
Vince Gill - Turn Me Loose (RCA)	66	10	48	8
Barbara Mandrell - Crossword Puzzle (MCA)	63	33	29	1
Judds - Why Not Me (RCA)	62	35	20	7
Mark Gray - Diamond In The Dust (Columbia)	52	19	32	1
Gail Davies - Jagged Edge Of A Broken Heart (RCA)	50	17	32	1
Waylon Jennings - America (RCA)	50	18	31	1
Pinkard & Bowden - Mama She's Lazy (Warner Brothers)	49	11	32	6
Moe Bandy & Joe Stampley - The Boys Night Out (Columbia)	47	24	22	1
Jimmy Buffett - When The Wild Life Betrays Me (MCA)	40	4	28	8
Kathy Mattea - That's Easy For You To Say (Mercury)	36	8	23	5
*Reba McEntire - How Blue (MCA)	36	35	1	
*Gene Watson - Got No Reason Now For Goin' Home (Curb/MCA)	34	23	2	
Everly Brothers - On The Wings Of A Nightingale (Mercury)	33	5	25	3
Keith Stegall - Whatever Turns You On (Epic)	26	7	19	
Bandana - All I Wanna Do (Warner Brothers)	25	. ==	17	8
Judy Collins & T.G.Sheppard - Home Again (Elektra)	24	8	14	2
Sawyer Brown - Leona (Capitol)	23	9	13	1
*Johnny Rodriguez - Rose Of My Heart (Epic)	23	23		

*Debuting In Action Sides

Dropped: #22-Crystal Gayle, #33-Lionel Richie, Hillary Kanter, Rex Allen Jr., David Allan Coe.

COUNTRY LP CUTS

Nitty Gritty Dirt Band - CADILLAC RANCH/HIGH HORSE/TWO OUT OF THREE Charley Pride - STAGGER LEE/GOTTA SEE SOME MORE OF YOU John Schneider - LOW CLASS REUNION/COUNTRY GIRLS/HOLLYWOOD HEROES Janie Fricke - FIRST WORD IN MEMORY.../ONE WAY TICKET Jimmy Buffett - WHO'S THE BLONDE STRANGER/RAGTOP/KNEES OF MY HEART Mandrell & Greenwood - ONE ON ONE.../WE WERE MEANT FOR...

Tom T.Hall - MY HEROES HAVE ALWAYS BEEN HIGHWAYS/BEFORE JESSIE DIED Dan Seals - IN SAN ANTONE/MY OLD YELLOW CAR/THE LOVING PROOF John Anderson - RED GEORGIA CLAY/ONE SHOT DEAL/EYE OF A HURRICANE Hank WIlliams Jr. - MR.LINCOLN/COUNTRY RELAXIN'/VIDEO BLUES

RECOMMENDED NEW RELEASES

"One Owner Heart"-T.G.Sheppard (WB/Curb)
YOU'RE GOING OUT OF MY MIND
ONE OWNER HEART
IN MY DREAMS

CRYSTAL GAYLE
ME AGAINST THE NIGHT
(Warner Brothers)

ANALYSIS

They've done it again! Alabama usually holds onto the number one spot for more than one week, and they've been in this position more often than any other country act so far this year. If we still had a PRIME MOVER, Earl Thomas Conley would have been it this week. Anne Murray & Dave Loggins are now being

embraced by A/C stations - and even a few Top 40 stations. John Anderson, Lee Greenwood, The Statlers, Johnny Lee, and Don Williams continue to steadily ascend the charts. George Jones and the Nitty Gritty Dirt Band are the only two debuts this week.

Expect several debuts next week, as stations weed out to make room for the newer product bursting at the seams to go up,up,up. Speaking of bursting out, the Judds are doing just that. It would be redundant to keep mentioning Pinkard and Bowden as a Top Request record. Radio people may be "burned out" on it, but listeners can't seem to hear it enough. Obviously, there are many chart contenders listed in the Action Sides, with a few weaklings continuing to hang in there. We'd like to list which ones look strong and which ones look weak, but we can't predict how the phones are going to influence the charts. Wouldn't it be great if they could all go Top 10?

NORTHEAST

Portland, ME (Hal Knight-WPOR) Rabbitt, Hank Jr., Judds, Waylon, Strait, Buffett.

New York, NY (Pam Green-WHN) Statlers, Lee Greenwood, G.Jones.

Philadelphia, PA (Larry Coates-WXTU) K.Mattea, Whites, D.A.Coe, T.T.Hall, D.Parton, C.McClain, L.Mandrell.

Carlisle, PA (Ann Stevens-WHYL) Judds, Hank Jr., G.Strait, P.& Bowden, Rabbitt. SOUTHEAST

Baltimore, MD (Todd Grimsted-WPOC) No adds. Clarksburg, WV (Bill Dunn-WKKW) Fricke (37), D. Williams (38), Gilley (39), Bailey (40), Rabbitt, Hank Jr. Judds.

Charleston, WV (Bruce Clark-WQBE) Rabbitt, McClain,
Tom T.Hall, B.Mandrell.

Danville, VA (Marshall Kelly-WDVA) J.Lee, Milsap, D.Williams, J.Fricke, E.T.Conley, Juice.

Goldsboro, NC (Tony Scott-WFNC) Hank Jr., Rabbitt, B.Mandrell, Davies, Judds, Moe & Joe.

Shelby, NC (Bob Davis-WOHS) McClain, Strait, Everlys, T.Jones, M.Gray, Hank Jr. Anderson, SC (Jerry Howard -WAIM) Juice, Mattea,

Keith Whitley, K.Buchanan, Watson, McEntire. Elberton, GA (Brent Johnson-WWRK/FM) Hank Jr.,

Moe & Joe, G. Davies, Rabbitt, B.Mandrell. Columbus, GA (Gary Edwards-WVOC) Moe & Joe,

G.Davies, M.Gray, D.Allen, C.McClain, E.Rabbitt,

Albany, GA (Kris Van Dyke=WKAK) P.& Bowden, R.Clark.

Ft.Pierce, FL (George Gordon-WFTP) McClain, B.Mandrell, Wariner, McEntire.

Arcadia, FL (Karl August-WOKD) Whites, F.& West, George Strait.

St.Petersburg, FL (Bill Pyne-WQYK) D.Williams, E.T.Conley, Bellamys, Judds.
Panama City, FL (John Dunaway-WWWQ) McEntire, Watson, Rodriguez, R.Clark, Humperdinck.

Destin, FL (Skip Davis-WMMK) Watson, McEntire, Rodriguez, G.Wolf.

Pensacola, FL (Kris O'Kelly-WOWW) D.A.Coe, Rabbitt, Judds, Hank Jr.

SOUTH

Atmore, AL (Roy Harrison-WSKR) Rabbitt, Judds, Davies, Scarbury, Watson, McEntire.

Talladega, AL (Jon Carter-WEYY) McEntire, Rodriguez,

Watson, Juice (RCA), Danny Jones.
Albertville, AL (Jeff Allen-WQSB) Judds, Rabbitt,
Moe & Joe, M.Gray.

<u>Collins/Hattiesburg, MS</u> (Peter Gatlins-WKNZ) S.Wariner, Judds, Waylon, J.Scarbury, Stocker & Berg, McEntire.

Pascagoula, MS (J.D.Gray-WGUD) Stalker & Berg,
Rabbitt, Davies, Judds, Hank Jr., V.Gill, Gray, Stegall, B.Mandrell.

