

I N S I D E:

Networks Enjoy Smooth Satellite Transition

As radio networks gradually eliminate land-line service and go all-satellite delivery, they're pleased to report widespread broadcaster acceptance of a new way of radio life. Page 4

The Case Of The Missing Diaries

Arbitron suffered an average decline of 20% in returned usable diaries in the spring sweep, and the company isn't exactly sure why. **Jhan Hlber** explores the issue and focuses on how exceptionally low diary returns affected Orlando, Providence, and Riverside. Page 14

Targeting Your Target Accounts

Dwight Case outlines how to find those special accounts . . . and match the right salesperson to work with them. Page 26

People In The News This Week

- **Bruce Bird** forms Camel Records
- **Garry Wall** PD at WTIC-FM
- **Steve Molr, Thom Trumbo** MCA VPs
- **Jim Scollin** PD at WMGF
- **Paul Fredrics** WSKS PD
- **Kris Robbins** PD at WNOE-FM
- **Shannon Sweatte** VP/GM at KPLZ & KVI
- **Pat Martin** WRKR PD
- **Marko Babineau** heads Geffen AOR
- **Doug Welldon** PD at WIFI

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Format Success Stories

This week's winners in the spotlight include **KGW/Portland, OR**; **KJCB/Lafayette, LA**; **KLYV/Dubuque**; **WBLM/Portland, ME**; and **WTMJ/Milwaukee**. Read their stories in the A/C, AOR, and Black Radio sections.

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Migrating To Country Radio

Lon Helton talks to **Bobby Hatfield** and **Bill Stedman**, two programming refugees from other formats who enjoy Country a whole lot more. Page 34

Promoting News/Talk

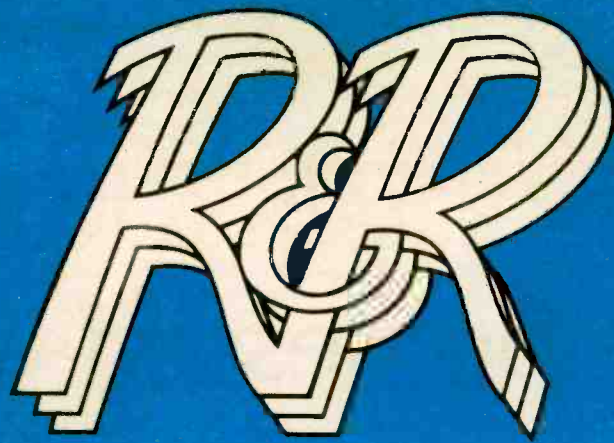
Three promotion directors at News/Talk outlets discuss advertising, special events, and contests in the unique N/T context. Page 28

Buffalo's CHR Stampede

Four CHR stations, **WBEN-FM**, **WKBW**, **WNYS**, and **WPHD**, are battling it out for the championship in Buffalo, and **Joel Denver** serves as referee. Page 46

Cox Buys WXFM For \$9 Million

Suburban Chicago FM draws a high price. Page 3



RADIO & RECORDS

Starr New KDKA Station Manager

After four years as Program Manager at WBZ/Boston, **Rick Starr** has returned to Group W sister station **KDKA/Pittsburgh** in the newly-created position of Station Manager. Starr, who previously served three years at KDKA as Executive Producer and later as Program Manager, had for the last month been helping KDKA set up its new morning show hosted by **John Cigna**. In his new capacity, Starr will supervise KDKA's programming, promotional and engineering operations, and will eventually assist

in sales as well.

KDKA VP/GM Dan Friel Jr. commented, "I'm delighted to have Rick here. It's a good move for KDKA, because it gives us an opportunity to grow as far as personnel is concerned. We're glad he's back in Pittsburgh."

Prior to joining Group W, Starr programmed **WCAS/Cambridge, MA** for four years. He told R&R, "This was a very difficult decision to make, as my life in Boston was so great. It's tough to leave it all behind. On the other side, KDKA is one of America's great radio stations, and it's a great management opportunity. Another reason for my decision was that I know I can work well with **Dan Friel**. All in all, I think I've got a contribution to make, and I'm really thrilled at the opportunity."

Starr noted that he will also name a new program manager in the near future. The station has been without one since **STARR/See Page 24**

FBI Seizes Tanner Documents

Affidavit Alleges Fraud, Kickbacks, Tax Evasion; "Hidden Inventory" Of Radio Time Cited

Thirty FBI and IRS agents seized records and documents from the **William B. Tanner Co.** in Memphis last week, acting on an affidavit alleging that the radio/TV time broker/production firm was engaged in mail fraud, tax evasion, kickbacks, and maintaining a "hidden inventory" of advertising time on radio and TV valued at up to \$83 million. The Tanner Co. was also charged with supplying women, cars, cash, and similar favors to clients, and with failing to pass on air time credits earmarked for advertisers by radio and TV stations in compensation for incorrectly aired spots.

In a press conference Monday

(8-15), company President **William Tanner** denied "any and all allegations of illegal conduct." He said the affidavit's allegations, which came from two former Tanner executives and an ex-client, were motivated by "ignorance, malice, and jealousy"; and he criticized the federal agencies for making public "unsubstantiated allegations" and the press for taking "cheap shots. Give me hell when I'm wrong," he continued, "but give me my rights when I'm right, and don't prejudge me."

The Tanner Co. supplies over 6000 radio and TV stations with jingles, equipment, travel services, and similar products in exchange for broadcast time (it also supplies programming to radio stations). The firm was purchased from Tanner by **Media General** for \$39.5 million in July 1982. **Media General Vice Chairman/CEO Alan Donahoe** echoed Tanner's comments by stating, "Some of the allegations appear to be altogether absurd, and others may stem from a combination of ignorance and malice. We find it astonishing that these sensational charges were made public based so far as we know on the unsubstantiated charges of these unnamed informants." Regarding Tanner, Donahoe

said "no action has been taken yet. Our investigation is continuing."

Responding to the "hidden inventory" charges, Tanner said, **TANNER/See Page 24**

GELB SHIFTS TO SALES

Feinstein R&R's New AOR Editor

Steve Feinstein has been named AOR Editor at R&R, as **Jeff Gelb** moves into a sales position for the company after 5½ years at the helm of the AOR section. Feinstein, a seven-year Philadelphia radio veteran, was most recently Music Director at **WYSP/Philadelphia**.

Dwight Case, President of the R&R Companies, commented, "We've always encouraged our people to grow. Jeff's contributions to the paper and to the maturing of the AOR format are immense, and when he expressed the desire to try something new, we were happy to oblige him. Steve is a gifted and knowledgeable young broadcaster, and we're delighted to have him join us. He knows the format and the music inside out, and his college background in journalism enables him to maintain Jeff's high standard of AOR coverage. Steve and Jeff



Steve Feinstein

will be working closely together, and the combination **FEINSTEIN/See Page 24**

Douglas Named GM At KATZ & WZEN

Bernardine Douglas has been appointed General Manager of **KATZ & WZEN/St. Louis**, replacing **Robert Miller**. Douglas journeys crosstown from **KMJM/St. Louis**, where she was most recently Regional/National Sales Coordinator.

Commenting on the appointment, Douglas told R&R, "It's a sight I've always had set for myself since I first figured out there had to be somebody to run something. I wanted to be the one to do it. Thus far, it's the culmination of a dream - now I'm going to have to set some higher sights."

Regarding future plans for the outlets, the 11-year industry veteran added, "The stations are in a position to be the driving force for the unification of the black community in this market, and that's where we as a group are heading. I don't foresee too much significant change. I happen to have inherited a great staff, who are very talented and creative people."

Licata New Arista Exec VP/GM



Sal Licata

Sal Licata, former President of **Chrysalis Records**, has been named Executive VP/GM at **Arista Records**. In his new position, Licata will supervise the business operations of the New York-based label.

Arista President Clive Davis said, "Sal Licata has distinguished himself as a creative executive whose proven business and managerial talents make him the ideal person to fill this key position. Arista is ready to enter a new era of achievement, and Sal's expertise and instincts will make an invaluable contribution to our continued growth."

Prior to his seven-year tenure at **Chrysalis**, Licata was VP/Sales at **United Artists Records**. Among other industry positions, he was also President of **Blue Thumb Records**.

WHAS Tower Skewers Flying Hot Air Balloon

In a bizarre accident last Saturday (8-13), veteran balloonist **John Freeman** collided in-flight with **WHAS/Louisville's** 675-foot broadcast tower, destroying his balloon and leaving him stranded several hundred feet in the air. The incident forced **WHAS** off the air for nearly six hours, as officials feared arcing electricity from the tower might detonate the dangling gondola's propane tanks and topple the entire structure.

WHAS PD Denny Nugent told R&R the story: "About 7:30am, **Freeman** lifted off from a park a half-mile from our tower, and

within ten minutes was headed right for it. He tried to maneuver away, but the top of the tower impaled the balloon, shredding it immediately. He survived only because the ropes became entangled in the grid."

Swinging like a pendulum, **Freeman** managed to escape from the gondola by grabbing the tower ladder leading down to a 400-foot level platform, where he waited for help.

"You could see the balloon from eight miles away," **Nugent** continued. "A neighbor called the police, who then ask-

WHAS/See Page 24

“They are possessed with winning.”

“At KEEY — K-102 in the Twin Cities — we’re blessed with a great staff of people. And we pride ourselves on having carried out the strategic plan pretty much to the letter. That plan was developed with our friends at The Research Group. They’re people who are absolutely *possessed* with winning.

Their tools and guidance, and the hard work of a lot of professionals here at the station and at Malrite Communications Group helped us find and fill a real hole here in the marketplace. Today KEEY — K-102 — has debuted its country format at a 6.5* (up from the 4’s in beautiful music). We beat our country competitor and have *super* demos.

And that’s just the beginning.”

*(Mon.-Sun. 6AM to midnight AQH, Arbitron Spring '83)

KEEY



Gary Swartz
General Manager
K-102 (KEEY)

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Black Radio Chart Expands To 40

With the increased flexibility of Black/Urban playlists and the high activity levels demonstrated by songs below the 30 record mark, R&R's Black Radio Airplay chart expands to 40 numbers effective this week. Now there are ten more reasons to make R&R's Black Radio chart your first stop for accurate airplay information.

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Scollin Appointed PD At WMGF

WCZY/Detroit MD Jim Scollin has resigned in order to become Program Director at WMGF/Milwaukee. Scollin fills the vacancy left when former PD Dennis Winslow departed to program WMGG/Tampa three weeks ago.

WMGF VP/GM Tom Joerres stated, "Jim's an outstanding guy, one I know the jocks here will enjoy working with. Jim's got a good reputation and track record, and having worked against our sister station WNIC/Detroit, is familiar with our position. He's perfect for our situation."

Scollin joined WCZY as MD two years ago after serving a year as Operations Manager at WJML/Petoskey, MI. He previously spent three years as MD at WOMC/Detroit. Scollin told R&R, "Although I'll regret leaving many good friends, I'm very excited about this opportunity. Tom Joerres and I hit it off beautifully and it feels like a very comfortable situation all around. With (owner) Josephson behind us with new equipment and facilities, I'm confident we're going to become a dominant force in the market in a very short period of time."

Scollin begins his new duties August 29.

Moir, Trumbo New MCA A&R VPs

Steve Moir and Thom Trumbo have been named Vice Presidents of A&R for MCA Records, as previewed last week in Street Talk. Moir joins MCA from EMI America Records where he was most recently Director of A&R. Trumbo comes to MCA from his Director of A&R post at Capitol Records.



Thom Trumbo Steve Moir

The two worked together at Chrysalis prior to joining Capitol/EMI.

MCA Records Group President Irving Azoff commented on the appointments: "Moir and Trumbo have the perfect sensitivity and insight into new contemporary music and they provide the perfect chemistry to join the new MCA team."

Both appointments are effective immediately, and no replacements for either Moir or Trumbo were announced.

Sweatte Managing KVI & KPLZ

KVI/Seattle VP/GM J. Shannon Sweatte has taken on additional responsibilities as VP/GM for sister FM KPLZ, following the departure of Todd Bitts last week. Golden West Exec. VP Bill Ward commented, "This is really our vote of confidence in Shannon and the excellent job he has done at KVI."

"Both KVI and KPLZ will be expected to achieve even faster growth than has been demonstrated in the past," Ward continued. "Both stations have excellent people and we will utilize the strengths of each to support the other in areas where it's mutually beneficial."

SWEATTE/See Page 24

Martin Picked To Program WRKR

Pat Martin, most recently Program Director at Country-formatted WBGS/Milwaukee, has been named PD for CHR station WRKR/Racine-Milwaukee, replacing Steve Warren, who will continue to operate his small market consultancy The Programming Co-op.

WRKR owner Joel Thrope commented, "Hiring Pat is probably the most exciting thing we've done for our future in the past four years. The radio station finally has a real sense of direction. It took a lot of per-

MARTIN/See Page 24

Wall Named PD At WTIC-FM

WMC-FM (FM100)/Memphis PD Garry Wall has resigned after a year and a half to accept the programming post at WTIC-FM/Hartford. Wall replaces Steve Goldstein, who became WHYT/Detroit's PD four weeks ago.

Sr. VP/Operations Tom Barsanti commented to R&R, "I think this is a spectacular move for both of us. Garry is an exciting programmer who will bring fresh new blood to WTIC-FM. There is no question that his style and programming abilities are going to mesh with our structure. This is a perfect marriage. I looked at a lot of good candidates, but for this situation the chemistry was right with Garry."

Bird Forms Camel Records

Former Boardwalk Executive VP/GM Bruce Bird has announced the formation of his own custom record label, Camel Records. The new company's product will be distributed by MCA.

Commenting on the new label, MCA Records Group President Irving Azoff said, "I look forward to Bruce's expertise and experience to bring to MCA a unique and personal involvement with artists through Camel Records."

Bird commented, "The new team that Irving is building at MCA is a perfect opportunity and situation for me to fulfill a life-long goal."

The first act signed to Camel is Night Ranger, originally signed and developed for Boardwalk by Bird in 1982.

WNOE-FM Taps Robbins To Program

Kris Robbins, Program Director for WNDU-AM & FM/South Bend, has been named PD at WNOE-FM/New Orleans, replacing Jim Reese, who returned to Detroit several weeks ago. Robbins, who's been with WNDU for nine and a half years, the last four as PD, told R&R, "I hope that I'm able to carry some of the success that we've had at WNDU down to New Orleans. This is a great opportunity that (VP/GM) Eric Anderson and (owner) James Noe have offered me. I appreciate their confidence. I'm not going to let them down."

Anderson told R&R, "We're very excited to have Kris joining us. He's done such a great job at WNDU, we're all confident that he'll continue that success here."

No immediate replacement was named for Robbins in South Bend, but Steve Delaney will serve as interim PD.

Babineau Becomes Geffen National AOR Director

Marko Babineau has been named National Director of AOR Promotion for Geffen Records. Babineau had held similar responsibilities at A&M for 3½ years, having joined the company 5½ years ago after working in local and regional promotion for Arista.

Geffen President Ed Rosenblatt told R&R, "I look forward to working with a person of Marko's caliber. His accomplishments at A&M speak for themselves. Marko will be the first National AOR Director Geffen has had. This move will further strengthen our relationship with the Warner Bros. marketing team, and especially with WB Album Promotion Director George Gerrity."

Babineau told R&R, "My years at A&M have prepared me for the years ahead. The tradition of developing and breaking new acts at A&M is now being established at Geffen. Not only does Geffen provide a terrific opportunity for an AOR specialist, but the company's involvement in films, plays, and other areas of entertainment makes the job an even more exciting prospect. I can't wait to sink my teeth into it."



Marko Babineau

mented to R&R, "I think this is a spectacular move for both of us. Garry is an exciting programmer who will bring fresh new blood to WTIC-FM. There is no question that his style and programming abilities are going to mesh with our structure. This is a perfect marriage. I looked at a lot of good candidates, but for this situation the chemistry was right with Garry."

"I'm tickled to death to be making this move," Wall told R&R. "This gives me the chance not only to program a fine radio station, but to become part of a fantastic organization. I feel very lucky to be making this move. FM100 was a super experience for me, and it's hard to leave the people down here. FM100 is a legendary station and for good reason. With continued guidance from (VP/GM) Don Meyers, it should remain that way."

Wall's prior programming experience includes WNCI/Columbus, KSPZ & KVOR/Colorado Springs, and WWWG/Rochester, NY.

Fredrics Joins WSKS As PD

Paul Fredrics has been named PD at WSKS/Cincinnati. Fredrics, an air personality for the past eight years, joins the station in his first programming position after 18 months at KYYS/Kansas City, having previously served six years at KGGG/Des Moines. He also spent a short time at KLIK/Davenport. Fredrics replaces former WSKS PD Michael McConnell, who departed two weeks ago to complete his college degree.

Seven Hills Communications VP/Programming & Operations Randy Michaels commented, "When I was National PD at Taft, I had a chance to work with Paul on a number of projects while he was at KYYS. It's rare to find a guy who's always up, and always enthusiastic. He works 22 hours a day - I'm not sure if he eats or sleeps! Paul's exactly what we need. He's total energy, sounds wonderful on the air, and is an absolute professional. He's got a natural ability to work with people. He certainly knows the format, and overall it's just a perfect arrangement."

Fredrics told R&R, "I'm really excited. I always wanted to be a PD, but I never dreamed I'd start in a major market with such an aggressive, great company. It's a real challenge, as there are some areas I'm unfamiliar with, but Randy is guiding me along. It's a real team effort."

Regarding WSKS's format Fredrics added, "The station has switched from a 'classic rock' direction to more of an AOR hits approach. It's going to be a tough battle, but we're all fired up."

TRANSACTIONS

Cox Pays \$9 Million For WXFM/Chicago

Cox Communications has purchased WXFM/Chicago (Elmwood Park) for \$9 million. The seller is WXFM, Inc., headed by Robert Victor, who has no other broadcast interests.

WXFM operates with 4.2kw on 105.9 mhz with an antenna height of 1575 feet.

Cox currently owns WSB-AM & FM/Atlanta, WLIF/Baltimore, WSOC-AM & FM/Charlotte, WHIO-AM & FM/Dayton, KFI & KOST/Los Angeles, WIOD & WAIA/Miami, WWSH/Philadelphia, and six television stations.

Blackburn & Co. brokered the WXFM transactions. MORE TRANSACTIONS/See Page 24

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Washington Report

Tennessee Hits Consultant Edward M. Johnson

Edward M. Johnson, whose Knoxville-based consulting firm files thousands of TV and FM applications with the FCC, has been ordered by the state of Tennessee to "cease and desist" offering engineering services. The Tennessee State Board of Examiners for Architects and Engineers says it has no records to indicate that Johnson is a registered engineer. State law says at least one principal of an engineering firm must be registered.

FCC Considers Greater Protection For Alaska AMs

The FCC has proposed increasing the sky-wave protection afforded to 16 Alaska AM stations that operate on Class I-A and I-B channels. The action comes in response to a petition filed by the Alaska Broadcasters Association.

Increased protection would assure that distant service to remote Alaskan villages isn't wiped out by interference from other stations. According to the Alaska broadcasters, atmospheric and manmade noise are so low in the state that even extremely weak signals can be heard at great distances — as long as there's no station interference. Comments on the plan are due at the FCC by September 12.

Western Union Joins NPR Paging Venture

Western Union has assumed "a major equity position" in the nationwide satellite paging venture being launched by NPR and Mobile Communications Corp. of America. Under the name of National Satellite Paging Inc., the firm plans to distribute paging messages by satellite to NPR member stations, which will then hand them off to local paging companies. For instance, the scheme could allow an executive travelling in Los Angeles to be beeped by his or her office in New York.

Acting NPR President Ronald Bornstein said Western Union's entry "illustrates confidence in NPR's restoration to complete fiscal health. Western Union said a major part of its participation will be dedicating its local sales and marketing organization to the project.

Rivera Protests WHBI Grant

FCC Commissioner Henry Rivera says his colleagues made a mistake in naming Global Broadcasting Group as interim operator of WHBI/Newark until one of 30 applicants is chosen as permanent operator (R&R 7-8).

In a dissenting statement, Rivera says Newark Radio Broadcasters Association should have won because it is controlled by minorities.

NAB Eyes Sponsorship Of '84 Presidential Debates

NAB has chosen "Voter Awareness" as the theme for its annual convention in Las Vegas next spring, and is mapping plans for major involvement in the 1984 elections. One step under consideration is a bid to become sponsor of any presidential debates in the general election.

The project is under the direction of NAB Executive Director/Public Affairs Rory Wilcox, who worked in the political office at the Carter White House. Wilcox has already gotten "good response" in meetings with campaign managers for the Democratic presidential candidates. This week she was to meet with the President of the League of Women voters, sponsor of the 1976 and 1980 debates. Wilcox says the League appears to be interested in co-sponsorship, while NAB would prefer to become "institutionalized" as the sole sponsor.

At a minimum, NAB hopes to host broadcast candidate forums at the annual convention — one day for President Reagan

or any other Republican candidates, and one day for Democrats.

Wilcox says there are "endless options" for other activities, such as production and satellite distribution of voter awareness PSAs and issue-oriented weekly radio and television programs featuring presidential candidates.

NAB's goal is to counteract traditional criticism of the broadcast industry's election coverage and political advertising. "We need to do something early and strong to show our concern for using our medium constructively to increase voter awareness," Wilcox explained. "It's a good citizenship thing."



INTRODUCTION TO BROADCASTING — Broadcasters journeyed to Capitol Hill last week to brief staff members of Congressmen who serve on the House Commerce Committee, which handles radio and television legislation. The luncheon and briefing, sponsored by NAB, was called "Everything You Wanted To Know About Broadcasting — And Didn't Have Time To Ask." Panelists included (left to right) Arch Harrison Jr., President/GM, WJMA-AM & FM/Orange, VA; Joel Chaseman, President, Post-Newsweek Stations; Ernie Fears, VP/GM, WRQX(Q-107)/Washington; Andy Ockershausen, Executive VP, WMAL/Washington; Ed Ryan, Community Services Director, WDMV-TV/Washington; Virginia Pate Wetter, President, WASA & WHDG/Havre de Grace, MD.

AFFILIATE ACCEPTANCE GROWS

Satellite Conversion Of 1983 Going Smoothly

After a rocky start, the great satellite conversion of 1983 seems to have settled down. This week, as CBS and NBC began digital satellite transmissions for the first time, affiliates have apparently recovered from the initial shock of having to spend up to \$15,000 for an earth station. Stations are now signing up in healthy numbers to buy Scientific Atlanta earth stations. Network officials say the "reality" of satellite distribution has set in, and that many stations have come to realize the tax and programming advantages of owning their own dishes.

Deadlines are also bearing down on affiliates. ABC, NBC, and CBS all plan a complete end to landline transmission by year's end. ABC leads the way by cutting off the Mountain Time Zone and six Northern states on August 29. CBS jettisons the entire Northern tier, coast-to-coast, on September 30. Avoiding the phased, regional approach, NBC ends landline service for the entire country on December 15.

"Most of the questions people had a year and a half ago are all going away," reports Bill Battison, ABC VP/Planning, Finance & Satellite Development. "Things are going really well."

1300 ABC Stations On Board

According to Battison, 1300 of ABC's 1800 radio affiliates have now committed to buying earth stations. Digital transmission began in January, and he estimates over 400 stations are already taking the feeds.

"We're going to lose from 35 to 75 stations, maybe as many as 100 before it's all over. But that's less than 1% of our audience." The problems rest mainly with small market stations "in transition," he says.

After the first group of states loses phone line service in two weeks, ABC will next target New England, New York, Pennsylvania, Michigan, and Wisconsin on October 15. The Mid-Atlantic region and some Midwestern states are cut loose October 30. Much of the South goes on November 29 and

the final cut comes December 31, when the Deep South, Texas, and California lose landline service.

No Vocal Opposition

Battison's assessment of a smooth conversion is confirmed by WRNO/New Orleans President Joe Costello, Chairman of the Executive Committee of ABC's six affiliate boards. "There is no opposition that anyone is adamant or vocal about," states Costello.

He says affiliates "are accepting the fact they're just going to have to buy a dish." But he adds that many are "waiting until the last minute," making it "inevitable" that some will be caught dishless when ABC pulls down its landlines.

Costello believes it's best for stations, rather than the nets, to own dishes. He points to the tax advantages, plus the flexibility to change networks. And he adds with some bewilderment, "The only people who are balking are the small markets, and they pay their own landlines anyway. Sometimes those lines cost more than buying the dish."

70% Of NBC Audience On Bird

NBC Satellite Project Director Allan Stinson says stations representing 70% of NBC's audience have now committed to satellite conversion. He expects the addition of several major market stations to boost that figure to 85% within a few weeks.

"Basically things are going very well," Stinson asserts. He admits a few affiliations will be lost, but believes the impact will be minor. Conversion has been strongest among major market stations and among small market outlets eager to get out from under landline costs. The most reluctance has come from "lower middle market stations."

CBS, which started its digital broadcasts on Monday, refuses to disclose how many of its 525 stations have committed to earth stations, although Director/Satellite Transmissions Betty Hayter says "the majority" are on board. "We're in superb shape for our total network and in our Arbitron markets," she reports.

ABC Satellites Asia's "Alpha"

Using its digital satellite capabilities, ABC last week transmitted Asia's new album, "Alpha," to ABC Rock Network affiliates the day after its official release. Designed to help stations that hadn't yet received the album by mail, the first-time experiment could lead to regular satellite delivery of albums by the network.

After cutting phone service to the Northern tier September 30, CBS will cut along trunk phone lines, rather than geographical contours. Target dates for various areas to lose landlines are October 29, November 27, and December 31.

Disaffiliations will come "largely from tiny, tiny markets that just can't afford it" as well as stations that are being sold and are thus "in a holding pattern with the FCC," she says.

Interest Up At Free-Dish Nets

The networks that supply dishes to affiliates free-of-charge say they're getting numerous inquiries and some affiliations from ABC, CBS, and NBC stations that don't want to buy receiving stations.

Within the past year, AP Radio has completed a gradual \$10 million program of supplying 840 dishes to feed AP Radio, Music Country Network, and AP wire services to all its affiliates. At its own expense, AP supplies at least one dish per community and picks up the tab for a 3 kHz local loop to other stations.

Under its new ownership, UPI Radio also supplies dishes or local loops to affiliates free-of-charge. And it is willing to buy back dishes from the approximately 300 stations that purchased or leased their own when Scripps-Howard owned the company.

Currently, about 80% of UPI Radio's affiliates get their feed from a dish or loop. UPI wants that figure to hit 100% before the AT&T breakup in January. At that time, according to UPI spokesman Bill Adler, "Local loops could go up in cost dramatically."

AP Deputy Director Broadcast Services Jim Hood agrees local loop prices will rise, although he thinks the increase will be gradual. The solution to this new drain on the network, he says, is "more dishes."

RKO, which is converting to the same digital satellite as ABC, NBC, and CBS, has been on satellite since its birth, providing dishes free to stations in the top 150 markets. Mutual finished its conversion to an analog system in January of 1982, at an estimated cost of \$12 million. It now has 650 dishes feeding more than 800 stations either directly or by local loop, with the purchase and installation tab picked up by the network.

**Introducing a major
breakthrough in Media Planning
& Buying to help you get the most
for your advertising dollars**

The Katz-Rule

**a revolutionary, high-precision
scientific instrument for
effective Reach/Frequency
Planning & Buying**

With the Katz-Rule, you can determine:

- **how to set media goals to achieve your reach/frequency objective**
- **the frequency distribution of any schedule**
 - **the effective reach/frequency of past and upcoming campaigns — all at a glance.**

Weekly Planner

Line A
Cume or Reach

Patent Pending

KATZ-RULE

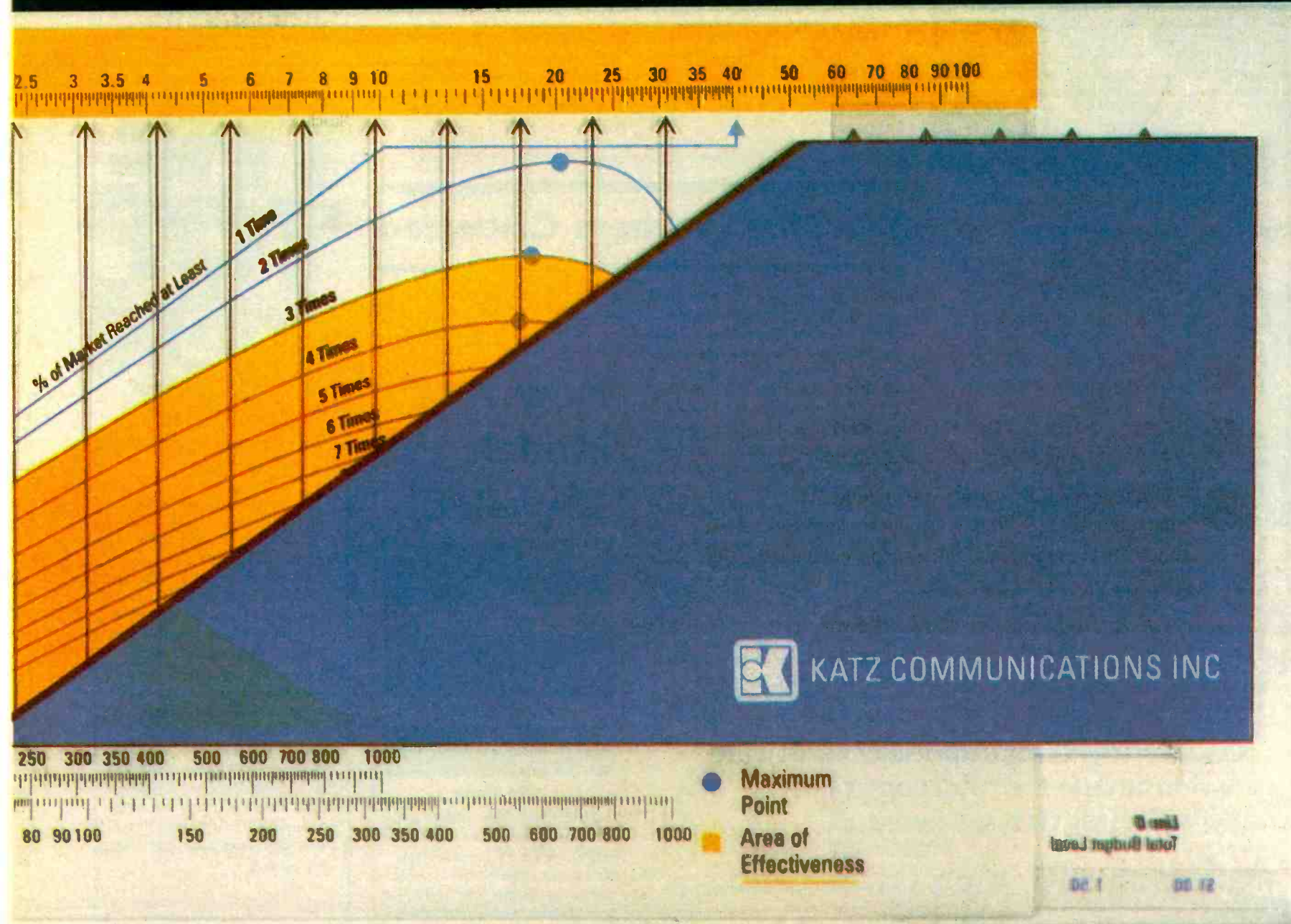
Effective Reach/Frequency Planner

Instructions for use:

1. Arrow of "% of Market Reached At Least Once" is placed against appropriate cume of Cume or Reach Level (Line A).
2. Arrow point of transparent diagonal is placed against appropriate GRP level of Gross Rating Point line (Line B).
3. To obtain the full frequency distribution for your schedule, cume data for each frequency level is found on Line A above the intersection of the transparent diagonal and each effective frequency curve line.
4. For planning purposes: **KATZ-RULE** will equip the user to set media goals and objectives for a specific schedule (GRP's or TARP's/Reach/Average Frequency) which will maximize on effectiveness. (Complete Planning Instructions described on **KATZ-RULE** folder.)

Line B
Gross Rating Point Level

Line C
Double Spotting Level



The Katz-Rule, another media planning tool developed by Katz Marketing to help you use broadcast media more effectively.

For more information about the Katz-Rule contact your nearest Katz representative.

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ST. LOUIS
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SEATTLE
WASHINGTON DC



Walkman Turns Autoreverse



Sony's WM-7

For serious music fans, there's nothing worse than having their musical concentration interrupted by the manual removal and flipping over of the cassette. Sony's automatic reverse Walkman (WM-7) alleviates that hassle. The \$170 model also comes equipped with optional autorewind or continuous play of either tape side, Dolby-C noise reduction, feather-touch controls operated via a see-through window in the carrying case, plus remote operation. There's also an override that nullifies the autoreverse element, reverting the unit to one-way cassette play.

Hispanic Conference Scheduled

The New York Hilton Hotel is the site of a forthcoming East Coast Hispanics in Telecommunications Symposium. In addition to various speakers and panel discussions centering on Hispanic employment, ownership, and programming opportunities, a luncheon session will cover the "Strategies for Hispanic/Survival and Progress. It will be moderated by Ed Gomez, President of the Spanish Radio Broadcasters of America.

This free conference is hosted by Hispanics in Communications and will be conducted by NAB's Minority and Special Services Department. October 1 is the date. Direct inquiries to Dwight Ellis at (202) 293-3534 or 3584.

Working Mothers Criticized

Working women and motherhood don't mix. That's the basic finding of a recent Working Woman study. According to an Advertising Age article, 56% of employed men and 43% of employed women felt that "work-oriented" women shouldn't be mothers. And despite the fact that the female workforce is a growing contingent, 63% of employed males and 52% of women polled said being a working mother is "bad," even more so when the child is under six years.

In other results, the number of women with paying jobs and children under 18 years rose 41% to 55% between 1970-80. At least that indicates somewhat of an improvement over 40 years ago, when it was deemed socially unacceptable for married women to work. Interestingly enough, a 1938 Gallup poll showed a small portion (21%) of Americans who approved of

married women working if their spouses could support them.

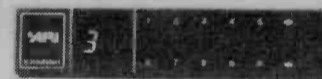
New ARI Models Unveiled



Model Tucson



Model Frankfurt



ARI-A Adaptor

Earlier this year (R&R 4-22), Blaupunkt introduced the "Automatic Radio Information" automotive system. ARI is a sub-carrier technology that gives FM radio stations the capacity to supply drivers with specific traffic updates for certain travel zones within a metropolitan area. Now, the firm is announcing two new ARI models, as well as an adaptor. These additions bring the ARI product line total to four.

The Tucson model features a digital electronically-tuned AM/FM stereo tuner, coupled with an ARI interface connector and autoreverse cassette deck. With digital time display, cassette program search, and Dolby noise reduction, it retails for \$499.95. Model Frankfurt is an AM/FM stereo pushbutton radio priced more modestly at \$159.95. It includes separate bass/treble controls with four-way balance and fader. When plugged into the back of an ARI unit, the ARI-A adaptor permits pushbutton travel zone selection — once the desired zone is chosen, the radio automatically scans to the station for that zone, ignoring other ARI stations. It's priced at \$39.95.

"Station Research Systems' AutoSelect software gives Bonneville the total control in music selection that we demand."

Bonneville's Dave Verdery



Dave Verdery, Vice President of Programming at Bonneville Broadcasting System, chose AutoSelect to schedule the music on the company's satellite service.

3 ways AutoSelect meets Bonneville's tough demands.

"It's designed for radio programmers by radio programmers. When I saw AutoSelect for the first time, I knew that radio programmers — not computer programmers — had designed it. That's why it's so easy to work with — AutoSelect looks at radio programming the way radio programmers do."

"It's flexible enough for us to quickly fine-tune the format. Since we are creating a new kind of sound for the Bonneville satellite service, we needed software that would allow us to direct the hour-to-hour "feel" of the format in a subtle but effective way. With

AutoSelect, I'm always in total control of the sound of the format."

"AutoSelect gives us the most for the money. We could have purchased any music selection system, but it turned out that the most affordable one was best for our wide range of requirements. AutoSelect handles artist and title protections, song-to-song transitions, dayparting — even "hourparting" — by tempo, intensity or any of 26 characteristics you name."

"Station Research Systems didn't leave anything out when they designed AutoSelect — it's a quality tool that any station serious about its programming should have."

AutoSelect — Join the growing list

- WGY/WGFM — Albany
 - WPLO/WVEE — Atlanta
 - WYRK — Buffalo
 - WBT/WBCY — Charlotte
 - WJJD/WJEZ — Chicago
 - WLAK — Chicago
 - WUBE/WMLX — Cincinnati
 - KAAM/KAFM — Dallas/Fort Worth
 - KSCS — Dallas/Fort Worth
 - KZEW — Dallas/Fort Worth
 - KOAG — Denver
 - KYGO/KIMN — Denver
 - WCZY — Detroit
 - WAIV — Jacksonville
 - Magic 105 — Little Rock
 - KIIS-FM — Los Angeles
 - KZLA — Los Angeles
 - WMPS/WHRK — Memphis
 - WISN/WXLP — Milwaukee
 - KTAR/K-Lite — Phoenix
 - WTAE/WHTX — Pittsburgh
 - WMBD/WKZW — Peoria
 - KGW/KINK — Portland
 - KSD-AM/FM — St. Louis
 - KSDO-FM — San Diego
 - K-101 — San Francisco
 - KYA/KLHT — San Francisco
 - KING — Seattle
 - WFLA — Tampa/St. Petersburg
 - W-101 — Tampa/St. Petersburg
 - WSUN — Tampa/St. Petersburg
 - WMHE — Toledo
 - KX Country — Washington, D.C.
 - KRAV/KGTO — Tulsa
 - KQAM/KEYN — Wichita
 - Affiliated Broadcasting, Inc.
 - Belo Broadcasting
 - Blair Broadcasting Corp.
 - Bonneville Broadcasting Systems
 - Capital Cities Communications
 - Coastal Communications, Ltd.
 - FairWest/Fairbanks
 - Gannett Radio
 - General Electric Broadcasting Corp.
 - Hearst Broadcasting Group
 - Jefferson-Pilot Broadcasting
 - King Broadcasting Company
 - Kravis Company
 - Long-Pride Broadcasting Company
 - Plough Broadcasting Company, Inc.
 - Pulitzer Broadcasting Stations
 - Toby Arnold and Associates
- For more information on AutoSelect, call Station Research Systems at 214-239-5331.

Music's Top Ten With A Twist



1956-PRESENT
Bob Gilbert and Gary Theroux

Glancing quickly at its title, "The Top Ten 1956-PRESENT" appears to be just another in the long line of music history chronicles. Granted, like others, it contains artist photos (400+), facts, anecdotes, and other information for the trivia buff. But Gary Theroux, with associate Bob Gilbert, added a different twist. As a follow-up to each annual musical overview (TV, films, headlines, top 40 singles, top ten LPs), the duo dissects the story behind each year's top ten singles. The full page devoted to the individual songs brings the reader full circle: how the songs were created, their chart positions, the artists' background, and where they are now.



Mack the Knife
ROBBY DASHIN



This paperback is the culmination of Theroux's years of music-oriented story collecting. "The Top Ten" is a Fireside book published by Simon and Schuster. Cost: \$12.95.

BUG-RESISTANT APPAREL

RAIDING The Clothes Closet

High fashion has taken another step forward, thanks to two British scientists. They're flying high on a newly-developed line of bug-resistant clothing. In a recent New Scientist article, the designing researchers claim jackets treated with the chemical repellent "deet" prove 100% resistant to pesky pests. Undoubtedly, this breakthrough opens the door to a wide range of bugless activities. The pair is currently concentrating on a tropical line that's a stylish deterrent against tsetse flies and malaria-ridden mosquitoes.

Station Research Systems

STRATEGIC SOFTWARE FOR THE BROADCAST INDUSTRY

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Dallas, Texas 75234 214-239-5331

Hospitality Suite 1129
St. Francis Hotel

RPC Convention
Booths #108, 119

Hi: CK,
Should we forward
this info to Debbie Seyler,
Marv Solomon &
at Warner Lambert
→

Coleman Research announces national MTV study.

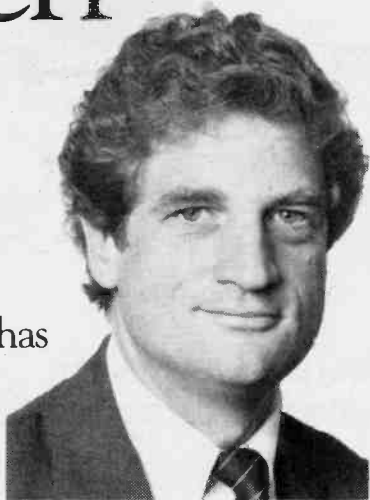
Coleman Research will present an important new study, "MTV—Its Impact on Radio Audiences", at the NAB Convention in San Francisco. This national study has been completed with a national sample of MTV and non MTV viewers. 2:00 p.m. only, Sir Francis Drake Hotel, August 28th, 1983. Please attend.

Coleman Research, defined.

Coleman Research

1, Jon Coleman, a leading expert in broadcast research.

Since 1975, Jon Coleman has been recognized by radio broadcasters as not just a superior researcher, but an expert in strategic



planning and broadcast marketing. Because of the linkage of the company's work to Jon Coleman personally, the company has changed its name from Audience Analysts to Coleman Research.

2, Coleman Research serves America's leading radio broadcasters.

Coleman Research currently serves many leading radio stations across the country. (WCCO, KRMG, WSB, WGY, KOA, KGW, KSCS, KBEQ, WKLS, WRAL, KTAR, Nationwide Communications, Gulf, King, and Capitol Broadcasting.) Common to these clients is a commitment to ongoing relationships that better serve long-range marketing situations.

3, A collection of research professionals. While Jon Coleman himself specializes in strategic planning and assessment, each Coleman Research specialist provides clients with the highest quality of research professionalism.

4, A full service marketing research company for radio broadcasters.

Although best known for diagnostic Telephone Probe and Focus Probe Group Studies, Coleman Research also offers advertising pre-evaluation research (AdTest), group music testing and sales effectiveness research.

5, A company committed to radio.

Compared to other research companies, Coleman Research is quite unique in its dedication to radio. Coleman Research invests its own time and money in national studies designed to help clients better serve their audiences.

6, The Coleman Research difference is professionalism and dedication.

Your first encounter with Coleman Research will help define the difference. We are professionals dedicated to broadcasting. And instead of adding to your problems, we help solve them.

Coleman Research

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SOUNDS YOU'VE NEVER HEARD BEFORE.



Scientific-Atlanta's digital audio satellite terminal gives you the highest highs, the lowest lows in network program fidelity.

Scientific-Atlanta brings you the first major advance in network radio program delivery since there were network radio programs to deliver: the digital audio satellite terminal.

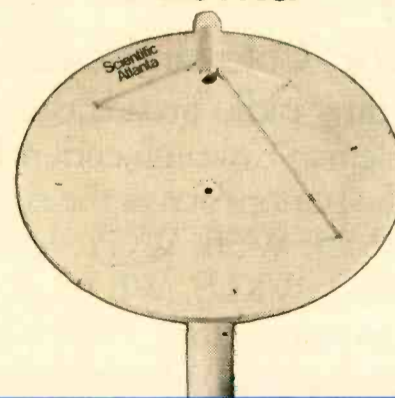
Listen to the crisp, clean signal quality featuring 80 dB of dynamic range and a full 24 dBm peak signal level. And then notice the low distortion characteristics—less than .3% THD. We make it sound like the program is originating in your own studio.

Our new digital audio

terminal also offers fast set-up and long-term reliability. Plus ease of operation: you can make a program change with a simple flip of a switch.

Once you hear the dramatic difference of digital satellite distribution, you'll be introduced to a quality of sound you've never known before. Find out more right now by contacting P. Michael Kelly. The new digital audio terminal from Scientific-Atlanta—the choice of four of America's leading radio networks.

**Scientific
Atlanta**



Scientific-Atlanta Telecommunications, Digital Audio Marketing, 3845 Pleasantdale Road, Atlanta, GA 30340/(404) 449-2381



WHIT BIRTHDAY CARD CONTEST — WHIT/Madison recently celebrated its first birthday as a Gold station with a contest offering a listener more than \$7500 in prizes. Shown (l-r) are morning man Andy Haynes and PD Mike Ryan going through the thousands of cards sent in to enter the contest.



KFI IS SEXUALLY SPEAKING — KFI/Los Angeles recently added Dr. Ruth Westheimer's talk show "Sexually Speaking" to its Sunday evening lineup, airing from 9:30 to 10:30pm. Shown (l-r) are Dr. Ruth, PD Jhani Kaye, and VP/GM Don Dalton celebrating the occasion.



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

Pro:Motions

Windham Hill Promotes Four



William Ackerman, Anne Robinson (top); Jeff Heiman, Steve Backer, Gil Bateman.

Windham Hill Records, which recently signed a distribution/promotion agreement with A&M Records, has promoted four staffers to key posts. Anne Ackerman Robinson, formerly Corporate VP for the label, is now President, based in Palo Alto, CA. Most recently National Promotion Director, Jeff Heiman is upped to VP/Promotion. He'll operate out of the label's Seattle office. Steve Backer is elevated to VP/East Coast Operations, working out of Chester, NH. He joined Windham Hill in 1982 and prior to that served as a consultant for Island Records. Gil Bateman, newly-named West Coast General Manager, once served as Director/Promotion & Marketing for Elektra Records and was more recently with First American. He'll also serve as the main liaison between Windham Hill and A&M, based out of the latter's Los Angeles offices. Founder William Ackerman holds the Chief Executive Officer post and will head both the A&R and production departments.

Konowitch Named

Arista VP

Abbey Konowitch has been appointed VP/Artist Development at Arista Records. A three-year veteran of the label, Konowitch most recently served as Director/Product Management. Prior to that he worked at ICM for two and a half years.



Abbey Konowitch



Roy Lott

Lott Set As Arista VP

Roy Lott is raised to VP/Business Affairs at Arista Records. He's been associated with Arista since 1979, when he joined the label as an attorney. Prior to this promotion, he was Arista's Director/Business Affairs.

Ten Eighty Ups Lada, Zenobi

Warren Lada moves from Local Sales Manager at WTIC-FM/Hartford to the same position at sister WTIC. Succeeding him at the FM is former station Account Executive Gary Zenobi.

Krogstad New WSWT SM

John Krogstad is tapped as Station Manager at WSWT/Peoria. He joins the station from Satellite Music Network in Southern California and Nevada, where he was Regional Affiliate Manager. Krogstad replaces George Caraway, who resigned to assume the GM post at KPTL & KKBC/Carson City, NV.

Schwartz Elected SRA President

Walter Schwartz, Blair Television's President/COO, was recently elected President of the Station Representatives Association, Inc. Prior to this, he served a term as VP/Television of SRA. Other elected officials include: Secretary Victor Ferrante, Sr. VP, Katz Television; Treasurer Bill Fortenbaugh, VP/ Stations, Atlantic Division, Katz Radio; VP/Television David Allen, President Petry Television; and VP/Radio Michael Bellantoni, Executive VP, Torbet Radio.



CBS Canada Reorganizes

Rick Aaronson, VP/Business Affairs & Administration; Graham Powers, VP/Marketing; and Brad Weir, Director/National Promotion have resigned from CBS Records, Canada to form their own management/consulting company. Concurrently, the label appoints VP/Sales Don Oates as VP/Sales & Marketing; VP/Operations Jack Robertson Sr. adds Business Affairs duties for an interim period; and Art Graham is elevated to Director/National Promotion from Product Manager, Columbia and E/P/A labels.

Clarno New WTAO SM

Diana Clarno has been named Station Manager of WTAO/Murphysboro-Carbondale. She moves in-house from the posts of Office Manager and Program Coordinator. Previous to that, she worked with Mid-America Enterprises.



Diana Clarno

Randall Establishes Consulting Firm

Former KTSA & KTFM/San Antonio Station Manager Lee Randall has resigned to create a self-named consulting firm. Initial client stations are KRGV/Weslaco, TX and WJBO/Baton Rouge. Randall's radio background includes the OM post at KEYS & KZFM/Corpus Christi as well as an earlier four-year stint as KTSA PD. He may be contacted at (512) 494-4962.



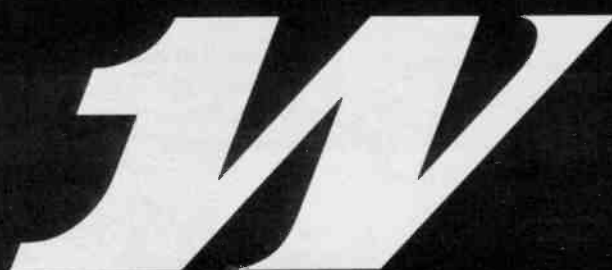
Lee Randall

Perlstein To CBS VP

Robert Perlstein has been appointed VP/Business Affairs, CBS Masterworks. Since 1981, Perlstein served as Director/Business Affairs for the classical music label. He's a seven-year veteran of the CBS Records Division, having previously held the Associate Director/Talent Contracts and Director/Talent Contracts positions.



