

## Pro-Motions

Station: KNIX-AM-FM Phoenix  
(country)

Contact: Sheryl Henderson  
Concept: Country Showdown

Execution: Ten of Phoenix's finest country acts met recently at a top local country nightclub. Mr. Lucky's, for the KNIX Phoenix Area Finals of the Wrangler Country Showdown. The acts competed for a position in the state finals of what its organizers claim is the world's largest country music talent contest.

The station actively promoted the contest both on the air and in print, and flew in three top authorities in the country music industry for the judging, including Bill Boyd, executive director of the Academy of Country Music in Hollywood. The contest's two winners, Slim Scruples and the Nightrider Band, will go on to the state finals on Oct. 23 at the Arizona State Fair: the winners of that contest will receive \$1,000 in cash and a trip to the national finals in Nashville in November. National winners will receive \$50,000 cash, a national recording contract and the title of a Dodge van.

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Station: WFIL Philadelphia (oldies)  
Contact: Hope Berschler,

promotion director

Concept: Christmas In July

Execution: Taking a cue from the RAB's much-publicized "Christmas In July" sales promotion, Philly's favorite oldies station broadcast a 24-hour Christmas celebration with special holiday music and even a visit from Santa. Staying true to its format, the station focused on such rock'n'roll Christmas songs as "Santa Is Coming" by the Beach Boys, "I Saw Mommy Kissing Santa Claus" by the Ronettes, "Blue Christmas" by Elvis Presley and, of course, Bing Crosby's venerable "White Christmas." Various WFIL air personalities were joined by good ol' Saint Nick in taking the promotion to the streets, handing out holiday water ices and gifts to listeners at various Philadelphia locations.

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Station: WBBG Cleveland  
(nostalgia)

Contact: Terry Wascovich,  
promotion director

Concept: Golf Tournament

Execution: Another tie-in with sports—sort of. WBBG's 16th annual "Tom Armstrong Partly Open Golf Tournament" has become somewhat of an institution here, and with the U.S. hosting the Olympics this summer, it all seems even more fitting than before. WBBG listeners sent in their names to the station, and Armstrong, the popular morning

drive jock (and a 40-year veteran of Cleveland radio), picked 60 of them, at random, to play golf with various local television, radio, sports and media personalities.

All participants in the tournament, which took place on the Riverside Golf Club course, received WBBG commemorative bag tags and the chance to compete for various door prizes and trophies. Quipped Armstrong: "It's the only tournament I know that was created for the average weekend golfer—the good players are not invited."

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Station: WRKS New York  
(urban contemporary)

Contact: Charles Stettler, Tin Pan Alley, (212) 757-0521

Concept: "Fat Boys" Summer Party

Execution: In conjunction with Sutra Records, WRKS (Kiss) sponsored a summer party celebrating the Disco Three's name change to Fat Boys, the same name as their rap hit, and benefitting the United Negro College Fund. Kiss personalities Yvonne Mobley and Kenn "Spider" Webb hosted the evening, while hip-hop greats Afrika Bambaataa and Grand Master Flash kept the turntables spinning. The party, held at Roseland, featured live entertainment by such other popular dance and rap artists as Newcleus and Juicy.

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Station: KZOZ (Z-93) San Luis Obispo, Calif. (AOR)

Contact: Cal Hamilton  
Concept: Ratt Race

Execution: With a little imagination, Z-93 came up with a novel variation on the typical record store dash, in which a station selects a winner to grab all the albums he or she can pick up in a certain amount of time (usually a number of seconds corresponding to the station's dial position). Z-93's "Ratt Race" began with a phone-in contest in which 15 listeners won "Ratt packs," consisting of the San Diego heavy metal band's album "Out Of The Cellar," a cheese pizza and a Ratt T-shirt. Their names were then entered into a drawing for the grand prize: a 93-second romp through Boo Boo Records in San Luis Obispo, officiated over by a "Ratt Race Official" who announced the rules and rang the starting bell. **THOMAS K. ARNOLD**

## ACTIONMART

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BEACH BEEF—Clara Peller, champion of the "Where's The Beef" campaign, accepts an award for asserting senior citizens' rights from the Philadelphia Bar Assn.'s Richard Weiner, while local WWSH air talents Kelly Randall, left, and Dan Cooke, right, look on. Peller's latest gig is the "Where's The Beach" promotion for Unsuit beach wear.