Biloxi, MS (Jim Tabor-WVMI) Hank Jr., Strait, P.& Bowden, Judds, G.Jones, NGDB, Wariner. Houma, LA (Larry Hyatt-KJIN) G.Davies, G.Jones,

J.Scarbury, M.Murphey. Abbeville, LA (Anthony Keith-KASC) V.Gill, Rabbitt, Waylon, Hank Jr., Watson, Judds.

Alexandria, LA (B.Mitchell-KRRV/FM) S.Brown, G. Wolf, Rabbitt, B.Mandrell, K.Springs, Moe & Joe, Hank Jr., Willie & Wilson, J.C.Cunningham, Staker & Berg, Judds, Wariner.

Ruston, LA (Bob Day-KXKZ) B. Mandrell, Everlys, McClain, M.Gray, Wariner.

West Monroe, LA (Cathy Oskoian-KUZN) Everlys, Rodriguez, Richie, Judds, Moe & Joe, G.Davies, Watson, McEntire, R.Clark.

El Dorado, AR (Ben Robbins-KDMS) Waylon, Rabbitt, Strait, Judds, Hank Jr.

Fayetteville, AR (Tom Sleeker-KKIX) G.Jones. Chattanooga, TN (Art Sanner-WDOD) Judds, McEntire, G.Davies, G.Watson.

Lynchburg, TN (Spike McCurdy-WTNX) J.Conlee, J. Rodriquez.

Mt.Pleasant/Columbia, TN (Gary "Cowboy" Powell-WXRQ) Stills, Rabbitt, M.Gray, Hank Jr., Younger Bros. Nashville, TN (Cathy Martindale-WSM) McEntire (26),

Judds (27), G.Wolf (28), A.Murray.

Kingsport, TN (Bob Gordon-WKIN) Murphey, M.Gray,

Bellamys. Harlan, KY (Neil Middleton-WFSR) Susan Raye, Judds, Moe & Joe, Rodriguez, R.Dunn, Stalker & Berg, Watson, McEntire.

Bowling Green, KY (Steve Reeves-WLBJ) Hank Jr., G.Davies, Moe & Joe, Rabbitt, B.Mandrell, G.Wolf,

K.Springs, R.Dunn.

Paducah, KY (Kent King-WKYQ) B.Lee, E.Rabbitt,

NGDB, B.Mandrell.

Brandenburg, KY (Rachel Heavrin-WMMG) Judds, B.Mandrell, Davies, Collins & T.G.

CENTRAL

Cincinnati, OH (Doris Thompson-WKXC/WSAI) George Strait, Judds, Hank Jr., Whites, C.McClain. Springfield, OH (Tom Daniels-WBLY) Mattea, NGDB,

V.Gill, McClain, Wariner.

Newark, OH (Larry Dale-WHTH) Waylon, Strait.

Akron, OH (Rick Cardarelli-WSLR) No adds.

Toledo, OH (Gary Shores-WKLR/FM) Juice, Rabbitt,

Moe & Joe, J.Scarbury.

Toledo, OH (Bill Manders-WTOD) Watson, Rabbitt, Whitley, Springs.

Lansing, MI (Wayne Waters-WITL) NGDB, G.Jones, McClain, Buffett, Mattea.

Saginaw, MI (Tom Samoray-WKCQ) Pinkard & Bowden, B.Mandrell

South Bend, IN (J.K.Dearing-WNDU) Murray, Juice(Cap), Statlers.

Elkhart, IN (Rick Carson-WCMR) Whites, B.Lee, Atlanta, Bellamys, McClain.

Batesville, IN (Mitch Gray-WRBI) Rex Jr., Milsap, L.Mandrell, Gilley.

Indianapolis, IN (Terry Fullen-WIRE) G.Jones. Ft.Wayne/Kendallville, IN (Jerry Winder-WBTU)

Atlanta, C.McClain, G.Strait. Anna, IL (Tom Ellison-WRAJ) Scarbury, T.Gibbs, B.Mandrell, Strait, M.Gray, Stegall.

Rockford, IL (Curtis King-WKKN) R.McEntire, G.Davies,

Rabbitt, G. Watson, B. Vinton, Roy Clark, Atlanta. Savanna, IL (Jeff Janssen-WCCI) No adds.

Dodgeville, WI (Bob Brainerd-WDMP) Mickey Gilley.

Milwaukee, WI (Doug Yeager-WBCS) Collins & T.G.,

Rabbitt, Wariner, G.Jones. Madison, WI (Mike Ryan-WWQM) Bellamys (26), Gilley (27), McClain (29), G.Jones.

Oshkosh, WI (John Carlson-WYTL) Dolly, G.Jones, NGDB, Atlanta, Buffett, Mattea, P.& Bowden, V.Gill.

Manitowoc, WI (Jon Murray-WCUB) R.Milsap, The Judds, G.Strait, E.Rabbitt.

Stevens Point, WI (Dan Olsen-WXYQ) Atlanta, G.Jones, McClain, D.Williams.

Neillsville, WI (Dick Deno-WCCN) G.Barber, Judds, G.Wolf, Pollard, G.Davies, Hank Jr., N.Stuckey (pk), Sexton.

33

Eau Claire, WI (Bert O'Brien-WAXX/FM) R. McEntire, The Shoppe, K.Springs, Z.Lehr, Watson, Rodriguez, Stegall, Wariner. Eau Claire, WI (Chris Jay-WJJK) Waylon, Rabbitt, Strait, B.Lee, Roy Clark (inst.). UPPER MIDWEST Albert Lea, MN (Jim Pilgrim-KATE) Statlers, D. Williams. St.Cloud, MN (Steve Stewart-WWJO/FM) Judds, Rabbitt, Moe & Joe.
Brainerd, MN (Bob Randall-KQBR) Judds, Dolly,
Strait, Rabbitt. Moorhead, MN (Scott Winston-KVOX) Waylon, Collins & T.G., Strait, Wariner, Bellamys. Grand Forks, ND (Jack Lundy-KKXL) E.T.Conley. Murray, Everlys. Grand Forks, ND (Ron Kennedy-KRRK) A.Murray (31), Dolly (35). Grand Forks, ND (Mark Houston-KYCK) E.T.Conley, Don Williams, Brooks. Minot, ND (Jeri Lee-KKOA) J.Lee (25), Lee Greenwood, Statlers, Bellamys, NGDB. Bismarck, ND (Deb Spring-KBMR) Judds, B.Mandrell, M.Gray, Mason Dixon, G.Wolf, N.Felts, K.Springs, Malchuck & Rucker, Stalker & Berg. Jamestown, ND (Marty Bea-KSJB) Strait, G.Davies, G.Wolf, K.Springs, Pinkard & B., Willie Nelson & Hank Wilson, C.Buchanan, Moe & Joe. Fargo, ND (Don Roberts-KFGO) McEntire, T.G. & Collins, B.Baker, G.Watson. Wahpeton, ND (Larry Slabik-KBMW) Judds, B. Mandrell, Rodriguez, R.Clark, S.Raye, McEntire, Hank Jr., Rabbitt. Aberdeen, SD (Steve Blake-KKAA) Wariner, Strait, V.Gill. Rapid City, SD (Randy McDaniel-KIMM) B.Lee, Bellamys, McClain, F.& West. Rapid City, SD (Mark Lindner-KTOQ) McClain, P. & Bowden, NGDB, G.Jones, F.& West, Bellamys, Redfield, SD (John Schreier-KQKD) No adds. Huron, SD (Penny Lane-KOKK) Murphey, D.A.Coe, Juice (Cap), Watson, F.& West. Volga, SD (Jim Thomas-KVAA) Scarbury, Everlys, Juice (RCA).