Robert Perlstein



WESTWOOD ONE

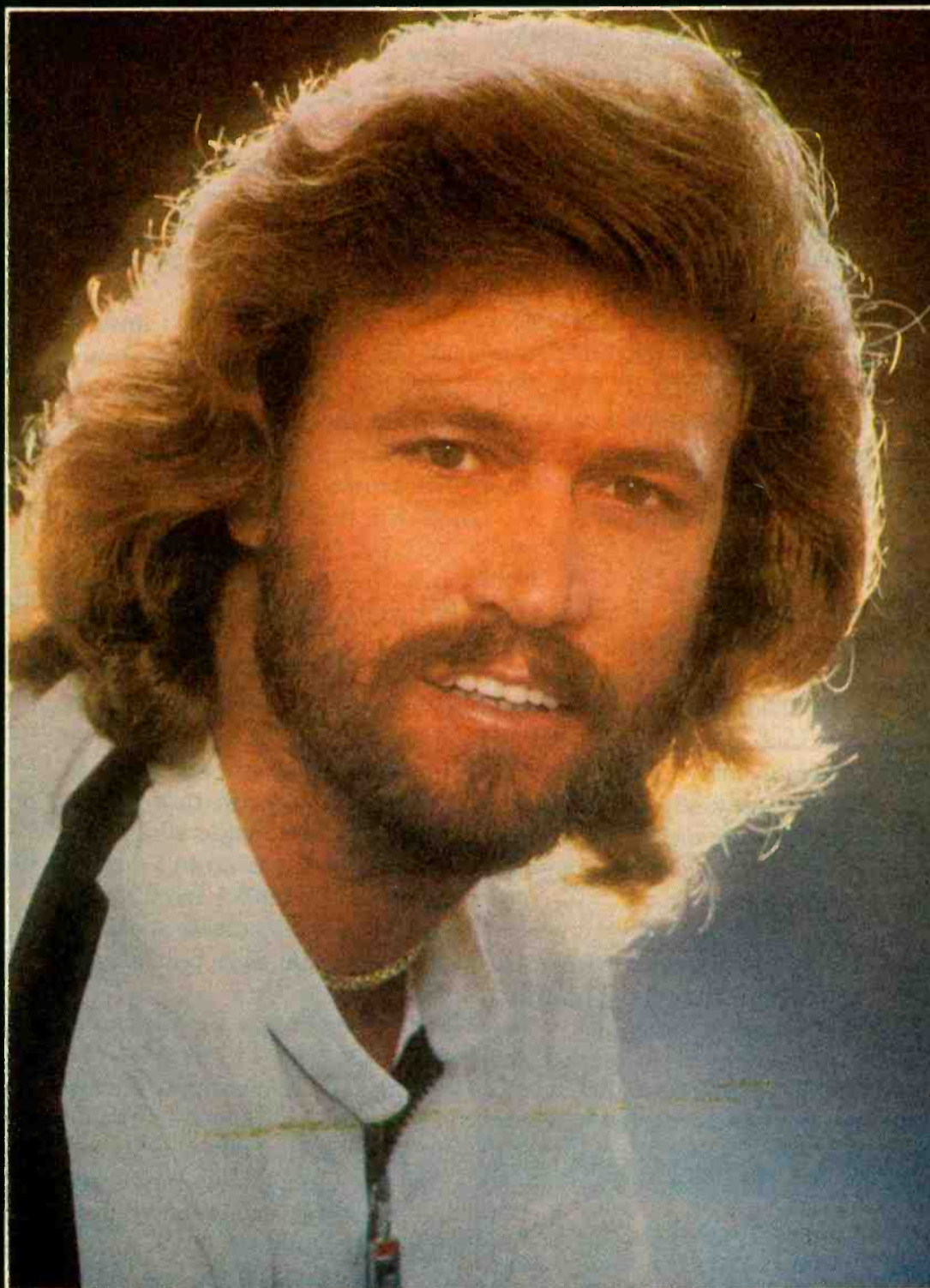
ONE OF 28 GREAT RADIO PROGRAMS FROM AMERICA'S NUMBER ONE PRODUCER OF NATIONALLY SPONSORED RADIO PROGRAMS, CONCERTS AND SPECIALS.

IN CONCERT

MCA RECORDS

P R O U D L Y

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BARRY GIBB





Where Did All The Diaries Go?

Thousands of spring '83 Arbitron diaries disappeared — never made it to the ratings projection stage — and the problem has Arbitron officials baffled and broadcasters upset. In the all-important spring sweep, when all markets are surveyed, you'd think Arbitron would make every effort to assure stable sample sizes so broadcasters and advertisers could compare the results of this sweep to the data from previous surveys. However, in a number of markets the sample shortfall was highly notable. With broadcasters paying much more to Arbitron this year than last, is there an excuse for this shortfall? Let's look at some examples.

20% Average Decline

Working on R&R's soon-to-be-released **Ratings Report** dealing with the spring results in the top 50 markets, I noticed a disturbing trend. In almost two dozen of the markets there was a reduction in metro in-tab (the total number of usable diaries) compared to the spring '82 results. In addition I've heard from other broadcasters — in Orlando and Houston, for example — who are concerned and angry over seeing fewer diaries used to project listening estimates, at a time when their Arbitron bills are escalating.

In going through the top 50 it seemed as though the average decline, on a 12+ basis, was about 20% compared to the metro total in the spring '82 books. Any such decline adds to the cume values of the diaries used, which adds to the instability of the estimates (the lower the cume value of each diary, the more stable and reliable the estimates).

Three Examples

To illustrate the dilemma caused by sample shortfalls I've selected three markets for analysis. Perhaps you can follow through on the same type of analysis for your metro and get an idea of how the sample might have fluctuated — and affected the quality of the numbers — in your market.

Providence:

In Providence the total metro in-tab dropped by 27% from spring to spring, from 1734 to 1267. The difficult-to-survey men 18-24 demo was especially hard-hit. In the spring '82 sweep 106 such diaries were returned — versus only 51 this time. Finally, only 48% of the diaries placed in the metro were returned in a usable fashion, compared to 58% last year.

All in all, not a very healthy survey in Providence. No Differential Survey Treatment (DST) impact here, just a problem sweep in a market that usually doesn't have such hassles.

Q&A

John Hiatt, GM of KRLY/Houston, called to say, "My rates went up \$20,000 this year, yet Arbitron keeps getting fewer and fewer black diaries back. What can be done about this?"

First, John, let Arbitron — and your representative on the **Advisory Council** — know about the situation. Next, make sure your sales staff and the local ad community are up to speed on the impact of such a decline. It is imperative that they understand that there were apparently only five diaries used for black males 18-24 in Houston. That obviously hurts the quality of the estimates and could affect the fates and fortunes of stations.

Week In Review

Arbitron Reissues Three More

Arbitron has announced that three more spring '83 local market reports are or have been reissued. The affected markets are Birmingham, Cincinnati, and Johnson City-Kingsport. The cause of the reissues was the same in all of the markets — incorrect simulcast times shown in the original version of the book. No station estimates or ranks are affected by the reissues.

Birch Moves New York Office

Ed Keane, regional manager for Birch Radio, has announced the relocation of the firm's office in Gotham. Birch can now be found at 1500 Broadway, Suite 505, New York, NY 10036. New phone is (212) 391-8330.

Riverside-San Bernardino:

While Providence doesn't normally have diary return problems, Sunbelt markets often do. The Riverside area is no exception. This survey saw a 33% drop in overall metro diaries, a plunge that makes the estimates here subject to second-guessing.

Men 18-24 were represented by just 53 diaries, just half of the 107 used in the spring '82 sweep. As for overall return rates, they too took the big tumble — from 59% to just 50% of the diaries originally placed.

Sunbelt markets have transient populations that are sometimes hard to survey. In addition, it's proved tougher for Arbitron to recruit good local interviewers in these areas. Those facts, combined with this being the first use of DST for Hispanics in the Riverside metro, may have contributed to the malaise here.

Orlando:

While things didn't go well in Riverside, they went even worse in Orlando. With apologies to the folks at Disney, ratings-wise this was the "Tragic Kingdom" this survey. Arbitron's metro diary total fell 46% from spring to spring, with notable shakeups in the standings a possible by-product.

The return rate tumbled from 59% last year to just 44% this spring. The diary count for men 18-24 took a dive too — from 73 to 35. It is probably safe to say that the Orlando sweep will not be included in any Arbitron highlight films.

Arbitron's Stance

Arbitron's position on all this seems to be muddled. Broadcasters who've met with Arbitron President Ted Shaker on the matter have suggested that Arbitron might take some of its additional revenues and try to improve the diary return effort.

According to these gentlemen, Shaker responded by saying that his firm was not prepared to do that.

I spoke to two Arbitron officials on the sample shortfall topic. Sales/Marketing VP **Bill Livek** told me, "Due to the county coverage study last year we placed extra sample. Unfortunately the broadcasters got used to that extra diary level, but it wasn't in the cards for this year." However, I pointed out to Livek that the extra sample for the coverage study was placed outside metros, and thus was not a factor in this situation.

Radio Product Manager **Claire Kummer** agreed that the coverage study wouldn't have had impact on the spring '82 metro in-tab figures. However, she was at a loss to explain what was causing the case of the missing diaries.

"We are concerned of course, but to date haven't got this problem figured out yet," she told me. "We have our Research and Data Collection departments looking into the matter, and we want to get this analyzed before the fall book begins," she added.

Action Items

It seems to me there are several things stations should be doing in light of the problems pointed out here. First, do the spring-to-spring comparisons as I did to see how your markets stacks up. Next, if there was a notable shortfall, let Arbitron know you're unhappy about it. Most important, however, keep in mind for sales and planning purposes that in many markets the numbers are wobbly — and that these estimates should be seen and used in that light. You may want to use a multi-book average to add some stability and credibility to your numbers.

And let's hope Arbitron does a better job in the fall!



You're looking at a man who could use some good news. The new AP Network News.

As Program Director, your job is to get and keep listeners. To do that you need good strategy, determination and the best tools to work with.

At AP Network News, we want to help. That's why we're generating an additional 24 dynamic, drive-time news updates each day. All free of commercial clearances.

A two-minute NewsWatch highlights breaking news at the bottom of the hour. Our 60 second NewsMinute features the top stories at two minutes before the hour.

We've added these reports to our schedule of hourly newscasts, already available in 2½ and five minute versions.

Our new reports are short, and they're jammed with reliable information. You'd expect that from AP.

What's more, they add unmatched flexibility to your overall programming.

And AP Network News actually helps you keep listeners tuned to your station while keeping them tuned-in to the world.

There's more. AP Network

News has expanded its feature programming, from consumer affairs to computer news. It's information programming you and your audience will enjoy.

Best of all, our increased service comes without an increase in cost.

So, if you can use some good news in your ratings battle, call Glenn Serafin at (212) 621-1511 for more information and our latest demo tape. He'll explain how AP means good news for your listeners—and good news for you at ratings time.



Associated Press Broadcast Services. Without a doubt.

HOW SUITE IT IS!

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In San Francisco stop by our suite in the St. Francis and meet Jhan Hiber, Larry Patrick, and other key members of the Hiber, Hart & Patrick team. Let us see if we can help your ratings and revenues.

As a special offer during the RPC we'll award one station a *free market audit*. Just drop by 678/679, leave your business card for the drawing, and perhaps you'll win our analysis of your fall Arbitron results.

From focus groups and positioning studies, to ratings insights, to guidance on how the new technologies can pay off for your station, Hiber, Hart & Patrick has the unique talents to do the job.

Over 90% of our clients have improved their ratings and revenues with our assistance. If you too would like to savor the sweet aroma of success, stop by our suite. We'd like to help in many ways.



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RATINGS REPORT

Birch Radio

Arbitron, Birch Spring '83 Quarterlies, 12+

Sacramento

KZAP Solidifies Hold On First; KAER Surges Into Second; KRAK Also Up; KWOD Leads CHRs

	Winter '83	Spring '83
KZAP (AOR)	11.4	11.3
KAER (Ctry)	4.2	7.9
KXOA-FM (AC)	9.1	6.9
KRAK (Ctry)	5.5	6.3
KWOD (CHR)	4.3	5.9
KCTC (BM)	4.0	5.8
KPOP (CHR)	7.3	5.3
KROY (AOR)	8.0	4.8
KSFM (AC)	5.5	4.8
KEWT (BM)	5.7	4.6
KHYL (Gold)	3.0	4.0
KFBK (News)	4.3	3.6
KGNR (Talk)	4.4	3.5
KXOA (BBnd)	3.2	3.0
KFRC (CHR)	2.7	2.3
KFIA (Rel)	2.2	1.9
KGMS (Misc)	.8	1.9
KGO (Talk)	2.0	1.8
KRQR (AOR)	1.2	1.4

Portland

KRCK Still Climbing, Takes First; KGON, KCNR-FM Slip; KGW, KWJJ Healthier

	Winter '83	Spring '83
KRCK (AOR)	8.0	8.7
KCNR-FM (CHR)	8.5	7.8
KMJK (CHR)	7.5	7.7
KGW (AC)	6.7	7.6
KGON (AOR)	8.0	7.1
KUPL-FM (Easy)	7.3	7.1
KINK (AOR)	6.6	7.0
KWJJ (Ctry)	4.7	5.3
KEX (AC)	8.8	4.8
KXL-FM (BM)	2.1	4.3
KQFM (AC)	2.5	3.6
KXL (News)	2.6	3.6
KJIB (Ctry)	2.8	3.5
KYXI (News)	3.3	3.2
KPDQ (Rel)	1.7	2.4
KKEY (Talk)	2.2	2.1
KKSN (Clas)	2.2	2.1
KYTE (Ctry)	2.6	1.8
KUPL (BBnd)	2.6	1.5

Norfolk

WCMS-FM Ahead But Softer; WMYK Jumps, Takes AOR Title; WOWI, WTAR, WWDE Gain

	Winter '83	Spring '83
WCMS-FM (Ctry)	14.5	12.4
WMYK (AOR)	7.4	11.1
WNOR-FM (AOR)	10.3	10.2
WOWI (Blk)	7.3	8.5
WFOG (BM)	9.7	7.5
WLTY (AC)	6.6	6.4
WNVZ (CHR)	7.5	6.0
WTAR (AC)	3.4	5.3
WRAP (Blk)	4.6	5.2
WWDE (AC)	2.5	4.8
WGH (AC)	2.6	2.6
WPCE (Blk)	3.4	2.6
WGH-FM (Clas)	2.1	2.0
WQKS (AOR)	1.3	2.0
WNOR (Blk)	2.5	1.6
WXRI (AC)	1.6	1.5
WNIS (News)	2.5	1.3
WCMS (Ctry)	.8	1.2
WTJZ (BBnd)	1.1	1.0

Buffalo

WBEN Rock Steady In First; WYRK Drops Two; WPHD, WNYS Advance; WBUF Doubles

	Winter '83	Spring '83
WBEN (AC)	9.7	9.7
WJYE (BM)	8.7	8.0
WPHD (CHR)	6.9	7.8
WGR (AC)	7.1	7.0
WYRK (Ctry)	9.3	7.0
WNYS (CHR)	5.8	6.8
WECK (BBnd)	7.2	6.7
WGRQ (AOR)	6.7	5.6
WBEN-FM (CHR)	5.8	5.2
WKBW (CHR)	7.0	5.2
WBUF (AC)	2.6	5.0
WZIR (AOR)	3.1	4.2
WBLK (Blk)	4.5	4.1
WUWU (AOR)	2.0	2.1
WYSL (AC)	2.3	2.1
WDCX (Rel)	1.1	1.5
WXRL (Ctry)	.6	1.5

New Orleans

WEZB Adds Four, Widens Lead; WYLD-FM Strong Second; WNOE-FM Improves; WBYU Down Two

	Winter '83	Spring '83
WEZB (CHR)	13.5	17.3
WYLD-FM (Blk)	12.3	12.8
WRNO (AOR)	8.1	7.8
WNOE-FM (Ctry)	5.3	6.2
WBYU (BM)	8.0	6.0
WAJY (AC)	5.9	5.9
WWL (Talk)	5.0	5.5
WAIL (Urbn)	7.0	5.3
WQUE (AC)	4.1	4.5
WSMB (AC)	5.3	4.4
WTIX (CHR)	3.4	4.0
WNOE (Ctry)	1.8	2.9
WGSO (N/T)	4.2	2.6
WBOK (Blk)	3.5	2.4
WWIW (BBnd)	1.1	1.7
WYLD (Blk)	1.0	1.6
WSHO (BBnd)	.7	1.4
WYAT (Gold)	2.0	1.2

Indianapolis

WIBC Up Six, Takes Commanding Lead

	Winter '83	Spring '83
WIBC (AC)	10.7	16.3
WZPL (CHR)	12.1	13.3
WFBQ (AOR)	11.5	12.5
WFMS (Ctry)	10.2	9.6
WTLC (Urbn)	5.8	8.1
WENS (AC)	9.5	7.3
WXTZ (BM)	8.3	6.8
WIRE (Ctry)	7.1	5.2
WNAP (CHR)	6.3	5.1
WNDE (AC)	2.2	2.3
WIFE (BBnd)	3.0	1.4
WGRT (Urbn)	.9	1.0

Format Legend

AC—Adult Contemporary, AOR—Album-Oriented Rock, BBnd—Big Band, Blk—Black, BM/Easy—Beautiful Music, Easy Listening, CHR—Contemporary Hit Radio, Clas—Classical, Ctry—Country, Gold—Oldies, Jazz—Jazz, Misc—Miscellaneous, News—News, Rel—Religious, Span—Spanish, Talk—Talk, Urbn—Urban.

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✓ Sept. 22 Detroit	✓ Oct. 11 Washington	✓ Oct. 25 Seattle	✓ Nov. 3 Dallas
✓ Sept. 27 Cincinnati	✓ Oct. 12 New York	✓ Oct. 26 San Francisco	
✓ Sept. 29 Orlando	✓ Oct. 13 Boston	✓ Oct. 27 Los Angeles	

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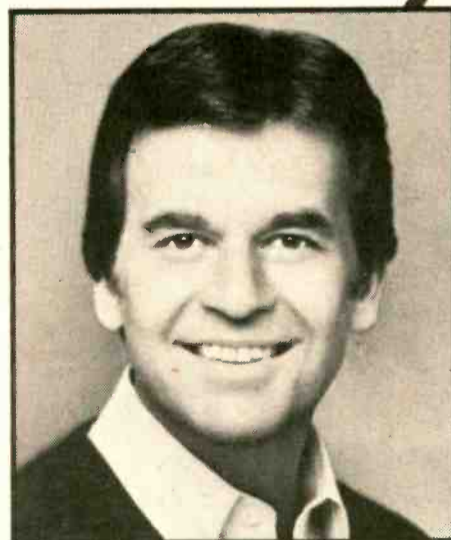
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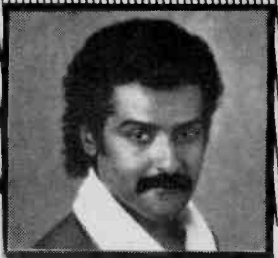
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BREAKERS

Thank You Radio
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From their album
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ON
MCA RECORDS

RATINGS REPORT

ARBITRON RADIO

Arbitron Spring '83 Quarterlies, 12+

Fresno METRO RANK **69**

Share Trends Persons 12+ Mon-Sun 6AM-Mid

Spring 82	Fall 82	Spring 83	
5.5	6	4.8	7
12.0	1	12.5	1
9.3	2	12.2	2
N/A	N/A	N/A	N/A
5.5	5	6.3	5
7.9	4	8.9	3
6.3	3	7.3	4
4.8	7	5.5	6
2.1	15	1.0	17
4.6	8	3.9	10

Adults 18-34 Mon-Sun 6AM-Mid	Adults 25-54 Mon-Sun 6AM-Mid
RANK STATION	RANK STATION
1 KKDJ-FM	1 KYNQ-FM
2 KYNQ-FM	2 KFIC-FM
3 KMGX-FM	3 KFYE-FM
4 KFYE-FM	4 KMGX-FM
5 KFIC-FM	5 KMJ-AM

Wilmington METRO RANK **70**

Share Trends Persons 12+ Mon-Sun 6AM-Mid

Spring 82	Fall 82	Spring 83	
10.3	2	8.9	2
9.9	3	8.4	4
11.0	1	10.6	1
8.8	4	8.9	3
2.7	12	2.7	15
4.7	6	4.9	5
4.8	5	3.8	6
3.8	8	3.7	9
1.3	19	2.9	13
2.8	11	3.0	11

Adults 18-34 Mon-Sun 6AM-Mid	Adults 25-54 Mon-Sun 6AM-Mid
RANK STATION	RANK STATION
1 WSTW-FM	1 WSTW-FM
2 WMMR-FM	2 WJBR-FM
3 WIOQ-FM	3 WKSZ-FM
4 WYSP-FM	4 WDEL-AM
5 WUSL-FM	5 WIOQ-FM

Youngstown METRO RANK **71**

Share Trends Persons 12+ Mon-Sun 6AM-Mid

Spring 82	Fall 82	Spring 83	
11.2	1	12.9	1
8.1	6	7.3	6
10.1	2	11.2	2
8.6	4	7.6	5
9.3	3	7.1	7
8.2	5	9.4	3
7.8	7	7.9	4
6.7	8	4.8	8
3.7	10	3.7	10
2.6	12	2.6	12

Adults 18-34 Mon-Sun 6AM-Mid	Adults 25-54 Mon-Sun 6AM-Mid
RANK STATION	RANK STATION
1 WSRD-FM	1 WKBN-FM
2 WYFM-FM	2 WQXK-FM
3 WHOT-AM	3 WKBN-AM
4 WMM S-FM	4 WYFM-FM
5 WQXK-FM	5 WHOT-AM

Las Vegas METRO RANK **72**

Share Trends Persons 12+ Mon-Sun 6AM-Mid

Spring 82	Fall 82	Spring 83	
10.4	2	11.4	2
12.1	1	14.2	1
6.5	6	7.2	3
7.1	5	5.4	10
8.7	3	6.4	7
8.1	4	6.0	8
4.3	11	6.4	6
6.1	7	6.5	4
2.9	13	3.2	12
3.2	12	1.5	14

Adults 18-34 Mon-Sun 6AM-Mid	Adults 25-54 Mon-Sun 6AM-Mid
RANK STATION	RANK STATION
1 KOMP-FM	1 KFMS-FM
2 KLUC-FM	2 KLUC-FM
3 KFMS-FM	3 KXIZ-FM
4 KUDU-FM	4 KVEG-AM
5 KMJJ-AM	5 KRAM-AM

Baton Rouge METRO RANK **73**

Share Trends Persons 12+ Mon-Sun 6AM-Mid

Spring 82	Fall 82	Spring 83	
17.6	1	17.8	1
13.3	3	13.4	2
9.1	4	6.4	7
14.8	2	9.7	4
6.2	7	6.8	5
7.8	5	10.0	3
2.8	11	3.3	10
6.4	6	6.6	6
3.4	8	4.2	8
3.1	9	4.0	9

Adults 18-34 Mon-Sun 6AM-Mid	Adults 25-54 Mon-Sun 6AM-Mid
RANK STATION	RANK STATION
1 WFMF-FM	1 WFMF-FM
2 WYNK-FM	2 WYNK-FM
3 WXOK-AM	3 WQXY-FM
4 WAFB-FM	4 WXOK-AM
5 WTKL-AM	5 WAFB-FM

Flint METRO RANK **74**

Share Trends Persons 12+ Mon-Sun 6AM-Mid

Spring 82	Fall 82	Spring 83	
10.2	2	11.0	1
14.3	1	10.2	2
5.5	6	6.7	5
10.0	3	8.0	3
7.1	4	8.0	4
6.3	5	4.7	8
2.6	14	3.4	12
4.3	8	5.2	7
5.0	7	6.2	6
3.5	10	3.7	11

Adults 18-34 Mon-Sun 6AM-Mid	Adults 25-54 Mon-Sun 6AM-Mid
RANK STATION	RANK STATION
1 WWCK-FM	1 WDZZ-FM
2 WDZZ-FM	2 WTRX-AM
3 WTRX-AM	3 WGMZ-FM
4 WHNN-FM	4 WWCK-FM
5 WFMK-FM	5 WJR-AM

Format Legend

AC—Adult Contemporary, AOR—Album-Oriented Rock, BBnd—Big Band, Blk—Black, BM/Easy—Beautiful Music, Easy Listening, CHR—Contemporary Hit Radio, Clas—Classical, Ctry—Country, Gold—Oldies, Jazz—Jazz, Misc—Miscellaneous, News—News, Rel—Religious, Span—Spanish, Talk—Talk, Urbn—Urban.

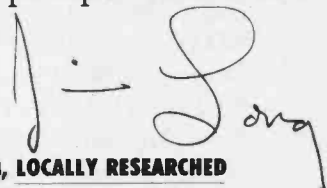
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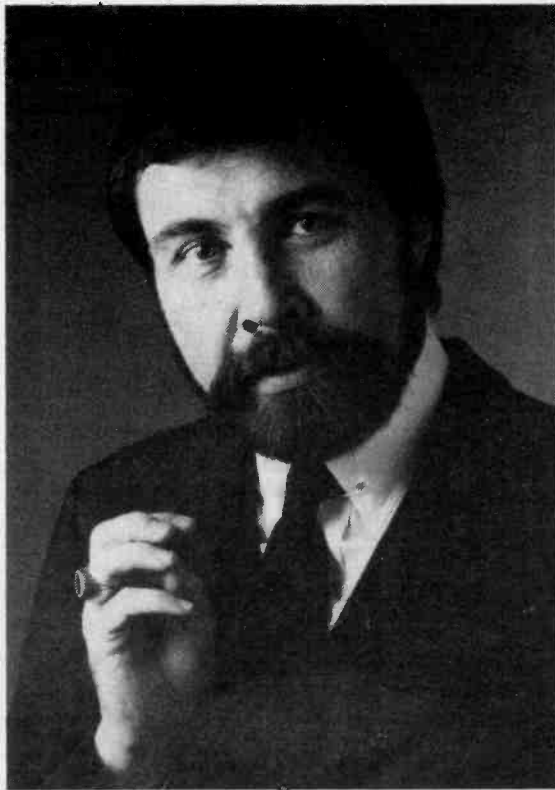


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CHR NEW & ACTIVE

81/41

ADDED THIS WEEK:

WXKS-FM	KZFM	KZ93	WXLK
WBEN-FM	WRQK	KLUC	KKQV
WPHD	WOKI	KSKD	WBWB
CHUM	FM100	WACZ	KFMZ
Q103	G100	WGUY	KRNA
KMJK	KRGV	WOMP-FM	KFMW
KC101	KIHK	WKHI	KOZE
WSPK	KMGK	WJBQ	KDZA
WPST	WMEE	KISR	KBIM
KZZB	WGRD	Q101	KSLY
			KIST

PETER GABRIEL

"Solsbury Hill"

7-29542

Produced By Peter Gabriel
& Peter Walsh

From the Geffen LP
PLAYS LIVE 2 GHS 4012 F



CHR SIGNIFICANT ACTION

WPHD deb 40	WHOT add	KSKD on
WGCL on	WERZ add	KYYX on
WABX on	WISE add	WJAD on
WLLOL-FM on	KKQV add	KNOE-FM on
KIQQ on	WHSB add	WBWB on
KMJK on	KFMZ deb 28	KCDQ on
WKFM deb 40	KYTN add	
WTIX deb 39	WRCK on	
WZZR deb 37	KTFM on	
KZ93 add	WJXQ on	



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STREET TALK

Dial "R" for ratings? Would you believe the phone company is getting into the broadcast research business? It seems that with the pending split of AT&T some broadcasters have approached the communications giant about researching the communications media. Given the phone company's facilities and WATS capabilities, national and regional broadcast research could become a part of the new Ma Bell's future. Talk about "number, please."

If you've heard that consultant Mike Joseph will be bringing his Hot Hits format to your town, now that WMAR-FM/Baltimore is up and running, don't react just yet. Mike admits he's ready to make his next move, but says he still hasn't decided in which direction that move will be. He expects to choose from "six very strong possibilities" within two weeks.

Bill Staton has exited his Division VP/Black Music-Marketing post at RCA Records, with no immediate replacement named and his future plans undisclosed.

The hot rumor in San Francisco is that KSFO will go News/Talk when King Broadcasting takes over.

Bill Tanner has announced that WASH/Washington has indeed begun evolving from a very traditional A/C approach to an adult CHR, and has hired Dude Walker, formerly with WPGC and Q107, to join the airstaff. Also, Rosemary Winter is now on board as Tanner's Programming Assistant and Promotion Director. The only unanswered question now is — what's that "major announcement" the station is promoting for Monday evening (8-22) at 6:05?

Street Talk hears that WLAK/Chicago may be planning a "Nothing But Love Songs" promotional campaign, similar to WPIX/New York. Since WPIX claims a service mark on that slogan, such a campaign in the Windy City could give new meaning to Jackson Browne's "Lawyers In Love."

Congratulations to David Fleischman, who moves up to the national promotion staff at Atlantic from his Dallas promo post. David is now an Associate National Album Promotion Director.

Outlet has applied for the calls WRLX (relax?) for its new Washington FM, which was supposed to become a News/Talk complement to all-News WTOP. Even though the new call letters strongly suggest Beautiful Music, Sr. VP/Radio Dick Rakovan says no final decision has been made on format. Formerly WHFS, and now WTKS, the station has been dark since Outlet took over in mid-July. The company is shooting for an early September comeback.

KAMZ/El Paso and Spanish language sister station KAMA were granted an exclusive radio interview in the Oval Office with President Reagan. The 20-minute chat took place August 4 and the President responded to questions concerning Hispanic interests. KAMZ PD Bob West, KAMA PD Ernie Quinones, and VP/GM John Frankhouser were on hand for

the interview, which was translated into Spanish for KAMA. As a gift, the stations brought the President a jar of jalapeno-flavored jelly beans.

Several GM changes taking place in Texas, as KZFM/Corpus Christi's Don Sutton resigns . . . across town KITE names Chuck Dunaway as GM . . . and Dick Debutts becomes the GM at KBFM/McAllen-Brownsville.

Best wishes for a speedy recovery to Mutual VP/Programming Dick Carr. He's reported doing fine after emergency quadruple heart bypass surgery last Friday (8-12), two days after being taken ill while jogging.

Check out the new Billy Joel video "Tell Her About It." In addition to a decent Ed Sullivan lookalike and a cameo by Rodney Dangerfield, Columbia's Ray Anderson makes a brief appearance right at the beginning as the TV director in the booth. He even gets a line of dialogue. Ah, showbiz . . .

Johnny Dolan returns to I95/Miami as Programming Assistant to PD Keith Isley, which ups Brian Thomas to PD at KCAQ/Oxnard-Ventura.

WPLJ/New York has just inked ten-year station veteran Pat St. John to a lucrative five-year deal.

Dave Anthony, whose last assignment was PD at KHOW/Denver, has joined Double-day's KPKE as Assistant PD/morning man.

Here's the new lineup for KNX-FM/Los Angeles, soon to be KKHR. PD Ed Scarborough expects the "Hit Radio" format to be on the air in a matter of days: 5-9am Lou Simon (formerly KZZP/Phoenix), 9-noon Dave Donovan (aka Joe Cipriano from KHTZ/Los Angeles), noon-3pm Christopher Lance (KFRC/San Francisco), 3-7pm Todd Parker (KITS/San Francisco), 7pm-midnight Mark Hanson (aka Beau Summers WZPL/Indianapolis), all-nights Dan Lopez (KNX-FM). Weekenders include Steve Randall (KNBQ/Tacoma-Seattle) and Craig Sea (KNX-FM), Dave Hull remains with the station as MD, and Jacquie James is named Programming Assistant.

Look for Q105/Tampa Operations Manager Mason Dixon to name a new PD for the station very soon.

Word out of the Midwest is that KHTR/St. Louis's new PD Scott Alexander has received a black wreath as a welcoming present. Could it possibly be from across the street at KWK?

KQFM/Portland has applied for new call letters KRRZ, to be known as "The Rose." Very appropriate, since Portland is the "Rose City." No change in the current A/C format is anticipated.

Dave Brauer has been promoted from PD to GM at KTMT/Medford, OR.

KSPO/Spokane switched from News/Talk to Country (8-15) and has asked the FCC for new call letters KKER.

MORE STREET TALK/Page 24

DECALS.

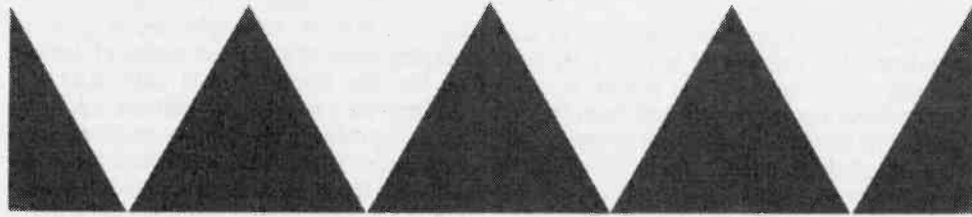
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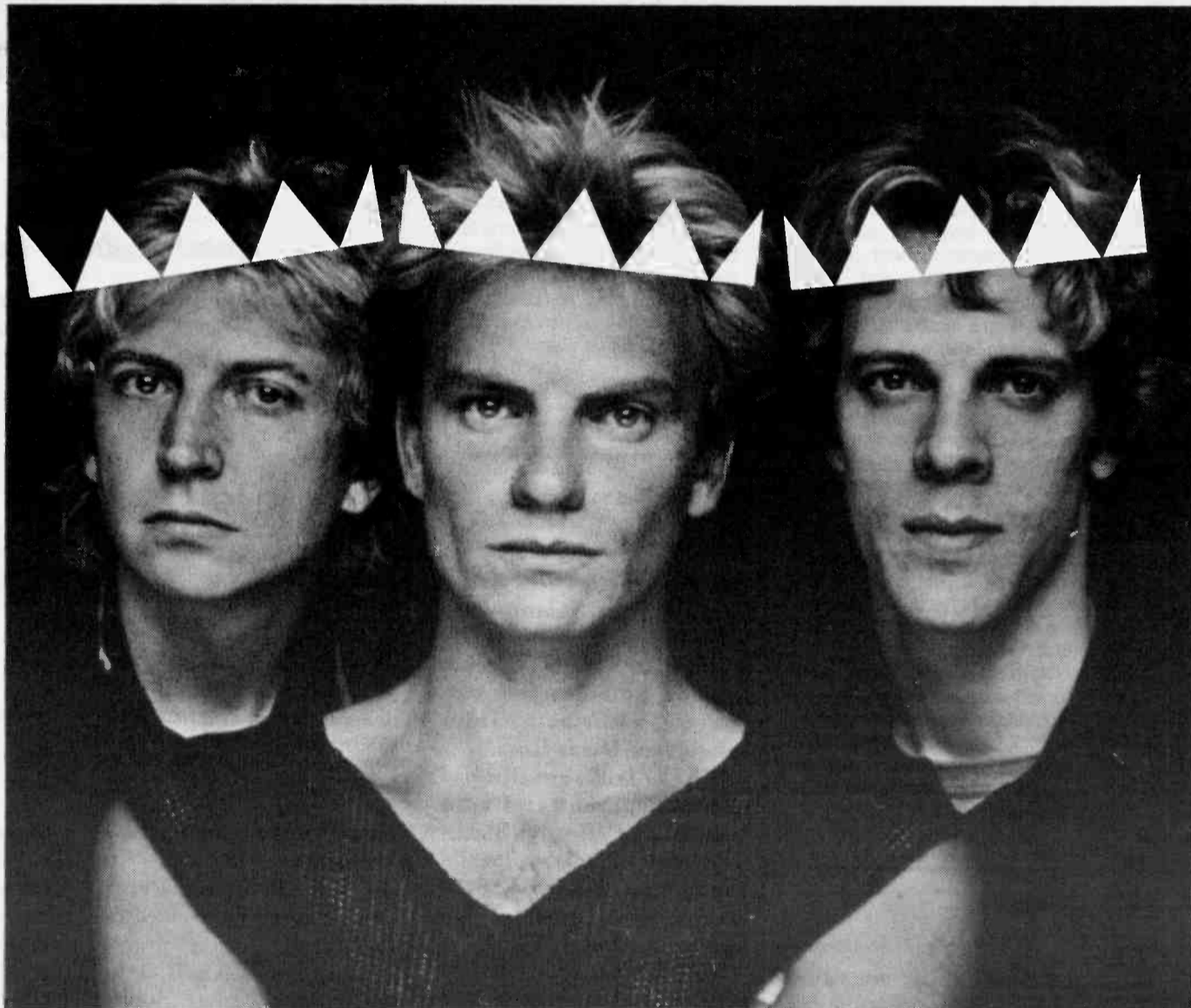


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AM-2569

FORMAT RETURNING TO MASS APPEAL

Welldon Shifts To WIFI PD Post

Doug Welldon, PD at WSGF/Savannah (now WIXV) for the past six years, has transferred to WIFI/Philadelphia as PD for Beasley Broadcasting's newly acquired outlet. The move allows Welldon to continue with Beasley, as WIXV was just sold to Burbach Broadcasting.

WIFI VP/GM Art Camiolo told R&R, "Everyone on the staff is thrilled to be hooked up with a broadcaster like Beasley who's got 13 radio stations and is interested in making this one a winner. Doug has been handpicked to program this station and I'm glad to have him here. He's done a great job for Beasley already, so I expect that to continue here. (Consultant) Rick Carroll is still working with us, but on a limited basis through (group PD) Bobby Magic. We are applying for new calls because we want to start over with a clean slate." WIFI has asked for WXTU.

Camiolo also announced the hiring of for-



Doug Welldon

mer WCAU-FM and WDAS-FM air personality Dr. Perri Johnson, and addressed the station's ongoing signal problems. "We are looking into some avenues that have been previously unexplored. I think the station can win and do what we want to do as long as the signal is right; however, we won't be using the signal as an excuse."

Welldon, who previously worked in the Philadelphia market at both WFIL and WIOQ, commented, "This station will be more mass appeal than it has been in the past. We are just seeking the proper positioning at the present time to draw some from several stations rather than setting our sights on one specific target. There are some very vulnerable stations in this market, despite the rapid format changes taking place."

"I'm certainly appreciative that (owner) George Beasley gave me the shot at this station. Group PD Bobby Magic has been a super person to work with over the past couple of years, and his efforts and input were vital to my transfer to Philadelphia. I believe he will be a key factor in our success here." Welldon's other programming experience includes WRAW/Reading, PA.

Martin

Continued from Page 3

suation to get him over here, but the entire staff is very happy about Pat joining the station. A lot of our energies and promotional dollars will be aimed more at the Milwaukee market than in the past."

Martin amplified further on WRKR's new competitive stance. "I'm delighted to be here at WRKR. Basically, we've gone to playing about 90% current material, taking on the 'Hit Radio' format philosophy. In essence we are going to upgrade the competitive profile of this station, making it the first outlet in Milwaukee to break the hits."

"WRKR has an excellent signal throughout the five-county Milwaukee metro market. This situation is much like WWKX/Nashville, which sits a few miles out of town in Gallatin, TN. WRKR was the first FM CHR station in this market ten years ago, and we haven't changed formats since. There is an excellent opportunity to increase ratings, and we are going to go for it."

Martin spent two and a half years programming WBCS, and prior to that was PD at CHR-formatted WSPT/Stevens Point for five years.

TRANSACTIONS

Rex Broadcasting Purchases KNDE

KNDE/Tucson has been sold to Rex Broadcasting Corp. for \$2.65 million. The seller is KNDE, Inc., which is 100% owned by Raymond Kandel, who retains ownership of KTUC/Tucson.

The major stockholder in Rex Broadcasting is James Slone. Other broadcast interests are KCUB/Tucson, KROD & KLAQ/EI Paso, and KRUX/Lubbock, TX.

KNDE operates with 30kw on 99.5 mHz and antenna height of 190 feet.

Blackburn & Co. brokered.

Maycourt Buys Rau's WBBB & WPCM

Maycourt Company has purchased WBBB & WPCM/Burlington, NC from Rau Radio Stations for \$2.6 million. Maycourt is a subsidiary of Audobon Broadcasting Co., which owns WNOK-AM & FM/Columbia, SC. WBBB operates with 5kw on 920 kHz, while WPCM has 100kw and antenna height of 910 feet at 101.1 mHz.

Rau also owns WATO & WETQ/Oak Ridge, TN and WPDJ-AM & FM/Clarksburg, WV. The group is awaiting final approval of the sales of WNAV & WLOM/Annapolis, MD and WDOV & WDSD/Dover, DE.

Blackburn & Co. brokered.

Greenwood Takes BMI Awards



MCA artist/songwriter Lee Greenwood and his publishers won BMI awards for "A Love Song." Pictured at the ceremony are (l-r) Sycamore Valley Music's Larry Lee McFadden, Greenwood, MCA Music's Leeds Levy and Jerry Crutchfield, and BMI's Joe Moscheo.

Reed Night In Boston



Lou Reed introduced his RCA video "A Night With Lou Reed" at Boston's Rathskeller, and received a Strawberries Records jacket. Pictured (l-r) are Strawberries' Karen Brooks, Reed, and RCA's Larry Palmaccil.

Toledo as the station's new morning team.

At WOUR/Utica, Peter Hirsch has been promoted to PD.

Congrats to KX104/Nashville afternoon driver Bobby Cook and wife Sherry on the birth of Ashley Nicole August 15. Bobby, looking for a way out of diaper detail, broke his collarbone while playing basketball and won't be able to do much of anything but talk for about eight weeks.

Wedding bells ringing (8-20) for WACZ/Bangor MD Michael O'Hara and bride-to-be Susan Julian.

The NAB is having a tough time with talent this year, as in years past. First, Quarterflash backed out of its booking, and then replacement group the Fixx did the same, as had Stiller & Meara last year. But don't fret... the Pointer Sisters and Barbara Mandrell will be there, ready to entertain.

Feinstein

Continued from Page 1

will make us even stronger."

Feinstein stated, "I'll miss the warmth and closeness that make WYSP so special. It's a great place to work: the staff is wonderful, Infinity Broadcasting is outstanding, and GM Harvey Pearlman and PD Michael Picozzi's patience and guidance have helped me professionally and personally. Joining the R&R team with the hope of maintaining the respect and credibility that Jeff Gelb has built for the AOR section is an enormous challenge. I'm gratified by the vote of confidence, and excited at the opportunity to serve programmers and managers."

Gelb observed, "The time I've spent as AOR Editor has been the most productive of my career. The opportunity to get to know and learn from the absolute leaders of the business has been enormously exciting and fulfilling. When I felt the urge to continue to learn in new areas, I knew I wanted to do it at R&R, so when I found the opportunity to segue into sales, I jumped. As I will be specializing in AOR sales, I'll still be speaking with both the radio and record friends I've made over the years, and that's going to make doing this new job a pleasure."

At WYSP, PD Picozzi commented that no replacement for Feinstein had been chosen, and that "these are tough ears to fill." He is accepting resumes and letters from prospective candidates. Feinstein starts at R&R September 6.

Starr

Continued from Page 1

Konstantin Grab resigned in early May. "I have a couple of candidates already," he said, "and I'll be talking to people at the NAB Programming Conference in San Francisco at the end of the month."

WBZ Assistant Program Manager Chris Cross has been named acting Program Manager until a final appointment is made.

WHAS

Continued from Page 1

ed our engineers to shut down the transmitter. Unfortunately, it all happened so fast, we didn't have the chance to tell listeners we were going off the air. It was the hottest story of the day, and we couldn't even cover it."

It took five firemen an hour to bring down Freeman, who was shaken up but otherwise uninjured. Tower riggers then climbed back up, released the propane gas, and disengaged the gondola and balloon remnants.

"According to the newspaper articles," said Nugent, "Freeman is an experienced balloonist whose knowhow saved his life. However, others feel he was 'hotdogging' and could have avoided the tower. Either way, it was expensive for him, as that balloon was worth over \$10,000."

"The ironic part," added Nugent, "is that we were the official station co-sponsoring the next day's big balloon race, which was part of the state fair. Freeman used his backup balloon to enter, and our Marti-equipped afternoon man Bill Cody ended up riding in his balloon! Bill wasn't too happy about that, but we did get a good interview out of it."

Nugent noted it was too early to tell whether or not WHAS would take legal steps to recover its losses and expenses. That decision apparently will be reached when insurance questions are resolved.

Sweatte

Continued from Page 3

beneficial. Better utilization of facilities and people is our ultimate goal, and this can certainly be done more effectively with common management."

Sweatte joined KVI in December 1981, having previously served seven years as VP/GM of KJR/Seattle. Bitts is expected to announce his future plans shortly.

Tanner

Continued from Page 1

"That is totally untrue and ridiculous. Why would I have hidden \$80 million when I was selling my company to Media General?" On the alleged kickbacks to persons supplying new business, he stated, "We don't have kickbacks. When you have quality and good performance, usually you don't have to go to these tactics. Kickbacks can be misunderstood very easily."

No criminal charges have been filed or indictments returned in the case, and it is estimated that weeks or even months could pass before any court action is taken, as the FBI and IRS must examine some 20 boxes of documents taken from the company's headquarters. The FBI issued no comment other than to confirm that the search had taken place.



STREET TALK

Continued from Page 22

In what appears to be a run-away, Willie Nelson continues his quest for the undisputed "Duet Champion" title by lining up future two-voice projects with both Julio Iglesias and Diana Ross.

WAIV/Jacksonville has joined the Transtar Radio Network. PD Reggie Blackwell has departed, while Production Director Pete Owen was promoted to Operations Manager.

WJZR/Kannapolis (just 11 miles NE of Charlotte, NC) has kicked its power from 10 to 50kw and is blasting its new CHR format into the Charlotte metro. Billing itself as Z100, the new station is being programmed by R.C. Chrysler.

Bob Madden & Brian Nelson have joined WIOT/

TEAR UP YOUR MARKET IN '84 WITH RKO.

FOR STATIONS THAT PLAY THE HITS,
RKO GIVES YOU ALL THE INFORMATION AND
ENTERTAINMENT PROGRAMMING YOU'LL NEED
FOR THIS SPECIAL YEAR.



RKO RADIO NETWORKS

Sales

Putting Your Station On "Target"

"Target accounts" . . . now there's a common expression!

Yet, common though it may be, it's an expression with a million definitions. For our purposes, let's define a target account so that we are dealing in the same semantics for evaluation.

A target account is one that we believe should be using our station on a regular basis to advertise their wares. It is a potential advertiser who requires a real job of analysis before we can make a presentation. And, if there is an account that, once sold, will deliver a value worth all the trouble!

The target account should be chosen and "valued" by the manager in concert with the sales manager. And, if there is more than one sales manager (i.e. national, retail, general, local) everyone at the management level should be involved.

Let's be realistic while this choice is being made . . . don't set up a list of two hundred potential target accounts. It's OK to start that high, but we want to winnow

it down to 10-20 really big and important opportunities.

Making Your List

It is wise to look at a number of barometers in the marketplace. You might want to look at the local TV monitor . . . the local radio monitors . . . your own billing lists for last year . . . the year before . . . the new business licenses. But most important of all is the local newspaper(s). Newspapers are the perfect resource material for target account search:

- It's at the library!
- It's filed by date!
- And there's no charge!

All you need is a ruler and a free evening and you can begin to formulate your list.

(However, while you [not someone you sent . . . you!] are

paging through looking for accounts, make a list of the events happening in your city during the next two quarters.

- Red tag days
- Moonlight sales
- Parades
- Anniversaries
- Back to School
- Easter, etc.

This information is critical in your daily sales meetings, for it allows you to be two to three months ahead and avoids the terrible embarrassment of missing a big sales opportunity.)

Look only for accounts with a quarter page and larger. Jot down the day and date . . . jot down the products advertised . . . jot down the size and position of the ad. Two hard hours at the oaken library table, or the microfilm machine, and you will have a nice list of 30 to 40 perfect targets.

If your ruler was handy you figured out how much was spent weekly and monthly. And, if you took the time to run through the ads "one more time" you have

"Giving the responsibility for the target to the salesperson who just has the target on his or her list is wrong! It is critical to match the talents of the sales force to the target account."

even caught the *rhythm* of the advertising:

- Just in key weeks?
- Just in front of holidays?
- Just in the summer?
- Just before Christmas?

It is fairly certain that you won't be able to sell "out of rhythm" with the normal plan! Also, most advertisers may change concepts and logos and ad managers, but they don't change their advertising rhythm . . . even for your station!