Billboard®

Survey for Week Ending 8/11/84

## Rock Albums &amp; Top Tracks™

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## Rock Albums

## Top Tracks

Rock Albums				Top Tracks			
This Week	Last Week	Weeks On Chart	ARTIST—Title, Label	This Week	Last Week	Weeks On Chart	ARTIST—Title, Label
1	1	23	THE CARS—Heartbeat City, Elektra	1	1	6	BILLY SQUIER—Rock Me Tonight, Capitol
2	4	6	BILLY SQUIER—Signs Of Life, Capitol	2	2	8	JOHN WAITE—Missing You, EMI-America
3	3	7	JOHN WAITE—No Brakes, EMI-America	3	4	8	SCANDAL—The Warrior, Epic
4	5	8	SCANDAL—Warrior, Epic	4	3	11	THE CARS—Drive, Elektra
5	7	47	HUEY LEWIS AND THE NEWS—Sports, Chrysalis	5	5	5	SAMMY HAGAR—Two Sides Of Love, Geffen
6	2	12	BRUCE SPRINGSTEEN—Born In The U.S.A., Columbia	6	6	5	PETER WOLF—Lights Out, EMI-America
7	8	16	RATT—Out Of The Cellar, Atlantic	7	12	6	NIGHT RANGER—When You Close Your Eyes, MCA
8	6	14	JEFFERSON STARSHIP—Nuclear Furniture, Grunt	8	14	3	HUEY LEWIS AND THE NEWS—If This Is It, Chrysalis
9	9	41	NIGHT RANGER—Midnight Madness, MCA	9	7	9	TWISTED SISTER—We're Not Gonna Take It, Atlantic
10	12	8	TWISTED SISTER—Stay Hungry, Atlantic	10	8	9	JEFFERSON STARSHIP—Laying It On The Line, Grunt
11	13	2	PETER WOLF—Lights Out, EMI-America	11	11	16	RATT—Round And Round, Atlantic
12	10	2	SAMMY HAGAR—V.O.A., Geffen	12	19	3	LINDSEY BUCKINGHAM—Go Insane, Elektra
13	18	6	BOX OF FROGS—Box Of Frogs, Epic	13	16	8	BRUCE SPRINGSTEEN—Cover Me, Columbia
14	17	9	ELTON JOHN—Breaking Hearts, Geffen	14	18	7	BOX OF FROGS—Back Where I Started, Epic
15	19	5	GLENN FREY—The Allnighter, MCA	15	22	8	COREY HART—Sunglasses At Night, EMI-America
16	20	6	QUIET RIOT—Condition Critical, Pasha	16	21	3	ELTON JOHN—Restless, Geffen
17	21	5	DIO—The Last In Line, Warner Bros.	17	17	14	STEVE PERRY—She's Mine, Columbia
18	14	19	STEVE PERRY—Street Talk, Columbia	18	26	3	HONEYMOON SUITE—New Girl Now, Warner Bros.
19	23	8	COREY HART—First Offense, EMI-America	19	20	11	WHITESNAKE—Slow And Easy, Geffen
20	NEW ENTRY		LINDSEY BUCKINGHAM—Go Insane, Elektra	20	10	2	DIO—The Last In Line, Warner Bros.
21	16	31	VAN HALEN—1984, Warner Bros.	21	9	11	CHRIS DEBURGH—High On Emotion, A&M
22	11	9	CHRIS DEBURGH—Man On The Line, A&M	22	25	3	GLENN FREY—Smuggler's Blues, MCA
23	29	8	PRINCE—Purple Rain, Warner Bros.	23	55	2	A FLOCK OF SEAGULLS—The More You Live, The More You Love, Arista
24	22	13	WHITESNAKE—Slide It In, Geffen	24	13	12	ROD STEWART—Infatuation, Atlantic
25	15	11	ROD STEWART—Camouflage, Warner Bros.	25	15	12	BRUCE SPRINGSTEEN—Dancing In The Dark, Columbia
26	27	9	STEVIE RAY VAUGHAN—Couldn't Stand The Weather, Epic	26	23	30	VAN HALEN—Panama, Warner Bros.
27	28	3	FASTWAY—All Fired Up, Columbia	27	27	6	FASTWAY—Tell Me, Columbia
28	24	24	SCORPIONS—Love At First Sting, Mercury	28	35	3	ADRENALIN—Faraway Eyes, Rocshire