Sioux Falls, SD (Cary Wencil-KS00) Murray & Loggins, D.Williams. Yankton, SD (Rollie Smith-WNAX) K.Mattea, Dolly, Tom T.Hall, Atlanta, NGDB. MIDWEST

Spencer, IA (Rick Friday-KICD/FM) Hank Jr., G.Strait, Judds, B.Mandrell, Rabbitt. Sioux City, IA (Ty Cooper-KMNS) F.& West, McClain, Rabbitt.

Ft.Dodge, IA (Dale Eichor-KWMT) McEntire, Moe &

Mason City, IA (Myron Grage-KSMN) Watson,
McEntire, Juice (RCA), Rodriguez.

<u>Cedar Falls, IA</u> (Kevin Kane-KCFI) B.Mandrell, Strait, Rabbitt, G.Davies, Bellamys, D.Seals, V.Gill.

Waterloo, IA (Nick Thomas-KXEL) B.Mandrell, Judds, Rabbitt, Strait.

Anamosa, IA (Ken Albrecht-KLEH) George Jones, Mark Gray, Bellamys.

Iowa City, IA (Brian Sines-KXIC) J.Fricke, V.Gosdin.

Des Moines, IA (Billy Cole-KSO) K. Taylor-Good, Sawyer Brown, B.Mandrell, Watson, Judds, Buffett.

St.Louis, MO (Georgann Harris-KUSA) K.Stegall, Judds, K.Whitley, M.Gray, S.Brown, J.Buffett. St.Louis, MO (Mike Oakes-WIL) Rabbitt, Whites, Wariner, T.T.Hall, Statlers, Strait. Festus,MO (Susie Cresswell-KJCF) Judds, Collins & TG, Roy Clark, Joey Scarbury. Cape Girardeau, MO (Don Cleveland-KZYM) Alabama(BAYOU) Narvel Felts, Moe & Joe. Springfield, MO (Jim Borrett-KWTO) McEntire, Watson, F.& West, B.Mandrell, J.C.Riley. Joplin, MO (Dan Casey-WMBH) Watson, Judds, Mattea, Collins & TG, Strait. Jefferson City, MO (Jack Daniels-KLIK) Judds, M.M.Murphey, Moe & Joe, G.Davies. Columbia, MO (Ken Borden-KTGR) Waylon, G.Strait, E.Rabbitt, Hank Jr. St. Joseph, MO (Bob Orf-KFEQ) Judds, McEntire, Rodriguez, P.& Bowden, Helmkay, Hobbs, Buchanan, J.Arnold Bd., Sexton, K.Polland. Topeka, KS (Max Montana-KSKX) Rabbitt, B. Mandrell, Waylon. Garden City, KS (Judy Byrd-KBUF) NGDB., Strait, Hank Jr., Rabbitt, Judds. SOUTHWEST Tyler, TX (Mark Williams-KDOK) F.& West, NGDB, G.Jones, Bellamys, Strait, Hank Jr. Bryan, TX (Roy Gene-KORA) B.Mandrell, Waylon, Wariner, Stegall, H.Wilson & Willie. Bryan/College Station, TX (Andy Gallo-WTAW) Murray (39) Atlanta (40). Houston, TX (Candea/Pipia-KILT) G.Strait, D.A.Coe, Dolly, Whites, G.Jones, Bellamys, M.M.Murphey, Rabbitt, L.Mandrell.

Beaumont/Pt.Arthur,TX (Mickey Ashworth-KYKR) Whites, D.Williams, Rabbitt.
Corpus Christi, TX (Mike Laurel-KRYS) B.Lee, Dolly, Judds, Rabbitt, B.Mandrell. El Paso, TX (John Aystin-KHEY) McEntire, Watson, Rodriguez, R.Dunn, K.Whitley, D. Shirley. El Paso, TX (Bob Young-Y96) Dolly, Judds. Kerrville, TX (Bruce Clark-KERV/FM) Juice, Ed Bruce, D.Williams, J.Lee. Austin,TX (Steve Gary-KASE) Rodriguez, NGDB, McEntire. Austin,TX (Mike Carta-KVET) R.McEntire, Rodriguez, McClain. Elgin/Austin,TX (Jimmy Mercer-KELG) Judds, Collins & T.G., Rodriguez, Watson, McEntire.

Abilene,TX (Karen Singleton-KWKC) No adds.

Big Spring,TX (Richard Paul-KBYG) R.Dunn, B.Mandrell,

D.Ledbetter, C.Rolyns, P.Brooks, Rebel Lee. Odessa, TX (Dave Richards-KYXX) Waylon, Murphey, Ray & B.J., K.Whitley, Mason Dixon, Watson. Lubbock, TX (Chuck Luck-KLLL) V.Gill, Mattea, Atlanta, Mason Dixon. Amarillo,TX (Darlene Avery-KBUY) Judds, F.& West, Moe & Joe, Davies, Rabbitt, B.Mandrell. Albuquerque, NM (Francina Rodriguez-KRST) R.McEntire, Atlanta, B.Mandrell, Moe & Joe, M.Gray. Las Cruces, NM (Michael Check-KGRT) B.Mandrell, Hank Jr., Stalker & Berg, E.Rabbitt. Phoenix,AZ (Doug Brannon-KNIX) Lee Greenwood, Moe & Joe, Tom T.Hall. ROCKY MOUNTAIN Ft.Collins,CO (Mike St.James-KIIX) Diane Cherry. Craig,CO (Steve Moser-KRAI) NGDB, Gilley, D.A.Coe,

A.Murray, Dolly.

Grand Junction, CO (Rhea/Gass-KQIL) Moe & Joe (40), B.Mandrell, R.McEntire, Watson, S.Brown, Rodriguez, Hillman, Mattea. Billings, MT (Chris James-KBIT) Frizzell & West, Atlanta, Waylon. Wolf Point, MT (Dean McMartin-KVCK) Juice, Moe & Joe, McEntire, G.Watson, Rodriguez, J.Arnold Bd., B.Baker, J.C.Riley, Kim & Karmen. Polson, MT (Brad Davis-KERR) Hank Jr., Rabbitt, Judds, Ledbetter, J.L.Huff. Missoula, MT (Mike Doty-KGVO) McClain, F.& West, Hank Jr., B.Mandrell, Waylon, Atlanta. FAR WEST Las Vegas, NV (Johnny Steele-KVEG) Judds, L. Johnson, Collins/TG, Sawyer Brown, B.Mandrell, R.Dunn, Rabbitt, Hank Jr., Hank & Willie, V.Shaw. Brawley, CA (Adrienne Richardson-KROP) J.C.Riley, T.Arata, J.Scarbury, Sawyer Brown, G.Watson, McEntire. Anaheim, CA (John Dzima-KIKF) Judds (44), McClain (46), G.Jones (47). Los Angeles, CA (Cathy Hahn-KLAC) Fricke (33), B.Lee (34), Whites (35).