As the librarian turns off the light, you should have enough material to (insert) into your sales plans for at least two months. And, you're a lot smarter about the next two quarters than the others in your town.

Matching Account And Salesperson

Now . . . get this material in readable form and get all the management types together. The first steps must now be taken. You must give a monthly value to the account: \$10K . . . 20K . . . 100K . . . and decide which of our 17 magic salespeople is to be assigned which target!

All the rest of what needs to be done pales to insignificance if we can't give the target a value and cannot evaluate our sales horsepower to make it work. Giving the responsibility for the target to the salesperson who just has the target on his or her list is wrong!

Remove all target accounts from existing lists and start over. When working on target accounts it is critical to match the talents of the sales force to your newfound knowledge and desires for additional income. Take a legal pad . . . draw a line down the middle of the page . . . put the name of the target account at the top . . . list the information you have (the challenge!) on the left . . . list the attributes of the salesperson you think should be in charge of the attack on the right. Do they match?

Generally it's right here that the whole thing collapses! We don't have our crack sales team individually "identified by talents and proven capabilities."

Some of the matching information on our salespeople could be:

- Type and length of education.
- Married or single.
- Proven sales ability in type of account (auto, department store, etc.)
- Native to area.
- Background in other media.
- Background in other business.
- Sports buff.
- Hates sports.
- Into music.
- Health food aficionado. And on . . . and on . . .

How we can assign any accounts without an inventory of talents of our sales folk is beyond me, but we do. (By the way . . . if the manager [buyer] of the target is the brother or sister or Mom or Dad to one of your salespeople . . .

skip all the stuff ahead and go straight to contract!)

Let's move on too quickly here . . . too often we do not have adequate information on the management structure for the target. We may not even be able to identify the buyer, let alone know anything about him/her! If this is a fact, try to match your personnel to the type of business.

Please do not assign the target without some real strategic thinking.

The Sales Rep's Job

Once assigned the salesperson has only just begun. The salesperson must:

- Return to the library and completely research the account.
- Measure the ads!
- Value the ads!
- Check price and item!
- Note positioning!
- Check for co-op!
- Lay out the ad plan that ran for one whole year!
- Look in all the real estate sections for new store openings and the dates!
- Check society pages to see how active the management is in charity, etc.
- Then back to January 1 to check the competition's actions.
- Then go to the store/stores!
- Open a charge account!
- Shop the store/stores
- Pick up flyers on the floor
- Look at the window displays
- How was the parking?
- What are the sales clerks like?
- If there are branches, are they all the same?

Once there, ask the "personnel" (clerks!):

- Do you use TV?
- Do you use radio?
- Do you use billboards?
- Do you use direct mail?
- Do you use shoppers?
- Who is in charge of advertising?

Somewhere in here a dialogue must start with the executives at the target. I'm sure you have a form or method for this, but if not, the RAB has a "consultant sell" form you should look at! It is a bit tough to handle because it is a form "for all reasons." I'm sure some skillful editing would provide exactly what you need for your station.

It is also very important for the entire management team to be involved with the upper level of the client . . . even in the smallest of companies. Do not leave the sales job to the assigned salesperson. Bring the focus of the entire company to bear on the target.

If you are on 17 targets (one per salesperson), the effort expended by management can be the touch that completes the sale.

Target . . . Quota . . . Train . . . Participate!

—Dwight Case

How To Buy A Production Library, Without Getting Burned.

It's the same old story. Their demo sounds wonderful. But their update cuts sound like they were recorded by the All Polanda Polka Trio. And you wonder "why?"

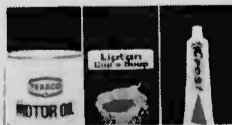
Like Moths to a Flame

They promise you tracks by the guy who wrote McDonalds, but what you get are 5 year old "demo" tracks *he* couldn't sell to his clients.

In fact, many of the cuts in this "all star" library are old tracks bought from local jingle companies that major advertising agencies would never use.

But The Sound System is different — very different.

The Sound System is Otis Conner Production's first library. But it's far from being his first venture into advertising music. Otis Conner has written and produced CLIO Award Winning music campaigns for clients such as: Century 21, Texaco, Crest Toothpaste, Akai Stereo, Paul Mason Light Wine, National Car Rental, Lipton Cup 'O Soup, Macy's and hundreds of other national regional and local campaigns.



When You're Hot You're Hot

With The Sound System you get national sounding music for your local clients because Otis Conner writes and produces every cut in The Sound System using the same singers and musicians that appear on his award winning spots.

And every cut in The Sound System is recorded just prior to you receiving it. Always fresh. Always correct. That means quality music that's hot off the press.

Fire Up Your Sales Team

With The Sound System you can sign up new accounts and increase existing advertising schedules. And we'll show you how. Your sales staff will be trained by the same people who call on advertising agencies for Otis Conner — people who know how to sell advertising music.

Advertising Hot Line

Call your advertising agency. Ask them about Otis Conner Productions. They know about us and the success of our clients. Chances are they've never heard of the companies that produce other libraries.

If you're ready to increase your local sales then we're ready to show you how. For your free demo call us collect today at (214) 358-5500.

And while you're at it . . . ask us about our award winning ID/Promotion campaigns that are working for stations like WASH - Washington D.C.; KEX - Portland, Oregon; K-104 - Dallas, Texas; WIP - Philadelphia; WFYR - Chicago; WAXY - Miami; WCXI - Detroit; WNCI - Columbus and hundreds of others.

The Sound System

Otis Conner Productions
Manufacturing Music for Television Music for Radio

2829 W. Northwest Hwy. Suite 940
Dallas, Texas 75220 (214) 358-5500

VISIT US AT OUR HOSPITALITY SUITE #834 DURING THE NAB/RPC WESTIN ST. FRANCIS, SAN FRANCISCO

THE BEST WAY TO GET TO THE OLYMPICS IS ON...

THE RKO OLYMPIC EXPRESS



- Hop aboard the RKO Olympic Express! RKO stations have the chance of a lifetime to win a ride on the RKO

Olympic Express — a two-day, cross-country trip on a private train in luxurious, antique railroad cars with special host John Madden.

- Olympic coverage specifically formatted and scheduled for music radio stations.
- Crisp, clear, concise :60 and :90 reports.
- Winter Games. Four weeks of broadcasts including two weeks of live coverage via satellite from Sarajevo, Yugoslavia.

- Summer games. Six weeks of broadcasts including two weeks of live event coverage via satellite from RKO's Los Angeles facilities at USC, site of the Olympic Village.

- The Pros. Coverage features RKO ONE's Charley Steiner and RKO TWO's John Madden... plus Don Criqui, Dan Davis, Curt Chaplin and Tony Bruno.

- Broadcasts include updates, interviews, commentary, behind-the-scene stories and analysis by RKO's broadcast team, USC coaches, athletes and former Olympic medalists.

- Plus a special Olympic concert featuring a top-name group *live* from USC!



RKO RADIO NETWORKS

Finish first in your market and call RKO at (212) 575-6148 now!

News/Talk



BRAD WOODWARD

BPA PANEL

Promoting News/Talk Radio

Advertising & promotion directors from four N/T stations sat down in New Orleans in late June to share ideas about television advertising, contests, sales promotions, and special events. The setting was the Broadcasters Promotion Association's (BPA) annual convention. For those who weren't able to attend, here are some highlights from the discussion, which was moderated by Sharon Warantz of WFAA/Dallas.

Pam Cleeland, WXYZ/Detroit: Television Advertising

This year WXYZ began using a unique and apparently successful approach to its television advertising. Pam Cleeland gives the techniques a good deal of credit for a 24% jump in come in the spring Arbitron, which saw WXYZ surge 4.4-5.5.



Pam Cleeland

The problem Pam set out to overcome was how to advertise a hot last-minute guest or program. "We decided to promote ourselves like a television station," Pam explained.

WXYZ started by surveying the television viewing habits of its listeners, asking in all dayparts for people to call in off-air to participate. Then the station began booking guests with ties to the most popular TV programs, and promoting the radio appearances with ads in the corresponding TV shows.

"We ran a 10-second spot in the Academy Awards, promoting that the following morning you could give your opinions on the awards with some nationally-known critics we had on the air. We ran a spot in the final episode of 'Dynasty' promoting an appear-

"The most important thing to consider when you're planning an event is whether it's relevant to your format."

—Holly Hartz

ance the following day by the show's producer. We ran a spot in 'Hill Street Blues' promoting the fact they could talk to Daniel Travanti the next day," said Pam.

The key is being able to produce and book a TV spot almost instantly. WXYZ accomplished that by simply preparing a new voice track for a 10-second animated spot from its regular campaign. For consistency, the new audio used that spot's original music and sound effects. Using an animated spot helped minimize confusion that a TV interview was being promoted, Pam believes.

Because the spots were often prepared with only a few hours' notice, Pam stressed the importance of developing a close working relationship with the TV station traffic directors. "I would always call ahead and let them know a spot was coming, what the number was, and what the title was. I got the trust factor going to the point that they'd go ahead and put it on the log without having the copy in-house. And I found they were really good about moving things

around to put in a 10-second spot for me." Since 10-second avails are often scarce, Pam would like to have an appropriate 30-second spot ready if she uses the approach in the future.

"It helped with a lot of people who didn't realize the gamut of subjects we cover, the celebrities they could talk to. So it expanded that image. In a 30-second spot it would be very difficult to give a lineup of all the great people you had on in the last month. This, over a period of time, was able to build that kind of image.

She says there was also good feedback from clients and agencies, and "a side effect was that it really motivated the programming department to come up with spectacular guests. They really worked hard. It improved the quality of the programming itself."

Holly Hartz, KCBS/San Francisco: Special Events

"I think the most important thing to consider when you're planning an event is whether it's relevant to your format," Holly began. "What is it doing for you? Does it make sense? Is the sponsorship worth our time? One of my boss's favorite expressions is, 'Are we going to toil mightily and bring forth a mouse?'"

"KCBS is involved in county fairs, city fairs, air shows, shopping mall cooking demonstrations. But, more than that, in the past three years we've really concentrated on sporting events. Typically with News radio — we all know this too well — our demographic skew is a lot older. We're no exception. But we have found in the past 18 months that our demographics are changing, and we hope this is because we are so involved in sports.

"To enhance our position we focus on two yearly sporting events. One is the San Francisco Marathon in July, which is quickly becoming the third leg of the triple crown of marathoning. And at Christmas time we also sponsor a Christmas Carol charity run, which benefits the firefighters' toy program for needy kids. The key value to us is that it's a business-supported event. We solicit businesses to sponsor the runners and many businesses have running teams. It captures two audiences that are very critical to us, the business audience and also the younger sports enthusiasts."

KCBS has prepared a special videotape presentation highlighting its coverage of San Francisco 49ers football. And Holly discussed the instant promotion challenges thrown at her when the team went to the Super Bowl in 1982.

"We plan very carefully for the yearly events we do, so we can build campaigns that don't overlap and we don't confuse listeners with too many events and promo-

News/Talk Sales Promotions: Stressing Strengths

Like many N/T and News stations, WBBM performs much better in Scarborough qualitative research than in ratings, according to WBBM's Barbara DiGuido. She has translated that information into sales pieces stressing categories in which WBBM is the leader. "For instance, we were first among men, people with incomes above \$50,000, decision-makers, chief operating officers of corporations, people who spent the most money on airline travel.

"We put together a series of pieces that can be used separately or bound together, summarizing very quickly for the potential advertiser what our station is all about. It's better than statistics."

Like KCBS, WBBM is also beginning to develop audio-visual sales presentations. One focuses on the station's business programming. Others will stress sports and WBBM's appeal to working women. And Barbara said there'll be a "generic presentation for new, potential advertisers who don't know too much about the station."

Another sales tool Barbara uses is the advertiser testimonial, localizing a technique RAB has used for national sponsors. Advertisers are interviewed on tape by their account execs about why they use WBBM. The resulting spots, which are logged as commercials to avoid preemption, are tagged with the WBBM salesperson's name and phone number. Barbara said, "So far we've been getting a very good response. They've been getting a lot of leads for new advertisers. Many of these people are new to radio, which makes them effective."

WBBM Newsradio 78 is Number One with these People who Travel:

- Adults who took seven or more trips for pleasure in the past year: **90,400 — 28.7%**
- Adults who spent \$2,000 or more on their last vacation: **75,700 — 20.7%**
- Adults who visited Europe in the last five years: **127,800 — 31.1%**
- Adults with a valid passport: **148,700 — 36.1%**

These adults in Chicago listen to WBBM Newsradio 78 each week — more than to any other station in Chicago!

Reach the People who like to Travel!

WBBM Newsradio 78 is Number One with Adults earning \$50,000 or more:

100,000 — 28.4% of all adults in Chicago with an annual household income of \$50,000 or more listen to WBBM Newsradio 78 each week — more than to any other station in Chicago.

Reach the Households with More Money to Spend!

tions on the air. But we also jump on the really special things. And our listeners enjoy our participation. Certainly, our station hasn't been known to go out in the community and do this type of thing. We find our listeners like to touch us and see us and really get involved with us. The most important thing is to attract new listeners, and that's what we hope we're doing."

Maria Baker, KOA/Denver: Contests

"When I start setting up a contest, I think about whether it's going to be fun, has it been done in the market before, how wide a group will it appeal to? And you first have to decide if there's a chance that it's a lottery, with the three elements of prize, chance, and consideration. (Airing a lottery is strictly prohibited by federal law and FCC regulations).



Maria Baker

Also, try to avoid a contest that could become a nuisance to the public, or really hard. Keep them simple and keep them fun."

Maria recommends signing a letter of agreement with contest sponsors, including points such as start and end dates, length and frequency of spots, prizes. "And, in our letter, we put that this agreement doesn't affect any paid advertising — past, present, or future — so no one can say we're favoring one client because they're buying a big schedule here," Holly explained.

"I try to start teases one week ahead. Never exceed six weeks for a promotion. Otherwise, it gets really boring. Have your rules set before the contest and don't change them in midstream." On-air spots should specify rules such as one-entry-per-person, minimum age requirements or any ban on photocopied entries. Maria also advised, "Always ask for their full name. A lot of women write Mrs. so-and-so and you can't check them for proof when they come in.

Maria says contest rules should be explicit. She includes a prohibition on entry by employees of the station, its parent corporation, agencies, clients and anyone who has won a major prize on the station in the past year. She also alerts the entire staff, so everyone is prepared to handle a phone inquiry.

Maria mentioned two promotions that have worked especially well for KOA. One put the station's traffic reporter in a Renault, driving south from Denver on I-25 for three hours each morning, calling in hourly reports. Listeners had to guess the town where he'd run out of gas. Correct entries went into a drawing for a new Renault. "We had a lot of fun with it," said Maria. "The announcers just had a ball."

Another promotion was designed to emphasize the slogan then being used in KOA's TV campaign, "We bring the world to you." Postcards sent in bearing the slogan were used to draw a winner of an \$8000 roundtrip to London. Entries were too numerous to count, Maria reported. "It was a really good way of using our advertising money, having it work for us and getting across our logo."

On The Move

KYW/Philadelphia's new Promotion Manager is Pamela Rodi, former Manager/Creative Services for PolyGram Records in New York.

Fred Barbieri, formerly Chief Technical Supervisor at WCBS/New York, is promoted to Director/Technical Operations for WCBS-AM & FM. After two years at WGSO/New Orleans, Bill Calder returns to WINZ/Miami to host a 12:45-5pm talk show, Tuesday through Saturday. Clinical psychologist Dr. Ed Reitman, author of the forthcoming book "Games Lovers Play," joins the KTRH/Houston lineup, Monday-Tuesday, 7:15-10pm.



Ed Reitman

TEAR UP THE OLD RULES FOR CAMPAIGN COVERAGE WITH...

RKO's PROJECT '84



- Unique political coverage captures the atmosphere, attitudes and feelings of the people as well as the candidates.

- :60's and :90's. Short-formatted reports allow music stations to integrate concise, conversational summaries of election happenings into information programming.

- Key Stops On Key Nights. Separate anchor teams for RKO ONE and RKO TWO broadcast live reports of key primaries, conventions and election nights.

- Insights On The Issues. Demographic information to bridge the gap between the language of the politicians and the feelings of the people.

RKO ONE. *The People's Voice*

*Produced on the road, *The People's Voice* journeys to the places where people have been

affected by the politics of the '80's. From Tent City to unemployment lines to toxic waste dumps.

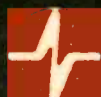
*Ten :60 weekly programs hosted by Richard Davies, February through November.

RKO TWO. *Campaign America*.

*A hard news look at the candidates and their platforms, *Campaign America* selects a different political issue each week and covers it from all angles — from abortion to nuclear disarmament to inflation.

*Ten :60 weekly programs hosted by Gil Gross, February through November.


- Dollars and Sense. With such tremendous local sales opportunities it makes sense to elect *Project '84*.



RKO RADIO NETWORKS

Be the front runner in your market and call RKO at (212) 575-6148 now!

Adult / Contemporary



JEFF GREEN

TOP MAJOR MARKET IMPROVEMENT

WTMJ Soars To No. 1 A/C In Milwaukee

After gradually sliding three straight books over the past two years into fourth place in Milwaukee's congested 25-49 A/C battle, WTMJ made a stunning recovery in the spring Arbitron to take over first place by nearly five shares over its nearest competitor. WTMJ's whopping seven-share increase in 25-49 adults (MSA Mon-Sun 6am-midnight) ranked the station first in major market ratings improvements and eighth among all stations surveyed. The outstanding adult performance rocketed WTMJ from the middle of the pack to fourth among all A/C's in the top 25 markets.

Clearly, the catalyst to WTMJ's rapid rating rebound was getting back the play-by-play of Milwaukee Brewers baseball. Actually, the P-B-P itself had only been worth a few shares to two-year former flagship WISN, but as WTMJ PD Mike Elliot explained, regaining the Brewers helped revitalize his station's overall image in the eyes of the community. According to Mike, this was a vital factor, since Milwaukee is such an avid sports city. "When WTMJ lost the Brewers, we lost a little bit of the winning edge," he admitted. "People wondered, 'Why did the Brewers leave WTMJ? What's wrong with the radio station?' Now, getting them back after their hottest season ever suddenly shifts the momentum. We're now perceived as being the winner again."

Aside from the boost from the Brewers, Mike also gives part of the credit to his station's "defensive" music posture. "People do not tune into WTMJ to hear music, but to get information and sports. What we don't want to have happen is people tuning out because of the music we play."

Mike added that his station's "utility" profile has also helped. "Our positioning statement is 'Wisconsin's Information and

Sports Authority.' To promote this, we gave away thousands of WTMJ buttons with the slogan, 'I Know What's Going On.' People use WTMJ like they use their toothbrush, shaver or coffeemaker. I don't think people ever refer to us as their favorite station, which is fine. However, to find out what's



Mike Elliot



HI-HO DUMBO! Elephants from the Clyde Beatty/Cole Bros. Circus strike a classic pose during the WAYV/Atlantic City Great Elephant Race on the beach. A thousand listeners came out to see station personalities, beauty queens, and media reps thunder down the sand. On the far left pachyderm is WAYV receptionist Georgeann Lenard, while holding the station's banner high are sales rep Craig Sandler and a city recreation department official.

"You want your station to be used, not just listened to. Only then will your station become part of their daily habit."

— Mike Elliot

happening in Wisconsin, we're the one to turn to. You can get music on any number of stations in this town, but it's the information that people trust only us for."

To other programmers trying to revive

struggling AM stations, Mike advised, "For people to be faithful to an AM station on a daily basis, you must serve their need to know — whether that be weather, news, sports, or music. Ask yourself, 'What will make people become loyal to my station?' If you're going to play six songs in a row, they can get that anyplace. But what service can you provide to them that they will need every day? You want your station to be used, not just listened to. Only then will your station become part of their daily habit."

KGW Reaches New Ratings Peak

Looking at the nation's leading AM stations in 25-49 adults, only seven major market outlets have a ten share or better. All but one are long-established full-service stations, and that lone exception is KGW/Portland. KGW has been the local A/C leader since it switched from CHR in September 1981, and following a sharp ratings drop a year ago, the station has recovered to notch its best ratings yet 25-49 while simultaneously widening its lead over the format competition.

KGW PD Bill Minckler discussed his station's successful conversion to A/C and how, even without the benefit of sports P-B-P, developed its position as one of the handful of major AM A/C giants. "The main reason we do well," said Bill "is our image promotions outside the station; that is, promotions which will positively reflect that we're 'in tune' with Portland. We look for activities that represent what's going on in the community. An example would be our 'Neighborfair,' which drew hundreds of thousands of people in one day. Another

event was our 'Football Widow's Party' the day of the Super Bowl. A third was our Fourth of July celebration, including an hour-long fireworks show. It's free to the public, and expensive for us, but it gives the people the feeling that we're putting the investment we receive from them back into the community. The overall image we're trying to project is that if there's something going on, we're the one they'll hear about it from.

"In short," summarized Bill, "our philosophy is to always be the most visible

"Some successful stations that don't do any marketing research may be lucky. But it's more than likely they know a lot about their market, and that's the key — regardless of how they come up with that knowledge."

— Bill Minckler

medium in Portland. We're now doing some kind of promotion or tie-in about every ten days."

Bill pointed out that this vigorous external promotion is a fairly new approach for his station, which until recently, wouldn't even consider a remote broadcast. "KGW used to pound home the image as 'The More Music Station,'" he said. "FM has taken that away, and now we won't even try to compete on that level. In many cases, there aren't that many differences between our playlist and that of a CHR in this market,

but it's the entertainment value between the records that reinforces what people already know about our station. It's delivering on positive expectations, which is very, very important.

"To determine these expectations and to eliminate negatives," he continued, "we do all sorts of music and perceptual research. We concentrate on what KGW listeners are thinking because we have a very positive come to deal with. That gives us a lot of creative latitude in that if someone doesn't listen to us, we don't really care. We figure there's a reason — that perhaps they like News or Easy Listening, or FM only. Coleman Research assists us in focus groups and designing questionnaires for our ongoing in-house audience studies. In addition to all this, we also conduct weekly music callouts."

Could KGW get by without all of this research? Bill said, "We've been in the market long enough to know what the trends and tastes are. But based on the precedent we've established over the last several years of doing extensive marketing/perceptual research, it surely doesn't make sense to not continue it. Everybody should rub elbows with as many people in their defined audience as possible, whether it's in a bar or over the phone. Some successful stations that don't do any marketing research may be lucky. But it's more than likely they know a lot about their market, and that's the key — regardless of how they come up with that knowledge."

When asked for suggestions to other AM stations converting from another format to A/C, Bill recommended, "Research the marketplace to find out what your strengths are. If you don't understand research methodology, hire someone who does. There is always something positive people can say about your station, and if it makes sense from a promotional or budgetary standpoint, then go after that expectation. For AM stations, one common theme seems to be information services. It's something AM stations can deliver that they're expected to offer. FM stations haven't been able to attack this area effectively yet, but they will sooner or later, so if you can build those information services, you may be solidifying your position."

"Paint Your Heart Out"

KBOI AM/67

YA GOTTA HAVE HEART — For several years, KBOI/Boise has co-sponsored the annual "Paint Your Heart Out" community project to paint homes of needy senior citizens. Over 300 volunteers came out to brighten the exteriors of 22 houses in one day. Shown with one happy couple is KBOI's morning team Lon Dunn and Paul J. Schneider.

BEGINNING JANUARY 1, RKO GIVES YOU TWO STARS FROM DUSK TO DAWN...

NIGHT TIME AMERICA

with Bob Dearborn



- Bob Dearborn begins his fourth year as host of America's only *live* overnight broad-based contemporary music program.

- Live in stereo, six nights a week, Midnight - 5:00AM (EST). Featuring upbeat talk, top ten countdowns, special spotlight nights and nightly phone scans... a collection of listeners' call-ins on the air.

- *Night Time America* has been on the road from KAYY-FM Fairbanks, Alaska to WKGW-FM Utica, New York. You too can play host to *Night Time America*

and get strong national recognition, exceptional local promotion and selling opportunities.

- Come the first of the year, RKO adds five hours of live personality-hosted contemporary music programmed for the 7:00PM - Midnight daypart.

- A second nationally-known contemporary music host will take over the controls every weekday night in this five-hour slot.

- This night time money machine's custom sales support kits and turnkey programming can't help but enhance your night time profits.



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A/C Picture Page

An A/C Super Summer!

A/C stations are sizzling with summertime promotions. Here's a sample of some of the most special!

A Little Sweetness



WHAT LOVELY EARS YOU HAVE — KHTZ/Los Angeles GM Bob Moore (left) and PD Ric Lippincott (right) were special guests of Playboy chief Hugh Hefner for the annual Bunny of the Year festivities held at the Playboy Mansion West. Pictured with the duo is L.A. Bunny of the Year Paula Bond.



BEAUTY AND THE BEER — KSMB/Lafayette, LA loosens up after selecting Vicki Martin (left) as the station's Stroh's Beer Calendar Girl. Vicki, who will represent KSMB and Lafayette on the 1984 calendar, takes a rest on the lap of PD "Soxless" Scott Segraves, while Promotion Director Jeannie Bergeron looks on.

A Little Something Special



SODA POP CITY — WEZC/Charlotte co-sponsored a "Great Grocery Giveaway" contest, presenting \$1004 and 104 two-liter bottles of soda pop to a lucky lady whose card was drawn from thousands of entries. The promotion included awarding \$104 in groceries to a different winner each weekday for five weeks. At left presenting the check to the winner is VP/GM Gary Brobst.



KEEP YOUR EYES ON THE WHEEL — At its regional fair, CFCO/Chatham, Ontario gave away \$10,000 in merchandise through its "Wheel of Fortune," operated by these three lovely hostesses. The station won second place for best-looking display, but CFCO tells us its exhibit was by far the busiest of all. We can't imagine why!

A Little Sports



WITH A LITTLE LUCK — After placing second in the New York State Lottery Media Bowl, WGBB/Merrick, NY donated its winnings of 2500 tickets to the Marty Lyons Foundation, which aids terminally ill children on Long Island. From left, WGBB Sports Director Craig Mustard, New York Jets Marty Lyons and Ken Shroy, and MD Bill Edwards.



RE-CYCLING LISTENERS — WFUN/Ashtabula's contest to promote its Cleveland Indians broadcasts concluded in awarding this Yamaha RX-50 motorcycle to a loyal listener who was spotted with the station's "Fun 'n Action" bumper sticker on his car. A final drawing among 50 finalists clinched the bike for the happy winner, who had never won anything before in his life. Presenting the prize are (standing l-r) PD Bruce Scott, afternoon personality Nancy Fields and morning man Garth Cornell.

A Superstar Or Two



SMOKEY IN THE SUN — While vacationing in the desert, Motown legend Smokey Robinson stopped by KDES/Palm Springs for an on-the-air visit with evening personality Rick Love.



BEFORE THE MAIN EVENT — Just prior to kicking off their 70-city North American tour in San Diego, Little River Band guitarists (l-r) Steve Housden and Beeb Birtles take time to chat with B100 personality Danny Wilde.

A Little Supper



THE BEST AGAINST THE WURST — WZUU/Milwaukee morning man Larry "The Legend" Johnson went plate-to-plate against rival Milwaukee Journal columnist Alex Thien to see who could down the most bratwurst in three minutes. Alex won the contest by half a brat, while the sponsoring meat company provided an additional 200 free links for the hungry crowd. Center left, Larry "The Legend"; center right, Alex Thien; standing, WZUU's David Haines.



COOKING UP SOME MAJIC — WMJI/Cleveland personalities (l-r) Chris Elliot and Jim Kennedy grill the hot dogs at the station's first "Block Party," a feature of its "105 Days of Summer" promotion. Winners whose cards are drawn get to invite 25 friends to the party, which arrives complete with beer, soft drinks, chips, ice cream and, of course, a WMJI jock or two.

BREAK AWAY FROM YOUR WEEKEND MUSIC COMPETITION WITH...

COUNTDOWN AMERICA

with John Leader



- A dramatic four-hour weekly countdown of the Top 40 CHR hits off the back page of Radio & Records.
- On 300 top radio stations. WBBM-FM Chicago, WROR-FM Boston, WABX-FM Detroit, KKBQ-FM Houston and WBZZ-FM Pittsburgh are among the 300 affiliates signed on in just one year!
- Host John Leader. Weekly spotlight performers and Leader's personal music insights have made *Countdown America* a proven top market audience success.
- Special Editions Too. Including *Summertime* and the year end *Best 83 of '83* programs.
- Custom-Tailored. Leader lead-ins featuring your station's call letters.
- Produced by RKO and is inc.



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Be the countdown leader in your market and call RKO at (212) 575-6702 now!



LON HELTON

Take Me Home, Country Radio

Over the past several years, more and more contemporary radio programmers have found themselves involved with Country radio. What problems have they encountered when switching to a "foreign" musical format? What are the similarities and/or differences they have found . . . or are the basics the basics, whatever the format? Is the promotion of country product any different than they experienced from the rock promotion people? What are their impressions of the artists and Country radio as a whole?

These are just a few of the things covered this week as we talk to a couple of PDs who achieved a great deal of success in contemporary radio before crossing over. They are Bill Stedman of WHK/Cleveland and Bobby Hatfield of KOMA/Oklahoma City. Bill's background includes programming stints at ZETA 4/Miami, WKQX/Chicago, and WLW/Cincinnati. Bobby's experience in contemporary radio includes WNDE/Indianapolis, WIFI/Philadelphia, and WAKY/Louisville. Bobby's first foray into Country radio was as the OM of WCII & KJ100/Louisville and then, following a year as a personality on a CHR station, he became the PD of KOMA earlier this year.

I began our conversations by asking the two PDs about their feelings when they first thought about programming a Country station. Both agreed that no matter what type of format you are doing, the basics never really change; there are certain things that must be done in order to have any chance of winning. However, as Bill pointed out, it always helps to gather as much information as you can when entering a new field.

"Going into anything new, I always like to take a straw poll to find out what it is I should know. What I did when I first got into Country radio was ask successful people within the industry what they thought a programmer in this day and age should know about Country radio. Also, I asked if there was anything distinctive that made it different from any other kind. The one point that everybody touched on was that while the basics of radio remain the same, the audience is different in that they are far more loyal, harder to budge, and are truly involved in the radio station.

"Like so many others have recently said in your column, we are truly a good radio station that provides all of the necessary services, but we just happen to play country music. I really feel, though, that the country audience feels more deeply about their radio station than your average come into a Magic format, or whatever."

Bobby shared much the same sentiments. "Coming from a CHR background, one of the things that attracted me to Country radio was an excitement factor that I saw being generated by the music, the listeners, and by Country radio itself. It reminds me of the early days of Top 40 when the teens felt a real excitement for the music and an involved closeness to their radio station. In those days, people would respond very positively when they found out you were working at a particular rock station. Now, I find that same type of response and feeling for Country stations. The personalities and the promotions make the format exciting,

and that's what really turns me on about Country radio today.

"Of course, the contemporary feel that has become a part of country music has made Country radio a completely different animal than it was even five years ago. It is very exciting to be a part of that musical evolution. On the subject of music, another neat thing about Country radio is that you

"I really feel that the country audience feels more deeply about their radio station than your average come into a Magic format."

—Bill Stedman

get to play a lot of old records that nobody plays on the radio anymore. Nobody plays all those old, early, rock and roll things that were mass appeal hits in the '50s and early '60s. For instance, nobody plays a lot of Elvis anymore. Patsy Cline's 'Walkin' After Midnight' was a contemporary hit of the time, but who plays it today? Only the Country stations!"

To 'Ear Or Not To Ear'

If there is one area where programmers new to Country radio would seem to be at a disadvantage, it would probably be in dealing with the music. Some forms of country music are a lot like beer . . . you have to acquire a taste for it. You certainly don't have to love a particular genre of music to program it, but if the music is especially foreign to your ears, is it still possible to make objective decisions? Apparently, this is not as much of a problem as I thought. As Bobby said, "I really don't think there is much of a difference in picking a country hit as opposed to a rock hit. You're going to be right on target on some and make mistakes on others. We make decisions on our adds using as much input as we can gather. Everything on our station is tested, and the results determine the success or failure of an individual record with regard to chart position and airplay."

Bill is pretty much on this same wavelength. As a matter of fact, he thinks that he is able to be more objective since he deals with records on an individual basis, not on the history of the artist or any external forces. If there is an exception in Bill's case, it comes when dealing with the more traditional country artists. "When selecting music, I use all of the local sales, research, and other input, as well as chart info, that I can get my hands on. When it comes to what I call the emotional tiebreaker, I try not to let my ear be the one. In contemporary radio, I trusted my ear to be that final arbiter, but not yet in country. In doing my music for Country radio, I have changed the amount



WGNA SHINES ON ALBANY — Concertgoers on their way to see Conway Twitty were greeted by WGNA/Albany in the above manner. The structure is the Corning Tower in the Governor Nelson Rockefeller Empire State Plaza, and is the tallest building in the state of New York outside of New York City. The station videotaped the scene so it can be utilized in future TV spots. According to PD Chris Warren, the tower lights can be seen from 7-10 miles away! Not bad . . . unless you have to pay the electric bill.

of importance that I put on my ears. As a matter of fact, when I like a song now, a red flag goes up and I look at it even closer than I might normally. I really go the extra mile to be sure that my personal feelings don't enter the picture and that each record is played on its own merit."



Bobby Hatfield

If a PD new to Country radio listens to music with a different ear, how does he listen for air talent?

According to Bill, "You don't need to have 20 years in country music to be a good air talent on a Country station. But, you do have to have the willingness to learn it, and to have those intangible things that any good air talent has to have. You need that charisma, that magic, that something different from all of those card readers that are on the air all over the country . . . regardless of format. If the systems are set up correctly, you can put just about any good talent in there, and they are going to turn out good radio. To be sure there's some extra homework to be done when getting into a form of music you're not familiar with, but it's no more than any good jock goes through when he gets to a new market. Just like he has to learn the market's unique pronunciations, like street names, or the regional expressions, like freeway instead of expressway, the talent dealing in Country has to learn that it's Janie Fricke, with a long E."

Please Play My Record

While we were on the topic of current music, I wondered whether or not these two former contemporary PDs had noticed any differences in the promotion of country product, as opposed to what they were used to when dealing with rock promotion people.

"I don't know if there is now, or if historically there has been a difference," said Bobby, "but I have not seen a difference. The country promoters provide just as much good, solid information, and, as a whole, work records very similarly to the rock people."

Bill was pretty much in accordance with Bobby's view, except that he does feel there's quite a bit of overlap.

"If there is any one major difference that I perceive, it is in the sheer numbers of people that work any one given record. It seems like the publisher, the artist, the manager, the label, anyone who has anything to do with a record, will hire someone to work it. If I take ten straight music calls, it seems like 80% of the product that is discussed is the same in every one of the calls. How many times can I be told the same information? At some time comes a point of diminishing returns. I wonder if all of the money spent on overkill is really cost effective."

Research: We've Only Just Begun

Another area where Bill and Bobby were in agreement was in their feeling that the research being done in conjunction with Country formats is not as extensive as that being done in the rock-oriented formats. Bill told me, "Country stations are now

utilizing more and more of the tools that have been a staple of contemporary stations and programmers for a number of years. There are computer music systems in use all over the place, there's some serious on-going research into music and audience perception, and a lot of this seems to be brand new to Country radio."

When it comes to utilizing research, whether generated from the inside or through outside help, a few cynics have implied that Country is "behind" due to some sort of lack of sophistication. Bobby offers a more logical explanation as he says, "Five or ten years ago, Country was not a very competitive type of format. You had your franchise in any market, and that was it. As competition increases, and your audience has other places to go, you have to do any number of things that you didn't do before in order to remain successful . . . and research is one of them. It (the lack of research) has nothing to do with the people in the industry . . . it just has to do with competition." Bobby's point is well taken. As in anything, the more competitive a market gets, whether you're selling cars, underwear, or radio, you must become more attuned to the marketplace.

One of the more pleasant surprises awaiting newcomers to our format and its music is the friendliness and genuine concern shown by the people in the industry. During my conversations with Bill and Bobby, they both commented on how people

"One of the things that attracted me to Country radio was an excitement factor that I saw being generated by the music, the listeners, and by Country radio itself."

—Bobby Hatfield

have been so nice to them, and their praise for country recording artists was downright lavish.

"To be quite honest with you," Bobby began, "I think that there is more of a warmth, and a complete lack of the 'I'm a star' syndrome. It's refreshing to see so little of that flashy, life in the fast lane, air of bravado that you get from so many rock acts. I couldn't be happier with the amount of cooperation I get when it comes to the things needed for the radio station."

Bill still can't believe that "Mother Bellamy calls me from time to time. I've spoken with her several times about 'the boys.' I've had artists call me and say thanks for the add. I never had that happen before. If I ask for some station IDs, in 48 hours I have tape all over the place. As an industry, the country music people are much more responsive and just plain nice folks. That may be old hat to you and people who have been around country for some time, but the lengths people will go to in order to help you out just blows me away . . . it's really terrific."

I couldn't have said it better myself, Bill. You now know why all of us who get involved with Country radio and country music stay involved . . . there's no nicer group of people anywhere!

PUT THE HEAT ON IN YOUR MARKET WITH...

THE HOT ONES

with Dave Roberts



- Weekly one-hour profiles featuring the hottest charting contemporary artists.
- In its fourth dynamite year, it's a hot item on over 300 stations including WNBC New York, WFYR-FM Chicago, K101-FM San Francisco, WNIC-FM Detroit, WZGC-FM Atlanta, KPLZ-FM Seattle, WBSB-FM Baltimore.
- Host Dave Roberts blends 80% music and 20% exclusive interviews

- into a new show every week.
- 1983's hot artists included... Hall & Oates, Elton John, Toto, The Little River Band, Greg Kihn Band, Journey, Culture Club, Quarterflash, Styx.
- Flexible scheduling lets you use this proven audience builder for premium local sale.
- Customized promos for strong local identification.
- Produced by RKO and is inc.



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Country Pictures



ONE OF THESE PEOPLE WON A DOLLY LOOKALIKE CONTEST — When KNIX/Phoenix ran this contest, it had no trouble finding judges. Showing up for the festivities were (l-r) Dean Dillon, who also performed; PD Larry Daniels; contest winner Etta Reeves; Dutch Cramblitt, Circles Records; MD John Buchanan; Carson Schreiber, RCA; and Mike Brady, KNIX. Standing is Jay Davis Sloan of Mr. Lucky's, the site of the contest.



WATSON BENCHED — Gene Watson was the featured performer at the Cincinnati Reds Country Music Day, promoted by WUBE. When a rainstorm halted the show, Gene took refuge in the Cincy dugout where he discussed the finer points of hitting a curve ball with the Reds' Johnny Bench.



ONE OF LIFE'S TOUGHER JOBS — Ed Salmon, VP/Programming for the United Stations, interviews Sylvia for an upcoming segment of *The Weekly Country Music Countdown*. Sylvia will be the featured guest the weekend of August 25-27.



BELLAMYS BY THE BAY — Howard (left) and David Bellamy (right) are shown with KSN PD J.D. Spangler and KSN MD Laurie Sayres after a concert in San Francisco.



CHET FOR CHARITY — The Tennessee Performing Arts Center in Nashville was the setting for a special performance by Chet Atkins. Benefitting from the proceeds was the Nashville chapter of the Red Cross. Shown backstage are (l-r) Mary Ann McCready, CBS; Bob Meador, Jo Walker-Meador, Executive Director of the CMA; Atkins, Susie Blackburn; Rick Blackburn, Senior VP/GM, CBS Records Nashville; and Leona Atkins.



MAKE A WISH, MICKEY — WDAN/Danville, IL used the occasion of Mickey Gilley's birthday to present him with a cake. With the birthday boy are WDAN personalities Randy Daniels (left, mornings) and Greg Scott (middays).



HAPPY BIRTHDAY, WCAV! — To celebrate its first anniversary as a Country station, WCAV/Brockton, MA invited over 200 listeners to a party held at the Cape Cod Melody Tent in Hyannis. Following the party, the guests were treated to the Johnny Cash Show. Pictured backstage after the show is (center) Cash, flanked by contest winners and WCAV station manager Sid Tufts (far left) and WCAV PD Bill Hess (far right).



MERIDIAN MUSIC MAKERS — Meridian, Mississippi is the site of the annual Jimmy Rodgers Memorial Festival, and WOKK Radio was there providing live coverage. Among the participants were (l-r, front row) Jim Jeffries and Ken Rainey of WOKK, and CBS artist Mark Gray; (l-r, rear) singer Norman Wade, Wayne Sheffield of WOKK, WB's Gary Morris, Van Mac of FM-97, and country artist Tony Douglas.



MEET ME IN ST. LOUIS, BARBARA — It doesn't rhyme, but that's what happened when Barbara Mandrell stopped by KSD during a visit to St. Louis. Shown with Barbara are (l-r) Jim Cos, afternoon news anchor; Bill Coffey, OM; Mike O'Connor, afternoon personality; Barbara; and Robert Fox, morning news anchor.

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SOLID GOLD SATURDAY NIGHT

with Dick Bartley



- America's *only live* national request oldies program that features the opulent oldies of the '50's, '60's, and '70's.
- Five hours, every Saturday night (7:00PM - Midnight EST) oldies maven Dick Bartley opens up the 800 lines for special requests from listeners coast-to-coast.
- In just its second year ...
 - *Enthusiastic acceptance by over 150 stations.
 - *Unprecedented audience growth. In the Top 50 markets a 22% average increase from Spring '82 to Spring '83 Arbitron figures[†] including, WFYR-FM Chicago, WWSW-FM Pittsburgh, WOMC-FM Detroit, WVCG-FM Miami, KPLZ-FM Seattle!
- Unabashed kudos ...
 - *"We've been on the show

now for six weeks and each week the response gets better ... and it was phenomenal to begin with."

R. David Graupner,
WMLO-FM Sarasota, Fla.

- Glowing press accounts ...
 - *"It is a regular track meet of a radio show, but one of the reasons *Solid Gold Saturday Night* is usually the top weekend radio show in Chicago and one of the hotter shows on the growing Network scene is the sheer, breathless, early '60's pace of it all."
Chicago Tribune, June '83.
- Plus Solid Gold special editions ...
 - *100 All-Time Favorite Oldies.
 - *20-hour Solid Gold Scrapbook.
- Produced by RKO and DB Productions.



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[†]Source: Arbitron, Spring '83 survey, ADI, AQH, Adults 25-54, Sat 7PM - 12MID.

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WDLW	WFMS	WDAF	WAXX	WPNX	WEZL	WELE
WPOR	WMNI	KFDI	KFGO	WDEN	WSOC	WGTO
WMZQ	WONE	KTTS	KBMR	WJAZ	WTQR	WIRK
WPKX	WMAQ	WDGY	WSDS	WGUS	WWNC	WPAP
WCMS	WKKN	KSO	WITL	WBAM	WJKZ	KIKF
KYGO	KLUR	KOKE	KYXX	WYNK	KRZY	KNIX
KSSS	KIKK	KVET	KHEY	KEBC	KUZZ	KCUB
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PolyGram Records

Nashville This Week



SHARON ALLEN

CMA Sets Award Finalists

The CMA just announced the finalists Tuesday (8-16) for this year's awards. Here are the nominees in the key categories.

<p><i>Entertainer Of The Year</i> Alabama Merle Haggard Barbara Mandrell Willie Nelson Ricky Skaggs</p> <p><i>Male Vocalist Of The Year</i> John Anderson Lee Greenwood Merle Haggard Willie Nelson Ricky Skaggs</p> <p><i>Female Vocalist Of The Year</i> Lacy J. Dalton Janie Fricke Emmylou Harris Barbara Mandrell Reba McEntire</p> <p><i>Single Of The Year</i> "Heartbroke" "I Always Get Lucky With You" "I.O.U." "Pancho And Lefty" "Swingin' "</p> <p><i>Song Of The Year</i> "Always On My Mind" "If You're Gonna Do Me Wrong, Do It Right" "I.O.U." "Swingin' " "16th Avenue"</p>	<p><i>Vocal Group Of The Year</i> Alabama Bellamy Brothers Oak Ridge Boys Statler Brothers The Whites</p> <p><i>Vocal Duo Of The Year</i> David Frizzell and Shelly West Merle Haggard and George Jones Merle Haggard and Willie Nelson Eddie Rabbitt and Crystal Gayle Don Williams and Emmylou Harris</p> <p><i>Horizon Award</i> John Anderson Vern Gosdin Reba McEntire George Strait The Whites</p> <p><i>Album Of The Year</i> "Highways And Heartaches" Ricky Skaggs "It Ain't Easy" Janie Fricke "Pancho And Lefty" Willie Nelson and Merle Haggard "The Closer You Get" Alabama "Wild And Blue" John Anderson</p>
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The CMA also announced the first three artists to be confirmed as performers on the 17th annual CMA Awards Show. They are Alabama, Barbara Mandrell, and Hank Williams Jr.

As you know, Alabama is no stranger to the CMA Awards Show stage. The group was honored as Entertainer, Vocal Group, and Instrumental Group of the Year in 1982. Alabama was the first group to win Entertainer of the Year in the 16-year history of the show.

Barbara Mandrell served as cohost for the past three years as well as being the recipient of many CMA awards, including two consecutive years as Entertainer of the Year in 1980-81. She presently serves on the Board of Directors.

This year, however, will be Hank Williams Jr.'s first appearance on the CMA show. In fact, this will mark one of his rare television appearances of any kind. Hank served on the CMA Board in 1973-74.

Each year the CMA inducts one individual into the Country Music Hall of Fame. This year's finalists are: Rod Brasfield, "Little" Jimmy Dickens, Flatt & Scruggs, Benny F. "Whitey" Ford, and Floyd Tillman.

While we're on the subject of the awards show... the CMA made arrangements for its members,

traveling to Nashville during the period October 8-14, to receive a 30% discount on normal coach fares from Delta Airlines. Members wishing to utilize the discount program can call Nashville Express Travel, toll free, at (800) 824-1457. TN residents should call (615) 242-3334.

Marty Robbins Tribute LP

Without question Marty Robbins was and still is a major influence in the development and popularity of country music. Columbia Records has captured the essence of this influence by putting together a tribute package entitled "A Lifetime Of Song (1951-1982)."

Compiled in this two record set are some 31 years of recording highlights, including 12 of his 18 No. 1 records, songs from his two gold albums, and Grammy winners. The album's inside and outer cover contains, in liner note form, reflections from Marty's friends, business associates, and his wife, Marizona Robbins, who in her comments expresses the feelings of many. She says, "I guess I was his number one fan. A lot of people lay claim to being his number one fan, but I think I probably filled the bill because I never tired of hearing him sing."



Country News

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Black Radio



WALT LOVE

SPRING RATINGS WINNER

Lafayette's KJCB Shoots To The Top

It appears that a number of Black/Urban-formatted stations in Southern markets have done the seemingly impossible — going to number one in their respective markets. This week's ratings winner profile focuses on KJCB/Lafayette, LA, which recently scored a solid victory in its market.

Only in business since April 9, 1982, KJCB has already made its presence known. The Lafayette area has one Arbitron rating per year, the spring book, yet the station still pulled a 16.5 share 12+. In the spring '83 book, the station brought home a solid 16.6 share 12+; its closest competitor had a 15.3. All this and the station's power is only 1000 watts.

Station Manager Horatio Handy, a ten-year radio veteran, oversees the station's programming and places an emphasis on sales. Also actively involved with the Young Black Programmers Coalition, Handy has been with KJCB since its inception: "Our total power is only 1000 watts, but we're non-directional with a dial position of 770. There are only two other radio stations in the country on that frequency. We're the only ones to get a clear channel awarded by the FCC since World War II. Our minority ownership helped us get that consideration."



Horatio Handy

Multi-Cultural Audience

And what helped KJCB rise to the top? "Obviously, it's a combination of things, but our programming for this area is what makes us a solid competitor at all times. We cater to a listening audience from four

"White-owned businesses aren't used to having a Black station in this area. It's also a combination of not having any confidence in the black media and never having to consider buying Black radio. We're working on changing that attitude right now."

—Horatio Handy

years of age to 80 — a wide range of age groups and cultural backgrounds. We have children calling us to play New Edition and Michael Jackson, so we accommodate them. There are people here 50 and 60 years old who love having our station available for them to hear.

"There's also a large Cajun population here, and they enjoy a Cajun French music called zydeco. A number of these people are happy having a station that will mix in some zydeco with other types of music. No other station in the area gets involved with the community and its multi-cultural residents like we do."

Handy continued, "Our owner, Joshua Jackson, is very involved with everything we do. Prior to owning a radio station he had no experience at all. He does a gospel show because he enjoys the music; it's on 4-7am M-F and 6am-noon on Sunday. Mr. Jackson is handicapped and confined to a wheelchair, but he participates in every station promotion we have. We played a benefit basketball game and he played in his wheelchair right alongside the rest of us."