29	31	3	ADRENALIN—American Heart, Rocshire	29	33	3	STEVIE RAY VAUGHAN—Cold Shot, Epic
30	32	7	BILLY SATELLITE—Billy Satellite, Capitol	30	NEW ENTRY		BILLY SQUIER—All Night Long, Capitol
31	NEW ENTRY		A FLOCK OF SEAGULLS—The Story Of A Young Heart, Arista	31	32	9	PRINCE—When Doves Cry, Warner Bros.
32	NEW ENTRY		HONEYMOON SUITE—Honeymoon Suite, Warner Bros.	32	43	3	RATT—Back For More, Atlantic
33	37	3	LOU REED—New Sensations, RCA	33	37	2	QUIET RIOT—Sign Of The Times, Pasha
34	26	14	SOUNDTRACK—Streets Of Fire, MCA	34	30	8	BILLY SATELLITE—Satisfy Me, Capitol
35	42	2	CYNDI LAUPER—She's So Unusual, Portrait	35	53	2	CYNDI LAUPER—She Bop, Portrait
36	38	3	INXS—The Swing, Atco	36	40	7	SCORPIONS—I'm Still Loving You, Mercury
37	30	16	RUSH—Grace Under Pressure, Mercury	37	45	2	HELIX—Rock You, Capitol
38	33	13	R.E.M.—Reckoning, I.R.S.	38	39	10	THE CARS—It's Not The Night, Elektra
39	34	6	ELVIS COSTELLO AND THE ATTRACTIONS—Goodbye Cruel World, Columbia	39	NEW ENTRY		PRINCE AND THE REVOLUTION—Let's Go Crazy, Warner Bros.
40	40	14	BILLY IDOL—Rebel Yell, Chrysalis	40	29	9	BRUCE SPRINGSTEEN—No Surrender, Columbia
41	47	3	LITA FORD—Dancin' On The Edge, Mercury	41	52	3	INXS—I Send A Message, Atlantic
42	NEW ENTRY		HELIX—Walking The Razor's Edge, Capitol	42	NEW ENTRY		SAMMY HAGAR—Can't Drive '55 Geffen
43	50	3	SOUNDTRACK—Ghostbusters, Arista	43	38	2	LOU REED—I Love You Suzanne, RCA
44	NEW ENTRY		STEPHEN STILLS—Right By You, Atlantic	44	NEW ENTRY		STEPHEN STILLS—Stranger, Atlantic
45	25	3	DIFFORD & TILLBROOK—Difford & Tillbrook, A&M	45	31	9	ELTON JOHN—Sad Songs (Say So Much), Geffen
46	45	3	KICK AXE—Vices, Pasha	46	36	8	BRUCE SPRINGSTEEN—Bobby Jean, Columbia
47	NEW ENTRY		SPANDAU BALLET—Parade, Chrysalis	47	28	14	THE FIXX—Deeper And Deeper, MCA
48	48	8	TINA TURNER—Private Dancer, Capitol	48	60	5	RAY PARKER, JR.—Ghostbusters, Arista
49	NEW ENTRY		ROMEO VOID—Instincts, Columbia	49	58	2	SPANDAU BALLET—Only When You Leave, Chrysalis
50	NEW ENTRY		SOUTHSIDE JOHNNY AND THE JUKES—In The Heat, Mirage	50	54	11	BRUCE SPRINGSTEEN—Pink Cadillac, Columbia
				51	41	9	QUIET RIOT—Mama, We're All Crazy Now, Pasha
				52	51	2	LITA FORD—Gotta Let Go, Mercury
				53	34	20	THE CARS—Magic, Elektra
				54	NEW ENTRY		ROMEO VOID—A Girl In Trouble, Columbia
				55	NEW ENTRY		SOUTHSIDE JOHNNY AND THE JUKES—New Romeo, Mirage
				56	NEW ENTRY		Y&T—Don't Stop Running, RCA
				57	42	6	RUSH—The Body Electric, Mercury
				58	24	14	JEFFERSON STARSHIP—No Way Out, Grunt
				59	NEW ENTRY		BANGLES—Hero Takes A Fall, Columbia
				60	47	3	ELVIS COSTELLO AND THE ATTRACTIONS—The Only Flame In Town, Columbia

A compilation of Rock Radio Airplay as indicated by the nation's leading Album oriented and Top Track stations.