Modesto, CA (Ron Stevens-KMIX) V.Gill (36), M.Gray, N.G.Dirt Bd., Judds, E.Rabbitt. Modesto, CA (Ed Nikus-KZUN) NGDB, B. Mandrell. San Francisco/Oakland, CA (Laurie Sayres-KNEW) T.T.Hall, NGDB. San Francisco/Oakland, CA (Laurie Sayres-KSAN) Waylon, E.Rabbitt, Hank Jr. Sacramento, CA (Rick Stewart-KRAK) Bellamys, Wariner, NGDB, Judds, Moe & Joe. Reno, NV (Tony Thomas-KOLO) P.& Bowden, Waylon, G.Watson, McEntire. Chico, CA (Rory Miller-KHSN) Watson, R.McEntire Rodriguez, Juice (RCA), Willie & Hank Wilson, Eugene, OR (Dan Williams-KEED) McEntire, Watson, Rodriguez, Judds, Moe & Joe, R.Clark, S.Raye, S.Nesmith. Eugene, OR (Tom Edwards-KUGN/FM) Judds, Hank Jr., B.Mandrell, Rabbitt, Nelson & Wilson. Albany, OR (H.David Allan-KRKT) S.Raye, Moe & Joe, Willie & Hank Wilson, M.Gray, S.Brown, G.Wolf, N.Felts, J.Scarbury, Juice (RCA). Corvallis, OR (Larry Blair-KLOO) G.Strait, Hank Jr., McEntire, Rabbitt, Watson, B.Baker. Toledo, OR (Rich Mack-KTDO) Roy Clark, R.McEntire, G.Watson, S.Brown, J.Newton (RCA), J.Rodriguez. Salem, OR (Bob Kelly-KGAY) McEntire, Willie & H.Wilson, Rodriguez, Whitewater Junction, Scarbury, Stalker & B., Juice, Watson, K.Springs. Astoria, OR (Bob Loucks-KVAS) Moe & Joe. Portland, OR (Craig West-KRDR) Watson, R. McEntire, Juice (RCA), Rodriguez, Margo Smith, S.Smith, K.Pollard. Vancouver, WA (Paul Duckworth-KVAN) Waylon, M.Gray, Hank Jr., P.& Bowden, McEntire, G.Watson. Kennewick, WA (Ed Evens-KOTY) Strait, Rodriguez, Reba McEntire, Watson, Roy Clark, John Arnold. Tri-Cities, WA (Jesse Lee-KORD) R.McEntire, Watson, Strait, B.Mandrell, Hobbs, Juice (RCA), Wray Bros. Clarkston, WA (Don McKay-KCLK) R.McEntire, Watson, K.Stegall, S.Brown, Rodriguez, M.Gray, J.Scarbury. Selah/Yakima, WA (Bob Murphey-KYXE) S. Wariner,

T.T.Hall, B.Mandrell, G.Jones, Rabbitt, Hank Jr.

Tacoma/Seattle,WA (Johnny Clark-KRPM) Milsap,
McClain, V.Gill, Bellamys.

Everett/Seattle,WA (Wayne Cordray-KWYZ) Atlanta (38),
B.Lee (40), McClain, F.& West.

Anchorage, AK (Bill Cardoza-KYAK) Bellamys, G.Jones,
Waylon, Murray & Loggins.

Note: We'd like to apologize to Conway Twitty, Jimmy Buffett, and their respective labels for listing them incorrectly last week. We have it right this week - Conway Twitty is on Warner Brothers and Jimmy Buffett is on MCA. Sorry!

CHANGES

John Dunaway at WWWQ-Panama City, FL promoted to Program Director/Music Director. Jim Thomas at KVAA-Volga, South Dakota promoted to Music Director.

JOBS

News Director - KERR-Polson, Montana Brad Davis (406-883-5255)

AT / Prod. / Copy - WFSR-Harlan, Kentucky Neil Middleton (606-573-1470)

<u>Air Talents</u> - WAMS-Wilmington, Deleware **Chris Michaels (Box 3677-19807)

Air Talent (part-time) - KZUN-Modesto, CA Ed Nickus (Box 1360-95353)

Air Talent (future) - KIOV/KXRB-Sioux Falls, SD *Reid Holsen (3205 S.Meadow-57106)

MUSIC CALLS

KBMW-Wahpeton, ND - Larry Slabik (701-642-8747) - Mon-Wed (10:30 - 1PM)

<u>KYKN-Eugene, OR</u> - Tom O'Bryan (503-345-8888) - Mon-Fri (10AM - 1PM)

WWWQ-Panama City, FL - John Dunaway (904-234-6592) - Wed (10AM - 1PM)

LINE-UPS

KIOV-Sioux Falls, SD: Reed Holsen (6-10);
Rick Spank (to 2); Karen Linn (to 6); Joe
O'Brien (to 12); Bill DeVille (to 6).

BIRTHDAYS

Our Best Wishes and HAPPY BIRTHDAY to:

Irma Molina, KRTH-Los Angeles, CA - 9/27
Jeff Allen, WQSB-Albertville AL - 9/29
Dick Smith, WORC-Worcester, MA - 10/1
Laurie Sayers, KSAN/KNEW-Oakland, CA - 10/1
Ron Bruder, KNVR-Paradise/Chico, CA - 10/1
Kris Webber, KGAL-Lebanon, OR - 10/2
Keni Byrd, KNOK-Dallas, TX - 10/5
Rob Davis, WLGN-Logan, OH - 10/5
Jim O'Hara, KIIK-Davenport, IA - 10/6
Jim Borrett, Springfield, MO - 10/7

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P.D. NOTEBOOK by Eric Norberg



C.D.'s

In banking, a CD is a Certificate of Deposit, and you can receive an interest penalty for early withdrawl. In radio and the stereo consumer world, the CD is the newest way to reproduce music: A 7-inch "Compact Disc," putting an enormous amount of pure music in a very small space using the technology developed for the remaining videodisc system — a laser, reading digital information from the disc's surface, and converting this stream of numbers into clear sound without ever touching a needle to the record. CD's are largely impervious to clicks and scratches, and there's no hiss or background noise, and no distortion. Pure sound the way it was originally recorded, with the original dynamic range (loudest-tosoftest ratio).

Since CD's are now being played by a number of stations, and some programmers are calling them the salvation of radio while others warn it's the death of radio, let's look at some facts. The euphoria and the forebodings both relate to the phenomenal sound quality of these rather expensive little records. The fact is, that radio as it is now constituted, cannot produce the sound they provide. AM is capable of reproducing most of the sound quality (frequency response); FM is not, because of the pre-emphasis curve FM must transmit with, but that's true of regular records too. They have the capability of an enormously wide dynamic range, and often make use of it, more than radio on either band can make use of. The CD's potential for better than 90 db dynamic range compares to a dynamic range of as little as 1 db on some heavily compressed radio stations! Since this huge dynamic range goes from nearinaudibility to massive crescendo, and on the best classical CD's this full range is used, stations must turn around and start eliminating the dynamic range all over again! And your limiter will have one heck of a time coping with that wide a range. Most limiters do real well to handle a 30 db range, and some top stations find they have to hold their board output levels to 15 db dynamic range or less if they are to avoid heavy distortion on the loud parts, and undermodulation on the soft parts.

The stations that really like CD's like their cleaner, clearer sound, their insensitivity to damage, and the extreme ease with which songs can be cued by most of the CD players. Those who fear CD's realize that no radio station today can match the sound they can produce... perhaps making radio seem rather archaic in the sound system of the future. (And for some stereophiles, that will be true).

The reality is somewhere in between. The sound *is* better on the average radio receiver when CD's are played; CD's are hip and some people would

think they were hearing better sound if you said you were playing a CD and you weren't. Radio cannot presently fully reproduce CD's, but then we live in a compressed society - people have heard compressed sound all their lives from radio, TV, records, and even public address systems - and they feel comfortable with it. They can keep the volume down and still hear the soft parts! So for the mass audience, the purity of sound (particularly dynamic range) may never be as much of a plus as it could be. Not for the current generation anyway. Distortion reduction is very significant, and all stations will benefit from that, most people are not consciously aware of distortion, but it's fatiguing to them and may shorten their listening spans (and that's a real hazard of overprocessed radio audio). CD's do reduce distortion to essentially nothing, within their dynamic range, provided the original master recording was not distorted.