Handy went on to tell me a few of the groups KJCB is involved with and the results of their efforts. "We have an NAACP program that we air weekly, and we maintain community contact with churches and a number of other organizations. On Father's Day we drew 6500 people to a beach area over 40 miles from our radio station. That's the type of thing that continues to show us that our constant community involvement is what makes us strong with our listeners."

Local Sales Problem

As we all know, sales is an important part of the story — especially since obtaining national sales for Black stations is sometimes



JACKSON'S HUMAN NATURE — In an unusual move, De Ann Collins, KMJQ/Houston's News & Public Affairs Director, was selected by Epic Records to conduct a personal interview with singer/writer Michael Jackson. Pictured at Jackson's Encino, CA home are Michael and De Ann. The interview will be offered to radio stations throughout the U.S.

a major problem. But in KJCB's case it's local sales. "We have an in-house National Sales Director," Handy explained, "who works with an agency, and they've obtained more national accounts than our national representative. We get top dollar on our national buys. Our problem has been our local sales. Even though we're number one, we still have a problem obtaining our fair share of the advertising dollar in this market."

"I think it has a lot to do with our geographical location. White-owned businesses aren't used to having a Black station in this area. It's also a combination of not having any confidence in the black media and never having to consider buying Black radio. We're working on changing that attitude right now. Our local dollars have improved compared to last year, but we would like to see it do much better."

I asked Handy what was next for KJCB, now that they're in the number one hot seat? "We intend to stay number one. Part of the reason we've done well is because we've been well-informed with professional information about all aspects of the broadcast industry. My participation in the YBPC has been very instrumental in my performance here at KJCB. This is our second year in the number one position, so we hope some of our local retailers will become more business-minded in their thinking. Hopefully, the excuses will dissipate with our heavy emphasis on more local sales."

Message In The Music

KJCB Music Director Beatrice Evans is a four-year veteran who's worked at KEZM/Lake Charles and did some part-time work at WAIL/New Orleans. She noted, "Before we went on the air, there was a station here years ago in the Arkadeanna area which played black music on weekends. They would play four hours on Saturday and four hours on Sunday. The best thing about what we're doing is the fact



Beatrice Evans

that we're putting black music and Black radio in the lives of people who haven't had black music regularly for the past 17 years.

Amplifying about KJCB's music, Beatrice said, "We play a number of different types of music on a regular basis. Obviously we play R&B, but we also play a jazz selection once per hour during the week. On Sunday we have an extensive jazz show that lasts four hours. As you know we play gospel and, as Horatio stated, we play some zydeco music. Zydeco is the music that most people grew up with in this area. Clifton Chenier and Rockin' Dopsie are just two popular zydeco performers who are well liked by our audience."

In regard to music selection, Beatrice continued, "We use telephone research, both passive and active. We also research a number of local record retailers on a weekly basis. We rely on the record promotion people who call on us. Part of our approach is to ask a number of questions about the music product promoters bring to us. After all these resources are drawn upon, we then pick the music we feel will be the most advantageous to us as a radio station that wants to entertain, inform, and please its audience."

"This area of the country has black, white, Cajun, and creole children who have never heard and seen black people speak articulately. It's important that we set a good image for them now, because they'll remember the first image they have of us for the rest of their lives."

—Beatrice Evans

"We never air any music that contains dirty lyrics. This area of the country has black, white, Cajun, and creole children who have never heard and seen black people speak articulately. These children are fascinated with black DJs because we're the first ones they've heard in their lives. It's important that we set a good image for them now, because they'll remember the first image they have of us for the rest of their lives. I think it's also important to note that we keep all and any suggestive innuendos off the air too."

Although KJCB is in a small market, its ownership and personnel have set high and positive standards for station presentation and themselves. We in the "big city" could use a page or two from the KJCB playbook!

The Music Section

Black Radio's Most Accurate Music Information

Adds & Hots . . . See Page 71
New & Active . . . See Page 86

Station Profile

WVKO

4401 Carriage Hill Lane
Columbus, OH 43220
(614) 451-2191

OWNER: Franklin Communications

GM: Steve Joos
PD: Kirk Bishop
MD: K.C. Jones

CONSULTANT: Harry Lyles
REP: General Market
1580 kHz
1000 watts daytime

"WVKO is the only Urban Contemporary-formatted station in the Columbus market. The unique mixture of our music has allowed us to achieve our current success. As a daytime radio station, it's a must to have your listeners tune you in the following day. With our positive approach the Columbus listeners continue to give us their ears.

"WVKO can reach the masses on a regular basis. News, information, and music provide the atmosphere most radio listeners enjoy. And WVKO does it best in Columbus."

—Harry Lyles



WWIL SENDS LISTENER TO ATLANTA — WWIL/Wilmington, NC's PD Donnie Deane (right) presented a free trip to the Atlanta Jazz Festival to Linda Wright, winner of the station's "X-ceptional Jazz Festival" contest, as Assistant PD Lewis Jones gets in on the fun.

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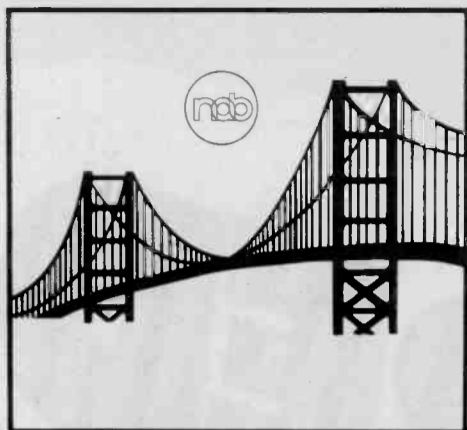
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See You There!

CALENDAR



BRAD MESSER

On "Freedom and Justice for All"

War speeches get famous. Lincoln's Civil War Gettysburg address, Churchill's WWII "We shall fight on the beaches" oratory, and from a war of another kind, Dr. Martin Luther King's "I Have A Dream!" speech of 20 years ago next Sunday (8-28-63) before 250,000 freedom marchers gathered in Washington, D.C. Dr. King was the central figure in the battle for civil rights which dominated the late Fifties and early Sixties, and his timeless speech is among several related 20th anniversaries now upon us.

Another is the graduation of James Meredith from the University of Mississippi. When he became the first black student at Ole Miss, he had to be accompanied by federalized troops and U.S. Marshals, amid race riots in Oxford in which hundreds were arrested and two died. His graduation twenty years ago (8-18-63) went without incident. He had been under federal protection every day. Last month I tracked him down in Jackson, MS for a retrospective view of the two decades past. "Quite frankly," he explained, "when I went to the University of Mississippi, the focus was on me and it appeared I was being mistreated. The truth of the matter is that every black in Mississippi faced that same hostility all of their lives and didn't have the privilege either. At least I was enjoying the privilege" of going to school.

Still active in equal rights activities, Meredith says there has been progress in the social areas. "A black man can go into a restaurant and eat, can go into a motel and sleep, can go into a public building and drink water or use the rest room. Certainly those things are better. In every other area the black has actually moved backward and is presently moving backward at a very, very fast pace."

Although that's only one man's opinion, Meredith's pessimistic views are shared by a constituency which is becoming ever more vocal. They are convinced that 20 years of time have not brought 20 years of progress in the areas of civil rights and equal opportunities.

Longest Sports Winning Streak

MONDAY, AUGUST 22 — On this date in 1851 the sailing yacht "America" beat all British competitors and brought a big trophy back to the USA, where it has remained for 132 years despite numerous subsequent challenges. When the America's Cup races begin September 13th, the longest winning streak in sports history will again be on the line.

Leonardo daVinci's priceless painting "Mona Lisa" was smuggled out of the Louvre Museum in Paris in 1911, by a former employee whose co-conspirators planned to sell forgeries and get rich. For two years lawmen searched the world while Mona Lisa remained hidden less than a half-mile from the museum.

Cindy Williams of TV's "Laverne & Shirley" is 35. Valerie Harper is 43. Future Baseball Hall of Famer Carl Yastrzemski is 44. Author Ray Bradbury is 63.

First Muscle-Powered Airplane

TUESDAY, AUGUST 23 — The first man to fly using only muscle power, Brian Allen, pedaled his way into aviation history six years ago today in the aluminum-and-plastic "Gossamer Condor," which now hangs on permanent display near the Wright Brothers' Flyer #1 in the Smithsonian Air and Space Museum in Washington, D.C.

Eight years after becoming a Spanish national hero by discovering the New World, Christopher Columbus lost the job which had been his reward: on this date in 1500 Columbus was replaced as Governor of the Caribbean Islands and sent home in chains, having been accused of mistreating the Caribbean settlers and natives.

In 1980 Prof. Calvin Quate of Stanford University revealed an acoustic microscope using sound waves to peer beneath metal surfaces and into living human cells.

Three-time NFL leading passer Sonny Jurgenson is 49. Others born on the 23rd have included country singer Tex Williams (1917), dancer Gene Kelly (1912), and rock star Keith Moon (1947).

British Burn The White House

WEDNESDAY, AUGUST 24 — In the War of 1812, British troops easily fought their way into Washington, DC 169 years go today (1814) and put the torch to most public buildings including the White House. Before evacuating the Executive Mansion, First Lady Dolly Madison rescued the White House silver and her pet parrot. The British left the following day, having burned no private homes and having done no looting.

The great volcano Vesuvius erupted in the year 79, killing an estimated 25,000 people in Pompeii, Italy.

Jefferson Starship's David Freiburg is 45. Former Sec'y of Education and one-time highest ranking female US judge Shirley Hufstедler is 58.

Home of Jazz is 265

THURSDAY, AUGUST 25 — This is the date New Orleans is said to have been founded in 1718, although the original records have been lost and no one's quite sure. The Louisiana home of jazz, the Superdome, and the New Orleans Saints began with 800 settlers. It claims to be the second most popular tourist city and is the nation's number two port city.

The first explorer to reach the South Pole, Richard Evelyn Byrd, departed New York City 55 years ago today. He discovered that, although Antarctica is larger than the continental United States, it has no native human or animal populations, and is easily the coldest spot on Earth, with a low of minus 128 on record.

The first view of Earth from the moon was sent by Orbiter-I in 1966.

Kiss's Gene Simmons is 34. Sean Connery is 53. Althea Gibson, the first tournament-winning black tennis pro, is 56. Politician George Wallace is 63.

Explosion Heard 3000 Miles

FRIDAY, AUGUST 26 — A hundred years ago today the Krakatoa volcano exploded, and the sound from the East Indies island was heard for 3000 miles in all directions. An estimated 36,000 people died in tidal waves 130 feet high. Krakatoa ejected 50 times the amount of ash that Mount St. Helens did, causing red and green sunsets, a blue moon, and a global temperature drop that lasted several years. (Hollywood got it wrong in the movie: Krakatoa is west of Java.)

Women finally got the right to vote when the 19th Amendment was ratified in 1920. Today there are 21 women U.S. Representatives and two female U.S. Senators, only two more than we had two decades ago.

Musician Bob Cowdill is 34. Dr. Albert Sabin, creator of oral polio vaccine, is 77.

Tomorrow (8-27) Tuesday Weld hits 40 and the Captain, Daryl Dragon, will be 41. Nobel Peace Prize winner Mother Teresa will be 73. Sunday (8-28) Cy Young Award winner Ron Guidry 33, actor David Soul 40.

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appeal. Hour format will feature two guests per week such as:

Stevie Nicks, Rod Stewart, Jackson Browne, The Fixx, Men At Work, Styx, U-2, Chevy Chase, Eddie Murphy, Father Guido Sarducci, George Lucas, Stephen Spielberg

... who will chat with listeners, play some of their tunes and have some fun!

- Host Jim Ladd puts all the elements of this unique, innovative hour of radio programming together.
- Produced by RKO and Patrick Griffith Productions, Inc.



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On The Records

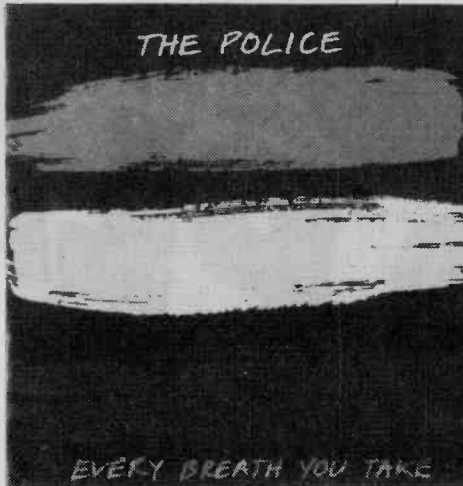


KEN BARNES

A Lengthy Police Record

I don't usually cite chart facts in this column. I feel that providing straight, informative charts and music information without all the usual mystery is all we need to do, without complicating things by hailing the Savage Cabbage's latest smash as only the 12th Xeti label record sung by a microcephalic dwarf with a title longer than 24 letters to hit the Top 17 this year in a month ending in "r." (Though if you can find a microcephalic dwarf with a title longer than 24 letters, I'd recommend signing him up right away.)

But once in a while a chart milestone is registered that deserves some attention. This week the Police's "Every Breath You Take" is No. 1 on the CHR Airplay/40 for the eighth consecutive week, the longest span in R&R history. (Previous record-holders: Journey "Open Arms" in 1982 and Elton John and Kiki Dee's "Don't Go Breaking My Heart" in 1976, seven weeks apiece.) The Police were also the first group ever to top all four of our Back Page charts simultaneously, but since we've only had four Back Page charts since January, that achievement is not as impressive historically. I predict, however, that it will be a long time before it's accomplished again. Congratulations!



The Police earn their stripes

Gibb Goes Solo . . . Again

Barry Gibb's new solo deal with MCA for all intents and purposes marks his American debut as a solo artist. Aside from the Streisand duets and a track on the "Sgt. Pepper" soundtrack, there's just a solitary 1970 European single called "I'll Kiss Your Memory," recorded during a temporary split among the Gibb brothers. Another single and an entire LP were recorded but scrapped around the same time, as were albums by brothers Maurice and Robin,

because they all decided to reform the Bee Gees instead. (Robin did manage to release one solo album in 1969, with a spectacularly silly cover that I might print here some time on a real slow week.)

Anyway, while Barry works on his MCA project, Robin will be teaming with Maurice for an LP under Robin's name. They already have one out in Europe, with a single called "Juliet" that's been gigantic in Germany. Maurice meanwhile is dabbling in film soundtracks.

Bette Midler's new single "All I Need To Know" may sound familiar to the eagle-eyed — it was released about a year ago by Bill Medley under the title "Don't Know Much." (Thanks to Sean Ross for the tip.)

Jackson Browne was an early member of the Nitty Gritty Dirt Band, and wrote a song or two for them, although he left before they started recording in 1967. Other early Browne songs can be found on albums by a singer/songwriter named Steve Noonan (who wrote the first Dirt Band hit, "Buy For Me The Rain"), and former Velvet Underground singer Nico — all of this five years before Browne started recording on his own in 1972.

Before Ronnie Milsap became a country superstar, he was generally regarded as the best white soul singer around Memphis, and early records on Warners and Scepter illustrate that orientation.

George Fischhoff, whose instrumental "Summer Love" recently made the A/C National Airplay 30, has an extensive

Executive Tableturns, Pt. 3



Danny Davis's bid for recorded immortality

OK, lots of record executives and radio notables have dabbled in singing, writing, or playing records. But how many get a song named after them? And not just any song, but one written by the illustrious producer Phil Spector?

Well, Danny Davis did. Currently a VP at LARC Records, Danny headed promotion in the midsixties for Spector's *Phillies* and *Phi-Dan* labels (the latter named for Phil and Danny). As a tribute of sorts, Spector named a *Veronica* (better known as *Ronnie Spector* of the *Ronettes*) B-side after his promotion chief. ("Chubby Danny D," by the way, is essentially a jazzy drum solo with no discernible trace of Veronica.)

Unsophisticated Sissy



Actress Sissy Spacek has a new record out under her own name, following her acclaimed performance as Loretta Lynn in "Coal Miner's Daughter." But back in 1969, when her vocal talents were somewhat less developed, Spacek cut a record under the quaint period moniker *Rainbo*. Its title (see photo) referred to John Lennon's nude cover photo on the "Two Virgins" LP, which greatly offended *Rainbo*'s gentle sensibilities. She had had mixed feelings about John before ("I recall you turned me on with Pepper/The tour we took with Lucy I won't forget/ . . . but putting down your guru brought confusion and regret"), but the album cover was the final straw: "I loved the things you showed me up till now, John/But since that picture I don't think my love will be the same." Predictably, that record was the end of the *Rainbo* phase of Spacek's career, and fortunately she has emerged as a star in spite of it.

songwriting background, having cowritten "98.6" by Keith, "Lazy Day" by Spanky & Our Gang, and songs for the Monkees, the Cowsills, Lesley Gore, and Carole Bayer Sager, among others.

AC/DC Origins

AC/DC has a new album imminent, plus a new drummer, Simon Wright. And singer Brian Johnson will mark his third LP with the band since replacing the late Bon Scott. But did you know — possible trivia question for on-air — AC/DC had a singer *before* Scott? Their first Australian single in 1974 featured a gentleman named Dave Evans singing lead. According to Australian rock scholar Glenn Baker, Scott was recruited out of a ship-painting yard when Evans decided to join another group.

Elvis Costello chose his first name as a tribute to Mr. Presley, but the last name was not a bow to a rotund American comedian. Elvis's father, Ross McManus, recorded a version of the Beatles' "Long & Winding Road" under the name *Del Costello*. Earlier, Ross had a single out in the U.S. called "Jim The Greatest," a title his son might have been tempted to use in one of his more egotistical moods. Elvis's real name, by the way, is Declan McManus. Earlier this year he told British reporters he might consider changing his professional name, but recent UK success has probably put a stop to that line of thinking. Besides, there's already an American group called the *Beatles Costello*.



Early AC/DC (original singer Dave Evans at left)

Agnetha Faltskog's (pronounced Ag-NEE-Ta FAULT-Skog) new PolyGram LP completes a pair of solo albums by *Abba*'s female members, following Frida Lyngstad's Atlantic effort last year. Both Agnetha and Frida had previous solo albums to their credit . . . recorded in Swedish.

TV News

US Festival concert segments begin on *Showtime* this week, with four 90-minute segments airing August 19, 20, 21, and 22, starring 30 acts who appeared at the festival, including *Alabama*, the *Clash*, *Emmylou Harris*, *Waylon Jennings*, *Men At Work*, *Stevie Nicks*, the *Preten- ders*, the *Stray Cats*, *Van Halen*, and *Joe Walsh* . . . "Solid Gold" for the week of August 19 stars, in a rerun from June, *Alabama*, *Bow Wow Wow*, *Sergio Mendes*, *Dolly Parton*, *Michael Sembello*, *Patrick Simmons*, and the *Whis- pers* . . . "Friday Night Videos" features *Heart* plus an interview segment with *Go-Go's* singer *Belinda Carlisle* . . . The *Stray Cats* are on "American Bandstand" August 20 . . . *Queen* gets the *MTV* concert spotlight August 20, while a repeat of the "Nightschool With *Billy Joel*" special follows . . . *Barbara Mandrell* hosts the "Tonight Show" August 25 in something of a milestone for a country artist . . . *Dave Forman*, who resigned as PD of *KEZY & KNWZ/Anaheim* last week, will produce and host a syndicated series called "The Video Show," described as a "PM Magazine" aimed at the rock audience. Initial episodes feature interviews with *Dick Dale*, *Jerry "The Beaver" Mathers*, *Styx*, and new *KEZY PD David Symonds*.

RR 5 Years Ago Today



Dave Urso

- DAVE URSO NAMED VP/PROMOTION FOR PLANET
- AL BERGAMO BECOMES VP/MARKETING WEST COAST FOR E/P/A
- KEITH ADAMS VP/PROGRAMMING AT BENI
- RON OBERMAN SET AS VP/MERCHANDISING WEST COAST FOR COLUMBIA
- NUMBER ONE FIVE YEARS AGO: "Three Times A Lady" — Commodores (Motown) (3rd week)
- NUMBER ONE A/C: "Three Times A Lady" — Commodores (Motown) (3rd week)
- NUMBER ONE COUNTRY: "Talking In Your Sleep" — Crystal Gayle (UA) (2nd week)
- NUMBER ONE LP: "Some Girls" — Rolling Stones (Rolling Stones/Atco) (6th week)

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"FIGHT FIRE WITH FIRE"

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AOR ALBUMS: 8 AOR TRACKS: 5

KANSAS

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DRASTIC MEASURES

PRODUCED BY KANSAS AND NEIL KERNON
CBS ASSOCIATED RECORDS

Contemporary Hit Radio



JOEL DENVER

A FOUR-WAY WAR

The Battle For Buffalo

Buffalo, NY, long known for great chicken wings and huge blizzards, is fast gaining the reputation as being one of the most competitive CHR markets in the country. When the radio history books are written, future programmers will long remember the "Battle For Buffalo" in the fall of '83.

In this market of just over a million people, there are 22 rated signals, four of them CHR. WKBW, WBEN-FM (Rock 102), WPHD, and newcomer WNYS are all in the fight for the fall Arbitron. Can the 32nd market support all this CHR? To get the answer to that question (and a few others), I turned to the programmers of these stations. All four were willing to openly assess their own situations and those of their competitors. Of particular interest is the recent addition of a nighttime talk show to WKBW, a subject that each programmer specifically mentioned.



WPHD PD Harv Moore

Remarking on all the CHR competition in the market, WPHD PD/morning man Harv Moore said, "I think there is more CHR in Buffalo than just about anywhere else . . . in fact there is a lot of rock music being played here between us and the AORs. Because of the loyalty these stations have built up, it took a long time to find a real niche for ourselves.



Harv Moore

"One of the biggest things to help us was WNYS going CHR. Many might think negatively about the extra competition, but WNYS is at 104, Rock 102 has always been a powerhouse, and we are in the middle at 103. Musically, 104 and 102 are doing just about the same thing . . . playing CHR with a lot of black crossovers. We are CHR, but load our music with a lot of rock hits and the mainstream stuff, which really helped us establish our own identity.

"WGRQ is most definitely the dominant AOR, but they lost a lot of teens to us," Harv continued. "You know nobody wants teens, but I say God bless them because the 17-year-old that doesn't count now, will count next year, and I hope they'll be listening to us. Everybody started targeting to the 25-34s and beyond because of the national advertisers. When six or eight stations are all going for the same thing, that piece of the pie gets very small.

Promotionally, WPHD has gotten away from on-air giveaways, preferring instead to spend its dollars on TV, newspaper, and transit boards. Harv told me, "We simply bill ourselves as 'Real Rock.' If you put a tag on yourself, you'd better be exactly what you say you are."

Commenting on WKBW's ratings recovery since PD Sandy Beach's return, Harv said, "I don't think they ever really lost it. That station is a powerhouse. As long as they have Danny Neaverth in the morn-

ings, they will do well. My partner Bob Taylor and I compete against him and he has our respect.

"As far as WBEN-FM, I used to hear them quite a bit in stores because they are so consistent, but not as much anymore. I'm sure that many of their listeners who left for WNYS went back to Rock 102 because WNYS burned them. WNYS promoted 'Constant Music' all the time, and ended up saying it more than doing it, and the people caught on. Like I said, if you say it, then do it. Personally, I think Rock 102 will always be around, and the fact that they are mostly on tape is not a hindrance. If you aren't a super personality, many folks can't tell the difference."



WNYS PD Ray St. James

After a decent debut of a 4.8 share in the fall '82 book, WNYS slipped back to a 4.0 in the spring. It caused PD Ray St. James and the management to do some thinking. "We've been reassessing our situations since the book came out and have disassociated ourselves with Gary Burns as our consultant. We are now consulted by Bob Harper and Noble Communications out of San Diego. Harper himself was once PD at WKBW a number of years ago, so he has some insight to Buffalo. We felt this was entirely too early in our development to be going down."

"While a two-hour rotation may work in some markets, there is no pressure in this market to be that tight." —Ray St. James

Ray seemed to agree with Harv Moore's competitive assessment of WNYS's ratings dip. "I felt that many of the rotations were too tight . . . maybe we burned our audience out with it. While a two-hour rotation may work in some markets, there is no pressure in this market to be that tight. Everyone here has pretty relaxed rotations, and that's what the people of Buffalo are used to. We are also making some staff adjustments as well to compensate for the abrasive image we fell into. I think we are going to play the hits with a little less talk about playing them. We are definitely taking on a 'more music approach.'"

And what about the guys across the street? "WKBW is playing rock music, but now they've got a talk show on the air 7-10pm, plus some pretty heavy news commitments as well in the drivetimes. I think they are aiming more toward competing with WBEN (AM) than us, even though they are playing the CHR hits. They sound pretty good, but I'm not sure about this talk show idea."

Philly's "Top FM106" Sign-On Simulcast

When PD Bobby Rich flipped the switch on the new CHR format for Cox Broadcasting's WWSH/Philadelphia (8-8), now known as "Top FM106," he did it live on primetime TV! KYW-TV, the NBC affiliate, had their cameras there to capture the event visually. The sign-on simulcast was the first three minutes of a 30-minute special that evening on the intense radio competition in the Philadelphia market. Bobby and all the jocks were assembled in the control room for the show.

Bobby told me, "We worked real hard at staging something that wouldn't look staged, and pulled it off. It looked casual and natural. The response from the listeners was fabulous. What an incredible way to kick it off." He went on to describe the sound of Top FM 106. "We are an up-sounding CHR station, playing all of the hits but taking a bit more of an adult approach to the format, without screaming at the audience." The station is planning a call letter change, but has yet to decide on what the new legal identity will be.

**LIVE FROM
PHILADELPHIA**

**IT'S
TOP FM106!**

Ray continued, "WBEN-FM is just doing their thing and doing it well, as they have been for the past ten years. It will take more than a book or two to shake them down. Musically, we compete with them more than anyone else. I think we are a bit more aggressive than they are, since we are live and they are on tape. Every CHR station is so close, and I don't think it's going to change. Everyone is gearing up, and I don't look for anyone to fall out of bed completely this next book, but we will recover."



WBEN-FM PD Bob Wood

Bob Wood is Vice President/Programming of WBEN-AM & FM and the PD of both stations. A longtime market veteran, Bob was the most candid about the competition. I asked him how was it possible for the market to support four CHR stations? "Because we are all real good," he replied. "It's the truth. I just got back from St. Louis, and while there were some great radio stations, I think the overall announcer performance and presentation level in that market left something to be desired."



Bob Wood

We then turned to the subject of Rock 102's automation system, programmed by TM. "(MD) Roger Christian moves the music around, adds to the reels, subtracts from them, and we've come up with our own individual sound. We have more equipment than many other automated outlets do, so we are able to do this type of intricate manipulation of the tapes.

"I think a taped situation like this could be limiting if you think of it in those terms, but I tend to be one of the biggest supporters of automation. We are only live in mornings with Roger, but the tapes sound live as far as I'm concerned.

"Most people in radio spend too much time doing things that don't matter anyway . . . for example, I don't think that it really matters whether you make a live appearance or not. How much of an impact is a jock out at a mall going to really have? Your typical jock at your typical station will not make a big difference at a personal appearance

unless you have a real star, which I do have on the AM. Most jocks are very timid at appearances and their presence doesn't translate into listeners. Because we don't have an airstaff, we don't get roped into doing crazy sales promotions. For every jock that goes on vacation or breaks format, I've got a machine that does exactly what I want. As far as I'm concerned, they could automate WPHD and WNYS. For the most part, no one would realize it."

As far as WNYS's ratings decline, Bob felt the station went down "because they aren't as good as we are. That's really it. When you get down to it, I think they have made some inappropriate moves in the past, and I wouldn't be surprised to see them make some radical adjustments.

"WPHD really gained a lot of momentum when (consultant) Frank Felix put his systems in, and they continue using them. Musically, they are very consistent now, but prior to Felix, up to a third of their music was wrong. Now, damn near all of it's right. WPHD sounds pretty good.

"As far as WKBW goes, they nearly blew it musically when they almost went A/C awhile back. Sandy Beach merely put the station back to the way it was and should have always been. WKBW really has a lot of good will going for it, according to our research. That same research also indicates we don't look too bad either. I look at the move to the talk show at 'KB' as a good one if they are going to totally become an adult station again, but if not, then I would wonder what they are up to and how smart the move is."



WKBW PD, Sandy Beach

Before Sandy Beach rejoined WKBW as PD a few months back, this AM powerhouse had dropped from a 9.7 to a 5.2 share. How did he turn it around? "The first thing I did was to make WKBW fun again, doing the things that get our jocks out into the community . . . you know, fun promotions. At the same time the music was in poor shape. When I came back here it



Sandy Beach

Continued on Page 50

SHIFT INTO HIGH GEAR PROGRAMMING

CHR NEW & ACTIVE

P AUL ANKA "Hold Me 'Til The Mornin' Comes"



"I was going to wait . . . but when I saw (after I tested it) the response from 18-24 females was even stronger than the 25-34 females, I added it!"

Bob Travis - PD
WGCL/Cleveland

WKBW deb 30	KCNR on	KRGV deb 28	WCIR 39-33	KDZA 33-27	WJDX 27-24	FM99 deb 39
CKGM 33-31	KYUU 27-25	WSFL deb 37	OK100 25-21	KBIM add	FM100 on	KENI 24-21
PRO-FM on	KNBQ deb 35	WTIX 35-31	13FEA 10	KIST 13	KTSA 17	
Q105 28	WROR add	KTFM 33-29	WKHI 27-23	WKEE 18-15	KROK on	
WKQX 13-11	CK101 23-15	WKDD add	WFLB 29-24	WKFM 30	KIHK 19	
WGCL 24-22	WNFI 26-21	WKDQ 14-11	WQLT 4-4	WKRZ-FM on	KSKD on	
WHYT 20	WDCG add 32	Z104 add	KISR add	KXX106 24	WFBG on	
KIMN 37-34	WRQK 30-25	KEYN-FM 15-12	Q104 16-12	KITE 34	WTSN 34	
Q103 on	94TYX add	KGGI 11-10	KQWB add	KAMZ 24-22	WERZ on	
KIQQ on	Y103 5-5	KJRB 3-2	KGHO add	WANS-FM on	KILE on	

W HAM! U.K. "Bad Boys"

CHR SIGNIFICANT ACTION



WXKS-FM on	KIIS-FM 15-13	KITE 32-25	WKFM on	WHOT on	WERZ on
CKGM 30-28	KIQQ 4-4	KSET-FM 30-24	WNOK-FM on	KQMQ deb 39	KOZE on
Y100 add	XTRA 30-23	WZZR 31-26	WNFI on	KYYX 34-31	
WABX on	KFRC 7-6	Z104 deb 38	KAMZ on	KHYT 34-30	
KEARTH 11-6	WBBQ add	KYNO-FM 29-14	KBFM on	KRO on	
KFI on	WCSC add	KRSP add	KRGV on	WGUY on	

E LVIS COSTELLO "Everyday I Write The Book"



CHR NEW & ACTIVE

WPHD 39-29	WSSX add	WZYQ add	KYYX 36-33	WBBQ	WSQV
WABX 38	WBCY add	WFLB add	WHEB deb 23	WSKZ	KISR
WLLOL-FM deb 36	KBFM add	WYKS add	KQIZ-FM deb 35	WNOK-FM	FM99
KIQQ deb 39	WTIX add	WXLK add 36	WISE deb 31	WOKI	KKQV
KMJK on	WNAM add	WHSL add	Q104 deb 30	WHHY-FM	WBWB
WKEE add	WEBC add	KFMW add	WPFM deb 30	WZZR	WAZY-FM
WKFM add	Z104 add	KCDQ add	KYTN deb 36	WJXQ	WERZ
WKRZ-FM add	KQMQ add	WSFL deb 40	WPST	WHOT	
KZZB add	WGUY add	WGRD 31-29	WRCK		

**AOR
TRACKS:**

37

WITH COLUMBIA RECORDS



S U D D E N L Y L A



The new single by

The M O T T O

© 1982 CAPITOL RECORDS, INC.

A S T S U M M E R



E L S

From their forthcoming album
LITTLE ROBBERS

Produced by Val Garay

**CHECK-IN TIME:
AUGUST 17TH**



robert plant

The Single: "Big Log" *o/hu*

CHR BREAKERS



the principle of moments

available on record and cassette
distributed by atlantic records

On Tour: August 29—Rosemont Horizon, Chicago, IL / 31—Milwaukee Arena, Milwaukee, WI / September 3—Joe Louis Arena, Detroit, MI / 4—Richfield Coliseum, Cleveland, OH / 6—Centrum, Worcester, MA / 12—Madison Square Garden, New York, NY / 13—Civic Center, Hartford, CT / 14—Spectrum, Philadelphia, PA / 20—Summit, Houston, TX / 22—Reunion Arena, Dallas, TX / 27—Forum, Los Angeles, CA / 28—Coliseum, Oakland, CA / 30—Coliseum, Seattle, WA / October 1—PNE Coliseum, Vancouver, British Columbia, Canada

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The Battle For Buffalo

Continued from Page 46

sounded wrong . . . Joe Jackson backed with Barbra Streisand doesn't mix. We also decided that if a jock had something fun to say or do on the air, then open the mike and do it. Lots of things changed since I'd been away from Buffalo, and everyone was taking a piece of our action.

"WKBW has evolved, and the kind of station WNYS is now, is what we were 15 years ago. We play CHR music, but take an adult approach to our presentation with news, personality and promotion. I don't think of ourselves in the same arena as WNYS, WPHD, or Rock 102 except for the music. With WPHD and WNYS both going for a younger demo, my main competition is WBEN (AM) and WGR."

"I don't think of ourselves in the same arena as WNYS, WPHD, or Rock 102 except for the music."

—Sandy Beach

I asked Sandy about the new nighttime talk show and what he hoped it would do for WKBW. "We've just hired John Otto, who has been in the market for 28 years, 22 of them with his general interest talk show on WGR. This will make a major impression on how the public looks at us . . . they'll know we aren't a teen station. Again, we play CHR music but have an A/C on-air approach. This talk show should put the finishing touches on completing our overall sound . . . you could say we're experimenting a bit.

"I'm not sure what the talk show will do to our music listeners, but I know it will bring us some night numbers we haven't seen in years. Things like this talk show and the 'North American Music Review,' which you wrote about, are examples of innovative programming. We aren't afraid to take chances and make mistakes."

Bits

• **KWSS/San Jose** recently held an interesting event at the Santa Clara County Fair . . . it's the first annual "Prune Pit Spit-Off." For a 25-cent donation to benefit the Cystic Fibrosis Foundation, fairgoers will get to chew up a prune, and spit the pit for distance. It makes a lot of sense since San Jose is the "Prune Capital Of The World."

• **Q107/Washington** broadcast a live transmission of the sold-out **Men At Work** concert from the Merriweather Post Pavilion in Columbia, MD (7-28). The show, which was fed to 50 affiliates of the **ABC Rock Radio Network**, marks the first live concert broadcast ever to take place at the venue.

• **KBBK/Boise** enthusiastically jumped into the premiere of the latest **James Bond** film, "Octopussy." Not only did the station give away hundreds of tickets to see the advance screening, but it offered a grand prize of a live octopus in its own 30-gallon tank, direct from the Pacific Ocean.

• **WRQK/Greensboro** is celebrating its 10th anniversary with a lot of money. \$50,000 in cash will be given away to listeners hearing their names announced on the air from birthday cards sent in to the station. Winners grab a fast \$99 and are registered for a grand prize trip for two to anywhere in the Western world.

• **KNBQ/Tacoma-Seattle** just completed a weekend in which three listeners each won cars in separate promotions. In a promotion with Coca-Cola and Payless Shoes, over 17,000 entries came in to win a new GMC truck. Then as part of a car dealer's grand opening, a black mini Trans AM was given away. And finally in the "KNBQ Postcard Contest," held in conjunction with **WB** and **Tower Records**, a mini "Little Red Corvette" and \$1,000 cash was the prize for the postcard with the most "KNBQ's" on it. Winner **Ed Halterman** managed to squeeze 250,000 KNBQs on his postcard to take the prize.

STATION PROFILE

WKAU
FM 105.0 AM 1050

KAU-AM & FM
Block Road, Kaukauna, WI 54130
(414) 739-9311

OWNER: Fox River Communications, Inc.

Pres./GM: James S. Esler

PD: Don Ross

MD: Rich Allen

REP: Selcom Radio

1050 kHz; 104.9 mHz

1kw daytime; 3kw ERP

"WKAU is an AM/FM simulcast CHR in the competitive Appleton-Oshkosh market. Because of a unique 'adjacent market' situation, WKAU also scores well with the CHR audience in the separately-rated Green Bay metro. While this offers WKAU a lot of potential listeners, it also creates some unique problems.



Ron Ross

Rich Allen

"For example, local news coverage can be difficult to target. The two metros are made up of 10 cities with populations ranging from 12,000 to 110,000. Musically there are subtle differences in listener tastes in the two metros, but because of WKAU's mass appeal/personality approach to CHR, we find music to be less of a problem.

"Strict controls are placed on music tempo and demographic balance to keep the station from becoming too hard or too soft. Nonstop contests and promotions keep the stations exciting and upfront in the community. MD **Rich Allen** and I both have spent a number of years here in addition to experience in other markets, which enables us to maintain a solid, professional sound not found in many markets this size. In addition, our live 'upfront' approach combined with continual promotion in the newspapers and on TV keeps WKAU a market leader."

—Ron Ross

Motion

After 12 years on the air in the Tidewater, VA market, **Dan Alexander** gives up the midday slot at **WVNZ/Norfolk** to become Creative Services/Production Manager for the station. Replacing him is **Michael Jay**, who comes in from sister station **WDOQ/Daytona Beach** . . . **Jim Payne** has been named MD at **WMAR-FM/Baltimore** . . . **Beau Rafferty**, last at **KMJK/Portland**, is now doing mornings at **KREO/Santa Rosa** . . . **WQLT/Florence** names **Tom Pepper** PD and **Matt Durham** MD.

Jim Martin, formerly with **WCIR/Beckley, WV**, has surfaced across town at **WOAY** as Music Consultant . . . **Matt Allen** is now Production Director/swing at **KFI/Los Angeles** . . . **WHFM/Rochester** grabs **Jim Ravencroft** from **WPXY** as Chief Engineer . . . **Kathy West** is no longer at **I95/Miami** . . . **Gary Mitchell** exits **KITY/San Antonio** to join **KRIO/McAllen-Brownsville** as PM driver . . . **Jay Scott** joins the morning show at **KRAV/Tulsa** from **FM96/Oklahoma City**.

Q102/Cincinnati has a new lineup: 5 to 9am **Chris O'Brien** & **Jim Fox**, 9am to noon **Janeen Coyle**, noon to 4pm **Mark Sebastian**, 8pm to midnight **Cindy Spicer**, midnight to 5am **Jay C. McCoy**, weekenders **Jay D. Stewart**, **Andy Criag**, and **Chet Meiners**.

WJBQ/Portland's new lineup includes **Steve Bleecker** for mornings, MD **Bill O'Neill** middays, Assistant PD **John Willis** afternoons, **Greg Murray** nights, and **Doug Foerster** aughts, plus **Patti Brennan**, **Jon Paradise**, and **Tom Roche** doing weekends.

CHR PICTURE PAGE



MEN AT WORK MEET MEN FROM 610 — Columbia's Men At Work recently played at the Mountain Aire Festival, and after the show met with some of the folks from 610 KFRC/San Francisco. Shown (l-r) are Columbia's Burt Baumgartner, PD Gerry Cagle, Men At Work's Colin Hay, and managers Russell Deppler and (front) Nathan Brenner.



TUBES ALERT IN BUFFALO — After a recent concert at Darien Lake Fun Country theme park near Buffalo by Capitol's Tubes, lead singer Fee Waybill partied with some friends backstage. Shown (l-r) are Capitol promo rep Jack Snyder, Waybill, Tom Stevens of the Jerry Meyers Organization, and WBEN-FM MD Roger Christian.



ARE WE COOL OR WHAT? WTIC-FM/Hartford recently cooled off the city by handing out over 5000 frozen treats in its "Summer Freeze-Out," courtesy of Good Humor, in celebration of National Ice Cream Week. Shown (l-r) licking their way toward the "fudgy secret surprise center" are former PD Steve Goldstein (now programming WHYT/Detroit), traffic reporter Roger Stafford, News Director John Elliott, and air personalities Gary Craig, Sue O'Neal, Mike West, and Mark Wainwright.



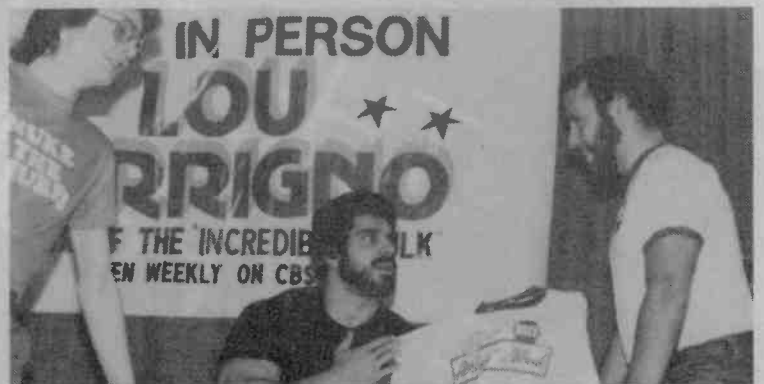
195 AND THE FOURTH OF JULY — Over 125,000 people packed Miami Beach for a July 4th celebration hosted by 195/Miami, Miller Beer, and local merchants. In concert were Timmy Thomas, Jimmy "Bo" Horne, Celi Bee, and New Edition, with a spectacular fireworks show ending the festivities.



IT DOESN'T TASTE LIKE CHOCOLATE — What are these folks doing? They're getting their first taste of mud in the KGRC/Hannibal, MO "Mud Volleyball Media Match." Members of the staff were dressed in white tuxedos and arrived in white limos to slosh around in the Mississippi mud. Shown (above) are staff members discussing strategy for the next play, and (below) huddling around the team playbook to set up for a slam shot.



UNIPOP DOES MAJIK — Pick a card, any card, as long as it leads to a hit. Magician Frank McKinnon is showing a bit of magic for Kat Family recording group Unipop, which ties in nicely with their new single "Let's Make Majik." Shown (l-r) are Unipop's Manny and Phyllis Loiacono, Kat Family VP/GM Mike Sullivan, McKinnon, VP/Promotion Tommy Teague, and Unipop's manager Susan Swain.



GETTING KOZE WITH THE HULK — Sporting a beard, star Lou Ferrigno made an appearance at the 1983 "World Of Wheels" car show in association with KOZE/Lewiston. Shown (l-r) negotiating over a T-shirt are KOZE's Tom Turner, Ferrigno, and station personality Mike Tanner. Because of his extra "leverage" in the situation, Lou did get to keep the shirt after all.



KONJOYAN ON THE ROAD — While on a recent road trip into the Midwest, A&M's secondary specialist Jon Konjoyan stopped in to see KWTO-FM/Springfield. Shown (l-r) are MD Bob Hammond, Konjoyan, and former PD Scott Alexander, who's now programming KHTR/St. Louis.



Frank Dileo
VP Promotion, EPA



Larry Douglas
Vice-Pres Marketing, West Coast



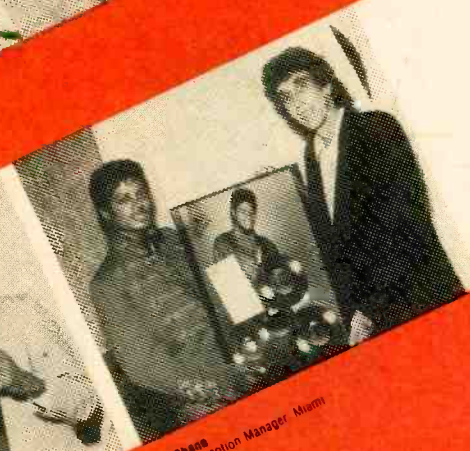
Polly Anthony
Assoc. Director, Nat'l A.C. Trade Relations



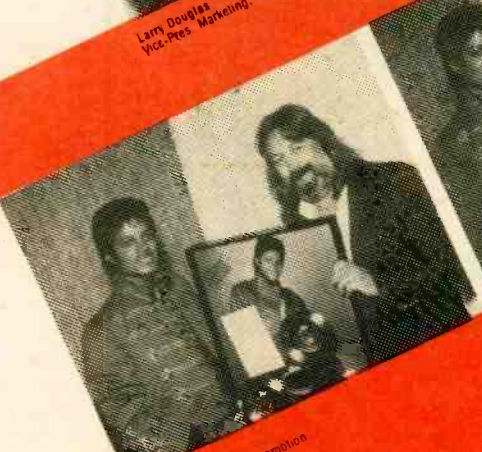
Maurice Warfield
Black Music Marketing Manager, L.A.



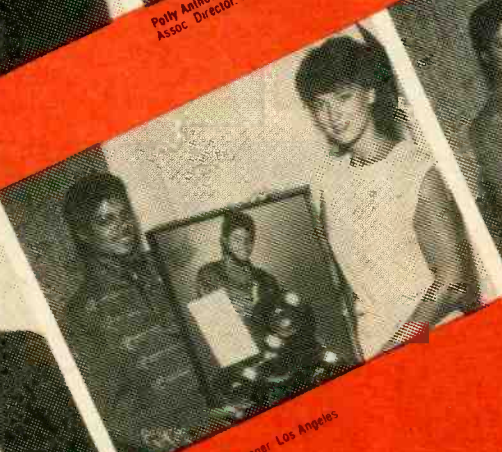
Harvey Leeds
Director Video Promotion



Jeff Shane
Local Promotion Manager, Miami



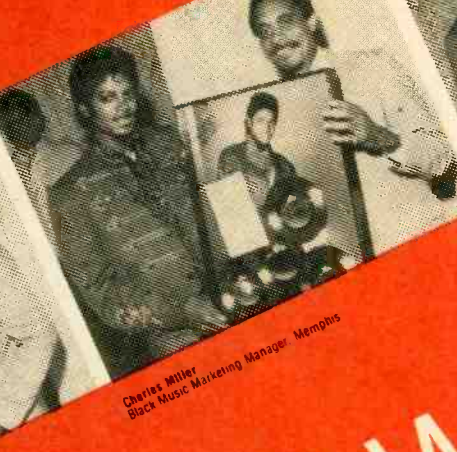
Jon Kirksey
Assoc. Director, AOR Promotion



Lori Holder
Local Promotion Manager, Los Angeles



Bill Kennedy
Local Promotion Manager, Philadelphia



Charles Miller
Black Music Marketing Manager, Memphis

THE #1 ARTIST IN THE WORLD, THE #1 PROMOTION TEAM IN THE



Tom Benett
Local Promotion Manager, Cincinnati



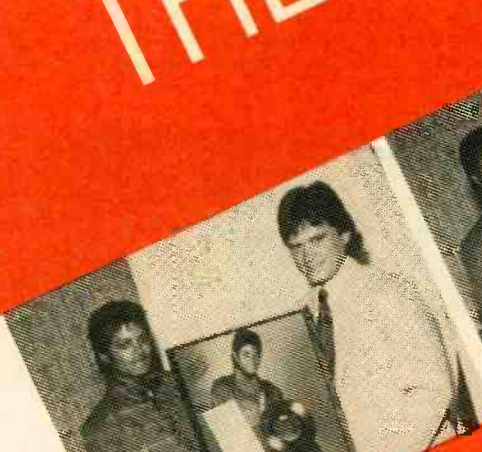
Joe Braw
Local Promotion Manager, Phoenix



Walter Winnick
Director, Nat'l Promotion



Michael Moore
Local Promotion Manager, Denver



Larry Wall
Local Promotion Manager, Kansas City St. Louis

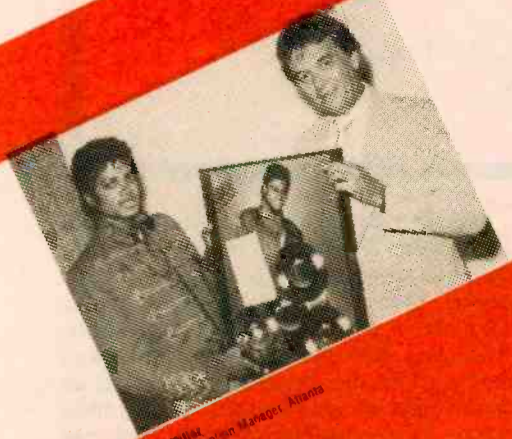


Doug Hamann
Local Promotion Manager, Pittsburgh-Buffalo



George Weinberg
Local Promotion Manager, Houston

MICHAEL JACKSON, THANKS WORLD, EPIC/PORTRAIT AND ASSOCIATED LABELS.



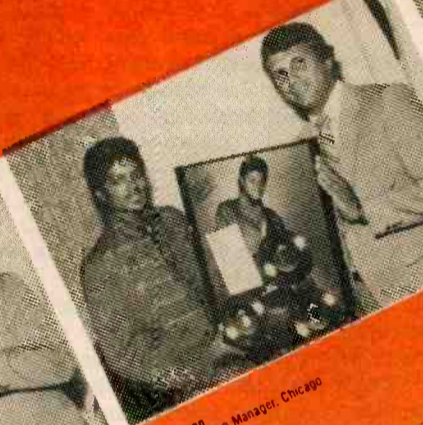
Don Miller
Local Promotion Manager - Atlanta



Jimi Starks
Black Music Marketing Manager - Atlanta



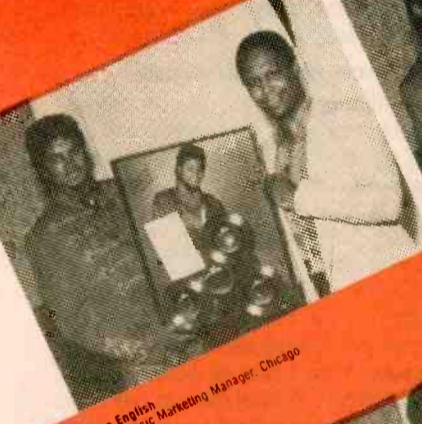
Michael Caplin
Local Promotion Manager - Hartford



Big Johnson
Local Promotion Manager - Chicago



David Newmark
Local Promotion Manager - San Francisco



Mike Englin
Black Music Marketing Manager - Chicago



Lennie Collier
Local Promotion Manager - Boston



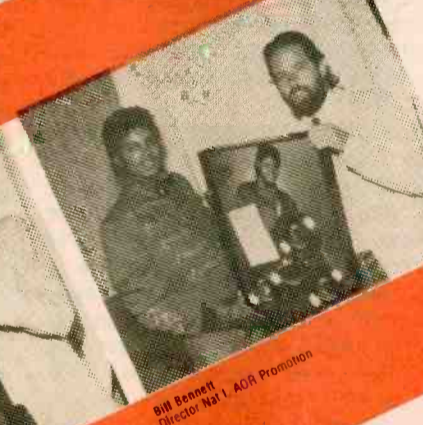
Joe Carroll
Local Promotion Manager - Cleveland



Gerry Thompson
Local Promotion Manager - Baltimore Wash. D.C.



Ray Free
Local Promotion Manager - New York



Bill Bennett
Director Nat'l. AOR Promotion



Don Essen
Black Music Marketing Manager - Detroit



Charlie Strobel
Local Promotion Manager - Dallas



Craig Brashear
Local Promotion Manager - Memphis Nashville



Debi Liebtz
Local Promotion Manager - Seattle



Dan Denigts
Local Promotion Manager - Minneapolis



Ron Moseley
Black Music Marketing Manager - Chicago



Michael Conway
Local Promotion Manager - Carolina

AOR



JEFF GELB

AOR WINNERS' CIRCLE PART THREE

Winning Big In Small Markets

AOR radio's biggest 12+ ratings this spring, according to Arbitron, came from one of the smallest markets: Dubuque, Iowa, where KLYV rocketed to a 26.1 in its debut AOR book. Another ARB winner was WBLM/Portland-Lewiston, ME, where modern research and tried-and-true promotional ideas were combined to come up with a market-winning 13.6.

Winning big in a small market requires playing by different rules. This week, the PDs of these two spring ARB champions explain the subtleties of programming small market AORs.

KLYV — On Target With Listeners

● KLYV, or "K-Live 105," as the station calls itself, switched formats last July from Beautiful Music, with Robert A. Welch on tap as PD. He recalled, "The market had a CHR that was getting 20s in the Arbitrons, but they were basically an automated operation. We felt there was a tremendous gap in the market for a well-programmed 18-34 station. We did a lot of attitudinal research to find out what music our listeners wanted to hear, and we basically fed those results back to them. If they wanted to hear plenty of Bob Seger, Styx, and Led Zeppelin, then that's what we gave them. We were right on target with their tastes, and that made us their most appealing radio choice."

Welch used callout research to determine listeners' music tastes. "We didn't play hooks down the phone lines," he admitted. "It was more of a questionnaire of listener preferences. We used (and still use) it to test perceptions of groups and artists in general." Welch claimed the system is cost-efficient: "It's actually not that expensive. I employ a couple of people who average 100-120 calls a week. I've found that, once you get 30-40 respondents within each demographic cell, you have a pretty good sample."

KLYV also employed a consultant, Bob Henabery, who offered an objective viewpoint on the operation from all standpoints. As a result of its heavily-researched programming, KLYV debuted in the 30s in Birch results last fall.



Those numbers were apparently too much for CHR competitor KFMD, which switched format to A/C shortly thereafter, leaving KLYV the only game in town for 18-34 rock listeners.

Variety: The Spice Of K-Live

■ Since KLYV controls the entire rock audience in the market (WXLP/Quad Cities shows up in Welch's research but not in ratings results), the station can loosen the format belt a bit, as Welch noted. "We can offer a lot more variety because of the position we're in. We may cross over to CHR or even A/C groups like LRB or America. But we wouldn't touch Barbra Streisand or Barry Manilow; they're too

mellow. We daypart very heavily. Acts like Def Leppard or Iron Maiden aren't normally heard till after 3pm.

"Musical choices are basically made by ear and judged later by audience response. MTV penetration through cable locally is 85% so that also comes into play (though recently, I've noticed its influence has lessened somewhat)."

He added, "Because we're the only game in town, we get a lot of time-spent-listening. So, to keep the station sounding fresh, we add music every day of the week." Though Bob calls his format "Album Oriented Contemporary," to emphasize its hit nature, he quickly added that KLYV does dig deep into hit albums. "It's a 'sound' format, so I'll sometimes add things that are unfamiliar if their sound fits the station."

"We never back ourselves into a format corner by qualifying ourselves on the air. We'd prefer to let the listeners decide what we are; we let them pin the labels on the station. If they want to think of us as an albums station, or a rock station, that's fine."

The one impression Welch does want to leave with listeners is that KLYV is the place they can go for "continuous music," which is a key station slogan. "We incorporate music into as many promotions as possible," he said. "Promotions normally involve listening to the station and its music to win. During the book, we did one of those promotions where listeners are asked to call when they heard a certain group of songs played back-to-back."

"Throughout the ratings period, I did a lot of TV advertising with MTV, as well as other cable stations. We produced the spot ourselves, and it's nothing fancy; just album covers and music. But it gets across the continuous music message."

In a format emphasizing music, KLYV jocks play a naturally lessened role. Welch stated, "Our jocks are complementary to the music. I want them to be informed about what they play, offering interesting sidelights to the songs. They don't use bits or one-liners — it's pretty straightforward. They're like the glue that holds together a fine piece of furniture."

KLYV shares a four-person news department with its sister AM station. This beefed-up department allows the station to do two newscasts per hour during morning drive. "They're geared to lifestyle information," Welch explained. "I like to call them 'conversation-starters,' the kind of stories that are repeated by listeners at work throughout the day."

KLYV is the current local listening favorite. But with that loyalty and those numbers, can a direct format competitor be far behind? Welch admitted, "I expect it and am gearing up for it. So far, they've backed

How To Win Big In A Small Market

- Do Research
- Use a Variety of Musical Styles
- ◀ Remain Flexible
- ▶ Promote!

off and left the demo to us. If someone decides to knock heads with us, I'll have to be even more cognizant of what's going on in the market. I may have to redefine the format somewhat, narrowing it."

Meanwhile, Welch said that programming AOR's top-rated 12+ station feels great. "It's been a thrill to put it on and listen to it. It's like listening to a dream. You think about something for so long; how it would sound and who it would appeal to. To have the chance to make that a reality — it's certainly a dream come true. It's been an entirely satisfying experience."

WBLM: A Winning Team

Another satisfied AOR programmer is Mike Bushey, who has guided WBLM/Portland-Lewiston for five years as its PD. Arbitron gave WBLM a great tenth anniversary present this spring with market-dominant numbers. Yet, just weeks before the book began, things were less than perfect behind the scenes at WBLM. Bushey said, "We were in trouble early this year. Our in-house research was showing us in serious trouble 25-34. Now, this is a small market; we do in a year what WBCN/Boston does in a month. So, we have to be as broad-based as possible. Besides, we have no direct format competitor. So we started making some programming moves to try and broaden the station. Our research systems showed that playing Beatles, Rolling Stones, and the Who was not going to get us 25+ listeners. They're tired of it. So I slowed down the oldies rotations



Mike Bushey

significantly. In fact, I quietly took out all the Beatles songs for about five weeks. Then, I slowly filtered in their best songs.

"At the same time, I increased the amount of current music by roughly 30%, so that each hour was about 50%-50%, instead of 70% old-30% new. It allowed us to play just as much Def Leppard as ever, but also to add records by artists like Thomas Dolby. Our research showed immediate, weekly increases in 25-34 listening, while we saw the leading CHR and soft rock stations eroding in that category."

WBLM's research system was purchased from John Sebastian during his consultation agreement with the station, which ended before the spring book began (WBLM is now consulted by Burkhart-Abrams). Bushey lamented, "We can't really afford the research system, but we have it anyway. We force ourselves to make it pay. In a market where there's only one book a year, we've been using our research on the street as a sales tool, and find it's taken as seriously as Arbitron figures. We employ three fulltime employees who make about 1000 calls a week. Their research is basically a study of preferences: what stations they listen to and prefer. I also use it to test our music, both currents and library cuts."

◀ Bushey added, "The music and formats are planned and studied, but the station is constantly surprising the audience. It is consistent yet spontaneous. We have had the benefit of two consultants, but even more important, the owners and the GM are all former jocks. Plus, we've never forgotten that it's our station first; the consultant is another member of the team."

Bushey is a definite team player: "I've always thought of myself more as a coordinator. I'll even discuss the rough idea of a promotion or format shift with the announcers. It remains my decision, but they feel involved and often have great suggestions for taking the rough edges off an idea."

T-Shirts and Tradeouts

▶ The WBLM team came up with numerous promotions during the spring ratings period, all financed by a promotion budget consisting solely of the profits made from the sale of WBLM T-shirts. "Most of our promotions," Bushey admitted, "were set up as trades for promotional announcements. These included daily giveaways of gift certificates for everywhere from furniture stores to pizza parlors. Also, we gave away an album an hour, 18 hours a day, throughout March. We finished up our first local talent record promotion during the book. We did lots of listener parties to celebrate the coming of spring. We distributed a monthlong calendar of March activities, plus commemorative 10th anniversary Blimp window stickers."

Continued on Page 56



WILD BUNCH — During the recent New Music Seminar, RCA hosted a private party with two of its latest signings, Haysi Fantayzee and the Eurythmics. Pictured (top row, l-r) are WRKI/Danbury PD Buzz Knight, Haysi Fantayzee's Kate Garner, RCA's John Boulos, Haysi Fantayzee's Jeremiah Healy, Annie Lennox of the Eurythmics; (front row, l-r) Eurythmics's David Stewart, RCA's Phil Quarteraro, and WRKI MD Bruce Goldsen.

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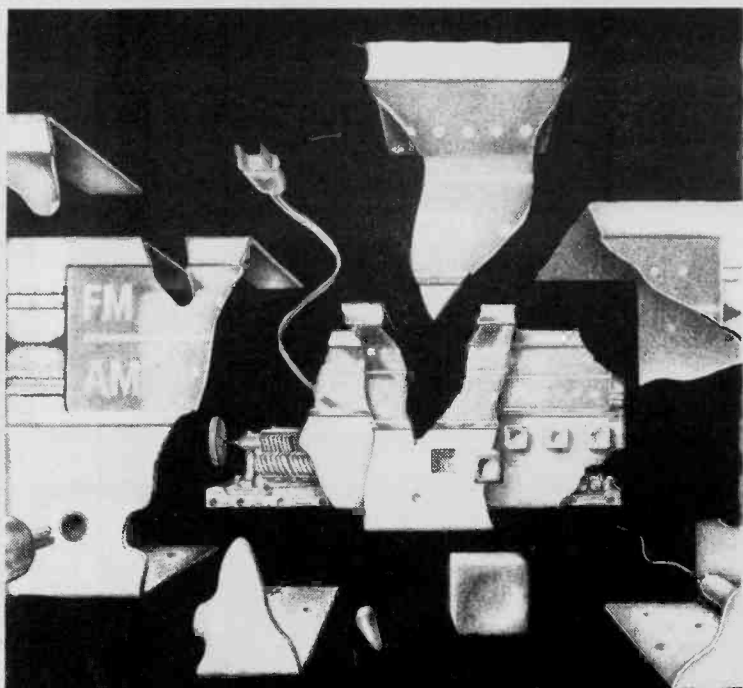
AOR BREAKERS

AOR ALBUMS: 25

AOR TRACKS: 37



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EVOLUTION

Kelli O'Neill is named MD for KAZY/Denver . . . WQFM/Milwaukee signs with Jeff Pollack as consultant . . . Gail Lee exits the Promotion Director post at WMJQ/Rochester . . . Ben Smith appointed MD for WEZX/Scranton . . . Jim Conner upped to PD for KRKN/Anchorage and retains MD duties . . . Bob London leaves MD post at WAQY/Springfield for middays with WPLR/New Haven . . . Doug Brewer exits as MD at WLSQ/Montgomery . . . Cinda Holt returns to the MD post at WZZO/Allentown as Bruce Bond resigns MD post, but will continue parttime at WMMR/Philadelphia . . . Karen Conway appointed News Director for KBCO/Boulder as Mike McLain exits post but retains parttime position . . . Kerry McGuirk upped to FM Production Director at KAZY/Denver. Jamie Durkee promoted to overnights at KAZY/Denver . . . Larry Woodside exits KROQ-FM/Pasadena for weekends at KMET/Los Angeles . . . Tim Scott exits MD post at WRXL/Richmond for middays at KIL0/Colorado Springs effective September 1.

UPDATE

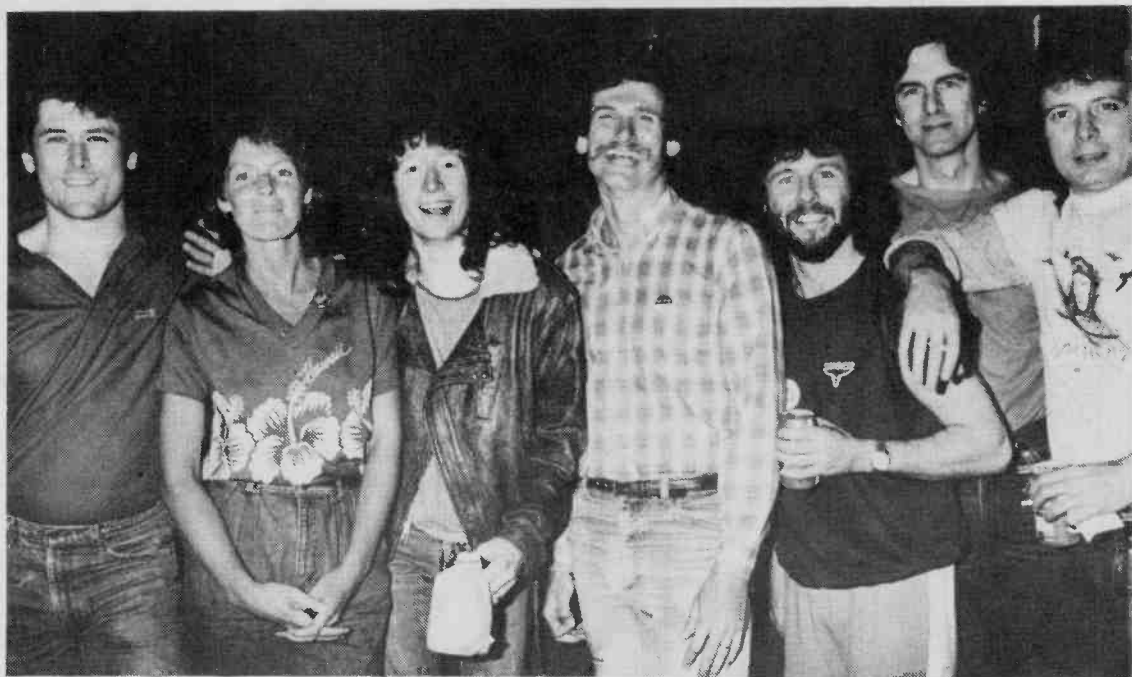
Next fantasy please: KATT/Oklahoma City's Fantasy come true promotion continues; the station just made a winner of a fellow who wanted to come to L.A. as a star. So, the station sent him to a posh L.A. hotel where he was mobbed by 20 hired female "fans." Where can I sign up? . . . This is progress: winners in KMOK/Lewiston, Idaho's latest contest are being picked at random by computer . . . WTUE/Dayton is getting on the better side of local law enforcement by sponsoring a contest in conjunction with the Police. Listeners are asked to pay a compliment to a police officer, then get his name and badge number and submit same to the station. Winners are picked daily to receive Police albums, and one grand prize winner will be flown to New York to see the Police in concert . . . KLOS/Los Angeles played the Tubes in a benefit softball game. In other sports news, KSPN/Aspen co-promoted a tennis benefit for cerebral palsy with tennis stars and Hollywood personalities that raised \$250,000! Nice going, gang. And finally, watch out for Def Leppard — this band is challenging AOR stations to soccer games while on its present American tour, and they're winning every game they play! In their latest match, they bested KEZE/Spokane 5-3, but the real winners were the people who will receive the van full of canned foods that served as admission for the fans who came to see the game . . . Get-well wishes to Y95/Rockford MD Doc Ballje, currently resting after having a kidney stone removed (which a Y95 salesperson instantly dubbed as the "rock of the '80s!") . . . Krokus Kontests: KLAQ/El Paso tied in with a local appearance of Krokus by holding two contests. In an "Eat The Rich" promotion, winners dined with Krokus and were taken to a dress rehearsal of the band. A "Screaming In The Night" contest was then held, with listeners trying out their lungpower over the phones to win a straitjacket autographed by the band . . . KISS/San Antonio is the latest AOR to attempt to

bolster ratings with a five in a row or \$5000 guarantee; the first cash prize was just awarded.

COMING NEXT WEEK: I'll round out the AOR Winners' Circle series by talking with Lee Arnold, PD of WQFM/Milwaukee, about the dangers of modern rock, and Ken Martin, PD at KZEL/Eugene, about how to get #1 numbers in three key demo areas.

CONCERTS & CONVERSATIONS

PRESENTATIONS: Zebra by WOUR/Utica for \$3.96.
GUEST DJs: Bryan Adams, Michael Bolton, Fastway on KATT/Oklahoma City.
CONVERSATIONS: Quiet Riot, Mitch Ryder on KQDS/Duluth . . . Peter Gabriel on WAAF/Worcester . . . Asia, Fixx on WTPA/Harrisburg . . . Eurythmics, Nona Hendryx on KROQ/Los Angeles . . . Santana, Triumph on KPOI/Honolulu . . . Supertramp, ZZ Top on WBCN/Boston . . . Asia on WPYX/Albany . . . Loverboy, Joe Walsh on WMET/Chicago . . . Joni Mitchell, Jorma Kaukonen on KBCO/Boulder . . . Tubes on WPDH/Poughkeepsie . . . Blackfoot on DC101/Washington . . . Bow Wow Wow, Steel Breeze on WEGL/Auburn . . . Ian Hunter on WDHA/North Jersey . . . Shooting Star on KOZZ/Reno . . . Asia, Motorhead on Q107/Toronto . . . Divinyls, Bryan Adams, Iron Maiden, Saxon, Fastway on KFMG/Albuquerque . . . Police on KNCN/Corpus Christi . . . Red Rider, Stevie Ray Vaughan on CHEZ-FM/Ottawa . . . Def Leppard, Uriah Heep, A Flock Of Seagulls, Fixx on K97/Toronto . . . Stevie Ray Vaughan on WOUR/Utica . . . Tubes on WHJY/Providence . . . J.J. Cale on KVRE/Santa Rosa . . . Eurythmics, Men Without Hats on KQAK/San Francisco . . . Joe Walsh on WFBQ/Indianapolis . . . Journey, Iron Maiden on KATT/Oklahoma City . . . Wildlife on WQFM/Milwaukee.



FASTWAY SPEEDS THROUGH SEATTLE — While in Seattle for a concert stopover, KISW sponsored Columbia's Fastway in an autograph party at a local roller rink. Pictured (l-r) are KISW MD Steve Slaton, Don Jay Records rep Jane Kopeckie, band's Dave King, Columbia's Larry Reymann, band's Jerry Shirley, Charlie McCracken, and Fast Eddie Clark.



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PLATINUM ROCK



A 90-minute Special
Exclusively on The Source.
Interviews with all four multi-
talented bandmembers. And,
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Asia's Smash Debut Hits
"Heat Of The Moment"
"Soul Survivors"
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Plus Their Latest
"Don't Cry"
"Never In A Million Years"
"My Own Time"
"The Heat Goes On"
"Eye To Eye"
from Asia's new LP "Alpha"
on Geffen Records.

The weekend of August 26-28

**Sponsored, in part, by
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AOR Picture Page



FIXX-ING IT UP — Partying backstage after a Fixx New York concert were airstaffers from WAAF/Worcester. Pictured (l-r, top row) the band's Jamie West-Oram, Danny Brown and Cy Curnin, WAAF PD Rob Barnett, band's Rupert Greenall, MCA's Roman Marcinkiewics; (bottom row, l-r) band's Adam Woods, WAAF MD Rob Lipshutz, and MCA National Album Director John Schoenberger.



DEF LEPPARD ON TOUR — Continuing their nationwide tour, Def Leppard stopped in at WLLZ while in Detroit for a concert. Pictured (l-r) are band's Rick Savage, WLLZ MD Doug Podell, Promotion Director Dave Scott, band's Steve Clark, WLLZ PD Joe Urblel.



RAMONES GO FISH-ING — Dee Dee Ramone (left) and Johnny Ramone (right) hand-delivered their latest album, "Subterranean Jungle," to KROQ/Los Angeles DJ Jed The Fish (center), pictured here obviously anxious to hear the record.



HENDRIX MEMORIAL — KZOK/Seattle recently concluded a three-year fundraising effort that enabled the city to commemorate local artist Jimi Hendrix with a memorial in the city's Woodland Park. Pictured at the opening ceremony are Al Hendrix, Jimi's father; and KZOK air personality Rick Shannon.



A BURNING SENSATION — What better way to introduce a band named Burning Sensations than over a Texas chili dinner? Pictured at just such an occasion (l-r, standing) are unidentified, Capitol's Bill Barlett and Bob Osborn, KMET staffers Kim Baersch and Nick Loft (l-r, seated) KMET staffer "Raoul," PD Sam Bellamy, MD Hugh Surratt.



BATTER UP — KISW/Seattle challenged Loverboy and Quiet Riot to a "Battle In Seattle" charity softball game. Admission was a can of food, which went to the Seattle food banks. By the way, when the dust settled, the bands were victorious. Pictured (l-r, top row) are CBS merchandiser Tony Grob, Loverboy's Paul Dean, Columbia National Promotion Director George Chaltas, promo rep Larry Reymann, Quiet Riot members Frankie Banali and Kevin Dubrow, unidentified umpire, KISW DJs Gary Crow, Dan Wilkie, John Langen, and Jim Arnold, Loverboy's Matt Frenette, KISW MD Steve Slaton; (l-r, bottom row) Quiet Riot's Carlos Cavazo, Loverboy's Mike Reno and Scott Smith, KISW jocks Mike West, Robin Erickson, Marie LaMarche, and Epic rep Debi Lipetz.



GUITAR NO SMALL PRIZE — A miniature (but fully functional) guitar was the prize in a contest cosponsored by KUFO/Odessa and ZZ Top. Pictured presenting the prize to its winner (l-r) are KUFO PD J. Michael Scott, winner, ZZ Top's Billy Gibbons, KUFO Promotion Director Kim Bengs and publicity assistant Mike Basham.



Z99 SOCKED IN CELEBRITY SOCCER — Z99/Regina challenged Uriah Heep to a soccer game prior to the band's local appearance with Def Leppard; Uriah Heep trounced the station. Pictured after the game (l-r) are station's "Rocker" Walker, Mick Box of Uriah Heep, Z99's Julian James, Uriah Heep's Peter Goalby.



SING ALONG WITH MITCH — Following a recent Philadelphia concert by Mitch Ryder, PolyGram hosted a party that attracted local AOR media and a special guest star. Pictured (l-r) are WZZO/Allentown MD Bruce Bond, WPST/Trenton Asst. PD Tom Cunningham, Ryder, promo rep Fred DiSipio Jr., WYCR/Hanover PD J.J. Randolph, PolyGram's David Leach, WYSP/Philadelphia jock Leslie Patton, WTPA/Harrisburg PD Jeff Kauffman, guest star John Cougar, and WIOQ/Philadelphia jock Ed Sciaky.



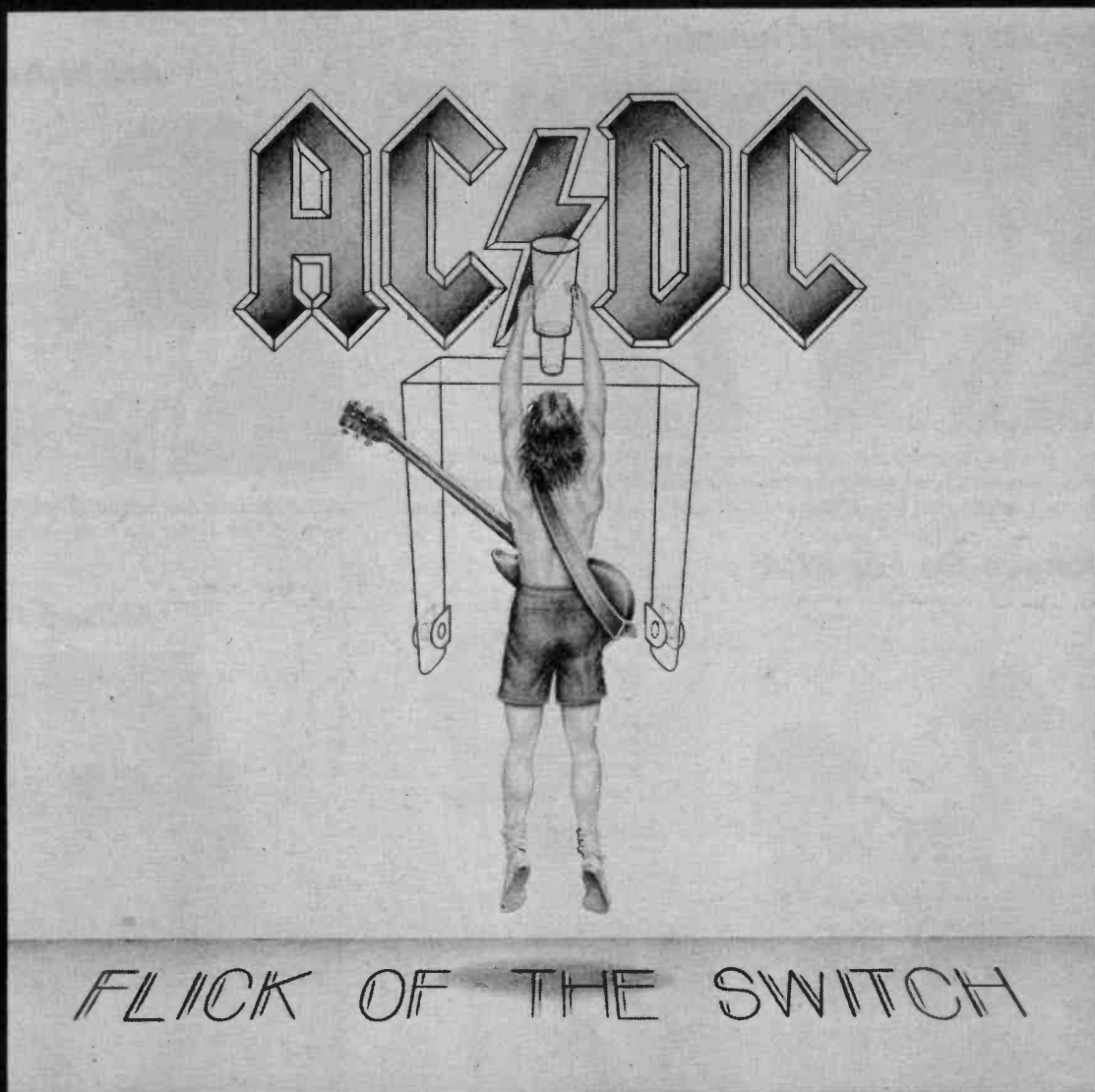
PAYING THEIR RESPECTS — WMMS/Cleveland received a promotional visit recently from Chris DeBurgh (center), who conversed with PD John Gorman (left) and MD Kid Leo (right).



DENVER GETS SCANDAL-IZED — Columbia's Scandal were recent interview guests at KBPI/Denver, also being visited at the time by Randy Brown, PD at fellow Sandusky AOR KEGE. Pictured (l-r) are Columbia's Kevin Knee, KBPI PD Phil Strider, Scandal's Patty Smyth and Tommy Price, KEGE's Brown.

THE NEW ALBUM FROM

AC/DC



UPCOMING U.S. TOUR



ON ATLANTIC RECORDS AND CASSETTES
PRODUCED BY AC/DC

THE PICTURE PAGES

Maiden Form Ranks For "Monster Bash"



Capitol staged a "Monster Bash" for Iron Maiden after the band's recent Long Beach Arena performance. Pictured (l-r) are manager Rod Smallwood, group's Adrian Smith, Capitol VP Walter Lee, group's Steve Harris and Bruce Dickinson, label VP Bob Young, Capitol's Michelle Peacock (partially concealed) and Bill Bartlett, group's Dave Murray and Nicko McBrain, and Capitol's Susan Epstein and Bob Osborn.

Dire Straits In Royal Triumph



WB's Dire Straits played a benefit concert in London for charitable causes under the sponsorship of Prince Charles and Lady Diana. After the show, pictured (l-r) are artistic advisor Pete Townshend, Lady Di (background), Prince Charles, group's Alan Clark (background), Hal Lindes, John Illsley, and Mark Knopfler, and manager Ed Bicknell.

Bongos Go For RCA



RCA has officially announced its signing of the Bongos. Pictured (l-r, back) are RCA VP Greg Geller, group's James Mastro, RCA's Nancy Jeffries, group's Richard Barone, and RCA VP/USA & Canada Don Ellis; (l-r, front) group's Frank Gianinni and Rob Morris.

Seger Sighted With Capitol Staffers



After a recent performance, Capitol's Bob Seger was greeted by Capitol and EMI executives. Pictured (l-r, standing) are EMI-UK's Geoff Bywater, Capitol's Michelle Peacock and Doreen D'Agostino, Seger, label's Stephen Gelber and Maureen O'Connor, and EMI's John Cavanagh; (l-r, front) EMI's Martin Haxby and Alison Lewis.

PolyGram Sees Summer Set



Donna Summer recently played Resorts International in Atlantic City, and PolyGram executives were out in force for the show. Pictured (l-r) are PolyGram's Michael Kidd and Jerome Gasper, Sr. VP Harry Losk, Summer, label's Ernie Singleton, and Sr. VP Shelly Rudin.

Arista Adds Jermaine



Arista Records has signed Jermaine Jackson, who is aiming for a fall release with his first LP for the label. Jackson is pictured (left) with Arista President Clive Davis.

Milsap In New York



RCA's Ronnie Milsap recently played Long Island's Westbury Music Fair. After the show, Milsap was pictured (left) with RCA/Nashville VP Joe Galante.

Men Without Hats With Backstreet



Backstreet Records executives flew to New York to catch Men Without Hats when the group performed at the Ritz recently. Pictured (l-r) are group's Alan McCarthy, label's Michael Goldstone, group's Stefan and Ivan Doroschuk, producer/manager Marc Durand, group's Colin Doroschuk, and Backstreet President Danny Bramson.

SHEENA EASTON



“Telefone (Long Distance Love Affair)”

From the LP, Best Kept Secret. ST-17101
Produced by Greg Mathieson & Jay Graydon.

KAJAGOOGOO



“Hang On Now.”

From the LP, White Feathers. ST-17094
Produced by Colin Thurston and Nick Rhodes.

THE COCONUTS



“If I Only Had A Brain.”

From the LP, Don't Take My Coconuts. ST-17097
Produced by August Darnell for Brindisi Reef Productions.



Available on EMI America Records & High-Quality XDR Cassettes.

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THE PICTURE PAGES

RCA's Orrall Contract



RCA has directly signed Robert Ellis Orrall, who was previously affiliated with the Why-Fi label (no longer distributed by RCA). Pictured reviewing Orrall's new video are (l-r) RCA VP-USA & Canada Don Ellis, Orrall, manager Vince Mauro, VP Greg Geller, and lawyer Robert Epstein.

PolyGram Powwow



PolyGram executives met with some of the company's new artists at the recent New Music Seminar in New York. Pictured (l-r) are PolyGram's George Meier, artists Mari Wilson and Cristina, label's Linda Walker, and artist Peter Godwin.

Capitol Greet Ashford & Simpson



Capitol executives were out in force to greet Ashford & Simpson at the duo's Greek Theatre/L.A. performance. Pictured (l-r) are Nickolas Ashford, Capitol VP Varnell Johnson, Valerie Simpson (front), label's Kick Van Hengel and Rusty Moody, EMI Music Video's Bob Hart, and Capitol COO Don Zimmermann.

Manilow Hour



Arista's Barry Manilow opened the new Pacific Amphitheatre in Costa Mesa, CA. He's pictured (left) with Arista VP Neil Portnow.

Mitch Makes A Video



Riva/PolyGram's Mitch Ryder filmed his "When You Were Mine" video with Julien Temple, director of the Sex Pistols' film and a number of rock videos. Pictured at the session are (l-r, seated) Ryder and Temple; (l-r, standing) band members Mark Gougeon and Michael Read, PolyGram's Drew Murray, PolyGram VP Len Eppard, band members Rick Bennick and Tim Barry, Riva VP Russell Shaw, and video producer Simon Fields.

Mangione Meeting



Columbia executives turned up backstage to greet Chuck Mangione on the occasion of his Universal Amphitheatre/L.A. performance. Pictured (l-r) are Columbia's Wayne Edwards, Debbie Newman, and Michael Johnson, Mangione, Columbia VP Bob Wilcox, and label's Bob Garland.

Solar Goes To Collage



Solar executives visited with Collage between shows recently in L.A. Pictured (l-r, rear) are group's Lee Peters, Dean Boysen, Ruben Laxamana, and Emilio Conesa, Solar President Ray Harris, and group's Ross Wilson, Melicio Magdaluyo, Kirk Cumpler, and Albert DeGracia; (l-r, front) Solar VP Virgil Roberts, group's Richard Aguon, and manager Marty Hom.

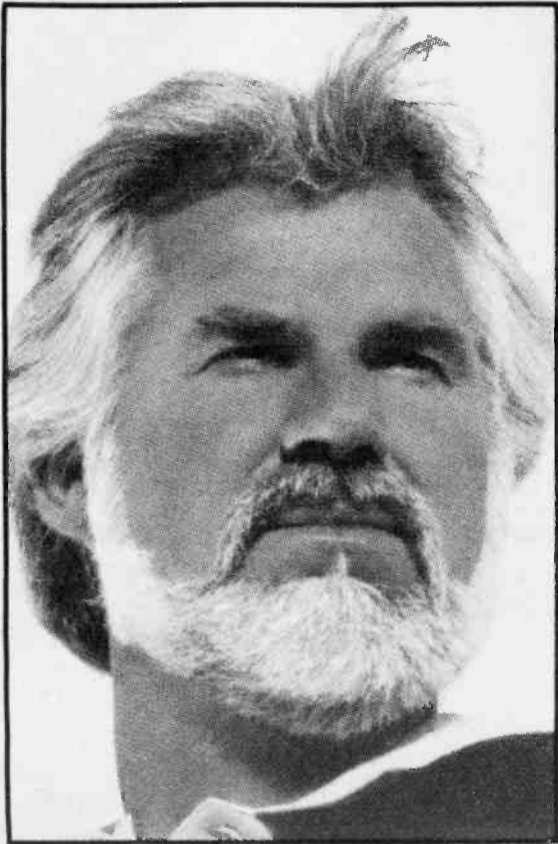
Deco On Qwest



Qwest/WB has signed Deco, with a single called "Fresh Idea" set for release this month and an album of the same title to follow. Pictured (l-r) are Qwest principal Quincy Jones, producer Ollie Brown, group's Zane Giles and Phillip Ingram, and Qwest Exec. VP Ed Eckstine.

VERY

NEW & ACTIVE



KENNY ROGERS

"ISLANDS IN THE STREAM"

Duet with Dolly Parton

FIRST WEEK:

CHR NEW & ACTIVE

CHR

ONE OF THE MOST ADDED

Over 81 Adds This Week Including:

B104	KEARTH	WKEE	WCSC	WZYP	WNAM	KOMO
WKBW	KIQQ	WLAN-FM	KITE	Y103	KIHK	KHOP
B94	KYUU	WHFM	WDOQ	WOKI	WKFR	K96
94Q	WTRY	WPST	WNFI	G100	KOKO	KJRB
Z93	K104	WKRZ-FM	WRQK	WHHY-FM	KRAV	
Q105	WYCR	WBBQ	WANS-FM	KRGV	WHOT	

#1 Most Added!

A/C

A/C **BREAKERS**

From Kenny's RCA Debut Album

"EYES THAT SEE IN THE DARK"

KENNY ROGERS with DOLLY PARTON
Islands In The Stream (RCA)

46% of our reporters on it. Rotations: Heavy 2/2, Medium 28/28, Light 29/29, Extra Adds 3, Total Adds 62 including WFBR, GR55, WPIX, WTAE, WSB-FM, KVIL-FM, WCLR, WISN, WCCO, KS94, KHOW, KOY, V100, WGY, WBT, 55KRC, KEX, and 45 more. Debuts at number 26 on the A/C chart.

Produced by Barry Gibb, Karl Richardson*, and Alby Galuten* For Karlbhy Productions

Management: Ken Kragen

RONNIE MILSAP

"DON'T YOU KNOW HOW MUCH I LOVE YOU"



CHR SIGNIFICANT ACTION

WNBC deb 27	WOMP-FM add	WNVZ 40-38	KXX106 on			
KYUU add	13FEA add	WSEZ 39	WCSC on	WZPL on	WJBQ on	FM99 on
WKEE add	WQLT add	WNAM 40-37	WNFI on	WHOT on	WISE on	99KG on
Y103 add 28	WAEV add	KJRB 21-17	94TYX on	KHOP on	KISR on	KENI on
KITY add	KQWB add	WFLB 39-29	G100 on	WFOK on	WFOX on	KCDQ on
KTSA add	WJDX 39-35	WXLK deb 40	WHHY-FM on	WIGY on	KILE on	KDZA on
WKDQ add	FM100 32-29	WYCR on	KRGV on	WIKZ on	KVOL on	
WKFR add	WTIX deb 40	WKRZ-FM on	KROK on			

Look for RCA's Newest Hit Group from the U.K.,
JoBOXERS' Forthcoming Single
"JUST GOT LUCKY"

RCA



THE PICTURE PAGES

Capitol Aims To Break Bone



Capitol has signed Bone Symphony, with a single just out and a mini-album to follow in the fall. Pictured (l-r) are manager Mark Meinhardt, Capitol's Thom Trumbo, group's Scott Wilk, Marc Levinthal, and Jakob Magnusson, and Capitol VP Don Grierson.

Alcatraz Escapes To Rocshire



Rocshire Records has signed Alcatraz, featuring former Rainbow vocalist Graham Bonnet. Pictured (l-r) are group's Gary Shea and Yngwie Malmsteen, Rocshire President Gary Davis, group's Jimmy Waldo and Jan Uvena, manager Andy Trueman, and (seated on phone) Graham Bonnet.

RCA In Tease In L.A.



RCA's Tease played L.A. club the Roxy, and were visited backstage by label executives. Pictured (l-r) are actor T.K. Carter, group's Rex Salas, Arista's Ray Parker Jr., RCA's Tony Wells, group's Kipper Jones, producer Ollie Brown, RCA VP Paul Atkinson, and group's Josef Parsons, Cornelius Mims, and Thomas Organ.

Twin Towers Signs Papa Doo Run Run



The newly-formed Twin Towers Co. has signed Beach Boys-styled modern surf band Papa Doo Run Run. Pictured in the studio are (l-r, seated) TTC co-owners Mike Dixon and Paul Freeman and group's Jim Shippey; (l-r, standing) guest performer John Stamos, TTC's Silke Elder, and group's Jim Rush, Steve Dromensk, Don Zirilli, and Steve Barone.

E/A Earns Schilling



Elektra/Asylum has signed German artist Peter Schilling, with his "Major Tom" single just out and an album set for August. Pictured threatening to set fire to a master tape are (l-r) backing guitarist Armin Sabol, Schilling, WEA Germany's Frank Dietrich, and E/A's Victor Chirel.

McGavren Endures Reconstruction



Employees of the McGavren Guild rep firm were awarded survival kits consisting of a hard hat, a sweatshirt, and a lunch pail after working their way through several weeks' construction at the company's New York office. The hardy rep crew is pictured in full regalia outside the office.

Columbia Jazz Summit



Columbia held a reception in New York for its jazz artists. Pictured (l-r) are Journey's Steve Smith (who has a new solo LP), Columbia VP Vernon Slaughter, Weather Report's Omar Hakim, Herbie Hancock, and Columbia VP Ray Anderson.

SOME GUYS GET ALL THE BREAKS:

CHR BREAKER.



GEORGE BENSON

**“Lady Love Me
(One More Time)”**

Produced by Arif Mardin

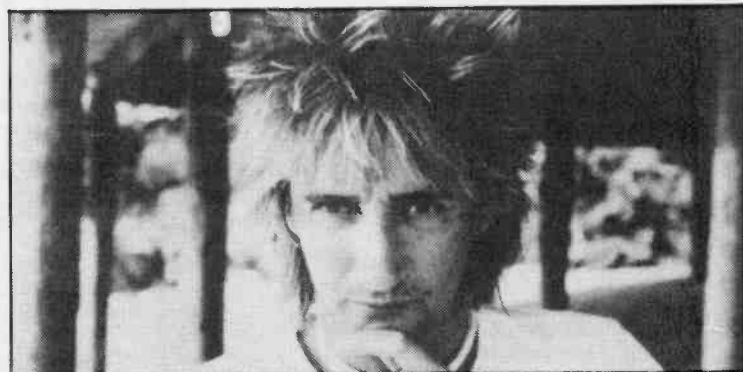
Management: Fritz-Turner

**FROM THE MOST DISTINCTIVE VOICE
IN CHR...A BRAND NEW SMASH!**

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WPHD	KMJK	WQID	WKDD	KHOP	WERZ	KVOL	KBIM
WABX	XTRA	WCSC	WNAM	KSKD	WZYQ	KNOE-FM	
KBEQ	KNBQ	KITE	WZZR	KHYT	WJBQ	WPFM	
WLOL-FM	WKEE	WNFI	WZPL	WFBG	KQIZ-FM	FM99	
KIMN	WKFM	KSET-FM	WJXQ	WGUY	WISE	WBWB	
Q103	WRCK	94TYX	KEYN-FM	WIGY	WJAD	KKLS	
KFI	WKRZ-FM	KBFM	WHOT	WOMP-FM	WFLB	KCDQ	

ROD STEWART

**“What Am I Gonna Do
(I’m So In Love With You)”**



Produced by Rod Stewart, Jimmie Lovine & Tom Dowd

Manufactured and Distributed



by Warner Bros. Records

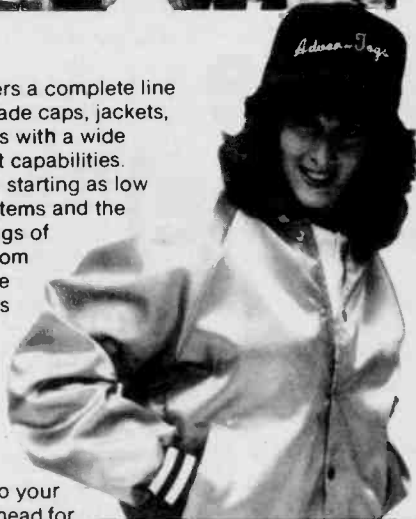
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Adver-Togs offers a complete line on American made caps, jackets, shirts and shorts with a wide range of imprint capabilities. With minimums starting as low as 12 on some items and the additional savings of buying direct from the factory these quality premiums become very affordable.



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Specially priced for your most budget conscious promotions.



Disk Jockey Comedy

Hilarious 30-90 sec. comedy bits — 25 pages per month delivered to your mouth. For sample & info on FREE book of 100 Funny Commercials, write **HYPE INK** . . . Box 69581 . . . LA, CA 90069

FREE SAMPLE!

...FROM DIAL-LOG,
Radio's complete show prep service!

In radio, you move up or move out of the way. Our subscribers move up!

HUMOR, CONVERSATION, CALLS, CALENDAR & MORE.

Write on station letterhead or call!



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

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6 Insertions	\$45.00
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Radio's most complete personality biweekly. Current artist Bio & update, record facts, daily calendar/almanac, trivia, etc. Send for sample on ALL AIRSHIFT READY! station letterhead: Box 20093R, Long Beach, CA 90801

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Jingles for **CHR, A/C, AOR, Country, and Oldies**. Stretch your jingles budget further with our full line of musical themes. For free demo and details call or write us.

RADIO PLACEMENT

If you are currently employed, but thinking of improving your position, or if you are "in between and looking," **NBTC** can help. All air personnel, male and female. For confidential details, including registration form, enclose \$1.00 postage and handling to:

NATIONAL BROADCAST TALENT COORDINATORS
Dept. R, P.O. Box 20551, Birmingham, AL 35216
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Contemporary COMEDY

Hundreds renewed again!
Free sample!

Write on station letterhead to
Contemporary Comedy
5804-D Twineing
Dallas, TX 75227

NEW!

The Overnight Handbook

brought raves in early release! TIC-FM's Jim Cutler has packed it full of usable ideas. A must for the "graveyard shift." Send \$12.95 to Overnight Radio Handbook, PO Box 3878, Hartford, CT 06103.



THE FUNNY BUSINESS

"Guaranteed To Be Fairly Funny Or Else"

Willy N. Able, CKOK . . . "Your comedy drop-in and SFX Library is sure funny and it's great for attracting female type women." Send a measly \$50 for your:

THE FUNNY BUSINESS

210 Hollywood St., Fitchburg, MA 01420 (617) 342-1074

CHUCK BUELL'S



TIMBERLINE PRODUCTIONS

Box 9541 So. Station, Denver, CO 80209
(303)756-9091

Do your weekends sound like every other station? Highlight it inexpensively with well-known personality **Chuck Buell** and a strong specialized program. Each week 3 hours of the hits from the 50's, 60's & 70's and the stories behind them. Send or call for your demo tape today.



"Phantastic Phunnies"

Highly Respected! Hilarious! Original!
Proven worldwide audience builder!

'Quick-quip,' Topical Humor!! Introductory month's 500 topical one-liners and 'BONUS'...Just \$2.00!! Phantastic Phunnies, 1343-A Stratford Drive, Kent, Ohio 44240.

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NEW for today's radio personality. Topical stories, music people, trivia, calendar and more. Write on station letterhead for a free sample issue.

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RADIO'S MOST RESPECTED
DJ GAG SHEET SINCE 1970

Jim King, WGCL: "You sure helped me in '82. Looking forward to more of the same this year!"

FOR FREE SAMPLES WRITE

The Electric Weenie, P.O. Box 25-866
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The Programming and Promotion Planning Book

Proven Programming Techniques
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THE BOOK INCLUDES: "The Calendar of Memorable Information." A daily calendar of birthdays, interesting facts and memorable events for September, October, November and December. Your DJs can use this timely information for show prep and on-air work.

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- Critique Your Total On-Air Sound
- Plus: What to Do When the Arbitron Comes In

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Tax and Delivery Included

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STRAIGHT TALK about radio and a PERSONAL PROFESSIONAL CRITIQUE by a top LA pro could get your career off the ground. Send resume, cassette of your show and \$15 for CRITIQUE and your copy of STRAIGHT TALK to Sea Cove Publishing, 2063 Via Concha, San Clemente, CA 92672

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Hiney Wine that is . . .
 Hilarious proven ratings booster.
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FREE SAMPLE ISSUE
 of radio's most popular humor service
 For sample, write on station letterhead to: **O'Liners**
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The radio and record industries are big markets to cover with a limited sales force. So why not put R&R Marketplace to work for you?
 It's a sure way to generate qualified sales leads.
 Just call **PAM** at (213) 553-4330
 for more information.