And one of these days, radio stations will find a way to transmit this very high density digital data within their available bandwidths, and whatever is on the disc is what they'll hear on the radio! (AM may well prove better able to do that than FM; TV sound is FM, but TV pictures are AM, because the very complex picture signal is more efficient to transmit that way.)

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Station Reporting Phone (415) 392-7750 **CHARTBUSTERS**

Reports accepted Mondays at 8am through 3pm Wednesdays

ASHFORD

SIMPSON Solid (Capitol)

TEDDY PENDERGRASS You're My Choice Tonight (Elektra)

CERTIFIED

DIANA ROSS Swept Away (RCA)

NEW EDITION Cool It Now (MCA)

MOST ADDED

LIONEL RICHIE Penny Lover (Motown)

> **JEFFREY OSBORNE** Don't Stop (AsM)

POP CROSSOVER

NEW EDITION Cool It Now (MCA)

LIONEL RICHIE Penny Lover (Motown)

THE BLACK PAGE

September 28, 1984

2W	LW	TW

- 1. STEVIE WONDER I Just Called To Say I Love You (Motown)
- 1. 1. 2. PRINCE - Let's Go Crazy (Warner Brothers)
- 3. CHAKA KHAN I Feel For You (Warner Brothers)
 4. JOYCE KENNEDY/JEFFREY OSBORNE The Last Time I Made Love (A&M) 3. 3.
- 18. 13. 5. DIANA ROSS - Swept Away (RCA)
- 6. JACKSONS Torture (Epic)
- 12. 7. 10. 10. 7. ALICIA MYERS - You Get The Best From Me (MCA)
- 2. 6. 8. BILLY OCEAN - Caribbean Queen (Jive/Arista)
- 9. JANET JACKSON Don't Stand Another Chance (A&M) 14. 12.
- 13. 11. 10. DONNA SUMMER There Goes My Baby (Geffen)
- 22. 16. 11. NEW EDITION Cool It Now (MCA)
- 28. 19. 12. TINA TURNER - Better Be Good To Me (Capitol)
- 20. 14. 13. MADONNA Lucky Star (Sire/Warner Brothers)
- 21. 15. 14. REBBIE JACKSON Centipede (Columbia)
- 27. 18. 15. TIME Jungle Love (Warner Brothers)
- 16. JERMAINE JACKSON Dynamite (Arista)
 17. RALPH MacDONALD In The Name Of Love (Polydor) 7. 5. 23. 17.
- 4. 4. 18. S.O.S. BAND Just The Way You Like It (Tabu)
- 9. 9. 19. STEPHANIE MILLS The Medicine Song (PolyGram)
- 29. 23. 20. VANITY Pretty Mess (Motown)
- 21. CHAMPAIGN Off & On Love (Columbia)
- --. 25. 30. 24. 22. PATRICE RUSHEN - Get Off (Elektra)
- --. 29. 23. PRINCE - Purple Rain (Warner Brothers)
- --. 28. 24. LEON HAYWOOD - Tenderoni (Modern)
- 25. ASHFORD & SIMPSON Solid (Capitol)
- --. --. 26. TEDDY PENDERGRASS You're My Choice Tonight (Elektra)
- --. --. 27. NUANCE - Take A Chance (Island)
- 28. MTUME You, Me & He (Epic) 16. 22.
- 29. DENIECE WILLIAMS Next Love (Columbia) 8. 20.
- 30. KASHIF Are You The Woman (Arista)

CHRTBOUND

	Reports	Adds	On	Chart
WHODINI - Friends/5 Minutes of Funk (Arista)	27	4	15	8
APOLLONIA 6 - Sex Shooter (Warner Bros.)	26	6	10	10
*LIONEL RICHIE - Penny Lover (Motown)	24	18	3	3
*JEFFREY OSBORNE - Don't Stop (A&M)	20	16	4	

THE BLACK PAGE

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UP & COMING

	Reports	Adds	<u>On</u>	Chart
WHODINI - Friends (Arista)	27	4	15	8
APOLLONIA 6 - Sex Shooter (Warner Brothers)	26	6	10	10
*LIONEL RICHIE - Penny Lover (Motown)	24	18	3	3
*JEFFREY OSBORNE - Don't Stop (A&M)	20	16	4	
*HALL & OATES - Out Of Touch (RCA)	19	9	10	
*DAZZ BAND - Let It All Blow (Motown)	15	13	2	
*EVELYN CHAMPAGNE KING - Just For The Night (RCA)	11	9	2	
LAKESIDE - Make My Day (Solar)	11	1	5	.5
NEWCLEUS - Computer Age (Sunnyview)	. 10	1	5	4
*DREAMBOY - I Promise (I Do Love You) (Qwest)	9	5	4	
BAR-KAYS - Sexomatic (Mercury/PolyGram)	9	2	7	
GLENN JONES - Show Me (RCA)	9	3	6	77
PEABO BRYSON - Slow Dancin' (Capitol)	8		3	5
PRIME TIME - I Owe It To Myself (Total Experience)	8	5	2	1
GRANDMASTER MELLE MEL - We Don't WorkFree (Sugarhil	l) 8	1	6	1
CONTROLLERS - Crushed (MCA)	8	3	3	2
SMOKEY ROBINSON - I Can't Find (Tamla)	8	3	3	2
STAPLE SINGERS - Slippery People (Private 1)	7	2	3	2

^{*}First time listed on this page.

<u>Dropped</u>: #21-Lionel Richie #26-Tina Turner #27-Rick James, #30-Randy Hall Jocelyn Brown Junior Rodney Saulsberry

LP CUTS

POTENTIAL SINGLES

BILLY OCEAN - If I Should Lose You LAKESIDE - Restrictions GLENN JONES - Meet Me Half Way PEOPLE'S CHOICE - Hands In The Fire S.O.S. BAND - Week-End Girl DONNA SUMMER - Supernatural Love MTUME - Prime Time
DIANA ROSS - Missing You
STEVIE WONDER - Love, Light &
Flight/Don't Drive Drunk
PRINCE - Erotic City
TIME - The Bird

ANALYSIS

Stevie Wonder moves easily into the number one position, but Prince is still so strong it only falls to #2. That makes it tough for Chaka Khan and Diana Ross, who will be fighting Stevie for the top spot soon. Better be good to Tina she's out for another number one single no matter what the competition may be. New Edition moves faster and faster up so many charts - the big ones look like this: #4 for Sonny Taylor at WRKS-New York, #4 for Chris Turner at WJAX-Jacksonville, #6 for Ken Rush at KNOW-Austin and Bill St. John at KIIZ/AM-Killeen, #7 for Scotty Andrews at V103-Atlanta, #8 for Bob Collins at WNOV-Milwaukee, #9 for Kelly Karson at WTLC-Indianapolis, #9 for Jim Brown at WLUM-Milwaukee, jumps 16-9 for Quinn Mark at KROF-Abbeville, #12 for Howard Tomas at KHYX-Ojai, #15 for Donnie Taylor at WYLD-New Orleans, #17 for Neil McIntyre at WKTU-New York, #18 for Fred Buggs at WUSL/FM-Philadelphia, #18 at WJKX-Moss Point for Jeffrey Paul, #19 for Dean Dean at WDMT-Cleveland, #24 for Andy Henderson at WQKI-St. Matthews and for Andre Marcel at

WDKX-Rochester - and those are just a few.
"Purple Rain" will never fall at the rate it's
going now - it will only reign up! Could go
top 10 as early as next week! Ashford §
Simpson looks pretty "Solid", debuting at #25
after only two weeks on the page. Several new
items could overtake the ones that have been
waiting to become "Chartbound" for several
weeks. New threats will be Lionel's "Penny
Lover" (can you believe - his 5th from the
album?), Jeffrey Osborne's "Don't Stop",

Hall & Oates' "Out Of Touch" and Dazz Band's
"Let It All Blow". Lionel and Jeffrey get the
"Most Added" positions this week, but Dazz Band
wasn't too far behind, as you can see from our
"Up and Coming" listing. A couple of flip sides
that you should be aware of (if you don't have a
commercial copy) are the "Erotic City" side of the
Prince single, getting a lot of airplay - both edited
and non-edited (stations are doing their very own
creative edits), and Whodini's "5 Minutes of Funk" is
starting to get attention from listeners where it
has been getting played.