Opportunities

Openings

EAST

Accepting T&Rs for mature-sounding male or female for possible future openings. Send: Morris Thomas, PD, WETT, Box 717, Ocean City, MD 21842. EOE M/F (8-19)

Drivetime opening. Funny, entertaining, creative. T&R: Bill Nosal, WCCC-FM, 243 S. Whitney, Hartford, CT 06105. EOE M/F (8-19)

13FEA/Manchester has immediate openings for mature Contemporary communicators. Cassettes & resumes: Rick Ryder, Box 5300, Manchester, NH 03108. EOE M/F (8-19)

50,000-watt Contemporary Mid-Atlantic FM accepting applications for future openings. Excellent opportunity for up-and-coming jock. Several nationally recognized programmers have been with our group. Compensation is fair. Region is great. Reply to Radio & Records, 1930 Century West, #525, Los Angeles, CA 90067. EOE M/F

PD/afternoon drive communicator wanted for Boston Country station. T&R: Duncan Stewart, WDLW, Box 1330, Waltham, MA 02254. EOE M/F (8-19)

WTLB & WRCK expanding news department. Immediate openings for diggers, writers & anchors. T&R & salary requirements: Art Levy, WTLB & WRCK, Box 781, Utica, NY 13503. EOE M/F (8-19)

Washington, DC's rising star. WEZR: On-air fulltime opening. Join staff of EZ Communications newest success story. T&R: Chuck Tyler, WEZR, 10380 Democracy, Fairfax, VA 22030. EOE M/F (8-19)

Vermont's top A/C seeks responsible weekend air talent. Must relate solid local content within tight format. T&R: Rick Joyce, WCFR, Box 800, Springfield, VT 05156. EOE M/F (8-19)

Announcers with 2-5 years experience. Willing to relocate to major market. Unusual accents desirable, not necessary. T&R: Box 1023, East Orleans, MA 02643. EOE M/F (8-19)

Immediate openings at FM CHR station & sister AM Country station. T&R: Ken Silva, WECM, 221 Washington St., Claremont, NH 03743. EOE M/F (8-19)

98YCR/York is searching for smooth, bright, personable morning drive air talent. Production experience necessary. T&R: Mark Richards, 98YCR, Box 234, Hanover, PA 17331. EOE M/F (8-19)

Northeast Top 50 market CHR needs dynamic, entertaining morning personality to push station over the top. Must be prepared to do outside stunts and promotions. Looking for someone wanting to make a step up. Rush cassette, resume and salary requirements to: Radio & Records, 1930 Century Park West, #524, Los Angeles, CA 90067.

Full, parttime DJs for WNNJ, Northern New Jersey's "station of the stars." T&R: GM, WNNJ, Box 40, Newton, NJ 07860. EOE M/F (8-12)

Opening for experienced production talent & midday Easy Listening personality. Mature voice required. T&R: Chris Lucas, WGCH, 1490 Dayton, Greenwich, CT 06830. EOE M/F (8-12)

SOUTH

WNOO/Chattanooga is looking for young, experienced, format-oriented jocks for R&B. Newspeople also. No calls. T&R: Box 5156, Chattanooga, TN 37406. EOE M/F (8-19)

Programmer with ratings track-record who would like a bonus based on ratings increase & future with growing Sunbelt radio group. Call Ken (318) 938-7927, (409) 789-2475. EOE M/F (8-19)

WDIA/Memphis needs experienced newsmen. T&R: ND, Box 12045, Memphis, TN 38112. EOE M/F (8-19)

Openings

TALK HOSTS and NEWSPEOPLE

We are looking for talent for all markets. NO FEE. Send cassettes and resume to: IRA APPLE AND ASSOCIATES, Box 5631, Baltimore, MD 21210.

100,000-watt CHR FM in FL seeks creative production director with desire to win. T&R with best work: Mr. Phillips, 419 E. Gore St., Orlando, FL 32806. EOE M/F (8-19)

Top news department in WV. Need enthusiasm, hard nose, & experience. Apply: Clint McElroy, Box 2288, Huntington, WV 25701, (304) 525-7788. EOE M/F (8-19)

Lifetime Dream

To live in Austin, Texas, one of America's great cities. To work at KHFI (K-98) . . . a great radio station with dynamite numbers. We are still looking for "that" person to replace our outstanding morning personality. If you are warm, humorous, topical with strong ad-libs and have a one-to-one personality, you could be the person we are looking for. Proven numbers in morning drive will be given first preference. K-98 is CHR . . . send T&R to Roger Garrett, 1219 W. 6th, Austin, TX 78703. EOE

New 89.4-FM, KEZB/EI Paso, searching for afternoon drive air personality. No screamers. T&R: Ron Haney, KEZB Radio, 1200 Golden Key Cir., #440 El Paso, TX 79925. EOE M/F (8-19)

WSFL, 100kw CHR now accepting T&Rs for future openings. Send: Scott Kerr, Box 3436, New Bern, NC 28560. EOE M/F (8-19)

#1 and growing! 100kw sunbelt modern Country seeks top notch PD. Facilities and programmers dream. The only thing we care about is that you have the drive, confidence and ability to be #1. Send tape, resume & letter of introduction to: Radio & Records, 1930 Century Park West, #521, Los Angeles, CA 90067.

KAFM/Dallas has parttime weekend opening. T&R: Pete Thompson, 12700 Park Central Dr., Ste. 512, Dallas, TX 75251. EOE M/F (8-19)

RADIO: Sunbelt Operation

Looking for high energy announcer for '50s, '60s format. Please send resume and tape to: Radio & Records, 1930 Century Park West, #520, Los Angeles, CA 90067.

New T94 100kw FM, new facility, great benefits, good salary. Top 40/CHR. T&R: Marty Osborne, WJST-FM, Box 880, Panama City, FL 32401, (904) 785-9292. EOE M/F (8-19)

PD for a Modern Country AM in Greenwood, MS. T&R & picture: Reggie Jordan, Box 9, Kingsport, TN 37662. EOE M/F (8-19)

Openings

All-star Country accepting T&Rs for on-air positions. Team-players only. T&R: Kevin Alexander, KWKC, Box 2201, Abilene, TX 79604. EOE M/F (8-19)

Needed immediately! Air talent, A/C, Top 40. Top 25 market. T&R: R.K. #102, Burkhardt/Abrams, 6500 River Chase East, Atlanta, GA 30328. EOE M/F (7-22)

Your Chance To Own A Market

Major group-owned 100,000-watt Southeast AOR seeks aggressive, adult-oriented morning mouth. Must have proven track record and be willing to work your butt off to nail down #1 position. No screamers — only serious-minded professional communicators need apply. Send T&R: Radio & Records, 1930 Century Park West, #526, Los Angeles, CA 90067.

Looking for newshound to get inside stories. Be NDI if that's you, we want your T&R ASAP: Bob Wright, B100-FM, Box 4700, Wilmington, NC 28406. EOE M/F (8-19)

RADIO HELP WANTED

New Adult Contemporary in major Southwest market accepting tapes and resumes for all on-air positions. Excellent salaries and benefits. Tapes and resumes with references: Talent, P.O. Box 27701 — 386, Houston, Texas 77227. EOE M/F

Hot FM, medium market opportunity. Morning announcer sought. CHR experience. Above average money for above average talent. T&R: Box 26, Louisville, KY 40201. EOE M/F (8-12)

WIVY-FM seeks top notch News Director. 4 years minimum experience in on-air news reporting required. Excellent benefits, Infinity station, and chance to live in sunny Florida. Females encouraged to apply. T&R to News Position, WIVY, 3100 University Blvd., Jax, FL 32216. EOE

WXQR-FM AOR & WLAS(AM) Country is expanding news department. If you eat, drink, sleep local news, rush T&R: Kris Kelly, Box 760, Jackson, NC 28541. EOE M/F (8-12)

WHSL 97-FM, a 100,000 watt regional CHR with parallel status is looking for a talented, innovative evening personality with CHR or AOR experience. This is your chance to work for a great station and live at one of the biggest beach/resort areas on the East Coast. Good production is a must. Send tapes and resume to: David A. Foster, Program Director, WHSL 97-FM, P.O. Box 3368, Wilmington, North Carolina 28406 or phone after 2pm Wednesday — Friday at (919) 791-9083. An Equal Opportunity Employer, Jefferson Pilot Broadcasting Company.

Your gateway to the majors lies at top CHR, KTAW-FM. Experienced only. Females encouraged. T&R: Dwaine Luna, 3808-B Old College Rd., Bryan, TX 77801. EOE M/F (8-12)

WTIX is looking for a midday pro with a programming background. T&R & salary requirements: Bob Mitchell, 332 Carondelet St., New Orleans, LA 70130. No calls! EOE M/F (8-12)

Odessa/Midland's #1 CHR rocker needs a slightly crazy 7-midnight personality. Enjoy the west Texas sun during the day & rock your socks off at nite! Tape/resume/photo to: John Clay, KRIG Radio, P.O. Box 4312, Odessa, Texas 79760. EOE Women & minorities encouraged to apply.

MIDWEST

Country/Farm AM looking for production/air talent with writing ability. T&R: KBUF, Neel Cox, Box 798, Garden City, KS 67846. EOE M/F (8-19)

Openings

Opening for afternoon news anchor. Must have good delivery & knowledge of covering local news. T&R: KSO Radio, 3900 N.E. Broadway, Des Moines, IA 50317. EOE M/F (8-19)

Programming Opportunity

Possible for right person. Good announcing, production skills, knowledge of "magic-type" A/C format, strong people-oriented management skills. Post-A/C programming victories, ability to work with a consultant needed. Excellent facilities, salary benefits, bonus and promotional budget. Send tapes and resumes to Radio & Records, 1930 Century Park West, #527, Los Angeles, CA 90067. EOE M/F

Warm, personable, conversational news personality. T&R ASAP: Pam Finn, K-LITE, 2814 Quail Plaza Dr., Oklahoma City, OK 73120. EOE M/F (8-19)

FUTURE OPENINGS

WTTS is accepting resumes for FUTURE openings for fulltime positions of dee-jay and news reporter/announcer. Send resume and air check tape to Charlotte Webb, WTTS, 535 S. Walnut Street, Bloomington, IN 47401. Tapes cannot be returned. EOE

Adult AOR WCPZ/Sandusky seeks ambitious, hard-working newsmen. Conversational lifestyle delivery a must. T&R: Bob Bedi, Box 1390, Sandusky, OH 44870. EOE M/F (8-19)

COUNTRY PD

Medium market. Agency-level production skills, teamwork leader. Successful group just purchased station. T&R to: Doug Whitman, KNWA-FM, Box 1192, Fayetteville, AR 72702. EOE M/F

General Sales Manager K95FM Tulsa

Tulsa's stereo country seeks an accomplished sales executive ready to develop and carry out sales policies and motivate our dynamic sales team.

If you have The Best knowledge of broadcast sales, promotion and research with organizational skills to match, write: Bob Backman, Vice President, General Manager, K95FM, Tulsa, OK 74119. Katz Broadcasting is an Equal Opportunity Employer.

KATZ BROADCASTING COMPANY
 America's Employee Owned Broadcast Group
 A SUBSIDIARY OF KATZ COMMUNICATIONS INC



Katz. The best.

Opportunities

Openings

KRVR/Davenport, IA is looking for a bright, up-sounding individual with production skills. T&R: KRVR, 1706, Brady, Davenport, IA 52803. No calls. EOE M/F (8-19)

Need immediately! Morning drive team, news anchor with talk ability. Writing & field reporting involved. T&R: ND, WERE, 1500 Chester Ave., Cleveland, OH 44114. EOE M/F (8-19)

Newsperson needed: Strong delivery for newblock anchor & aggressive reporter who can beat the best on the street. T&R, writing samples, salary history. Howard Monroe, WOMP, Bellaire, OH 43906. EOE M/F (8-19)

Anchor/reporter for growing staff. Minimum 2 years experience. T&R and writing samples: Ann Cummins, KKJO, Box 166, St. Joseph, MO 64502. EOE M/F (8-19)

Personality/Humor/Style

Large major market AM has immediate opening for proven morning talent. The ability to work with phones a must. Major broadcast group. Rush tape and resume to: Radio & Records, 1930 Century Park West, #522, Los Angeles, CA 90067. EOE M/F

WTCJ/Tell City has opening for bright, creative night jock. Will consider male or female. T&R: Ron Phillips, Box 250, Tell City, IN 47586. EOE M/F (8-19)

Opening for experienced news anchor/reporter currently in Midwest. No calls. T&R: Bob King, ND, WIBA-AM & FM, Box 99, Madison, WI 53701. EOE M/F (8-19)

NEWS DIRECTOR

Medium market. Experienced at digging, writing local news. Prefer conversational newscasting. T&R to: Doug Whitman, KNWA-FM, Box 1192, Fayetteville, AR 72702. EOE M/F

KARN/Little Rock is looking for night talk host. Contact Chuck Martin (501) 661-7521. EOE M/F (8-12)

Chicago's 94FM WLAK is seeking a voice for its new "Love Songs" format. This Pop/Adult sound requires a warm and friendly style. Send T&R to Jack Taddeo, PD, WLAK 94FM, 233 S. Wacker, Chicago, IL 60606. EOE M/F WLAK is a Viacom station.

Afternoon newspaper with strong lifestyle-news interest. Must have good writing ability. Contact: James Banzer, KOFM, Box 14806, Oklahoma City, OK 73113. EOE M/F (8-12)

WEST

Country FM 40 miles from Tucson needs morning personality. \$1000/mo. No beginners or PD-types. KAVV, Box 42977, Tucson, AZ 85733. EOE M/F (8-19)

One of America's great, legendary radio stations needs America's best midday personality. Relating, involvement, proper use of telephone, are necessities. Top 40 market. Send tapes, resumes, references, recent photo to Radio & Records, 1930 Century Park West, #528, Los Angeles, CA 90067. EOE M/F

Authoritative, big-voiced newspaper wanted yesterday. Must have news credentials. T&R: Doug Shane, PD, KVEG, 1555 E. Famingo, Ste. 435, Las Vegas, NV 89109. EOE M/F (8-19)

Communications Sytems II is currently accepting applications for future "on-air" positions. Excellent salary and benefits. If you are interested in a job with stability and an opportunity for advancement, send tapes and resume to Tom Dixon, 300 North 25th Street, Billings, Montana 59101.

KHQ-FM/Colorado Springs seeking T&Rs for future openings in AM drive & others. T&R: John T. Howard, Box 431, Manitou Springs, CO 80829. EOE M/F (8-19)

KIMN/Denver needs parttime air talent. T&Rs for future openings to Doug Erikson, 5350 West 20th, Denver, CO 80214. No calls. EOE M/F (8-19)

Summit Country's KLGK has entry level positions in news & production. T&R: Neal Jones, Box 7069, Breckenridge, CO 80424. Females encouraged. EOE M/F (8-19)

Future opening, AM drive, quality-oriented company. Record Plant Broadcasting. No beginners. T&R & salary requirements: Len Jarvela, KXGO, Box QQ, Arcata, CA 95521. EOE M/F (8-19)

Openings

Seeking experienced one-to-one communicator. T&R & salary requirements: Greg Edwards, KDIG & KBON, Box 5066, San Bernardino, CA 92412. No calls. EOE M/F (8-19)

Audio Engineer

Self-motivated and talented for nationwide music production firm based in L.A. Programming experience desirable. Salary commensurate with experience. Send tapes & resumes to Radio & Records, 1930 Century Park West, #529, Los Angeles, CA 90067.

Hot Country station seeks creative talent. Bucks and benefits with growth-oriented organization. T&R: Rick Johnson, KUUY, Box 926, Cheyenne, WY 82001 or (307) 632-0551. EOE M/F (8-19)

Top-rated CHR needs morning drive & evening personalities. Good salary, paid health, dental, profit sharing. T&R: John Ramsey, KKAZ, Box 926, Cheyenne, WY 82001. EOE M/F (8-19)

Reporter/anchor with ability to handle sports assignments. T&R: Newsroom, KPAY, 2654 Cramer Lane, Chico, CA 95926. No calls. EOE M/F (8-19)

Production manager for Modern Country FM. Excellent voice. Copywriting required. T&R: Al Gordon, GM, KWJ, 7351 Lincoln Riverside, CA 92504. EOE M/F (8-19)

KYNO (AM) seeking morning legend. Must also be able to localize & communicate with listeners & staff. T&R only: Wayne Decker, KYNO, 2125 N. Barton, Fresno, CA 93703. EOE M/F (8-19)

96FM KYNO-FM appreciates all the calls, the tapes, and the resumes that we have received. If I didn't have a chance to call you personally and thank you, please accept this apology. We have currently filled our very rare opening, however I will keep all tapes and resumes for future reference. I taped the calls, but 18 minutes are missing. Again thanks to all of you. John Lee Walker, KYNO-FM Vice President/Programming.

New Santa Barbara CHR looking for air talent. T&R: 1919 State St., Santa Barbara, CA 93101. EOE M/F (8-12)

Female Host

Needed for new nationally syndicated radio feature. Working knowledge of Country music and artists a must. Send voice tape or aircheck A.S.A.P. to: Radio & Records, 1930 Century Park West, #523, Los Angeles, CA 90067.

Experienced newspaper for Reno station. T&R: C. Odessky, Box 5792, Reno, NV 89513. Females encouraged. EOE M/F (8-12)



We need:

- 1. A creative ADULT ENTERTAINER for p.m. drive.
- 2. A PRODUCTION ARTIST with exceptional ideas.

We're willing to pay the dollars it takes for the right person.

Reply in confidence with tape, resume and salary history to:

Mike Todd
KEXO
Valley Federal Plaza
225 N. 5th Street, Suite 1016
Grand Junction, Colorado 81501
EOE/MF
A member of the Donrey Media Group

Positions Sought

Creative production, excellent knowledge of Country music. Female, 7 years of experience medium market. Looking for production or airshift. (804) 740-1926. (8-19)

Looking to move up. Have done mornings, afternoons & evenings in AOR. Call DOUG, before 10am CST. (205) 834-3684. (8-19)

I programmed Chattanooga's WDDO-FM from 9.2 to 18.4 in 16 months. Want to do the same for a California Country station. CHARLIE CHAMPION (615) 875-8205. (8-19)

One of America's most experienced, creative radio personalities is available. Call (305) 937-7027 anytime! (8-19)

The original JIM DAVIS of Cleveland, Columbus, Cincinnati seeks medium-major ASAP. Any format. I got the pipes and I'll play your tunes. (419) 962-4481. (8-19)

North Florida ain't too sunny. Wanna move South with my honey. 8-year female veteran. News, jock, production. JENNIFER (904) 576-2255 for T&R. (8-19)

Positions Sought

If you need a medium market personality with energy minus screaming call CLIFF (409) 860-3385. Good references, good production. (8-19)

Attention Michigan. Announcer. DJ and Talk formats. 20-year pro. DICK (616) 396-7213. (8-19)

Astrological interpreter looking to expand to new stations or syndication. Light, knowledgeable. Experience: 1 year AM radio. 2 Einhorn Rd., Worcester, MA 01609. (8-19)

B.J. McCURDY, currently WZAK-FM/Cleveland, seeks on-air position with responsibilities. BA with experience in marketing & Arbitron research. (216) 587-0247. (8-19)

Outstanding female personality. Believes in visibility, excellent production, great numbers and working for station where talent isn't wasted. AOR, A/C or CHR. ANGELA (305) 235-8632. (8-19)

The boss can buy the Mercedes! Chicago AOR/CHR wildman with numbers, production, promotions, who will blow you away. BRAIDS (312) 244-5904. (8-19)

BOBBY RIVERS, 10 years former experience from majors. #1 CHR personality in Tucson. Current #1 CHR personality at U93/South Bend. (219) 277-5463. (8-19)

Black personality currently working in NYC seeking position at medium or major market station. Please call LANCE HAYES (212) 933-0276 or (213) 888-6261. (8-19)

JACK ARMSTRONG, 17 years experience, 5 years programming. Looking for A/C, CHR, or Country. OM or PD slot. OM WKJJ & WCII, PD WKWK. Call (717) 667-2251. (8-19)

Medium market jock! 7 years experience, 6-10pm or 7-midnight is my specialty. Production whiz, currently with KUDO/Las Vegas. NICCOLOUS KNIGHT (702) 737-6154, (702) 798-5657. (8-19)

Distinctive style, mature authoritative delivery. Good production, DJ, news and copywriting. Go anywhere. BOB SNEATH (319) 355-6456 days, or (309) 798-2124. (8-19)

Have pipes, will travel. Experienced New York metro area AOR announcer looking for fulltime position. WBAB, WAPP. Call AI (516) 628-2661. (8-19)

BILL ANDRES available. Major market morning ratings winner. 8.9 (12+) Phoenix. Personality, promotions, permanence, positioning, positivity, performance, proper perspective. (612) 835-6413. (8-19)

A/C MD available. Strong in research and reporting. 7 years experience. Prefer Pittsburgh, will consider surrounding areas. THOMAS LACKO (412) 751-4143. (8-19)

Talented, versatile, trained communicator. Very ambitious. AOR, news. Good pipes and personality. Let's talk. DAVE (813) 961-3559. (8-19)

News announcer needs job. Will relocate. Dependable. References, reporting, interviewing, sports, commercials. Writing ability. IN, Midwest preferred. BILL (219) 874-8285. (8-19)

Announcer/sportscaster. 7 years experience CHR. CO. AZ. West Coast States. Leave message after 2pm. (303) 776-7405. (8-19)

TIME'S UP!

Make your move on a ratings and revenue-grabbing morning act. Major market tested. Looking for an A/C, FM home. Dial now! (305) 771-1962 or (609) 737-1421.

GAIL LEE. Promotions, music & programming experience with some of the best in the industry. Available immediately. (512) 583-3700 or (713) 774-4671. (8-19)

Off-the-wall ex-cop turned jock has experience arresting the audience you want. For T&R call ED (312) 677-7941 or (312) 389-7045. (8-19)

Available immediately, go anywhere, excellent experience. P-B-P. Production, copywriting, air talent, now working 2 stations parttime. Call JON (319) 355-6456 or DAVE (309) 649-2318. (8-19)

10-year radio pro. 5 years current station, seeks OM in NE or other Rocky Mountain state. Award-winning sportscaster, news freak. JOE (308) 284-6786. (8-19)

Great pipes for jock, news, commercials. BA in communications & broadcast training. Prefer Midwest. MICHAEL KIELBON (312) 485-5394 before 4pm. (8-19)

DAVE MATTHEWS in the morning, FM99/Rochester, KAAY/Little rock, Q102 & Y100/Daytona Beach. Looking for mornings CHR. Medium-major. (904) 237-4855. (8-19)

Published writer/female broadcaster. Maturity, creativity & dependability at entry level price. Don't chase rainbows. Latch on to a sure thing. ADRIAN (201) 773-3492. (8-19)

Make me an offer! Award-winning copywriter & production person wants to relocate yesterday. T&R. Prefer New England/Overseas. ELOY (512) 687-8451. (8-19)

Mornings should be fun. 11-year pro. Personality, creativity, pipes, flick production. A/C, CHR, AOR. TED GARLAND (603) 431-1993. (8-12)

Employed & experienced Southern CA announcer seeks employment elsewhere in country. T&Rs available on request. RICK LOHMAN, 122, Canada, #A, San Clemente, CA 92672. (8-12)

Positions Sought

Warning! The surgeon general has determined that RYAN & RAY is good for your health & ratings. Coming to CA. Box 8890-331, Fountain Valley, CA 92708. (8-12)

BONNIE LEE BEEMAN major market experience, seeks entry level position for AOR/CHR. Good attitude. Willing to learn new format. Call (415) 586-3291. (8-12)

Experienced PD, jock seeking programming position in a professional environment. Contact: ROGER EPPERSON, Rte. 1, Box 23, Bulls Gap, TN 37711. (8-12)

If you're an aggressive, killer CHR-A/C, I wanna work for you. 7 years, young, energetic. Production plus. former MD/PD. Relocate anywhere. BILL (215) 691-0446. (8-12)

DJ looking for fulltime at AOR/new music station. Southeastern MI preferred. Will consider others. 4 years experience PD/MD. KEVIN (313) 588-8166. (8-12)

Morning personality with winning 25-54 track. Top 50 Country or A/C. (502) 425-5874. (8-12)

Experienced Country DJ seeking sports P-B-P or fulltime sports reporting position. Prefer Country format in small or medium market. Will consider on-air position with sports tie-in. Call TERRY at (904) 746-4904. (8-12)

Country PM driver with #1 station in Western Illinois is now searching! 4 yr. pro, contemporary humor, top production, phones and remotes. If your station believes in promotion, discipline and a creative attitude, we should be talking to one another. DAVID (312) 437-0357 or (309) 344-1971.

Changes

RADIO

Marilyn Klionsky joins WABC/New York as Account Executive, formerly WNEW-FM.

Cynthia Van Nostrand appointed Account Executive of KTXQ-FM/Ft. Worth-Dallas.

Joe Amstein joins WFYR/Chicago sales staff, formerly WLUP.

RECORDS

Kent Cooper joins Elektra/Asylum Records as Production Planning Director, based in Manhattan.

Lori Lambert appointed Supervisor, Marketing Commitments, CBS Records Marketing Services.

INDUSTRY

Marilynn Arthur joins Gail Roberts Public Relations as Account Executive.

Dates appearing at the end of each listing signify first week listed.

R&R Opportunities Advertising

Radio & Records provides free listings (maximum 24 words or 3 lines) in Openings, Positions Sought, and Changes. You may place your free listing by mail or by phone. R&R will accept classifieds by telephone Monday & Wednesday 3-5pm; Thursday & Friday 9am-5pm.

	Frequency Rates*		
	1 Week	2 Weeks	3 Weeks
	\$20.00	\$35.00	\$50.00

*Must run consecutive weeks.

Payable In Advance

Orders must be typewritten or printed and must be accompanied by check. Blind Box ads or Classified Display ads are \$20 per inch (recommended 35 words) per week, plus \$15 per week for postage/handling. \$35 minimum for Blind Boxes. Deadline for all Opportunities ads is noon (Pacific Time) Thursday. For Opportunities, call (213) 553-4330 or mail to Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.

ARBITRON GIVES YOU 212-887-1300

And that's
a whole
lot more
than just
another
set of
numbers

Or call any of the numbers listed below. Any one of them puts you in touch with Arbitron Ratings, and that can help you get the most marketing mileage out of all the other numbers we give you. Our account executives and client service representatives are trained to respond to your needs, to suggest solutions and alternatives, to really *listen* to your problems. Because at Arbitron, we know that just leaving you with the ratings book isn't enough.

We know our clients require the best in the application of radio and TV ratings. So we've trained our staff to serve as broadcast consultants. When you work with one of our account executives, we believe you're working with the most knowledgeable in the business. Arbitron's account executives are recruited from the specific field in which they work. That means they know your side of the business, and it means they understand your point of view. Plus, Arbitron's account executives *and* client service representatives are an unbeatable combination. Together, they give you the marketing support that can help you look better and attract more business.

Remember, when you need to make the most out of the broadcast ratings, Arbitron is never more than a phone call away. So if you've got a problem, an idea, or question, we'd like to hear it. Call us at any of our numbers. They're the most valuable numbers in the book.

New York (212) 887-1300
Atlanta (404) 320-1533
Chicago (312) 454-3444
Dallas (214) 385-5788
Los Angeles (213) 937-6420
San Francisco (415) 393-6925

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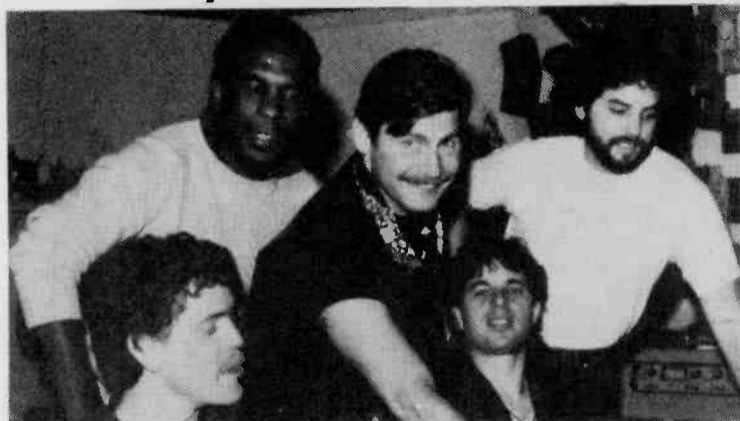


Atlantic/RFC Gains Prestige



Atlantic/RFC has signed Prestige, with a single recently released and an album soon to follow. Pictured (l-r) are Atlantic Exec. VP/GM Dave Glew, RFC President Ray Caviano, group principal Ed Terry, and Atlantic/Cotillion VP Everett Smith.

Moby Dick Watches Loverde



Moby Dick artists Loverde were recently in the Automat studios in San Francisco working on a new LP. Pictured (l-r) are producer James Warrick, manager Don Miley, group's Frank Loverde, engineer Ken Kessie, and assistant Ray Pyle.

Stuckey Signs With Stargem



Country artist Nat Stuckey has signed with Stargem Records with a single forthcoming. Pictured (l-r) are Stargem President Wayne Hodge, Stuckey, and label artist Barbara Ann.

Perfect Affair In Attic



Attic Records of Canada has signed Perfect Affair, with an album to be produced and augmented by guitarist Mick Ronson. Pictured (l-r) are Attic President Al Mair and group's Brian Brackstone and Rick Rose.

The Music Section

National Music Formats Added This Week

Satellite Music Network

George Williams (214) 343-9205

The Starstation

ROBERT PLANT "Big Log"
KENNY ROGERS with DOLLY PARTON "Islands In The Stream"
JUICE NEWTON "Tell Her No"

Country Coast-To-Coast

ALABAMA "Lady Down On Love"
DEAN MARTIN "My First Country Song"
KENNY ROGERS with DOLLY PARTON "Islands In The Stream"
SISSY SPACEK "Lonely, But Only For You"
LEE GREENWOOD "Somebody's Gonna Love You"

Drake-Chenault

Bob Laurence (213) 883-7400

XT-40

TACO "Puttin' On The Ritz"
SHEENA EASTON "Telephone (Long Distance Love Affair)"
BEE GEES "Someone (Belonging To Someone)"
STYX "High Time"
MADNESS "It Must Be Love"

Contempo 300

RONNIE MILSAP "Don't You Know How Much I Love You"
BEE GEES "Someone (Belonging To Someone)"

Great American Country

WAYLON JENNINGS & JERRY REED "Hold On, I'm Comin' "

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

KINKS "Don't Forget To Dance"
MADNESS "It Must Be Love"
STYX "High Time"
RITA COOLIDGE "All Time High"
SHEENA EASTON "Telephone (Long Distance Love Affair)"
GEORGE BENSON "Lady Love Me (One More Time)"

TM A/C

CRYSTAL GAYLE "Baby What About You"
QUARTERFLASH "Take Me To Heart"
GEORGE BENSON "Lady Love Me (One More Time)"

TM Country

LEE GREENWOOD "Somebody's Gonna Love You"
JOHN DENVER & EMMYLOU HARRIS "Wild Montana Skies"

BPI

John Iles (800) 426-9082

Adult Contemporary

SERGIO MENDES "Rainbow's End"
NAKED EYES "Promises, Promises"

Country Living

STATLER BROTHERS "Guilty"
LEE GREENWOOD "Somebody's Gonna Love You"
ALABAMA "Lady Down On Love"

Radio Arts

John Benedict (213) 841-0225

Country's Best

STATLER BROTHERS "Guilty"
ALABAMA "Lady Down On Love"
LEON EVERETTE "The Lady, She's Right"
LEE GREENWOOD "Somebody's Gonna Love You"
LYNN ANDERSON "What I Learned From Loving You"
MEL McDANIEL "Hot Time In Old Town Tonight"
DEBORAH ALLEN "Baby I Lied"

Soft Contemporary

SPANDAU BALLETT "True"
KINKS "Don't Forget To Dance"
EDDIE RABBITT "You Put The Beat In My Heart"

Sound 10

SHEENA EASTON "Telephone (Long Distance Love Affair)"
JEFFREY OSBORNE "Don't You Get So Mad"
MICHAEL SEMBELLO "Maniac"
EURYTHMICS "Sweet Dreams (Are Made Of This)"

Concept Productions

Dick Wagner (916) 782-7754

Adult Rock

SHEENA EASTON "Telephone (Long Distance Love Affair)"
MADNESS "It Must Be Love"
BEE GEES "Someone (Belonging To Someone)"

Century 21

Greg Stephens (214) 934-2121

The Z Format

TALKING HEADS "Burning Down The House"
KINKS "Don't Forget To Dance"
EDDY GRANT "I Don't Wanna Dance"
ANIMALS "The Night"
MADNESS "It Must Be Love"
KAJAGOOGOO "Hang On Now"

The A/C Format

KENNY ROGERS with DOLLY PARTON "Islands In The Stream"
SHEENA EASTON "Telephone (Long Distance Love Affair)"
EDDIE RABBITT "You Put The Beat In My Heart"
KINKS "Don't Forget To Dance"

Super-Country

SYLVIA "The Boy Gets Around"
EDDIE RABBITT "You Put The Beat In My Heart"
MICKEY GILLEY "Your Love Shines Through"
DEBORAH ALLEN "Baby I Lied"

Tanner Musical Spectrum

Kenny Bosak (901) 320-4433

Bright Blue A/C

KINKS "Don't Forget To Dance"
SPANDAU BALLETT "True"
LEE GREENWOOD "Somebody's Gonna Love You"
JUICE NEWTON "Tell Her No"
SHEENA EASTON "Telephone (Long Distance Love Affair)"
BONNIE TYLER "Total Eclipse Of The Heart"

Tanner Country

ALABAMA "Lady Down On Love"
MEL McDANIEL "Hot Time In Old Town Tonight"
DAVID ALLAN COE "Cheap Thrills"
RICKY SKAGGS "You've Got A Lover"
ED BRUCE "If It Was Easy"
STEVE WARINER "Midnight Fire"

Red Satin Rock

JUICE NEWTON "Tell Her No"
JEFFREY OSBORNE "Don't You Get So Mad"
GEORGE BENSON "Lady Love Me (One More Time)"

Peters Productions, Inc.

Debbie Welsh (619) 565-8511

Country Lovin'

LEE GREENWOOD "Somebody's Gonna Love You"
SYLVIA "The Boy Gets Around"
DAVID WILLS "The Eyes Of A Stranger"
JOHNNY RODRIGUEZ "How Could I Love Her So Much"
TOM JONES "It'll Be Me"
DEAN MARTIN "My First Country Song"
STEVE WARINER "Midnight Fire"

The Great Ones

JUICE NEWTON "Tell Her No"
RONNIE MILSAP "Don't You Know How Much I Love You"
SPANDAU BALLETT "True"

Black Radio Regionalized Adds & Hots

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

EAST

WXVY/Baltimore
Tim Watts

RONNIE DYSON
YAZ
JOHNNY GILL
MONTAGE
MALCOLM McLAREN
SUGAR HILL GANG
ANITA BAKER
CAMEO
RANDY CRAWFORD
Hottest:
HERBIE HANCOCK
RICK JAMES
KURTIS BLOW
JEFFREY OSBORNE
SOS BAND
TACO

WILD/Boston
Elroy R.C. Smith

MADONNA
SLAVE
Hottest:
NEW EDITION
MANHATTANS
FREEZE
SOS BAND
RICK JAMES

WKNR/Hartford
Jordan/McLean

BB&Q
RANDY CRAWFORD
Hottest:
MIDNIGHT STAR
RICK JAMES
MARY JANE GIRLS
RUFUS & CHAKA
LILLO

WNHC/New Haven
James Jordan

EDDY GRANT
GAP BAND
O'JAYS
Hottest:
DONNA SUMMER
SOS BAND
SHALAMAR
NEW EDITION
NEWCLEUS

WRKS/New York
Mayo/Quartarone

none
Hottest:
MICHAEL SEMBELLO
MARY JANE GIRLS
SOS BAND
INGRAM & AUSTIN
NEW EDITION

WDAS/Philadelphia
Joe Tamburro

O'JAYS
LEW KIRTON
C-BANK
LILLO
MURDOCK
RANDY CRAWFORD
WHISPERS
THIRD WORLD
RICHARD JOHN SMITH
ELECTRIC DREAD
WEST STREET MOB
JEFFREY OSBORNE
RICK JAMES
JEFFREY OSBORNE
RUFUS & CHAKA
SOS BAND
KURTIS BLOW

WAMO/Pittsburgh
John Anthony

REDDINGS
NEW EDITION
KLIQUE
PLANET PATROL
Hottest:
JEFFREY OSBORNE
SOS BAND
NONA HENDRYX
MIDNIGHT STAR
ISLEY BROS

WKYS/Washington, DC
Donnie Simpson

TOM TOM CLUB
JUNIOR WALKER
BRYSON & FLACK
Hottest:
KURTIS BLOW
RICK JAMES
DONNA SUMMER
INGRAM & AUSTIN
SOS BAND

WOOK/Washington, DC
Chris Gardner

none
Hottest:
GEORGE BENSON
MANHATTANS
GLADYS KNIGHT
DIANA ROSS
CLARK SISTERS

WHUR/Washington, DC
Oscar Fields

EURHYTHMICS
KLIQUE
NONA HENDRYX
RONNIE DYSON
MICHAEL LOVESMITH
OTIS LIGGETT
THIRD WORLD
TOM TOM CLUB
Hottest:
KURTIS BLOW
MIDNIGHT STAR
HERBIE HANCOCK
SOS BAND
ASHFORD & SIMPSON

SOUTH

WAOK/Atlanta
Larry Tinsley

O'JAYS
MEL STEWART
KASHIF
UNIQUE
CLARK SISTERS
SHANGO
DENIECE WILLIAMS
GENERAL CAINE
ELECTRIC DREAD
RANDY CRAWFORD
Hottest:
NEW EDITION
MTUNE
DONNA SUMMER
RICK JAMES
SOS BAND

WVVE/Atlanta
Scotty Andrews

RANDY CRAWFORD
O'JAYS
SOS BAND
BURGESS GARDNER
LIPPS, INC.
UNIQUE
SLAVE
WHISPERS
RAKE
SUGAR HILL GANG
SHAWN CHRISTOPHER
IMAGINATION
CAMEO
Hottest:
NEW EDITION
RICK JAMES
MICHAEL JACKSON
ISLEY BROS
TACO

WRDW/Augusta
Teddy Black

CLUB HOUSE
P CREW
REDDINGS
PRESTIGE
MICHAEL WYCOFF
PLANET PATROL
ANITA BAKER
RONNIE DYSON
SHIRLEY BROWN
KLIQUE
WHISPERS
JOHN MARSHALL
Hottest:
RICK JAMES
JEFFREY OSBORNE
GAP BAND
CAMEO
HERBIE HANCOCK

KNOW/Austin
Selby Edwards

PHILIP BAILEY
KLIQUE
NEW EDITION
FREEZE
LEW KIRTON
LILLO
RONNIE DYSON
COLLAGE
STEPHANIE MILLS
ANITA BAKER
Hottest:
LAKESIDE
ISLEY BROS
STEVE ARRINGTON'S
MICHAEL SEMBELLO
JEFFREY OSBORNE

WATV/Birmingham
Ron January

RONNIE DYSON
MEL STEWART
LITTLE MILTON
COLLAGE
RANDY CRAWFORD
Hottest:
NEW EDITION
ARETHA FRANKLIN
MIDNIGHT STAR
STEVE ARRINGTON'S
JEFFREY OSBORNE

WENN/Birmingham
Gene Wise

ASHFORD & SIMPSON
RANDY CRAWFORD
CLARK SISTERS
LIQUID GOLD
KLIQUE
Marilyn Scott
JOHNNY GILL
OLIVER CHEATAM
WHISPERS
Hottest:
STEVE ARRINGTON'S
MICHAEL JACKSON
SOS BAND
RICK JAMES
JEFFREY OSBORNE

WPEQ/Charlotte
Les Norman

MOTIVATION
GLADYS KNIGHT
PHILIP BAILEY
KASHIF
STEPHANIE MILLS
Hottest:
SOS BAND
ARETHA FRANKLIN
MIDNIGHT STAR
JEFFREY OSBORNE
RICK JAMES

KKDA-FM/Dallas
Terri Avery

PHILIP BAILEY
Marilyn Scott
CHILLTOWN
KLIQUE
LILLO
Hottest:
STACY LATTISAW
NEW EDITION
SOS BAND
NEWCLEUS
ZAPP

KRLY/Houston
Mike Caviel

MIDNIGHT STAR
SLAVE
KASHIF
RONNIE DYSON
O'JAYS
Hottest:
ZAPP
JEFFREY OSBORNE
NEW EDITION
SOS BAND
KLIQUE

WLUW/Milwaukee
Rich Guzman

ROD STEWART
EURHYTHMICS
NAKED EYES
DURAN DURAN
CULTURE CLUB
TALKING HEADS
WHAM! U.K.
RUFUS & CHAKA
Hottest:
SOS BAND
MICHAEL JACKSON
DONNA SUMMER
MIDNIGHT STAR
ARETHA FRANKLIN

WVWS/Saginaw
Kermit Crockett

RANDY CRAWFORD
CHILLTOWN
STEPHANIE MILLS
SHAWN CHRISTOPHER
UNIQUE
EDDY GRANT
SKY TRANE
Hottest:
SOS BAND
JEFFREY OSBORNE
ARETHA FRANKLIN
ISLEY BROS
SERGE PONASAR

WZEN-FM/St. Louis
Ajay Kemp

RUFUS & CHAKA
PROJECT FUTURE
RONNIE DYSON
PLANET PATROL
LEE PRETTISS
Hottest:
MIDNIGHT STAR
BRYSON & FLACK
ISLEY BROS
RICK JAMES
JEFFREY OSBORNE

WVOI/Toledo
Maxx Myrick

SERGIO MENDES
RANDY CRAWFORD
STEPHANIE MILLS
CHILLTOWN
Hottest:
ISLEY BROS
RAKE
HERBIE HANCOCK
RICK JAMES
HUMAN LEAGUE

WGIV/Charlotte
Hal Harrell

PLANET PATROL
JOHNNY GILL
Hottest:
SHALAMAR
ARETHA FRANKLIN
SOS BAND
JEFFREY OSBORNE
NEW EDITION

WNOO/Chattanooga
Smokin' Sam Ervin

B.B. KING
HERBIE HANCOCK
RANDY CRAWFORD
KASHIF
DIANA ROSS
SERGE PONASAR
KLIQUE
SHIRLEY BROWN
Hottest:
MIDNIGHT STAR
GAP BAND
NEW EDITION
GARY BYED & G.B.
ARETHA FRANKLIN

WOIC/Columbia
Mickey Arnold

JOHNNY GILL
MEL STEWART
RONNIE DYSON
MICHAEL WYCOFF
PHILIPPE WYNE
BLUE MAGIC
UNIQUE
STEPHANIE MILLS
SOS BAND
ARETHA FRANKLIN
RICK JAMES
JEFFREY OSBORNE
LILLO

WJAX/Jacksonville
Marc Little

SLAVE
DAVID GRANT
EDDY GRANT
SLING SHOT
CAMEO
RANDY CRAWFORD
KASHIF
Hottest:
SOS BAND
MIDNIGHT STAR
HERBIE HANCOCK
BRYSON & FLACK
NEWCLEUS

KUCB/Lafayette
Beatrice Evans

RANDY CRAWFORD
THIRD WORLD
Hottest:
RICK JAMES
MIDNIGHT STAR
ZAPP
KURTIS BLOW
NEW EDITION

WJSS/Lynchburg
Lad Goins

CLARK SISTERS
STEPHANIE MILLS
DENIECE WILLIAMS
RONNIE DYSON
KASHIF
Hottest:
MIDNIGHT STAR
DONNA SUMMER
SOS BAND
MICHAEL JACKSON
MANHATTANS

KMJQ/Houston
Jim Snowden

DENIECE WILLIAMS
GEORGE BENSON
KLIQUE
PROJECT FUTURE
CAMEO
SLAVE
Hottest:
NONA HENDRYX
SOS BAND
ARETHA FRANKLIN
MIDNIGHT STAR
ZAPP

WKKI/Jackson
Tommy Marshall

PHILIP BAILEY
LILLO
KLIQUE
GENERAL CAINE
CASHMERE
RAKE
SUGAR HILL GANG
PLANET PATROL
Hottest:
MIDNIGHT STAR
ARETHA FRANKLIN
SOS BAND
SHALAMAR
DIANA ROSS

WJAX/Jacksonville
Steve Fox

MARY JANE GIRLS
SMOKEY ROBINSON
STEPHANIE MILLS
RANDY CRAWFORD
CLARK SISTERS
LARRY GRAHAM
LENNY WHITE
THIRD WORLD
HERBIE ALPERT
Hottest:
NEW EDITION
SLING SHOT
HERBIE HANCOCK
SOS BAND
ZAPP

WPDQ/Jacksonville
Marc Little

SLAVE
DAVID GRANT
EDDY GRANT
SLING SHOT
CAMEO
RANDY CRAWFORD
KASHIF
Hottest:
SOS BAND
MIDNIGHT STAR
HERBIE HANCOCK
BRYSON & FLACK
NEWCLEUS

KUCB/Lafayette
Beatrice Evans

RANDY CRAWFORD
THIRD WORLD
Hottest:
RICK JAMES
MIDNIGHT STAR
ZAPP
KURTIS BLOW
NEW EDITION

KOKY/Little Rock
Paul Todd

TAVARES
JENNIFER HOLLIDAY
ONE WAY
MICHAEL WYCOFF
ATTITUDE
JOHNNY GILL
O'JAYS
GENERAL CAINE
Hottest:
ISLEY BROS
SOS BAND
JEFFREY OSBORNE
MANHATTANS
RONNIE LAWS

WLOU/Louisville
Neal O'Ree

FREEZE
GLADYS KNIGHT
CLARK SISTERS
RICHARD JON SMITH
STONE
NEW EDITION
PLANET PATROL
ELECTRIC DREAD
CYBOTRON
JOHNNY GILL
Hottest:
DIANA ROSS
RICK JAMES
SOS BAND
NEWCLEUS
ZAPP

WJSS/Lynchburg
Lad Goins

CLARK SISTERS
STEPHANIE MILLS
DENIECE WILLIAMS
RONNIE DYSON
KASHIF
Hottest:
MIDNIGHT STAR
DONNA SUMMER
SOS BAND
MICHAEL JACKSON
MANHATTANS

KRNB-FM/Memphis
Floyd Blackwell

O'JAYS
CAMEO
STEPHANIE MILLS
NEWCLEUS
JOHNNY GILL
SLAVE
Marilyn Scott
SUGAR HILL GANG
ANITA BAKER
THIRD WORLD
GENERAL CAINE
Hottest:
SOS BAND
STACY LATTISAW
ZAPP
HERBIE HANCOCK
JEFFREY OSBORNE

WHRK/Memphis
Jimmy Smith

GENERAL CAINE
TUBES
UNIQUE
COLLAGE
SHANGO
SLAVE
Hottest:
RUFUS & CHAKA
GAP BAND
REDDINGS
GLADYS KNIGHT
NEW EDITION

WDIA/Memphis
Bobby O'Jay

SHALAMAR
RANDY CRAWFORD
SHAWN CHRISTOPHER
CYBOTRON
GAP BAND
KLIQUE
Hottest:
CLARK SISTERS
NEW EDITION
REDDINGS
RICK JAMES
ZAPP

WEDR/Miami
Jackson/Jones

COLD CRUSH BOYS
OLIVER CHEATAM
CAMEO
CHANGE
NYC PEACH BOYS
RANDY CRAWFORD
JUNIOR
INVISIBLE MAN'S B
WHISPERS
Marilyn Scott
GLADYS KNIGHT
Hottest:
ARETHA FRANKLIN
JEFFREY OSBORNE
NEW EDITION
SOS BAND
G.T.

WBLX/Mobile
Michael J. Alexander

BEE GEES
ZAPP
BARBARA RANDOLPH
STEPHANIE MILLS
LARRY GRAHAM
CLARK SISTERS
RAKE
ASHFORD & SIMPSON
CEE FARROW
LEW KIRTON
Hottest:
ARETHA FRANKLIN
MIDNIGHT STAR
NEW EDITION
DENIECE WILLIAMS
MOTIVATION

WVOL/Nashville
Fred Harvey

none
Hottest:
MIDNIGHT STAR
RICK JAMES
ISLEY BROS
SOS BAND
INGRAM & AUSTIN

WAIL-FM/New Orleans
Barry Richards

SHAWN CHRISTOPHER
UNIQUE
SUGAR HILL GANG
CLUB HOUSE
ONE WAY
GLADYS KNIGHT
WEST STREET MOB
Hottest:
HERBIE HANCOCK
ARETHA FRANKLIN
SHALAMAR
DONNA SUMMER
RICK JAMES
JEFFREY OSBORNE

WYLF-FM/New Orleans
Brute Bailey

PLANET PATROL
SERGIO MENDES
ONE WAY
SHANGO
Hottest:
ARETHA FRANKLIN
FINIS HENDERSON
BEAU WILLIAMS
SOS BAND
RICK JAMES

WPLZ/Petersburg
Hardy Jay

RAYMOND
SPANDAU BALLET
STEPHANIE MILLS
GAP BAND
SUGAR HILL GANG
KLIQUE
LILLO
CLARK SISTERS
RANDY CRAWFORD
PLANET PATROL
JUNIOR WALKER
Hottest:
SOS BAND
HERBIE HANCOCK
FREEZE
RICK JAMES
MIDNIGHT STAR

WANT/Richmond
Kirby Carmichael

none
Hottest:
STACY LATTISAW
G.T.
RICK JAMES
MARY JANE GIRLS
MICHAEL JACKSON

WTOY/Roanoke
Duke Ellington

GAP BAND
NONA HENDRYX
RUFUS & CHAKA
RONNIE LAWS
CLUB HOUSE
NATALIE COLE
CHERI
Hottest:
MIDNIGHT STAR
HERBIE HANCOCK
ARETHA FRANKLIN
JEFFREY OSBORNE
MANHATTANS

WVDM/Sumpter
Janice Baycote

STEPHANIE MILLS
JOHNNY GILL
RUMBLE-STILTS-SKI
KASHIF
Hottest:
ISLEY BROS
JEFFREY OSBORNE
SOS BAND
NEW EDITION
RICK JAMES

WANM/Tallahassee
Joe Bullard

DAVID GRANT
LITTLE MILTON
Hottest:
ARETHA FRANKLIN
KURTIS BLOW
SOS BAND
BRYSON & FLACK
JEFFREY OSBORNE

WAAA/Winston-Salem
Joe Jackson

UNIQUE
STEPHANIE MILLS
RONNIE DYSON
BB&Q
THIRD WORLD
MICHAEL WYCOFF
HIGH INERGY
RANDY CRAWFORD
LEW KIRTON
Hottest:
JEFFREY OSBORNE
SOS BAND
ARETHA FRANKLIN
RICK JAMES
HERBIE HANCOCK

WEST

KDAY/Los Angeles
Jack Patterson

none
Hottest:
MICHAEL JACKSON
SHALAMAR
JEFFREY OSBORNE
SOS BAND
DONNA SUMMER

KUCQ/Phoenix
Steve Smith

SERGE PONSAR
Hottest:
ISLEY BROS
ARETHA FRANKLIN
JEFFREY OSBORNE
MICHAEL SEMBELLO
RICK JAMES

XHRM/San Diego
Gene Harris

STEPHANIE MILLS
Hottest:
SOS BAND
ISLEY BROS
ARETHA FRANKLIN
RICK JAMES
DONNA SUMMER

KSOL/San Mateo
Bernie Moody

GEORGE BENSON
NEWCLEUS
SLING SHOT
RANDY CRAWFORD
LYDIA MURDOCK
Hottest:
DONNA SUMMER
MIDNIGHT STAR
SHALAMAR
ARETHA FRANKLIN
SOS BAND

KJLH/Los Angeles
J.B. Stone/Rico

LILLO
LEW KIRTON
RICK JAMES
Hottest:
SURFACE
OTIS LIGGETT
Hottest:
ONE WAY
SOS BAND
ZAPP
RUFUS & CHAKA
RUN D.M.C.

(J) indicates Black reporters also contributing to Jazz Chart

MIDWEST

WGCH/Chicago
Richard Pegue

WHISPERS
THELMA HOUSTON
LAKESIDE
ZAPP
CEE FARROW
JUNIOR
BILL SUMMERS
LINDA HOPKINS
Hottest:
GLADYS KNIGHT
ISLEY BROS
CLARK SISTERS
RUN D.M.C.
FREEZE

WBMX/Chicago
Lee Michaels

IMAGINATION
JUNIOR
SUGAR HILL GANG
LAZEROCK
Hottest:
FREEZE
RUN D.M.C.
DONNA SUMMER
FINIS HENDERSON
MANHATTANS

WBLZ/Cincinnati
Brian Castle

PHILIP BAILEY
MIDNIGHT STAR
MARY JANE GIRLS
MARY JANE GIRLS
Hottest:
MIDNIGHT STAR
DONNA SUMMER
SOS BAND
ARETHA FRANKLIN
RICK JAMES

WCIN/Cincinnati
Frank Bailey

O'JAYS
RONNIE DYSON
RANDY CRAWFORD
GENERAL CAINE
LINDA HOPKINS
Hottest:
JEFFREY OSBORNE
SOS BAND
DIANA ROSS
ARETHA FRANKLIN
ONE WAY

WDMT/Cleveland
Magic/Dean

DENIECE WILLIAMS
GLADYS KNIGHT
CLARK SISTERS
NONA HENDRYX
RANDY CRAWFORD
LEW KIRTON
EWS
Hottest:
MICHAEL SEMBELLO
ZAPP
RICK JAMES
FREDI GRACE & RHI
CLARK SISTERS

WZAK/Cleveland
Lynn Tolliver

KAJAGOGOGO
INGRAM & AUSTIN
RUMBLE-STILTS-SKI
STEPHANIE MILLS
Hottest:
ISLEY BROS
ZAPP
RICK JAMES
GLADYS KNIGHT
CLARK SISTERS

WJMO/Cleveland
Erik Stone

O'JAYS
GENERAL CAINE
COLD CRUSH BOYS
Hottest:
PHYLIS HYMAN
JEFFREY OSBORNE
ASHFORD & SIMPSON
DENIECE WILLIAMS
GLADYS KNIGHT

WVKB/Columbus
Lyles/Jones

HERBIE HANCOCK
CON FUNN SHUN
CULTURE CLUB
LATOYA JACKSON
PHILIP BAILEY
ASHFORD & SIMPSON
RUFUS & CHAKA
Hottest:
SOS BAND
RICK JAMES
JEFFREY OSBORNE
ZAPP
HERBIE HANCOCK

WDAO/Dayton
Lankford Stephens

SERGE PONSAR
CEE FARROW
RUMBLE-STILTS-SKI
ELECTRIC DREAD
SUGAR HILL GANG
DENROY MORGAN
Hottest:
SOS BAND
RANDY CRAWFORD
ISLEY BROS
ARETHA FRANKLIN
KURTIS BLOW

WGPR/Detroit
Joe Spencer

LEW KIRTON
STRANGERS
JOHNNY GILL
OZONE
PLANET PATROL
STEPHANIE MILLS
OLIVER CHEATAM
SHAWN CHRISTOPHER
CHILLTOWN
CANDELA
FREDIE JAMES
NYC PEACH BOYS
Hottest:
SOS BAND
JEFFREY OSBORNE
RICK JAMES
GARY BYED & G.B.
RUFUS & CHAKA

WDRQ/Detroit
Brian White

JUNIOR
INGRAM & AUSTIN
CASHMERE
KLIQUE
MOTIVATION
NEW EDITION
SLAVE
SPANDAU BALLET
Hottest:
ARETHA FRANKLIN
GLADYS KNIGHT
RICK JAMES
RUFUS & CHAKA
SOS BAND

WJLB/Detroit
James Alexander

none
Hottest:
SOS BAND
RICK JAMES
ARETHA FRANKLIN
MANHATTANS
RUN D.M.C.

WLTH/Gary
Dana Huskisson

KLIQUE
GEORGE BENSON
PHILIP BAILEY
NEWCLEUS
IMAGINATION
SERGE PONSAR
Hottest:
DONNA SUMMER
HUMAN LEAGUE
RICK JAMES
CLARK SISTERS
JEFFREY OSBORNE

WKWM/Grand Rapids
Frank Grant

LADIES' CHOICE
STEPHANIE MILLS
KASHIF
RONNIE DYSON
MICHAEL WYCOFF
J.W. WADE
Hottest:
RICK JAMES
SOS BAND
HERBIE HANCOCK
GLADYS KNIGHT
ZAPP

WTLN/Indianapolis
Jay Johnson

WUP TICKET
MOTIVATION
RANDY CRAWFORD
SLAVE
SUGAR HILL GANG
C-BANK
GENERAL CAINE
O'JAYS
RAKE
Hottest:
SOS BAND
KURTIS BLOW
SHALAMAR
NEW EDITION

WLUW/Milwaukee
Rich Guzman

ROD STEWART
EURHYTHMICS
NAKED EYES
DURAN DURAN
CULTURE CLUB
TALKING HEADS
WHAM! U.K.
RUFUS & CHAKA
Hottest:
SOS BAND
MICHAEL JACKSON
DONNA SUMMER
MIDNIGHT STAR
ARETHA FRANKLIN

WVWS/Saginaw
Kermit Crockett

RANDY CRAWFORD
CHILLTOWN
STEPHANIE MILLS
SHAWN CHRISTOPHER
UNIQUE
EDDY GRANT
SKY TRANE
Hottest:
SOS BAND
JEFFREY OSBORNE
ARETHA FRANKLIN
ISLEY BROS
SERGE PONASAR

KMJM/St. Louis
Tony Gray

HIGH INERGY
SLAVE
EURHYTHMICS
KASHIF
Hottest:
SOS BAND
GAP BAND
STACY LATTISAW
SHALAMAR
JEFFREY OSBORNE

WZEN-FM/St. Louis
Ajay Kemp

A/C Regional Adds & Hots

EAST Parallel One

WFBT/Baltimore
Andy Szulinski

ROGERS & PARTON
KINKS
EDDIE RABBITT
BEE GEES
Hottest:
EURYTHMICS
PAUL ANKA
QUARTERFLASH
LAURA BRANIGAN
MICHAEL JACKSON

GRSS/Buttalo
Jerry Ray

RONNIE MILSAP
ROGERS & PARTON
Hottest:
PAUL ANKA
RITA COOLIDGE
MADNESS
MICHAEL SEMBELLO
LAURA BRANIGAN

WPXI/New York
Alan Anderson

SPANDAU BALLET
ROGERS & PARTON
Hottest:
POLICE
MICHAEL JACKSON
RITA COOLIDGE
BILLY JOEL
SMOKEY ROBINSON

WYNY/New York
Jeff Mallett

none
Hottest:
RENEE CARA
PAUL ANKA
SERGIO MENDES
DONNA SUMMER
EURYTHMICS

WTAE/Pittsburgh
Don Berns

BILLY JOEL
PAUL ANKA
DONNA SUMMER
LAURA BRANIGAN
EDDY GRAM
JENNIFER WARRNES
CULTURE CLUB
EURYTHMICS
ROGERS & PARTON
Hottest:
POLICE
MICHAEL SEMBELLO
DONNA SUMMER
CULTURE CLUB

WWSW (3WS)/Pittsburgh
Herb Crowe

none
Hottest:
POLICE
RITA COOLIDGE
MICHAEL SEMBELLO
BILLY JOEL
MICHAEL JACKSON

WPRO/Providence
Tom Cuddy

GEORGE BENSON
KINKS
SERGIO MENDES
Hottest:
PAUL ANKA
RITA COOLIDGE
TACO
MEN AT WORK
MICHAEL JACKSON

WLTW/Washington, D.C.
Bob Cummings

DOOBIE BROTHERS
HERB ALPERT
SERGIO MENDES
Hottest:
POLICE
LOUISE TUCKER
PAUL ANKA
LAURA BRANIGAN
RITA COOLIDGE

Parallel Two

WAEB/Albion
Mike Chapman

JOICE NEWTON
LEE GREENWOOD
SHEENA EASTON
Hottest:
AMERICA
POLICE
BILLY JOEL
MICHAEL JACKSON
RITA COOLIDGE

WICQ/Bridgeport
Lee Roberts

ROGERS & PARTON
SPANDAU BALLET
LEE GREENWOOD
Hottest:
RITA COOLIDGE
LAURA BRANIGAN
BILLY JOEL
AIR SUPPLY
MICHAEL JACKSON

WBEN/Buttalo
Roger Christian

ROGERS & PARTON
GEORGE BENSON
SPANDAU BALLET
Hottest:
TACO
MICHAEL JACKSON
LOUISE TUCKER
LAURA BRANIGAN
BRYAN & FLACK

V100/Charleston, WV
Spencer Jarvis

ROGERS & PARTON
SHEENA EASTON
JUICE NEWTON
BEE GEES
CRYSTAL GAYLE
Hottest:
RITA COOLIDGE
RITA COOLIDGE
SMOKEY ROBINSON
LAURA BRANIGAN
F.R. DAVID
MICHAEL JACKSON
BILLY JOEL

WRIC/Erie
Ted Abbott

LEE GREENWOOD
ROGERS & PARTON
Hottest:
BRYAN & FLACK
ENGBERT HUMBERD
MICHAEL JACKSON
RONNIE MILSAP
TACO

WFSM/Harrisburg
Bob Patva

GEORGE BENSON
SPANDAU BALLET
ROGERS & PARTON
AL JARREAU
CRYSTAL GAYLE
Hottest:
RITA COOLIDGE
MICHAEL JACKSON
LAURA BRANIGAN
SMOKEY ROBINSON
SERGIO MENDES

MIDWEST Parallel One

WTCR/Hartford
Ginny Jestonka

JENNIFER WARRNES
Hottest:
RITA COOLIDGE
SMOKEY ROBINSON
TUCKER
LAURA BRANIGAN
MICHAEL JACKSON

Y97/Pittsburgh
Jay Craswell

SPANDAU BALLET
Hottest:
MICHAEL JACKSON
RITA COOLIDGE
LAURA BRANIGAN
LEE GREENWOOD
SERGIO MENDES

WFYR/Chicago
John Wetherbee

AIR SUPPLY
POLICE
EURYTHMICS
MICHAEL JACKSON
LAURA BRANIGAN
BILLY JOEL

WVOR/Rochester
Gary Smith

MEN AT WORK
AIR SUPPLY
Hottest:
POLICE
KENNY ROGERS
LEB
PAUL ANKA
SERGIO MENDES

WQY/Schenectady
Walter Fritz

SHEENA EASTON
ROGERS & PARTON
BEE GEES
Hottest:
RITA COOLIDGE
LAURA BRANIGAN
BILLY JOEL

WMJH/Cleveland
McVay/ivers

SERGIO MENDES
GEORGE BENSON
SPANDAU BALLET
RONNIE MILSAP
DENVER & HARRIS
STEVIE NICKS
CRYSTAL GAYLE
RONNIE MILSAP
Hottest:
RITA COOLIDGE
LAURA BRANIGAN
PAUL ANKA
SMOKEY ROBINSON
LOUISE TUCKER

WTRX/Dayton
Joe Demme

HERB ALPERT
JENNIFER WARRNES
CRYSTAL GAYLE
BILLY JOEL
SERGIO MENDES
GEORGE BENSON
RONNIE MILSAP
DENVER & HARRIS
LEE GREENWOOD
Hottest:
POLICE
RITA COOLIDGE
LAURA BRANIGAN
PAUL ANKA
SMOKEY ROBINSON
LOUISE TUCKER

WZZP/Cleveland
Dunphy/Georgeson

BILLY JOEL
MICHAEL JACKSON
AIR SUPPLY
HERB ALPERT
MICHAEL SEMBELLO
GEORGE BENSON
JACKSON BROWNE
JENNIFER WARRNES
Hottest:
POLICE
RITA COOLIDGE
AMERICA
PAUL ANKA
LAURA BRANIGAN

WVON/Detroit
Jim Scollin

JENNIFER WARRNES
SERGIO MENDES
GEORGE BENSON
CRYSTAL GAYLE
Hottest:
POLICE
MICHAEL JACKSON
MEN AT WORK
LOUISE TUCKER
TACO

WQKE-FM/Cape Cod
Joan Orr

ROGERS & PARTON
SHEENA EASTON
BETTE MIDLER
SHALAMAR
BEE GEES
MADNESS
Hottest:
BILLY JOEL
LAURA BRANIGAN
MICHAEL JACKSON
CRYSTAL GAYLE
SPANDAU BALLET

WEMF/Hitchburg
Jack Raymond

MICHAEL POSTER
EDDIE RABBITT
SERGIO MENDES
ROGERS & PARTON
TANYA TUCKER
MANHATTANS
SHEENA EASTON
STACY LATTISAW
BEE GEES
Hottest:
TACO
MEN AT WORK
JENNIFER WARRNES
MICHAEL JACKSON
BILLY JOEL
AIR SUPPLY

WVON/Ohio
Lee Greenwood

LEE GREENWOOD
GEORGE BENSON
SPANDAU BALLET
Hottest:
LOUISE TUCKER
AMERICA
MICHAEL JACKSON
MEN AT WORK

WVON/Ohio
Lee Greenwood

LEE GREENWOOD
GEORGE BENSON
SPANDAU BALLET
Hottest:
LOUISE TUCKER
AMERICA
MICHAEL JACKSON
MEN AT WORK

WVON/Ohio
Lee Greenwood

LEE GREENWOOD
GEORGE BENSON
SPANDAU BALLET
Hottest:
LOUISE TUCKER
AMERICA
MICHAEL JACKSON
MEN AT WORK

Parallel Three

WJBC/Bloomington, IL
Stew Selowitz

SPANDAU BALLET
ROGERS & PARTON
EDDIE RABBITT
SHEENA EASTON
TANYA TUCKER
Hottest:
LAURA BRANIGAN
BILLY JOEL
MICHAEL JACKSON
CRYSTAL GAYLE
SERGIO MENDES

KRCR/Cincinnati
Dan Allen

MEN AT WORK
AIR SUPPLY
ROGERS & PARTON
Hottest:
TACO
PAUL ANKA
RITA COOLIDGE
MICHAEL JACKSON
LAURA BRANIGAN

610TV/Columbus
Fitzgerald/Jones

JENNIFER WARRNES
EURYTHMICS
SERGIO MENDES
Hottest:
POLICE
PAUL ANKA
CULTURE CLUB
RITA COOLIDGE
LEE GREENWOOD

WING/Dayton
Joe Demme

HERB ALPERT
JENNIFER WARRNES
CRYSTAL GAYLE
BILLY JOEL
SERGIO MENDES
GEORGE BENSON
RONNIE MILSAP
DENVER & HARRIS
LEE GREENWOOD
Hottest:
POLICE
RITA COOLIDGE
LAURA BRANIGAN
PAUL ANKA
SMOKEY ROBINSON
LOUISE TUCKER

KFSB/Joplin, MO
Don Carpenter

ROGERS & PARTON
TANYA TUCKER
Hottest:
BEE GEES
BONNIE TYLER
EDDIE RABBITT
Hottest:
RITA COOLIDGE
LAURA BRANIGAN
SMOKEY ROBINSON
F.R. DAVID
JENNIFER WARRNES
SMOKEY ROBINSON
MICHAEL JACKSON

KFBI/Joplin, MO
Don Carpenter

ROGERS & PARTON
TANYA TUCKER
Hottest:
BEE GEES
BONNIE TYLER
EDDIE RABBITT
Hottest:
RITA COOLIDGE
LAURA BRANIGAN
SMOKEY ROBINSON
F.R. DAVID
JENNIFER WARRNES
SMOKEY ROBINSON
MICHAEL JACKSON

KFBI/Joplin, MO
Don Carpenter

ROGERS & PARTON
TANYA TUCKER
Hottest:
BEE GEES
BONNIE TYLER
EDDIE RABBITT
Hottest:
RITA COOLIDGE
LAURA BRANIGAN
SMOKEY ROBINSON
F.R. DAVID
JENNIFER WARRNES
SMOKEY ROBINSON
MICHAEL JACKSON

KFBI/Joplin, MO
Don Carpenter

ROGERS & PARTON
TANYA TUCKER
Hottest:
BEE GEES
BONNIE TYLER
EDDIE RABBITT
Hottest:
RITA COOLIDGE
LAURA BRANIGAN
SMOKEY ROBINSON
F.R. DAVID
JENNIFER WARRNES
SMOKEY ROBINSON
MICHAEL JACKSON

SOUTH Parallel One

WMTA/Charleston, SC
Dave Amos

ROGERS & PARTON
SPANDAU BALLET
Hottest:
MICHAEL JACKSON
RITA COOLIDGE
DONNA SUMMER
AIR SUPPLY
BILLY JOEL

WBT/Charlotte
Dave Bishop

SPANDAU BALLET
BRYAN & FLACK
ROGERS & PARTON
Hottest:
PAUL ANKA
RITA COOLIDGE
LAURA BRANIGAN
GEORGE BENSON
MICHAEL JACKSON

WMAZ/Macon
Steve Murphy

SPANDAU BALLET
GEORGE BENSON
ROGERS & PARTON
KINKS
LEE GREENWOOD
Hottest:
RITA COOLIDGE
MICHAEL JACKSON
LOUISE TUCKER
MEN AT WORK
AIR SUPPLY

WQOW/Chattanooga
Scheffer/Dason

RITA COOLIDGE
SPANDAU BALLET
RONNIE MILSAP
SERGIO MENDES
Hottest:
BILLY JOEL
MEN AT WORK
LAURA BRANIGAN
SMOKEY ROBINSON

KMCC/Dallas-Ft. Worth
Chuck Rhodes

ROGERS & PARTON
Hottest:
SERGIO MENDES
TACO
MICHAEL JACKSON
AMERICA
LEE COOLIDGE

WAXY/Ft. Lauderdale
Shaw/Le

none
Hottest:
POLICE
CULTURE CLUB
DONNA SUMMER
MICHAEL SEMBELLO
RITA COOLIDGE

7FAI/Miami
Guba/Wilts

BONNIE TYLER
Hottest:
POLICE
BRYAN & FLACK
EURYTHMICS
CULTURE CLUB
NEW EDITION

W101/Tampa
DeCarlo/Miller

AIR SUPPLY
EURYTHMICS
Hottest:
LAURA BRANIGAN
F.R. DAVID
POLICE
MEN AT WORK
LOUISE TUCKER

WBLJ/Jackson, MS
Joe Bennett

GEORGE BENSON
ROGERS & PARTON
Hottest:
RITA COOLIDGE
PAUL ANKA
LAURA BRANIGAN
AMERICA
SMOKEY ROBINSON

WAV/Jacksonville, FL
Reggie Blackwell

ROGERS & PARTON
SERGIO MENDES
GEORGE BENSON
RONNIE MILSAP
Hottest:
POLICE
PAUL ANKA
MICHAEL JACKSON
LAURA BRANIGAN
JENNIFER WARRNES
BILLY JOEL

WVLR/Lexington
Kelly/Richards

RONNIE MILSAP
EDDIE RABBITT
KINKS
JIM GLASER
Hottest:
POLICE
MICHAEL JACKSON
RITA COOLIDGE
LAURA BRANIGAN
JENNIFER WARRNES
BILLY JOEL

Parallel Three

WSRZ/Sarasota
Huntington/Tellone

ELVIS COSTELLO
CS&N
EURYTHMICS
POLICE
CARL WILSON
GORDON LIGHTFOOT
Hottest:
RITA COOLIDGE
MICHAEL JACKSON
POLICE
BILLY JOEL
LAURA BRANIGAN

WSKY/Asheville
Don Brookshire

MICHAEL SEMBELLO
JEFFREY OSBORNE
ROD STEWART
JUICE NEWTON
ROGERS & PARTON
WHISPERS
MAC MCANALLY
SHEENA EASTON
Hottest:
RITA COOLIDGE
MICHAEL JACKSON
LAURA BRANIGAN
BILLY JOEL
SMOKEY ROBINSON
WCKO/Campbellville, KY
Jackson/Royce

BEE GEES
MAC MCANALLY
ROD STEWART
ROGERS & PARTON
TANYA TUCKER
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BILLY JOEL
MICHAEL JACKSON

WVLA/Lynchburg, VA
Matt McCall

SPANDAU BALLET
EDDIE RABBITT
BEE GEES
STARBUCK
SHEENA EASTON
SISSEY SPACER
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WCHV/Charlottesville, VA Thomas H. Twina

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MICHAEL SEMBELLO
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RITA COOLIDGE
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QUARTERFLASH

WGSV/Gunterville
Jackson/Bell

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Rob Roberts

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WVBS/Wilmington, NC
Bob Wright

NAKED EYES
SERGIO MENDES
ELTON JOHN
F.R. DAVID
LBB
JUICE NEWTON
JEFFREY OSBORNE
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MEN AT WORK

122 Current Reports

The following stations reported frozen playlists this week:

3WS/Pittsburgh
KNBR/San Francisco
WSB/Atlanta
WAXY/Ft. Lauderdale
KPLZ/Seattle
KKRD/Wichita
WISM-FM/Madison
KRKK/Rock Springs, WY

The following stations did not report this week and therefore their playlists were frozen:

WOMC/Detroit
KOIL/Omaha
KEY103/Austin
KFMB/San Diego
KEZR/San Jose
KRLC/Lewiston, ID

Note: The following stations are no longer reporting:

WASH/Washington
WHYN-FM/Springfield, MA
KLTE/Oklahoma City
WWYZ/Hartford

R&R welcomes the following new reporters:

WMYX/Milwaukee
WLAC-FM/Nashville
Y107/Nashville
WTKO/Ithaca, NY

WVON/Rochester
Gary Smith

MEN AT WORK
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LEB
PAUL ANKA
SERGIO MENDES

WQY/Schenectady
Walter Fritz

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AMERICA
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WSRZ/Sarasota
Huntington/Tellone

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REGIONAL AOR ACTIVITY

EXPANDED & UP TO DATE

EAST

MOST ADDED

- Big Country (12)
- "Country" (11)
- Michael Stanley Band (11)
- "Town" (11)
- Cheap Trick (11)
- Heart (8)
- Minor Detail (7)
- Nils Lofgren (7)
- Animals "Night" (7)

HOTTEST

- Police (43)
- Asia (39)
- Jackson Browne (36)
- Robert Plant (33)
- Flxx (29)
- Stray Cats "Sexy" (29)

Parallel One

- WBCN/Boston (617) 266-1111**
PD: OMBROS
- WCOZ/Boston (617) 267-9090**
PD: FRANK HOLLER
- CHOM-FM/Montreal (514) 935-2425**
PD: BOB BRADIN
- WGRO/Buffalo (716) 881-4555**
PD: BRIAN MYERS
- WMMR/Philadelphia (215) 561-0933**
PD: GEORGE HARRIS
- WYSP/Philadelphia (215) 668-9480**
PD: MICHAEL PICOZZI

- WZIR/Buffalo (716) 773-0098**
PD: DINO MATTEA
- WYBY/Baltimore (301) 889-0098**
PD: CHRIS COCOTY
- WDVE/Pittsburgh (412) 582-8900**
PD: BOB CASTLE
- WAVA/Washington (703) 534-0320**
PD: JOHN LARSON
- WNEW-FM/New York (212) 886-7000**
PD: CHARLES KENDALL
- WQOL/Buffalo (716) 881-4555**
PD: BRIAN MYERS
- WAPP/New York (212) 357-8000**
PD: JOE KRASNE
- W107/Toronto (416) 587-3445**
PD: GARY SLAUGHT

- WZLX/Scranton (717) 961-1842**
PD: SHAWN MATERS
- WVLC/West Virginia (304) 722-3308**
PD: NEIL LASHNER
- WHJY/Providence (401) 438-6110**
PD: TED UTE
- WTPA/Harrisburg (717) 238-1402**
PD: JEFF KAUFMAN
- WHCF/Hartford (203) 247-1060**
PD: DANIEL P. HADEN
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- WAAI/Binghamton (607) 772-8850**
PD: JOHN CARTER
- WCMF/Rochester (716) 288-3200**
PD: TRIP REES
- WZOO/Allentown (215) 694-0511**
PD: BRUCE BOND

- WZLX/Scranton (717) 961-1842**
PD: SHAWN MATERS
- WVLC/West Virginia (304) 722-3308**
PD: NEIL LASHNER
- WHJY/Providence (401) 438-6110**
PD: TED UTE
- WTPA/Harrisburg (717) 238-1402**
PD: JEFF KAUFMAN
- WHCF/Hartford (203) 247-1060**
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- WAAI/Binghamton (607) 772-8850**
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PD: BRUCE BOND

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- WHJY/Providence (401) 438-6110**
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PD: JEFF KAUFMAN
- WHCF/Hartford (203) 247-1060**
PD: DANIEL P. HADEN
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PD: JOHN CARTER
- WCMF/Rochester (716) 288-3200**
PD: TRIP REES
- WZOO/Allentown (215) 694-0511**
PD: BRUCE BOND

Parallel Two

Parallel Three

EAST Most Added® Hottest

Police "King" Rogers & Parton Fixx "One" Michael Sembello Police Men Without Hats Eurythmics.

CHR AIDS & TOTS

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

SOUTH Most Added® Hottest

Police "King" Rogers & Parton Bee Gees Michael Sembello Bonnie Tyler Men Without Hats

EAST PARALLEL TWO

WFLY/Albany, NY
Joak Lawrence

POLICE (dp)
FIXX
AIR SUPPLY
SHEENA EASTON
ROBERT PLANT
DONNA SUMMER
EDDY GRANT
Hottest:
MICHAEL SEMBELLO 2-1
DAVID BOWIE 7-3
MEN WITHOUT HATS 9-5
BONNIE TYLER 16-11
CULTURE CLUB 15-12

WTRV/Albany, NY
BRI Cahill

ROGERS & PARTON
FIXX (dp)
SHEENA EASTON
Hottest:
POLICE 1-1
DONNA SUMMER 11-6
RICK SPRINGFIELD 12-8
JACKSON BROWNE 15-11
FRANK STALLONE D-22

WROR/Boston, MA
Gary Berkowitz

POLICE
LIQUID GOLD
PAUL ANKA
STYX
Hottest:
POLICE 1-1
EURYTHMICS 4-3
STEVE NICKS 7-4
HUMAN LEAGUE 10-7
QUARTERFLASH 20-13

K104/Erie, PA
BRI Shannon

MICHAEL SEMBELLO
ROGERS & PARTON
FIXX
POLICE
BEE GEES
PUN BOY THREE
CHEAP TRICK
Hottest:
BONNIE TYLER 1-1
POLICE 2-2
RICK SPRINGFIELD 5-4
MICHAEL JACKSON 11-8
DONNA SUMMER 15-10

WYCR/Hanover, PA
Mark Richards

LINDSEY BUCKINGHA
STACY LATTISAW
ANIMALS
EDDY GRANT
KINGS
POLICE
ROGERS & PARTON
Hottest:
POLICE 1-1
TACO 19-12
DAVID BOWIE 23-18
RICK SPRINGFIELD 26-21
AIR SUPPLY 31-25

WTIC/Hartford, CT
Mike West

POLICE
RICK JAMES
SPANDAU BALLET
SHEENA EASTON
Hottest:
MICHAEL SEMBELLO 1-1
MEN WITHOUT HATS 13-4
JEFFREY OSBORNE 19-9
BILLY JOEL 23-13
BONNIE TYLER 27-22

WKEE/Huntington, WV
Gary Miller

POLICE
ROD STEWART
SHEENA EASTON (dp)
RONNIE MILSAP (dp)
ELVIS COSTELLO (dp)
ROGERS & PARTON (dp)
CHRIS DEBARGE (dp)
Hottest:
MICHAEL SEMBELLO 2-1
DAVID BOWIE 4-2
BONNIE TYLER 5-3
FIXX 12-4
CULTURE CLUB 9-5

WLAN/FM/Lancaster, PA
Todd Halliday

POLICE
ROBERT PLANT
HEART
ROGERS & PARTON
STYX
Hottest:
MICHAEL SEMBELLO 2-1
EURYTHMICS 1-2
MEN AT WORK 7-4
DAVID BOWIE 11-7
JACKSON BROWNE 15-9

WBLI/Long Island, NY
BRI Terry

SPANDAU BALLET
ROBERT PLANT
LBB
JUICE NEWTON
Hottest:
POLICE 1-1
DONNA SUMMER 4-3
MICHAEL SEMBELLO 6-6
STEVE NICKS 7-5
MEN AT WORK 9-7

KC101/New Haven
Leo Katz

POLICE
SHEENA EASTON
MADNESS
Hottest:
MICHAEL SEMBELLO 1-1
EURYTHMICS 2-2
MEN WITHOUT HATS 19-14
BILLY JOEL 21-16
BONNIE TYLER 25-20

WSPK/Poughkeepsie, NY
Chris Lelito

BEE GEES
KAJAGOOGO
MADNESS
CLUB HOUSE
AL JARREAU
SERGIO MENDES
Hottest:
none

WVFM/Rochester, NY
Charley Lake

MICHAEL JACKSON
JEFFREY OSBORNE
ROGERS & PARTON
JUICE NEWTON
TALKING HEADS
Hottest:
POLICE 1-1
HUMAN LEAGUE 15-9
MEN WITHOUT HATS 24-10
BONNIE TYLER 20-14
BILLY JOEL 30-20

WKFM/Syracuse
John Carucci

FIXX (dp)
ROD STEWART
POLICE
A FLOCK OF SEAGUL
DEF LEPPARD (dp)
ELVIS COSTELLO
SERGIO MENDES (dp)
Hottest:
MICHAEL SEMBELLO 3-1
MEN WITHOUT HATS 12-6
TACO 14-7
ASIA 16-8
BONNIE TYLER 17-10

WPST/Trenton, NJ
Tom Taylor

SHEENA EASTON
FIXX
MADNESS
POLICE
ROGERS & PARTON
STYX
Hottest:
POLICE 1-1
BILLY JOEL 16-8
ASIA 18-14
FRANK STALLONE 24-17
MICHAEL JACKSON 25-18
RICK SPRINGFIELD 30-25

WRCK/Utica, NY
BRI Shannon

POLICE
A FLOCK OF SEAGUL
DEF LEPPARD
ROD STEWART
FIXX
ZEBRA
Hottest:
MICHAEL SEMBELLO 1-1
MEN AT WORK 3-2
ASIA 13-7
JACKSON BROWNE 17-10
MEN WITHOUT HATS 19-12

WKZR/FM/Wilkes-Barre
Jim Rising

AIR SUPPLY
KINGS
ROD STEWART
ROGERS & PARTON
LIQUID GOLD
ELVIS COSTELLO
POLICE
SHEENA EASTON
Hottest:
MICHAEL SEMBELLO 1-1
TACO 4-2
QUARTERFLASH 14-5
RICK SPRINGFIELD 16-13
ASIA 17-14

Q108/York, PA
Dan Steele

POLICE
BEE GEES
SHEENA EASTON
POLICE
SERGIO MENDES
Hottest:
MICHAEL SEMBELLO 1-1
EURYTHMICS 3-3
MEN AT WORK 6-5
FRANK STALLONE 7-6
DAVID BOWIE 12-7

PARALLEL THREE

WVFG/Antonia, PA
Tony Booth

ROGERS & PARTON
POLICE (dp)
ROD STEWART
HOLLIES
HEART
FIXX (dp)
Hottest:
POLICE 1-1
MICHAEL SEMBELLO 4-2
DONNA SUMMER 3-3
MEN AT WORK 5-4
TACO 40-33

WACZ/Bangor, ME
Michael O'Hara

EDDY GRANT
DEF LEPPARD
POLICE
CHEAP TRICK
NEIL YOUNG
DONNA SUMMER
ROGERS & PARTON
MADNESS
Hottest:
POLICE 1-1
LIQUID GOLD
MADNESS
JULIENNA
POLICE
ELVIS COSTELLO
FIXX
ROD STEWART
SERGIO MENDES
Hottest:
MICHAEL SEMBELLO 5-2
CULTURE CLUB 6-4
QUARTERFLASH 13-9
BILLY JOEL 32-26

WGUV/Bangor, ME
Jim Rendell

LIQUID GOLD
MADNESS
JULIENNA
POLICE
ELVIS COSTELLO
FIXX
ROD STEWART
SERGIO MENDES
Hottest:
MICHAEL SEMBELLO 1-1
MEN AT WORK 4-2
CULTURE CLUB 14-7
JACKSON BROWNE 16-10
DAVID BOWIE 18-12

SBXU/Portsmouth, WV
Paul DeMille

ROGERS & PARTON
POLICE
BEE GEES
FUN BOY THREE
AGNETHA FALTSKOG
DEF LEPPARD
Hottest:
BONNIE TYLER 1-1
MICHAEL SEMBELLO 3-2
RICK SPRINGFIELD 4-4
MEN WITHOUT HATS 17-10
ASIA 18-11

WJBO/Portland, ME
Phonbo/O'Neil

POLICE
AGNETHA FALTSKOG
LIQUID GOLD
COCONUTS
IAN HUNTER
ROD STEWART
MADNESS
EDDIE RABBITT
Hottest:
MICHAEL SEMBELLO 9-1
ELO 13-2
JACKSON BROWNE 17-14
BILLY JOEL 27-19

WCIR/Beckley, WV
Bob Spencer

JEFFREY OSBORNE
ASIA
BEE GEES
JIM CAPALDI
Hottest:
BONNIE TYLER 1-1
MICHAEL SEMBELLO 4-2
EURYTHMICS 5-3
DAVID BOWIE 7-4
RICK SPRINGFIELD 10-7

WOMP-FM/Bethesda
Dwayne Bonds

MADNESS
POLICE
ROD STEWART
FIXX
STACY LATTISAW
ROGERS & PARTON
RONNIE MILSAP
Hottest:
TACO 1-1
JACKSON BROWNE 7-4
MEN AT WORK 8-5
MEN WITHOUT HATS 17-10
STYX 27-15

WKZC/Chambersburg, PA
Williams/Scott

ROGERS & PARTON
POLICE
FIXX
ROD STEWART
BEE GEES
Hottest:
EURYTHMICS 2-1
MICHAEL SEMBELLO 7-4
BRYSON & FLACK 10-5
TACO 13-7
CULTURE CLUB 15-8

WTSN/Dover, NH
Jim Sebastian

none
Hottest:
POLICE 1-1
MICHAEL SEMBELLO 2-2
DONNA SUMMER 3-3
HUMAN LEAGUE 5-5

WERZ/Exeter, NH
Scott MacKay

LIQUID GOLD
ROD STEWART
POLICE
AGNETHA FALTSKOG
QUIET RIOT (dp)
COCONUTS
PETER GABRIEL
FIXX
JULIENNA (dp)
Hottest:
MICHAEL SEMBELLO 3-1
MEN AT WORK 10-6
RICK SPRINGFIELD 18-13
BONNIE TYLER 26-21

WZYQ/Fredrick, ND
Kemoasbi Joe

ROGERS & PARTON
ROD STEWART
SHEENA EASTON
HEART
SPANDAU BALLET
FIXX
ELVIS COSTELLO
Hottest:
EURYTHMICS 1-1
AIR SUPPLY 17-3
MICHAEL SEMBELLO 23-17
RICK SPRINGFIELD 27-23
STRAY CATS 32-24

OK108/Alexand, NY
Danny Alexander

MICHAEL SEMBELLO
ROGERS & PARTON
CHEAP TRICK
BEE GEES
AGNETHA FALTSKOG
POLICE
Hottest:
LOVERBOY 2-1
ROD STEWART 11-7
JACKSON BROWNE 18-9
MICHAEL JACKSON 19-13
FRANK STALLONE 28-16

12FEA/Manchester, NH
Rick Ryder

NAKED EYES
RONNIE MILSAP
GEORGE BENSON
KINGS
ROGERS & PARTON
ANIMALS
LIQUID GOLD
Hottest:
POLICE 1-1
CULTURE CLUB 3-3
QUARTERFLASH 6-5
HUMAN LEAGUE 11-7
BILLY JOEL 20-16

WKHI/Ocean City, MD
Jack Gillan

POLICE
ROGERS & PARTON
BEE GEES
MADNESS
STYX
Hottest:
MICHAEL SEMBELLO 1-1
MEN AT WORK 4-2
CULTURE CLUB 14-7
JACKSON BROWNE 16-10
DAVID BOWIE 18-12

SBXU/Portsmouth, WV
Paul DeMille

ROGERS & PARTON
POLICE
BEE GEES
FUN BOY THREE
AGNETHA FALTSKOG
DEF LEPPARD
Hottest:
BONNIE TYLER 1-1
MICHAEL SEMBELLO 3-2
RICK SPRINGFIELD 4-4
MEN WITHOUT HATS 17-10
ASIA 18-11

WJBO/Portland, ME
Phonbo/O'Neil

POLICE
AGNETHA FALTSKOG
LIQUID GOLD
COCONUTS
IAN HUNTER
ROD STEWART
MADNESS
EDDIE RABBITT
Hottest:
MICHAEL SEMBELLO 9-1
ELO 13-2
JACKSON BROWNE 17-14
BILLY JOEL 27-19

WHBZ/Portsmouth
Rick Bean

TACO
ANIMALS
BRYAN ADAMS
Hottest:
MEN WITHOUT HATS 3-1
DAVID BOWIE 12-8
JACKSON BROWNE 14-9
BONNIE TYLER 20-10

W8QV/Wilmington, PA
Frank Bell

POLICE
SPANDAU BALLET
FIXX
Hottest:
MICHAEL SEMBELLO 1-1
LOVERBOY 7-7
DAVID BOWIE 12-12
CULTURE CLUB 17-17
JOAN JETT 29-29

KITE/Corpus Christi, TX
Mark Driscoll

JACKSON BROWNE
Hottest:
ROD STEWART
GAP BAND
Z2 TOP
BEE GEES
AGNETHA FALTSKOG
ROGERS & PARTON
SOS BAND
Hottest:
QUARTERFLASH 3-1
MICHAEL JACKSON 6-4
RICK SPRINGFIELD 8-7
BILLY JOEL 13-8
SHALAMAR 14-10
NAKED EYES 14-10

KZFM/Corpus Christi
Chuck Baker

MADNESS
CHEAP TRICK
A FLOCK OF SEAGUL
POLICE 1-1
Hottest:
POLICE 1-1
STEVE NICKS 3-3
MEN WITHOUT HATS 24-14
DAVID BOWIE 6-3
BONNIE TYLER 16-9

WFMF/Baton Rouge, LA
Rice/Allyson

SHALAMAR
SPANDAU BALLET
Hottest:
MICHAEL SEMBELLO 3-1
DONNA SUMMER 2-2
MEN AT WORK 5-3
POLICE 6-6
MICHAEL JACKSON 18-10

KZZB/Bassett, TX
Murphy/Harrison

POLICE
ROD STEWART
ELVIS COSTELLO
SHEENA EASTON
HEART
MADNESS
Hottest:
MICHAEL SEMBELLO 2-1
MEN AT WORK 3-2
LAURA BRANIGAN 8-4
RICK SPRINGFIELD 12-5
MEN WITHOUT HATS 20-13

WKID/Bloxt, MS
Kirk Cllett

LBB
STYX
POLICE
ROD STEWART
Hottest:
MICHAEL SEMBELLO 2-1
MEN AT WORK 3-2
LAURA BRANIGAN 8-4
RICK SPRINGFIELD 12-5
MEN WITHOUT HATS 20-13

WVNB/Daytona Beach, FL
Brian Douglas

POLICE
ROGERS & PARTON
POLICE
FIXX (dp)
LBB
ANIMALS (dp)
Hottest:
BONNIE TYLER 10-5
HUMAN LEAGUE 9-7
TACO 21-8
FRANK STALLONE 29-19
JACKSON BROWNE D-24

WDCG/Durham-Raleigh
Randy Kabrich

PAUL ANKA
SHEENA EASTON
HEART
Hottest:
DONNA SUMMER 3-1
KAJAGOOGO
TALKING HEADS (dp)
DERAN CRAIG (dp)
Hottest:
QUARTERFLASH 2-1
CULTURE CLUB 5-3
TACO 6-4
MICHAEL SEMBELLO 16-10
SPANDAU BALLET 39-22

KXKX108/Birmingham, AL
Steve Davis

none
Hottest:
POLICE 1-1
MICHAEL SEMBELLO 2-2
BRYAN ADAMS 8-8
DAVID BOWIE 10-10
BONNIE TYLER 20-20

WCSC/Charleston, SC
Chris Bailey

RICK SPRINGFIELD
POLICE
EUBANK
AGNETHA FALTSKOG
STYX
FIXX
ROD STEWART
Hottest:
POLICE 1-1
CULTURE CLUB 4-3
HAYSY FANTASYZE 12-8
DEF LEPPARD 14-9
YAZ 18-12

WRGQ/Greensboro, NC
Wes Jones

MADNESS
GEORGE BENSON
ROGERS & PARTON
SERGIO MENDES
HEER ALPERT
Hottest:
MICHAEL SEMBELLO 3-1
JACKSON BROWNE 18-13
BILLY JOEL 23-14
FRANK STALLONE 26-19
BONNIE TYLER D-22

CK101/Cocoa Beach, FL
Mike Lowe

CULTURE CLUB
NAKED EYES
GEORGE BENSON
SMOKEY ROBINSON
Hottest:
MICHAEL SEMBELLO 2-1
MICHAEL SEMBELLO 13-7
BILLY JOEL 18-8
TACO 14-9
PAUL ANKA 23-15

WNOK-FM/Columbia, SC
Hunter/Herring

none
Hottest:
MICHAEL SEMBELLO 1-1
LOVERBOY 7-7
DAVID BOWIE 12-12
CULTURE CLUB 17-17
JOAN JETT 29-29

KITE/Corpus Christi, TX
Mark Driscoll

JACKSON BROWNE
Hottest:
ROD STEWART
GAP BAND
Z2 TOP
BEE GEES
AGNETHA FALTSKOG
ROGERS & PARTON
SOS BAND
Hottest:
QUARTERFLASH 3-1
MICHAEL JACKSON 6-4
RICK SPRINGFIELD 8-7
BILLY JOEL 13-8
SHALAMAR 14-10
NAKED EYES 14-10

KZFM/Corpus Christi
Chuck Baker

MADNESS
CHEAP TRICK
A FLOCK OF SEAGUL
POLICE 1-1
Hottest:
POLICE 1-1
STEVE NICKS 3-3
MEN WITHOUT HATS 24-14
DAVID BOWIE 6-3
BONNIE TYLER 16-9

WVNB/Daytona Beach, FL
Ralph Wimmer

GEORGE BENSON
POLICE
ROGERS & PARTON
SHEENA EASTON
BEE GEES
RITA COOLIDGE
Hottest:
DONNA SUMMER 2-1
ROD STEWART 8-3
TACO 9-4
BONNIE TYLER 20-7
AIR SUPPLY 21-11
ASIA 28-20

WVNB/Daytona Beach, FL
Brian Douglas

POLICE
ROGERS & PARTON
POLICE
FIXX (dp)
LBB
ANIMALS (dp)
Hottest:
BONNIE TYLER 10-5
HUMAN LEAGUE 9-7
TACO 21-8
FRANK STALLONE 29-19
JACKSON BROWNE D-24

WVNB/Daytona Beach, FL
Brian Douglas

POLICE
ROGERS & PARTON
POLICE
FIXX (dp)
LBB
ANIMALS (dp)
Hottest:
BONNIE TYLER 10-5
HUMAN LEAGUE 9-7
TACO 21-8
FRANK STALLONE 29-19
JACKSON BROWNE D-24

KAMZ/El Paso, TX
Bob West

POLICE
SHEENA EASTON
BEE GEES
DONNA SUMMER
Hottest:
STEVE NICKS 2-2
MICHAEL SEMBELLO 5-3
DONNA SUMMER 4-4
STACY LATTISAW 18-14

KSET/El Paso, TX
Cat Simon

RICK SPRINGFIELD
POLICE
EUBANK
AGNETHA FALTSKOG
STYX
FIXX
ROD STEWART
Hottest:
POLICE 1-1
CULTURE CLUB 4-3
HAYSY FANTASYZE 12-8
DEF LEPPARD 14-9
YAZ 18-12

WVNB/Daytona Beach, FL
Brian Douglas

POLICE
ROGERS & PARTON
POLICE
FIXX (dp)
LBB
ANIMALS (dp)
Hottest:
BONNIE TYLER 10-5
HUMAN LEAGUE 9-7
TACO 21-8
FRANK STALLONE 29-19
JACKSON BROWNE D-24

WVNB/Daytona Beach, FL
Brian Douglas

POLICE
ROGERS & PARTON
POLICE
FIXX (dp)
LBB
ANIMALS (dp)
Hottest:
BONNIE TYLER 10-5
HUMAN LEAGUE 9-7
TACO 21-8
FRANK STALLONE 29-19
JACKSON BROWNE D-24

WVNB/Daytona Beach, FL
Brian Douglas

POLICE
ROGERS & PARTON
POLICE
FIXX (dp)
LBB
ANIMALS (dp)
Hottest:
BONNIE TYLER 10-5
HUMAN LEAGUE 9-7
TACO 21-8
FRANK STALLONE 29-19
JACKSON BROWNE D-24

WJDX/Jackson, MS
Bill Crews

SERGIO MENDES
SHEENA EASTON
BEE GEES
ROBERT PLANT
LEE GREENWOOD
POLICE
HEART
STYX
Hottest:
MEN AT WORK 3-1
RITA COOLIDGE 4-3
HUMAN LEAGUE 8-4
CULTURE CLUB 10-6
MEN WITHOUT HATS 14-10