Betty

NORTHEAST New York, NY (Barry Mayo-WRKS) Hots: A.Myers, Whodini (both sides), Evelyn Thomas, Temper, Kashif, D.Ross, Jazzy Jay. New: Dazz Band, Lillo Thomas, Rick James, Ashford & Simpson. New York, NY (Tonacci/Berger-WPLJ) #6-S.Wonder. Gns: H.& Oates, Madonna, B.Ocean, Jermaine. New: Kennedy & Osborne, Prince (P.RAIN). New York, NY (Scott Shannon-Z100) Gns: S.Wonder, Evelyn Thomas, Madonna, New Edition, Chaka Khan. New: Prince. On: Hall & Oates. New York, NY (Neil McIntyre-WKTU) #7-A.Myers, #9-Force MD's. Gns: New Edition, D.Ross, Chaka. New: Jacksons (BODY), Bronski Beat. On: Staples, Apollonia 6, Grandmaster, S.Mills, Richie. Rochester, NY (Andre Marcel-WDKX) #3-A.Myers, #4-Whodini (both), #10-Chaka. <u>Gns</u>: S.Mills, Kashif, Cherrelle, New Edition, Grandmaster. New: J.Osborne, Richie, Goodie, O'Bryan, Wilde. Utica, NY (Jacques Overdiep-WPNR) #2-Mikki, #10-Madonna. Gns: Staples, Rebbie, Ashford & S., Bar-Kays, Junior. New: Bananarama, Tyzik, Culture Club, Taylor & Storrs, Autumn. Boston, MA (White/Donaghey-WXKS/FM) New: Richie, Jonzun Crew, R.MacDonald, Rebbie. On: Hall & Oates, Mtume, Peabo, Vanity, New Edition. Philadelphia, PA (Buggs/Wyatt-WUSL/FM) #4-Deniece, #8-Deele. <u>Gns</u>: A.Myers, Janet, Mikki, Chaka, New Editon. New: L.Richie, Dazz, E.Thomas, Fatboys, Apollonia 6, Champaign. On: Whodini. Pittsburgh, PA (John Anthony-WAMO) On: Peabo, Whodini, L.Haywood, Vanity, Grandmaster, Rebbie, New Edition, S.Mills, D.Summer. Washington, DC (Jesse Fax/Mike Archie-WHUR) On: New Edition, Vanity, Prime Time, Chaka, Shannon, Janet Jax., Deniece, D.Ross, Peabo. Baltimore, MD (Kingston/Kronthal-B104) #4-Stevie Wonder. <u>Gns</u>: D.Ross, Prince, Chaka. <u>New</u>: Lionel Richie. <u>On</u>: Tina Turner, Hall & Oates. SOUTH St. Matthews, SC (Andy Henderson-WQKI) #4-S.Wonder, #8-A.Myers, #10-S.Mills. Gns: R.MacDonald, Chaka, D.Ross, N.Edition, Tina, P.Bailey. New: Lionel Richie, Prince, J.Osborne, 3rd Party. On: E.King. Sumter, SC (Kevin Fleming-WWDM/FM) Gns: Kashif, Jazzy Jay, Ashford & Simpson, Champaign, Tina, Grandmaster, Apollonia 6. On: Temper, Rushen. Atlanta, GA (Scotty Andrews-V103) #2-Chaka, #7-New Edition, #9-Rebbie. Gns: Time, Midway, Bar-Kays, Tina, E.Thomas. <u>New</u>: Isley, Jasper & Isley, E. King, Mikki, Richie, K.Rogers, Fatboy, S.Easton, L.Haywood, Dreamboy, Divine Sounds, K.Blow. Atlanta, GA (Chris Thomas-Z93) #9-Chaka. Gns: D. Ross. New: L.Richie, New Edition, Prince. On: Hall & Oates, Tina, Kennedy/Osborne. Jacksonville, FL (Chris Turner-WJAX) Hots: New Edition, S.Wonder, Chaka, Time, Prince, Teddy. New: C.Club, Deniece, Bros.Johnson, Jeffrey Osborne, Bar-Kays, H.Hancock, O'Bryan. Tallahassee, FL (Joe Bullard-WANM) #2-Chaka, #6-B. Ocean, #9-Rebbie. Gns: Womack & LaBelle, Kashif, Ashford & S., Beau Williams. New: Junior, L. Richie, Whodini, Isley Bros. On: L. Haywood. Miami, FL ((Joni Siani-Y100) #3-S.Wonder, #9-Madonna. Gns: Evelyn Thomas, D.Ross, Tina. New: Sheryl Lee Ralph, C.Club. On: Hall & O. Mobile, AL (B.J.Taylor-WBLX) #2-Chaka, #7-Lakeside, #10-Rebbie. Gns: Glenn Jones, Janet, Peabo, Champaign, Tina, Ashford. New: Prince, L.Richie, Dazz, Deniece, O'Bryan. On: Tyzik.

McComb, MS (Brad Lee-WHNY) #5-Madonna. Gns: D.Ross, S.Robinson. New: Prince, H&O. On: Shannon.

Moss Point, MS (Jeffrey Paul-WJKX) #6-Chaka, #8-A. Myers. Gns: D.Ross, S.Mills, Teddy, Peabo. New: Lakeside, Controllers, Tina. On: P.Rushen, Vanity. Abbeville, LA (Quinn Mark-KROF) #4-Chaka, #8-D. Ross, #9-New Edition. New: Deniece, D.Hartman, J. Osborne, C.Club, Ashford & S., Vanity, Dazz Band. New Orleans, LA (Donnie Taylor-WYLD) #2-Nuance, #7-Rebbie. Gns: Newcleus, D.Ross, New Edition. New: Time, Bloodstone, Ashford & S., Kym, Philip Bailey, Isleys. On: Gil Scott-Heron, Prince, Vanity. New Orleans, LA (O'Kelly/Rolling-B-97) #8-Pointers. Gns: Kennedy/Osborne, Tina, Prince, H&O. New: L. Richie, Prince. On: Chaka, D.Ross, C.Club.

Memphis, TN (Jones/Mason-KRNB) Hots: New Edition,
S.Mills, Controllers, L.Haywood, Ashford, Newcleus.
On: Prime Time, H&O, Isleys, O'Bryan, Deniece. CENTRAL & MIDWEST Cincinnati, OH (Brian Castle-WBLZ) #4-Chaka, #10-Nuance. <u>Gns</u>: D.Ross, Tina, Whodini, Rebbie, H&O. <u>New</u>: J.Osborne, L.Richie, Vanity, Isley-Jasper-<u>Isley</u>, Prince, L.Haywood. <u>On</u>: A.Myers, D.Hartman. Cleveland, OH (Dean Dean-WDMT) #5-Amusement Park. #8-A.Myers. Gns: Chaka, Prime Time, Jazzy Jay, Tina, Time, Rebbie, Kashif. New: Mtume, Dreamboy, Prince, E.King, Controllers, K.Rogers, Fatboys. Indianapolis, IN (Kelly Karson-WTLC) #2-A.Myers, #4-Cherrelle, #7-S.Mills, #9-New Edition. Gns: Chaka, D.Ross, Peabo, L.Haywood, S.Robinson. New: L.Richie, Circuit, B.L.Eager, Isley-Jasper-Isley, Dazz Band, Penny Ford, 3rd Party, Mr. B., Fatboys. Chicago, IL (Lee Michaels-WBMX/FM) Gns: Newcleus, Rebbie, New Edition. On: Dazz Band, Staples, E. King, Ashford & S., Kashif, Time, Junior, Mikki. Chicago, IL (Dee Handley-WJPC) #2-A.Myers, #5-Stevie Wonder, #7-Jermaine. Gns: Champaign, Peabo, Dazz Band, Glenn Jones. New: R.Saulsberry, Leon Haywood, Kashif, L.Richie, J.Osborne. Milwaukee, WI (Jim Brown-WLUM) #1-Prince, #2-S. Wonder, #8-Madonna, #9-New Edition, #10-Chaka Khan. Gns: Time, Janet Jackson, Tina Turner. New: L.Richie, Champaign, LaToya Jackson. Milwaukee, WI (Bob Collins-WNOV) #7-Chaka, #8-New Edition, #10-Vanity. Gns: Rebbie, Apollonia 6, Lakeside, S.Mills. New: L.Richie, Deniece, Koko Pop, Prince, O'Bryan, C.Club, B.Marley, P.Ford. Detroit, MI (Steve Harris-WDRQ) Hots: Apollonia 6. New Edition, Time, Whodini. Med: Rebbie, S.Mills. New: Bar-Kays, Champaign, Dazz Band, J.Osborne, O'Bryan, Prince, Tom Brown. On: Pretty Poison. Detroit, MI (Gary Berkowitz-WHYT) New: L.Richie, New Edition, Rebbie Jackson. On: Tina, Prince, Chaka, D.Ross, D.Summer, Jacksons, Madonna. SOUTHWEST Austin, TX (Ken Rush-KNOW) #3-Rebbie, #9-Chaka. Gns: Tina, Peabo, E.King, H.& O., Vanity. New: Whodini, Apollonia 6, Dazz Band, Prime Time, J.Osborne. On: LaToya, Kashif, Glenn Jones, Staples.

Killeen, TX (Bill St.John-KIIZ/AM) #2-Nuance, #4-Chaka, #6-New Edition. Gns: D.Ross, Whodini, R. Jackson, Tina, Staples. New: Prime Time, Hall & Oates, Midway. On: Ashford & S., E.King, Brass C. Dallas, TX (Keni Byrd-KNOK) #3-Chaka, #4-Whodini #10-Apollonia 6. On: Isley-Jasper-Isley, Koko Pop, New Horizon, Tina, Dazz, Dreamboy, J.Osborne. Dallas, TX (Terri Avery-KKDA) Hots: Chaka, A.Myers, Rebbie. On: Jermaine Stewart, D.Ross, Rushen, Vantiy, Ohio Players, R.MacDonald, Cherrelle. Pt. Arthur, TX (Doug Davis-KHYS) Gns: Nuance, S. Mills, Janet Jackson, L.Richie. On: Kashif, Prime Time, Lakeside, Jocelyn, Tina, Amusement Park. Houston, TX (Kilgoes/Bailey-KMJQ) Gns: Newcleus,

Nuance, Janet. On: Leon Haywood, H.Alpert, Dr. J.

FAR WEST San Francisco/San Mateo, CA (Marvin Robinson-KSOL/FM) #7-D.Summer, #9-D.Ross. Gns: Cherrelle, Vanity, Jonzun Crew, Peabo. New: Dazz Band, Grandmaster, Kashif, Evelyn King, Whodini. On: LaToya Jackson. San Francisco, CA (Nick Bazoo-KMEL) #3-S.Wonder, #10-Chaka. Gns: Tina, Hall & Oates, SOS, J. Osborne, D.Ross, Vanity, New Edition, Champaign. Sacramento, CA (Gillette/Collins-FM102) #5-Madonna, #10-D.Ross. Gns: Chaka, SOS. On: Hall & Oates, New Edition, R.MacDonald. Stockton, CA (Roy Williams-KJOY) #6-Prince (PR), #10-Jacksons. <u>Gns</u>: D.Summer, D.Ross, Tina, L. Richie. <u>New</u>: Rebbie Jackson, Champaign, Time, S.Mills. On: Chaka, Vanity, Band of Gold. Stockton, CA (Jon Hampton-KSTN) #8-SOS. Gns: Janet. Tina, S.Mills, D.Ross, D.Summer, Chaka, Champaign, H&O. New: L.Richie, J.Osborne, R. MacDonald, Time. On: Kurtis Blow, Force MD's. Fresno, CA (Carey Edwards-KMGX) #6-B.Ocean. Gns: Chaka, SOS, Jacksons, D. Summer, H&O, Tina. New: Time, C.Club. On: D.Ross, R.MacDonald. Fresno, CA (Walker/Davis-KYNO/FM) #8-Madonna. Gns: S.Wonder, Hall & Oates. New: Prince, C.Club. Bakersfield, CA (Jeff Ryan-13K) #7-S.Wonder. Gns: D.Summer, Mtume, D.Ross, Tina, H&O, Chaka. New: Prince, L.Richie, C.Club. On: Shannon. Oxnard/Ojai, CA (Howard "HT" Thomas-KHYX) #3-Chaka, #10-Ross. Gns: Nuance, Apollonia 6, Newcleus, Tina, Dreamboy. New: Ashford & Simpson, H.Alpert, James Brown. On: Junior, Dazz, K.Blow. Los Angeles, CA (Mike Schaefer-KIIS/FM) #3-S. Wonder. Gns: Prince, Chaka, Pointers, D.Ross, Kennedy/Osborne. New: L.Richie, Tina, H&O. Los Angeles, CA (Jim Pewter-KRLA) #5-S.Wonder. Gns: D.Ross, D.Summer, Kennedy/Osborne, Tina, Chaka.

New: L.Richie. On: Hall & Oates, S.Mills, SOS.

San Diego, CA (Richards/Haney-XTRA) #10-S.Wonder. Gns: Summer, D.Ross, H&O, Chaka, Tina Turner, L.Richie, Madonna. On: K.Rogers, C.Club. San Diego, CA (Mike Preston-KS103) #2-Madonna, #10-S.Wonder. Gns: Jacksons, B.Ócean, D.Summer. New: Pointers. On: Prince, D.Ross, Chaka.

SERVICE KPAY-Chico, CA - Billy Ocean single (Arista)

KDLK-Del Rio, TX - A.Murray, K.Rogers, America singles (Capitol) KLWN-Lawrence, KS - J.Collins & Sheppard single (Elektra/Asylum) WLGN-Logan, OH - Jacksons & Bananarama singles (Epic/Mercury) KYVA-Gallup, NM - Kennedy & Osborne single (A&M) WWMR-Rumford, ME - S.Wonder & B. Ocean singles (Motown/Arista) WJMX-Florence, SC - DeYoung, Kennedy & Osborne, Tina Turner (A&M/Capitol) WLGN-Logan, OH - Everlys & Bananarama singles (PolyGram) WSGB-Sutton, WV - Everlys single (PolyGram)

KUKI-Ukiah, CA - DeYoung, Hall Oates singles (A&M/RCA) KYMO-E. Prairie, MO. - S. Easton, Naked Eyes,

Billy Ocean (EMI/Arista) WBQW-Scranton, PA - Singles (Mer.ury) KBZY-Salem, OR - Singles (Elektra KNPA-Boise ID - Singles (EMI/RCA A&M)

KLOH/FM-Pipestone, MN - Singles Arista/Elektra/A&M) WNFL-Green Bay, WI - Singles (C itol/EMI/PolyGram) KWEI-Weiser, ID - Singles (Arista: CA)

(continued from page 10) TOP 40 ADDS

Yakima, WA (Terrie Sims-KBNG) Wham, Hall & Oates, C. Hart, C. Khan, R. Void, Hagar.

Tri Cities, WA (John Purdy-OK95) C. Lauper,
Ratt, Culture, S. Miller, D. Hartman, T. Shaw,

J. Street, K. Rogers.

Tri-Cities-WA (Jonathan Walker-Z103/FM)

S. Miller, T. Twins, Culture, C. Hart, Richie, C. Lauper.

Anchorage, AK (Kay Taylor-KGOT) C. Hart, 38 Special, S. Hagar, T. Shaw, Culture Club,

Vancouver, BC (Clara Carotenuto-CFUN) S. Wonder. Donna Summer.

Vancouver, BC (Rich Shannon-LG73) N. Eyes, Pointers, D. Ross, Luba, G. Soccio, 38 Special. Toronto.

Honolulu, HI (Kong/Shishido-KIKI) L. Richie, C. Lauper, Julio, Prince, Grant.

LATE REPORTS

Lebanon, OR (Mike Shannon-KIQY) C. Lauper, Richie, Bowie, C. Khan, Springfield, Survivor. Cheraw,SC (Mitch Adams-WPDZ) Lauper, Culture, Richie, S. Miller, 38 Special. Ellensburg, WA (Bob Hards-KXLE) Hagar, Edmunds,

38 Special, J. Street, Beau Coup.

Beaumont, TX (Jerry Lousteau-KZZB) C. Lauper, Culture, S. Harris, C. Hart, Everlys, Frey,

Rebbie Jackson.

WELCOME To Our New Top 40 Correspondents:

David Grossman, WCCC Radio - 243 S.Whitney, Hartford, CT 06105 (203-233-4426) Storm N.Norman, WEBE/FM Radio, 50 Washington St. Norwalk, CT 06854 (203-853-9108) Gabe Hobbs, WYHY Radio P.O.Box 24850 Nashville, TN 37202 (615-256-6556) (from A/C) Steve Anderson, KRRG Radio, P.O.Box 6117, Laredo, TX 78042 (512-724-9800) (from A/C)



A/C Correspondents continued from page 18......

Anchorage, AK (Noble/Owens-KKLV) Kamon, R. Void, Streisand, Joe Jackson, Julio, Moroder, Hall & O. Anchorage, AK (Mike Ford-KFQD) J.Collins & T.G., Julio Iglesias, Corey Hart, Wham!. Hilo, HI (Derek Dakine-KKBG/FM) P.Bryson, Deniece Williams, Justin Johns. Maui, HI (Kono Kalani-KNUI) Rod Stewart, Barry Gibb, Maria Vidal, Steve Perry.

WELCOME To Our New A/C Correspondent:

Rick Korchinski, CFQC Radio - 216-1st Avenue N., Saskatoon, SK., Canada-S7K 3W3 (306-665-9334)

WELCOME BACK

Paul Lankow, KXRO Radio - P.O. Box 47, Aberdeen, WA. - 98520 (206-533-1320)

September 28, 1984

PERSONAL PICKS

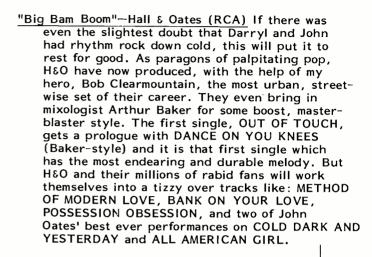
ALBUMS OF THE WEEK

SEA OF LOVE-The Honeydrippers (Es Paranza/Atl.) OK everybody....make room for old wave music. The Honeydrippers bee happenin !! This supergroup (ala Blind Faith & Asia) is comprised of Robert Plant, Jimmy Page, Jeff Beck, and Nile Rodgers. Judging by the quality of this effort these gentlemen definitly have a reverence for the greats of yesterday. Late during the summer of 1959, Phil Phillips original version became the country's number one hit, and I waited for it to come on my new transistor radio. Twenty-five years later here's a brilliant production that is smoother and sweeter than honey. Record of the week.

PENNY LOVER-Lionel Richie (Motown) Lionel follows format and based on his track record, how can he miss? Can't name too many artists around today that can come with a fifth single from an LP and pull in over 100 adds out of the box. Must be common cents programming.

AFTER ALL-Al Jarreau (Warner Brothers) Heavy lineup of Jarreau, Graydon, and Foster cover all the bases. A/C radio's a natural of course, but this sentimental ballad is so tasty it's mass appeal enough to warrant Top 40 airplay as well. Season is ripe for this type of sound.

NO MORE LONELY NIGHTS-Paul McCartney (Col.) Here's the warm up for a major event - the release of a new Paul McCartney feature length film. Always plenty of audience interest for pop musics most successful songwriter and this entry should be no exception. Check out David Gilmour on guitar.



"Don't Stop"-Jeffrey Osborne (A&M) Jeffrey Osborne is on the verge of becoming one of pop music's true stars. Blessed with one of the mediums most powerful and true voices, Jeffrey has set a calculated course to the top and as his repertoire of hits expands, so will his universal appeal. "Don't Stop" though laced with an occasional ballad, appears to be an attempt to ammend his image as a crooner/balladier by picking up the tempo and laying in some more punctual rhythm tracks. "Don't Stop" thusly becomes the most danceable and energetic set in his brief, three LP solo career. DON'T STOP, LET ME KNOW, THE BORDERLINES, CRAZY BOUT CHA, LIVE FOR TODAY.

"Volume One"-The Honeydrippers (EsParanza/Atlantic) Robert Plant (with cool aid from Jeff Beck, Jim Page, and Nile Rodgers) steps back into the vinyl time tunnel for some sweet soul music fifties style, The Honey Drippers pay dues, not lip service, to an era of innocent simplicity where do-wops and rockabillys were the latest waves. It was a time for mind videos. Phil Phillips' SEA OF LOVE is awash with multiple choice imagery with equal portions of ambiquity and suggestivity. I GOT A WOMAN (a Ray Charles tune first made popular by Jimmy McGriff) is as boastful as any previous version. If the title of this five song set, "Volume One", is any indication, there may be more to come. Hope and the classic styles of popular music spring eternal.

"The Unforgettable"-U2 (Island) Indelible, decibels from whining, sorrowing guitars, orchestration of anthemic proportions, and lyrics of poetical prose, all combine to absorb, consume, and exhaust the listener. U2's intensity and committment to their craft (From lyric to cover art) send important messages to all who will listen. As Ireland's premiere musical messengers. U2 neither abuse their forum, nor do they over politicize their preachments. All they ask you to do is listen.



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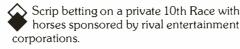


Wednesday, November 14 5:00 P.M. Pavilion Of The Stars, Hollywood Park

arbra Streisand, our Honorary Chairperson and the other people on this page, are already at the starting gate. Join them for an evening of good times for an even better cause:



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