MTYX/Jackson, MS
Jim Chick

RITA COOLIDGE
POLICE
BONNIE TYLER
SPANDAU BALLET
ROD STEWART
PUN BOY THREE
JUICE NEWTON
STYX (dp)
Hottest:
DONNA SUMMER 2-1
EURYTHMICS 4-2
DAVID BOWIE 6-3
MICHAEL SEMBELLO 8-4
SHALAMAR 17-8

Y103/Jacksonville, FL
Robert John

ROGERS & PARTON
RONNIE MILSAP
JUICE NEWTON
STYX (dp)
Hottest:
DONNA SUMMER 2-1
EURYTHMICS 4-2
DAVID BOWIE 6-3
MICHAEL SEMBELLO 8-4
SHALAMAR 17-8

WQUT/Johnson City, TN
Rod Hampton

GEORGE BENSON
POLICE
SPANDAU BALLET
BONNIE TYLER
MEN WITHOUT HATS
HUMAN LEAGUE
Hottest:
QUARTERFLASH 7-1
MICHAEL SEMBELLO 16-7
MEN AT WORK 15-11
JACKSON BROWNE 20-15
TACO 29-21

WOKI/Knoxville, TN
Gary Adkins

POLICE
FIXX
ROGERS & PARTON
MINOR DETAIL
BRYSON & FLACK
MADNESS
SHEENA EASTON
STYX
LIQUID GOLD
Hottest:
POLICE 1-1
MEN WITHOUT HATS 10-6
TACO 13-9
BONNIE TYLER 19-10
SHALAMAR 18-13

KKYK/Little Rock, AR
Mark McCain

MICHAEL SEMBELLO
TACO
JACKSON BROWNE
Hottest:
MEN AT WORK 4-1
EURYTHMICS 11-2
STEVE NICKS 13-3
JOURNEY 15-5
HUMAN LEAGUE 17-6

BJ108/Olando, FL
Gary Orlando

AIR SUPPLY
NAKED EYES
SPANDAU BALLET
POLICE 1-1
MICHAEL SEMBELLO 4-2
CULTURE CLUB 15-8
FRANK STALLONE 24-20

WVVO/Richmond, VA
Jeff Morgan

POLICE
Hottest:
MICHAEL SEMBELLO 1-1
BILLY JOEL 6-6
JACKSON BROWNE 25-14
FRANK STALLONE 37-29
AIR SUPPLY D-37

KITY/San Antonio
Angela Wright

AGNETHA FALTSKOG
JUICE NEWTON
TEARS FOR FEARS (dp)
Hottest:
TACO 1-1
BILLY JOEL 23-12
GEORGE BENSON 26-15
SERGIO MENDES 30-19
SPANDAU BALLET 3

CHR ADDS & HOTS

MIDWEST Most Added® Hottest

Police "King" Michael Sembello
Fixx "One" Police
Sheena Easton Bonnie Tyler

WEST Most Added® Hottest

Police "King" Michael Sembello
Rod Stewart Donna Summer
Rogers & Parton Men At Work
Police

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

MIDWEST PARALLEL TWO

WKDD/Akron, OH

Matt Patrick
ROD STEWART
AGNETHA FALTSKOG
KAJAGOOGOO
PAUL ANKA
JEFFREY OSBORNE
Hottest:
DAVID BOWIE 1-1
CULTURE CLUB 6-4
LAURA BRANIGAN 9-6
MICHAEL SEMBELLO 13-8
HUMAN LEAGUE 14-10

WKAU/Appleton-Oshkosh

Ross/Allen

POLICE
GEORGE BENSON
KINKS
HEART (dp)
Hottest:
MEN AT WORK 4-1
MICHAEL SEMBELLO 11-6
RICK SPRINGFIELD 16-11
ASIA 19-13
BONNIE TYLER 28-20

WNAM/Appleton-Oshkosh

Chris Caine

GEORGE BENSON
POLICE
FIXX
ROGERS & PARTON
AGNETHA FALTSKOG
ROD STEWART
BRYSON & FLACK
ELVIS COSTELLO
Hottest:
MICHAEL SEMBELLO 1-1
ASIA 19-10
FRANK STALLONE 24-12
AIR SUPPLY 28-18
BONNIE TYLER 31-20

92X/Columbus, OH

Teri Nutter

MICHAEL JACKSON
MEN WITHOUT HATS
ROBERT PLANT
TALKING HEADS
POLICE
Hottest:
POLICE 1-1
MICHAEL SEMBELLO 3-2
BONNIE TYLER 8-6
DONNA SUMMER 12-8
HUMAN LEAGUE 24-19

KIHK/Davenport, IA

Jim O'Hara

KINKS
MADNESS
ROBERT PLANT (dp)
HEART (dp)
JUICE NEWTON
ROGERS & PARTON
SHEENA EASTON
POLICE (dp)
Hottest:
EURYTHMICS 3-1
BILLY JOEL 19-12
MICHAEL JACKSON 22-15
BONNIE TYLER 34-24
F.R. DAVID 33-26

KMGK/Des Moines, IA

Jim Roberts

POLICE
SHEENA EASTON
BEE GEES
MADNESS
KAJAGOOGOO
Hottest:
MICHAEL SEMBELLO 2-1
DONNA SUMMER 5-2
EURYTHMICS 1-3
POLICE 4-5
JACKSON BROWNE 14-12

WEBC/Duluth, MN

Dick Johnson

BONNIE TYLER
GEORGE BENSON
SHEENA EASTON (dp)
HEART (dp)
ELVIS COSTELLO (dp)
Hottest:
MICHAEL SEMBELLO 3-1
EURYTHMICS 1-2
HUMAN LEAGUE 5-3
DAVID BOWIE 8-4
MICHAEL JACKSON 12-6

WKDQ/Evansville, IN

Hobbs/Payne

BONNIE TYLER
SPANDAU BALLET
KINKS
F.R. DAVID
RONNIE MILSAP
Hottest:
POLICE 1-1
QUARTERFLASH 4-2
MEN AT WORK 5-3
MICHAEL JACKSON 9-6
DONNA SUMMER 13-9

WMEE/Fort Wayne

Tony Richards

ELTON JOHN
SPANDAU BALLET
STYX
FIXX
MADNESS
SHEENA EASTON
ROBERT PLANT (dp)
GEORGE BENSON
Hottest:
HUMAN LEAGUE 5-1
BILLY JOEL 12-8
ASIA 18-12
FIXX 21-15
MEN WITHOUT HATS 30-23

WGRD/Grand Rapids, MI

J.J. Dullng

POLICE
AIR SUPPLY
BRYAN ADAMS
DEF LEPPARD
KAJAGOOGOO
MADNESS
FIXX
Hottest:
MICHAEL SEMBELLO 3-1
JACKSON BROWNE 5-2
BONNIE TYLER 10-5
ASIA 14-6
MEN WITHOUT HATS 26-14

WZZR/Grand Rapids, MI

Don Schuller

FIXX
BIG RIC
JUICE NEWTON
STYX
JIM CAPALDI
AGNETHA FALTSKOG
ROD STEWART
HOLLIES
CHEAP TRICK
POLICE
Hottest:
MICHAEL SEMBELLO 1-1
RICK SPRINGFIELD 12-5
ASIA 11-8
BILLY JOEL 13-12
SPANDAU BALLET 29-19

WNAP/Indianapolis, IN

Larry Mago

none
Hottest:
POLICE 1-1
QUARTERFLASH 2-2
MEN AT WORK 3-3
MICHAEL JACKSON 6-6
RITA COOLIDGE 8-8

WZPL/Indianapolis, IN

Gary Hoffmann

FIXX
JACKSON BROWNE
SHALAMAR
POLICE
ROD STEWART
CLUB HOUSE
MINOR DETAIL
DF2
Hottest:
MICHAEL SEMBELLO 1-1
DONNA SUMMER 4-3
MEN AT WORK 6-4
CULTURE CLUB 12-6
POLICE D-24

WJXQ/Jackson, MI

Ryan/Cheeks

POLICE
DEF LEPPARD
ZEBRA
QUIET RIOT
IAN HUNTER
BREAKS
ROD STEWART
ROGERS & PARTON
Hottest:
MEN AT WORK 3-1
ASIA 4-2
POLICE D-10
MEN WITHOUT HATS 28-11
DEF LEPPARD D-27

WKFR/Kalamazoo, MI

Swart/Chapman

ROGERS & PARTON
POLICE
RONNIE MILSAP
SHEENA EASTON
BEE GEES
Hottest:
MICHAEL SEMBELLO 1-1
MICHAEL JACKSON 13-9
JACKSON BROWNE 15-10
BILLY JOEL 22-13
BONNIE TYLER 29-20

WVIC/Lansing, MI

Jay Stevens

STYX
SHALAMAR
Hottest:
JOURNEY 13-8
BONNIE TYLER 17-9
ELO 15-10
JACKSON BROWNE 19-11
BILLY JOEL 21-15

WZEE/Hudson, WI

Little/Madison

POLICE
AGNETHA FALTSKOG
ELVIS COSTELLO
PAUL ANKA
Hottest:
EURYTHMICS 4-1
DEF LEPPARD 1-2
BONNIE TYLER 12-3
DONNA SUMMER 6-4
STEVIE NICKS 3-5

KQKQ/Omaha, NE

Taylor/Denah

JEFFREY OSBORNE
ROBERT PLANT
POLICE
SHEENA EASTON
ROGERS & PARTON
Hottest:
POLICE 1-1
MICHAEL SEMBELLO 2-2
DONNA SUMMER 4-3
RICK SPRINGFIELD 13-10
MICHAEL JACKSON 17-11

KZ93/Peoria, IL

Mark Maloney

BEE GEES
FIXX
SHALAMAR
PETER GABRIEL
SHEENA EASTON
MADNESS
AGNETHA FALTSKOG
KAJAGOOGOO
Hottest:
KAJAGOOGOO
POLICE 1-1
DONNA SUMMER 2-2
QUARTERFLASH 3-3
MICHAEL SEMBELLO 6-6
EURYTHMICS 8-8

WZOK/Rockford

Tim Fox

NAKED EYES
Hottest:
MEN AT WORK 4-1
MICHAEL SEMBELLO 5-2
QUARTERFLASH 8-3
JACKSON BROWNE 9-4
CULTURE CLUB 11-7

U93/South Bend, IN

J.K. Dearing

JACKSON BROWNE
Hottest:
EURYTHMICS 3-1
MEN AT WORK 7-4
SERGIO MENDES 10-5
TACO 14-10
STEVIE NICKS 13-11

KAYI/Tulsa, OK

Phil Williams

POLICE
FIXX
TUBES
SHEENA EASTON
HEART
Hottest:
QUARTERFLASH 2-1
MEN AT WORK 3-2
MICHAEL SEMBELLO 6-3
JACKSON BROWNE 9-6
NAKED EYES 17-14

KRAV/Tulsa, OK

Gary Reynolds

ROGERS & PARTON
POLICE (dp)
BONNIE TYLER (dp)
Hottest:
POLICE 1-1
MICHAEL SEMBELLO 3-2
EURYTHMICS 10-3
SHEENA EASTON 7-5
BILLY JOEL 20-12

KEYN-FM/Wichita, KS

Taylor/Pearman

POLICE
ROBERT PLANT
SHEENA EASTON
ROD STEWART
Hottest:
POLICE 1-1
QUARTERFLASH 5-5
JACKSON BROWNE 10-6
PAUL ANKA 15-12
MICHAEL JACKSON 20-16

WHOT/Youngstown, OH

Dick Thompson

SHEENA EASTON
CHRIS DEBURGH
FIXX
BEE GEES
ROD STEWART
CLUB HOUSE
POLICE
PETER GABRIEL
AGNETHA FALTSKOG
ROGERS & PARTON
Hottest:
POLICE 1-1
MICHAEL SEMBELLO 2-2
MEN AT WORK 5-3
ASIA 18-14
SHALAMAR 24-20

WYFM/Youngstown, OH

Jeff Tobin

DONNA SUMMER
MEN AT WORK
HUMAN LEAGUE
Hottest:
EURYTHMICS 1-1
MICHAEL SEMBELLO 8-3
DEF LEPPARD 9-5

PARALLEL THREE

KFYR/Bismarck, ND

Dan Brannan

KINKS
ROGERS & PARTON
POLICE
CHEAP TRICK
SPANDAU BALLET
Hottest:
POLICE 1-1
MICHAEL SEMBELLO 3-2
MEN AT WORK 4-3
RICK SPRINGFIELD 11-8
JACKSON BROWNE 14-11

WBWB/Bloomington

John Helmann

SPANDAU BALLET
POLICE
ROD STEWART
A FLOCK OF SEAGUL
MADNESS
SHEENA EASTON
FIXX
Hottest:
POLICE 1-1
BONNIE TYLER 22-17
ELTON JOHN 32-24
SHALAMAR 38-26
KINKS 40-27

WCIL-FM/Carbondale, IL

Tony Waitekus

SLINGSHOT
CHRIS DEBURGH
SPANDAU BALLET
ANIMALS
DEXYS MIDNIGHT RU
R.E.M.
Hottest:
NEW EDITION 2-1
TACO 4-2
DEF LEPPARD 1-3
AIR SUPPLY 14-7
MEN WITHOUT HATS 20-8

KFMZ/Columbia

Jim Williams

BILLY IDOL (dp)
KINKS
HEART
MADNESS
FIXX (dp)
ANIMALS
AXE (dp)
CHRIS DEBURGH
Hottest:
ASIA 1-1
QUARTERFLASH 5-4
JACKSON BROWNE 7-5
NAKED EYES 16-6
RICK SPRINGFIELD 8-8

KQWB/Fargo, ND

Craig Roberts

JEFFREY OSBORNE
SPANDAU BALLET
PAUL ANKA
ELTON JOHN
RONNIE MILSAP
JUICE NEWTON
LRB
Hottest:
POLICE 1-1
CULTURE CLUB 15-9
JACKSON BROWNE 19-17
BILLY JOEL 20-18
AIR SUPPLY 21-19

KKXL-FM/Grand Forks, ND

Don Nordine

ELTON JOHN
POLICE
SPANDAU BALLET
Hottest:
MICHAEL SEMBELLO 3-1
POLICE 1-3
RICK SPRINGFIELD 10-7
MICHAEL JACKSON 28-22
BONNIE TYLER 32-24

KYTN/Grand Forks, ND

Tom Fricke

POLICE
A FLOCK OF SEAGUL
FIXX
PETER GABRIEL
Hottest:
LOVERBOY 1-1
DEF LEPPARD 2-2
JOAN JETT 8-4
ZZ TOP 18-11
BONNIE TYLER 25-14

KRNA/Iowa City, IA

Bart Goynahor

POLICE
FIXX
KINKS
MADNESS (dp)
PRINCE (dp)
Hottest:
EURYTHMICS 1-1
MICHAEL SEMBELLO 6-2
JACKSON BROWNE 8-3
DEF LEPPARD 10-4
MEN WITHOUT HATS 19-10

WAZY-FM/Lafayette, IN

Jim Stacy

POLICE
TALKING HEADS
FIXX
Hottest:
DONNA SUMMER 1-1
QUARTERFLASH 2-2
BILLY JOEL 21-9
TACO 24-17
BONNIE TYLER 27-20

WRKR/Racine

Pat Martin

BILLY JOEL
DEF LEPPARD
RICK SPRINGFIELD
CULTURE CLUB
SHALAMAR
FIXX
Hottest:
POLICE 1-1
BONNIE TYLER 13-5
MEN AT WORK 16-11
LOVERBOY 24-19
MEN WITHOUT HATS 33-26

KKLS/Rapid City, SD

Sharwin/Piper

ROD STEWART
ROGERS & PARTON
POLICE
KINKS
SPANDAU BALLET
Hottest:
STEVIE NICKS 2-1
ELO 4-2
LOVERBOY 5-3
DAVID BOWIE 15-8
MICHAEL JACKSON 21-16

99KG/Salina, KS

Coller/Travis

SPANDAU BALLET
POLICE
ROGERS & PARTON
HEART
A FLOCK OF SEAGUL
LINDSEY BUCKINGHA
FIXX
Hottest:
POLICE 1-1
TACO 15-8
DEF LEPPARD 13-11
AIR SUPPLY 31-24
FRANK STALLONE 39-27

KKRC/Sioux Falls

Dan Kieley

FRANK STALLONE
POLICE
SPANDAU BALLET
Hottest:
ELO 8-4
JACKSON BROWNE 10-6
CULTURE CLUB 16-10
MEN WITHOUT HATS 24-15
BILLY JOEL 26-21

KWTO-FM/Springfield, MO

Bob Hammond

LRB
ROBERT PLANT
STYX
SHEENA EASTON
POLICE
Hottest:
MICHAEL SEMBELLO 2-1
MEN AT WORK 3-2
QUARTERFLASH 11-4
HUMAN LEAGUE 9-6
DAVID BOWIE 14-8

WSPT/Stevens Point, WI

Fuhr/Tracy

JUICE NEWTON
POLICE
GEORGE BENSON
ZZ TOP (dp)
ANIMALS (dp)
FIXX (dp)
Hottest:
BONNIE TYLER 10-1
MEN WITHOUT HATS 9-2
DEF LEPPARD 4-3
MICHAEL SEMBELLO 5-4
CULTURE CLUB 7-6

KDVV/Topeka, KN

Tony Stewart

POLICE
SPANDAU BALLET
SHEENA EASTON
KINKS
HEART
Hottest:
FIXX 9-5
JACKSON BROWNE 18-9
MEN WITHOUT HATS 25-18
AIR SUPPLY 27-22
BONNIE TYLER D-29

KFMW/Waterloo, IA

Mark Potter

ELVIS COSTELLO
POLICE
SHEENA EASTON
MADNESS
BILLY IDOL
Hottest:
POLICE 1-1
BILLY JOEL 23-16
MEN WITHOUT HATS 26-18
LAURA BRANIGAN 31-22
FRANK STALLONE 32-25

WEST

PARALLEL TWO

KKXX/Bakersfield, CA

Squires/Kemper

POLICE
GEORGE BENSON
Hottest:
POLICE 1-1
MICHAEL SEMBELLO 2-2
MEN WITHOUT HATS 19-11
NAKED EYES 20-14
BONNIE TYLER 29-21

KBBK/Boise, ID

Tom Evans

ROBERT PLANT
POLICE
JUICE NEWTON
ANIMALS
Hottest:
MICHAEL SEMBELLO 1-1
MEN WITHOUT HATS 4-2
DEF LEPPARD 7-7
RICK SPRINGFIELD 14-8
BONNIE TYLER 16-12

KKFM/Colorado Springs, CO

Finnery/Ryan

LAURA BRANIGAN
POLICE
KINKS
FIXX
Hottest:
MICHAEL SEMBELLO 5-1
QUARTERFLASH 7-2
MICHAEL JACKSON 11-7
ASIA 17-13
BONNIE TYLER 27-15

KYNO-FM/Fresno, CA

Walker/Davis

MICHAEL JACKSON
ROBERT PALMER
TACO
STRAY CATS
MEN AT WORK
SHEENA EASTON
SHERIFF
BEE GEES
POLICE
EDDY GRANT
QUARTERFLASH
GEORGE BENSON
ANIMALS
Hottest:
POLICE 1-1
MICHAEL SEMBELLO 4-3
MICHAEL JACKSON 10-5
CULTURE CLUB 9-6
DURAN DURAN 13-8

KIKI/Honolulu, HI

Kong/Shahido

KINKS
JEFFREY OSBORNE
POLICE
TALKING HEADS
LRB
HEART
BILLY JOEL
DIANA ROSS
Hottest:
AUDY KIMURA 1-1
DONNA SUMMER 3-2
EURYTHMICS 7-4
NEW EDITION 12-8
AIR SUPPLY 27-20

KMQ/Honolulu, HI

Kimo Akane

DURAN DURAN
POLICE
CHEAP TRICK
ROD STEWART
SHEENA EASTON
ROGERS & PARTON
ELVIS COSTELLO
Hottest:
JOURNEY 1-1
DONNA SUMMER 3-2
FIXX 4-3
NEW EDITION 7-4
MADNESS 6-6

KLUC/Las Vegas, NV

Randy Lundquist

POLICE
SHEENA EASTON
MADNESS
ROBERT PLANT
Hottest:
POLICE 1-1
LOVERBOY 3-2
CULTURE CLUB 5-4
DAVID BOWIE 8-6
BILLY JOEL 13-8

KOSO/Modesto, CA

Ausham/Main

ROBERT PLANT
JUICE NEWTON
POLICE
Hottest:
MICHAEL SEMBELLO 1-1
CULTURE CLUB 7-2
MICHAEL JACKSON 5-3
AIR SUPPLY 15-7
BONNIE TYLER 32-26

KHOP/Modesto-Stockton

David Krahm

SHALAMAR
POLICE
BEE GEES
ROD STEWART
SHEENA EASTON
ANIMALS (dp)
ROGERS & PARTON
Hottest:
MEN AT WORK 1-1
EURYTHMICS 11-2
MICHAEL JACKSON 13-6
FRANK STALLONE 23-14
BILLY JOEL 28-18

KIDD/Monterey, CA

Brown/Kel

NEIL YOUNG
STACY LATTISAW
JUICE NEWTON
Hottest:
MEN AT WORK 4-1
EURYTHMICS 6-3
TACO 12-9
NAKED EYES 16-11

K96/Provo, UT

Gentry/Greer

FRANK STALLONE
SPANDAU BALLET
STRAY CATS
ROGERS & PARTON
Hottest:
MICHAEL SEMBELLO 2-1
HUMAN LEAGUE 4-2
LOVERBOY 6-5
DONNA SUMMER 11-8
BILLY JOEL 21-12

KGGI/Riverside-S. Bern.

Steve O'Neil

POLICE
SPANDAU BALLET
BEE GEES
Hottest:
POLICE 1-1
MICHAEL SEMBELLO 3-2
DAVID BOWIE 4-3
CULTURE CLUB 5-4
RITA COOLIDGE 25-15

KSKD/Salem, OR

Len E. Mitchell

MADNESS
ANIMALS
KAJAGOOGOO
ROD STEWART
FIXX
AGNETHA FALTSKOG (dp)
POLICE (dp)
Hottest:
POLICE 3-1
BILLY JOEL 22-17
ASIA 24-1

PARALLELS

Parallel I: Selected stations in major markets that are format dominant and/or exert a significant national influence.

Parallel II: Selected stations in secondary markets that are format dominant and/or exert a significant local or regional influence. This parallel may also contain some major market stations that do not qualify for parallel one status.

Parallel III: Selected stations in smaller markets that are format dominant and/or exert a significant local influence. This parallel may contain some secondary market stations that do not qualify for parallel two status.

★ DENOTES FIRST WEEK IN PARALLELS.

221 Reports

JOHN DOE
"Hit Song" (Anylabel)
LP: Hit Song

Regional 100/25 44% National Summary
Reach UP 51
E 33% DEBITS 20
M 21% SAME 4
S 56% DOWN 0
W 19% ADDS 25

ANIMALS
The Night (RSO/A&M)
LP: Ark

Regional 68/25 31% National Summary
Reach UP 51
E 50% DEBITS 20
S 74% SAME 4
M 20% DOWN 0
W 55% ADDS 25

EXAMPLE

100/25 — 100 CHR reporting stations on it this week including 25 new adds.

44% — Percentage of this week's reporters playing it.

Regional Reach — Percentage of reporters playing the song within each region.

National Summary
Up 51 — Number of stations moving it up on the charts.
Debits 20 — Number of stations debuting the song this week.
Same 24 — Number of stations reporting no movement this week (On to On, Add to On, 31-31, etc.).
Down 0 — Number of stations moving it down on their charts.
Adds 25 — Total number of stations adding it this week.

ASIA
Don't Cry (Geffen)
LP: Alpha

Regional 200/2 90% National Summary
Reach UP 170
E 98% DEBITS 18
S 92% SAME 18
M 98% DOWN 0
W 92% ADDS 2

AIR SUPPLY
Making Love Out Of... (Arista)
LP: Greatest Hits

Regional 168/10 78% National Summary
Reach UP 19
E 78% DEBITS 18
S 78% SAME 19
M 82% DOWN 1
W 82% ADDS 10

DAVID BOWIE
China Girl (EMI America)
LP: Let's Dance

Regional 175/0 79% National Summary
Reach UP 122
E 88% DEBITS 1
S 80% SAME 31
M 77% DOWN 20
W 77% ADDS 0

PAUL ANKA
Hold Me 'Til... (Columbia)
LP: Walk A Fine Line

Regional 62/9 28% National Summary
Reach UP 28
E 29% DEBITS 20
S 33% SAME 20
M 17% DOWN 0
W 32% ADDS 9

BEE GEES
Some One... (RSO/PolyGram)
LP: Soundtrack Staying Alive

Regional 89/46 40% National Summary
Reach UP 2
E 44% DEBITS 13
S 61% SAME 29
M 13% DOWN 0
W 36% ADDS 45

LAURA BRANIGAN
How Am I... (Atlantic)
LP: Branigan 2

Regional 170/3 77% National Summary
Reach UP 136
E 78% DEBITS 18
S 80% SAME 19
M 70% DOWN 7
W 82% ADDS 3

RITA COOLIDGE
All Time High (A&M)
LP: Soundtrack Octopussy

Regional 133/6 60% National Summary
Reach UP 70
E 63% DEBITS 12
S 54% SAME 38
M 15% DOWN 7
W 66% ADDS 4

F.R. DAVID
Words (Carrera/PolyGram)
LP: Words

Regional 53/1 24% National Summary
Reach UP 11
E 27% DEBITS 8
S 24% SAME 26
M 15% DOWN 1
W 32% ADDS 9

HEART
How Can I Refuse (Epic)
LP: Can I Refuse

Regional 104/23 47% National Summary
Reach UP 14
E 44% DEBITS 2
S 50% SAME 38
M 31% DOWN 0
W 59% ADDS 23

PEABO BRYSON & ROBERTA FLACK
Tonight I Celebrate... (Capitol)
LP: Tonight I Celebrate My Love

Regional 70/8 32% National Summary
Reach UP 8
E 33% DEBITS 11
S 34% SAME 25
M 43% DOWN 1
W 43% ADDS 8

ELVIS COSTELLO
Everyday I Love You... (Columbia)
LP: Punch The Clock

Regional 51/20 23% National Summary
Reach UP 3
E 23% DEBITS 9
S 29% SAME 10
M 11% DOWN 2
W 33% ADDS 20

SHEENA EASTON
Telephone... (EMI America)
LP: Best Kept Secret

Regional 126/81 57% National Summary
Reach UP 24
E 50% DEBITS 36
S 62% SAME 36
M 29% DOWN 0
W 66% ADDS 61

JACKSON BROWNE
Lawyers In Love (Asylum)
LP: Lawyers In Love

Regional 199/5 90% National Summary
Reach UP 164
E 96% DEBITS 4
S 91% SAME 25
M 82% DOWN 1
W 82% ADDS 5

CULTURE CLUB
I Tumble 4 Ya (Epic/Virgin)
LP: Kissing To Be Clever

Regional 197/5 89% National Summary
Reach UP 11
E 96% DEBITS 2
S 92% SAME 27
M 93% DOWN 1
W 93% ADDS 5

FIXX
One Thing Leads... (MCA)
LP: Reach The Beach

Regional 67/64 30% National Summary
Reach UP 1
E 58% DEBITS 1
S 52% SAME 20
M 36% DOWN 0
W 14% ADDS 64

EDDY GRANT
I Don't Want... (Portrait/CBS)
LP: Killer On The Rampage

Regional 64/9 29% National Summary
Reach UP 10
E 20% DEBITS 36
S 28% SAME 38
M 36% DOWN 0
W 36% ADDS 9

F.R. DAVID
Words (Carrera/PolyGram)
LP: Words

Regional 53/1 24% National Summary
Reach UP 11
E 27% DEBITS 8
S 24% SAME 26
M 15% DOWN 1
W 32% ADDS 9

HEART
How Can I Refuse (Epic)
LP: Can I Refuse

Regional 104/23 47% National Summary
Reach UP 14
E 44% DEBITS 2
S 50% SAME 38
M 31% DOWN 0
W 59% ADDS 23

ELVIS COSTELLO
Everyday I Love You... (Columbia)
LP: Punch The Clock

Regional 51/20 23% National Summary
Reach UP 3
E 23% DEBITS 9
S 29% SAME 10
M 11% DOWN 2
W 33% ADDS 20

JOHN DOE
"Hit Song" (Anylabel)
LP: Hit Song

Regional 100/25 44% National Summary
Reach UP 51
E 33% DEBITS 20
M 21% SAME 4
S 56% DOWN 0
W 19% ADDS 25

ANIMALS
The Night (RSO/A&M)
LP: Ark

Regional 68/25 31% National Summary
Reach UP 51
E 50% DEBITS 20
S 74% SAME 4
M 20% DOWN 0
W 55% ADDS 25

ASIA
Don't Cry (Geffen)
LP: Alpha

Regional 200/2 90% National Summary
Reach UP 170
E 98% DEBITS 18
S 92% SAME 18
M 98% DOWN 0
W 92% ADDS 2

AIR SUPPLY
Making Love Out Of... (Arista)
LP: Greatest Hits

Regional 168/10 78% National Summary
Reach UP 19
E 78% DEBITS 18
S 78% SAME 19
M 82% DOWN 1
W 82% ADDS 10

DAVID BOWIE
China Girl (EMI America)
LP: Let's Dance

Regional 175/0 79% National Summary
Reach UP 122
E 88% DEBITS 1
S 80% SAME 31
M 77% DOWN 20
W 77% ADDS 0

PAUL ANKA
Hold Me 'Til... (Columbia)
LP: Walk A Fine Line

Regional 62/9 28% National Summary
Reach UP 28
E 29% DEBITS 20
S 33% SAME 20
M 17% DOWN 0
W 32% ADDS 9

BEE GEES
Some One... (RSO/PolyGram)
LP: Soundtrack Staying Alive

Regional 89/46 40% National Summary
Reach UP 2
E 44% DEBITS 13
S 61% SAME 29
M 13% DOWN 0
W 36% ADDS 45

LAURA BRANIGAN
How Am I... (Atlantic)
LP: Branigan 2

Regional 170/3 77% National Summary
Reach UP 136
E 78% DEBITS 18
S 80% SAME 19
M 70% DOWN 7
W 82% ADDS 3

RITA COOLIDGE
All Time High (A&M)
LP: Soundtrack Octopussy

Regional 133/6 60% National Summary
Reach UP 70
E 63% DEBITS 12
S 54% SAME 38
M 15% DOWN 7
W 66% ADDS 4

F.R. DAVID
Words (Carrera/PolyGram)
LP: Words

Regional 53/1 24% National Summary
Reach UP 11
E 27% DEBITS 8
S 24% SAME 26
M 15% DOWN 1
W 32% ADDS 9

HEART
How Can I Refuse (Epic)
LP: Can I Refuse

Regional 104/23 47% National Summary
Reach UP 14
E 44% DEBITS 2
S 50% SAME 38
M 31% DOWN 0
W 59% ADDS 23

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LP: Hit Song

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Reach UP 14
E 44% DEBITS 2
S 50% SAME 38
M 31% DOWN 0
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(Police "Every Breath" continued)

1-1	WJRO 2-3	1-1	WVVO 1-1	5-4	WVVO 5-4
1-1	WVVC 1-1	1-1	WVVO 1-1	10-7	WVVO 10-7
1-1	WVVC 1-1	1-1	WVVO 1-1	10-7	WVVO 10-7
1-1	WVVC 1-1	1-1	WVVO 1-1	10-7	WVVO 10-7
1-1	WVVC 1-1	1-1	WVVO 1-1	10-7	WVVO 10-7

(Michael Sembello continued)

1-1	WVVO 1-1	1-1	WVVO 1-1	10-7	WVVO 10-7
1-1	WVVO 1-1	1-1	WVVO 1-1	10-7	WVVO 10-7
1-1	WVVO 1-1	1-1	WVVO 1-1	10-7	WVVO 10-7
1-1	WVVO 1-1	1-1	WVVO 1-1	10-7	WVVO 10-7
1-1	WVVO 1-1	1-1	WVVO 1-1	10-7	WVVO 10-7

RICK SPRINGFIELD
Human Touch (RCA)
LP: Living in Oz

Regional 190/3 86% National Summary

REACH	1	DEBITS	7
S	244	DOWN	4
H	838	ADD	3
M	828		

ROD STEWART
What Am I Gonna... (WB)
LP: Body Wishes

Regional 58/58 26% National Summary

REACH	298	DEBITS	7
S	244	DOWN	4
H	838	ADD	3
M	828		

TACO
Putting On The Ritz (RCA)
LP: After Eight

Regional 162/3 73% National Summary

REACH	514	DEBITS	5
S	748	SAME	3
H	188	DOWN	1
M	708	ADD	3

BONNIE TYLER
Total Eclipse... (Columbia)
LP: Faster Than The Speed...

Regional 187/11 86% National Summary

REACH	834	DEBITS	27
S	898	SAME	26
H	838	DOWN	1
M	828	ADD	11

POLICE
King Of Pain (A&M)
LP: Synchronicity

Regional 165/157 76% National Summary

REACH	678	DEBITS	0
S	728	SAME	5
H	798	DOWN	0
M	808	ADD	157

SHALAMAR
Dead Giveaway (Solar/Elektra)
LP: Solar/Elektra

Regional 163/11 74% National Summary

REACH	654	DEBITS	15
S	654	SAME	9
H	654	DOWN	1
M	776	ADD	11

RICK SPRINGFIELD
Human Touch (RCA)
LP: Living in Oz

Regional 190/3 86% National Summary

REACH	1	DEBITS	7
S	244	DOWN	4
H	838	ADD	3
M	828		

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KENNY ROGERS
W/DOLLY PARTON
Island In... (RCA)
LP: Eyes That See In The Dark

Regional 81/81 37% National Summary

REACH	428	DEBITS	0
S	504	SAME	0
H	256	DOWN	0
M	328	ADD	81

SPANDAU BALLET
True (Chrysalis)
LP: True

Regional 192/40 87% National Summary

REACH	924	DEBITS	47
S	898	SAME	42
H	818	DOWN	0
M	918	ADD	40

FRANK STALLONE
Far From Over (RSO/PolyGram)
LP: Soundtrack Staying Alive

Regional 187/6 85% National Summary

REACH	924	DEBITS	19
S	924	SAME	21
H	748	DOWN	0
M	898	ADD	6

STYX
High Time (A&M)
LP: Kilroy Was Here

Regional 98/25 44% National Summary

REACH	428	DEBITS	18
S	324	SAME	17
H	438	DOWN	0
M	488	ADD	25

TUBES
Tip Of My Tongue (Capitol)
LP: Outside Inside

Regional 58/3 26% National Summary

REACH	428	DEBITS	6
S	324	SAME	31
H	438	DOWN	1
M	488	ADD	3

ZZ TOP
Sharp Dressed Man (WB)
LP: Eliminator

Regional 56/7 25% National Summary

REACH	428	DEBITS	23
S	398	SAME	20
H	358	DOWN	2
M	398	ADD	7

KENNY ROGERS
W/DOLLY PARTON
Island In... (RCA)
LP: Eyes That See In The Dark

Regional 81/81 37% National Summary

REACH	428	DEBITS	0
S	504	SAME	0
H	256	DOWN	0
M	328	ADD	81

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True (Chrysalis)
LP: True

Regional 192/40 87% National Summary

REACH	924	DEBITS	47
S	898	SAME	42
H	818	DOWN	0
M	918	ADD	40

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REACH	428	DEBITS	23
S	398	SAME	20
H	358	DOWN	2
M	398	ADD	7

MICHAEL SEMBELLO
Maniac (Casablanca/PolyGram)
LP: Soundtrack Flashdance

Regional 200/4 90% National Summary

REACH	968	DEBITS	0
S	878	SAME	73
H	828	DOWN	0
M	898	ADD	4

SPANDAU BALLET
True (Chrysalis)
LP: True

Regional 192/40 87% National Summary

REACH	924	DEBITS	47
S	898	SAME	42
H	818	DOWN	0
M	918	ADD	40

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S	324	SAME	17
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REACH	428	DEBITS	23
S	398	SAME	20
H	358	DOWN	2
M	398	ADD	7



Adult/Contemporary

Continued from Back Page

BREAKERS

KINKS

Don't Forget To Dance (Arista)

54% of our reporters on it. Rotations: Heavy 2/0, Medium 31/5, Light 40/10, Extra Adds 1, Total Adds 16, WFBR, WPRO, WSB-FM, KPPL, B100, KMGC, WVLK, WMAZ, WQUE, 2WD, WENS, 3WM, KKUA, KCEE, KRLB-FM, WVBS. Debuts at number 28 on the A/C chart.

LEE GREENWOOD

Somebody's Gonna Love You (MCA)

47% of our reporters on it. Rotations: Heavy 0/0, Medium 28/8, Light 36/12, Extra Adds 0, Total Adds 20, WARM98, WHB, KHOW, WAEB, WICC, WRIE, KMGC, WMAZ, WING, KRDO, KUGN, KEX, KISN, KKPL, WTKO, WTNV, KRLB-FM, WNGS, KWEB, KVSF. Debuts at number 30 on the A/C chart.

KENNY ROGERS with DOLLY PARTON

Islands In The Stream (RCA)

46% of our reporters on it. Rotations: Heavy 2/2, Medium 28/28, Light 29/29, Extra Adds 3, Total Adds 62 including WFBR, GR55, WPIX, WTAE, WSB-FM, KVIL-FM, WCLR, WISN, WCCO, KS94, KHOW, KOY, V100, WGY, WBT, 55KRC, KEX, and 45 more. Debuts at number 26 on the A/C chart.

NEW & ACTIVE

JACKSON BROWNE "Lawyers In Love" (Asylum) 59/5

Rotations: Heavy 14/1, Medium 28/1, Light 17/3, Extra Adds 0, Total Adds 5, WZZP, KFIM, WAAV, 2WD, KBOI. Heavy: WMJI, WGY, WHHY, WLAC-FM, WQUE, WSRZ, KUDDO, WEIM, WSKI, WCKQ, WCHV, WROV, WVBS, KRBS. Medium: WFYR, WCZY, KPPL, KOST, KNBR, KEZR, V100, WRIE, WHEN, WKGW, KEY103, WAFB, WISM-FM, 3WM, KRDO, WNNR, WTKO, WTNV, WCPI, WSKY, WCHV, WNGS, KCRG, KFQD, KRNO, KRKK, KALE.

PEABO BRYSON & ROBERTA FLACK "Tonight I Celebrate My Love" (Capitol) 59/4

Rotations: Heavy 7/0, Medium 37/2, Light 15/2, Extra Adds 0, Total Adds 4, KGW, WBT, KMGC, WHNN. Heavy: KOST, WBEN, WRIE, WEZS, WFMK, KRBS. Medium: WFBR, WPIX, WRMM, KVIL-FM, WAXY, WFYR, WCZY, WOMC, KFMB, KPLZ, WTIC, WGY, WSLI, WRVR, WHHY, WRVA, KRNT, WTRX, WISM-FM, KUGN, KEX, WSKI, WCKQ, KRLB-FM, WLVA, KVOX, KFOR, KWEB, WBOW, KFQD, KRNO, KRKK, KSRO, KALE. Debuts at number 27 on the A/C chart due to significant airplay.

QUARTERFLASH "Take Me To Heart" (Geffen) 50/1

Rotations: Heavy 17/0, Medium 21/0, Light 12/1, Extra Adds 1, KS94. Heavy: WFBR, WFYR, KGW, KPLZ, WHEN, KEY103, WAAV, WQUE, WFMK, WISM-FM, WEIM, WSKI, WCKQ, WCHV, WROV, WNGS, KRKK. Medium: WLTT, WMJI, WOMC, KPPL, WAEB, V100, WKGW, KFIM, WLAC-FM, WOWO, KOIL, 3WM, KBOI, WNNR, WKZE-FM, WTNV, WSKY, WVBS, KALE, KKPL, WAXY.

TOTO "Waiting For Your Love" (Columbia) 50/0

Rotations: Heavy 3/0, Medium 26/0, Light 21/0, Extra Adds 0, Total Adds 0. Heavy: WEIM, WLVA, WJON. Medium: WOMC, KUDL, WHB, KHOW, KGW, KPLZ, WHEN, KEY103, WAFB, KMGC, WMAZ, WHHY, 2WD, WRVA, WSRZ, KRNT, WISM-FM, KKUA, KUDDO, WSKI, WCKQ, KODI, KRKC, KRKK, KSRO, KALE.

CULTURE CLUB "I'll Tumble 4 Ya" (Virgin/Epic) 45/2

Rotations: Heavy 11/0, Medium 21/1, Light 13/1, Extra Adds 0, Total Adds 2, WTAE, WAAV. Heavy: 3WS, 97AIA, WRIE, WGY, KFIM, KRDO, KUDDO, WSKI, WCKQ, WNGS, KRNO. Medium: WFBR, WAXY, KHOW, KPPL, WHEN, WKGW, KEY103, WTMA, WMAZ, WSRZ, WOWO, WISM-FM, WNNR, WKZE-FM, WEIM, WSKY, WCHV, KTWO, KRKK, KALE.

JUICE NEWTON "Tell Her No" (Capitol) 44/18

Rotations: Heavy 1/0, Medium 21/8, Light 22/10, Extra Adds 0, Total Adds 18, WRMM, WISN, KHOW, KOST, B100, WAEB, V100, WHEN, WQUE, WRVA, KEX, KISN, WCPI, WSKY, KRLB-FM, WVBS, KRBS, KALE. Heavy: WGY. Medium: WFBR, WSB, WSB-FM, KGW, WAAV, WFMK, WEIM, WSKI, WCKQ, WCHV, WLVA, KFSB, KRNO.

JOHN DENVER & EMMYLOU HARRIS "Wild Montana Skies" (RCA) 44/1

Rotations: Heavy 7/0, Medium 20/0, Light 17/1, Extra Adds 0, Total Adds 1, WING. Heavy: WRMM, KSL, WLVA, KVOX, KFSB, KFOR, KRNO. Medium: WFBR, WCCO, KHOW, KGW, WTIC, WGY, KEY103, WSLI, WMAZ, WHHY, WFMK, KBOI, KEX, KCEE, WJBC, KWEB, WJON, KTWO, KRKC, KRKK.

NAKED EYES "Promises, Promises" (EMI America) 43/4

Rotations: Heavy 5/0, Medium 25/2, Light 13/2, Extra Adds 0, Total Adds 4, B100, KRDO, WCHV, WVBS. Heavy: WCLR, KOST, KFIM, KUDDO, KALE. Medium: WSB-FM, 97AIA, WFYR, WMYX, KGW, WAAV, WRVR, WQUE, WFMK, WISM-FM, KWAV, KEX, WKZE-FM, WEIM, WSKI, WSKY, WCKQ, KVOX, WHNN, WJON, WBOW, KRKC, KRBS.

BONNIE TYLER "Total Eclipse Of The Heart" (Columbia) 40/15

Rotations: Heavy 5/0, Medium 19/6, Light 16/9, Extra Adds 0, Total Adds 15, WPIX, 97AIA, WMJI, KPLZ, KGW, WKGW, WOWO, 3WM, KCEE, WTNV, WROV, KFSB, KFQD, KRNO, KALE. Heavy: KFIM, WHHY, WLAC-FM, WFMK, KUDDO. Medium: WSB-FM, KOST, V100, KEY103, Y107, WTRX, WKZE-FM, WEIM, WSKI, WSKY, WCKQ, KRKC, KRBS.

EURYTHMICS "Sweet Dreams (Are Made Of This)" (RCA) 38/6

Rotations: Heavy 14/1, Medium 16/1, Light 8/4, Extra Adds 0, Total Adds 6, WTAE, W101, WSRZ, WTRX, WENS, KRDO. Heavy: WFBR, WYNY, 97AIA, WFYR, WMJI, KPPL, KPLZ, WAAV, WISM-FM, KRDO, WEIM, WSKI, WROV. Medium: WAXY, WOMC, WICC, KEY103, Y107, WQUE, WOWO, WFMK, KOIL, 3WM, WTNV, WSKY, WCHV, WVBS, KALE.

MICHAEL SEMBELLO "Maniac" (Casablanca/PolyGram) 37/7

Rotations: Heavy 11/0, Medium 18/4, Light 8/3, Extra Adds 0, Total Adds 7, WZZP, KPPL, WLAC-FM, KBOI, WCPI, WSKY, WCHV. Heavy: GR55, 3WS, WTAE, WAXY, KFIM, Y107, WOWO, WFMK, KRDO, WSKI, WHNN. Medium: WYNY, WFYR, WMJI, WCZY, WOMC, B100, KPLZ, WKGW, 55KRC, 3WM, WTNV, WVBS, WBOW.

EDDIE RABBITT "You Put The Beat In My Heart" (WB) 32/22

Rotations: Heavy 0/0, Medium 12/5, Light 17/14, Extra Adds 3, Total Adds 22, WFBR, WCCO, WKGW, WVLK, WFMK, KUDDO, KWAV, WNNR, WEIM, WSKI, WTNV, WLVA, WJBC, KVOX, KFOR, WBOW, KFQD, KTWO, KODI, KRBS, KSRO, KALE. Medium: KGW, WHBY, WHBC, KEX, WKZE-FM, WCKQ, KFSB.

MOST ADDED

KENNY ROGERS with DOLLY PARTON (62)
Islands In The Stream (RCA)
SPANDAU BALLET (28)
True (Chrysalis)
GEORGE BENSON (25)
Lady Love Me (One More Time) (WB)
EDDIE RABBITT (22)
You Put The Beat In My Heart (WB)
LEE GREENWOOD (20)
Somebody's Gonna Love You (MCA)

HOTTEST

MICHAEL JACKSON (89)
Human Nature (Epic)
RITA COOLIDGE (81)
All Time High (A&M)
LAURA BRANIGAN (59)
How Am I Supposed To Live... (Atlantic)
BILLY JOEL (50)
Tell Her About It (Columbia)
POLICE (48)
Every Breath You Take (A&M)
AIR SUPPLY (35)
Making Love Out Of Nothing At All (Arista)

DONNA SUMMER "She Works Hard For The Money" (Mercury/PolyGram) 29/1

Rotations: Heavy 14/0, Medium 10/1, Light 5/0, Extra Adds 0, Total Adds 1, WTAE. Heavy: WYNY, WAXY, KPPL, KEZR, KPLZ, WTMA, KFIM, WAAV, Y107, WOWO, WFMK, KRDO, KWAV, WSKI. Medium: WCZY, WOMC, B100, WICC, KMGC, KBOI, WCHV, WHNN, KRKC. Light: W101, V100, KRDO, WKZE-FM, WVBS.

SHEENA EASTON "Telefone (Long Distance Love Affair)" (EMI America) 28/18

Rotations: Heavy 1/0, Medium 10/6, Light 17/12, Extra Adds 0, Total Adds 18, KGW, WAEB, V100, WGY, WAAV, WHHY, KWAV, WKZE-FM, WEIM, WSKY, WCHV, WLVA, WJBC, WHNN, WBOW, KFOQ, KRNO. Heavy: WFMK. Medium: WSKI, WTNV, WCKQ, KFSB. Light: 97AIA, KFMB, WKNE, WGSV, KRKC.

JEFFREY OSBORNE "Don't You Get So Mad" (A&M) 28/5

Rotations: Heavy 3/0, Medium 16/1, Light 9/4, Extra Adds 0, Total Adds 5, WAFB, KMGC, WSKY, WVBS, KRNO. Heavy: WGY, WFMK, WCKQ. Medium: WFBR, WPRO, KVIL-FM, KOST, WQUE, WISM-FM, KKUA, KWAV, KEX, WKZE-FM, WKNE, WSKI, KFSB, KRBS, KALE.

BEE GEES "Someone Belonging To Someone" (RSO/PolyGram) 26/18

Rotations: Heavy 1/0, Medium 7/4, Light 17/13, Extra Adds 1, Total Adds 18, WFBR, WSB-FM, V100, WGY, WFMK, KISN, WKZE-FM, WEIM, WKNE, WSKI, WCKQ, WLVA, KVOX, KFSB, KFOR, KFQD, KTWO, KRBS. Heavy: 97AIA. Medium: WCCO, KFMB, WHBY. Light: WSKY, WGSV, KRKC, KSRO.

SISSY SPACEK "Lonely But Only For You" (Atlantic) 23/4

Rotations: Heavy 0/0, Medium 7/0, Light 16/4, Extra Adds 0, Total Adds 4, WCHV, WGSV, WLVA, KRNO. Medium: WCCO, KSL, WEIM, WKNE, WSKI, KFOR, KVSF. Light: WVLK, WHBC, WTRX, WQUA, WCKQ, WJBC, KVOX, KWEB, WJON, KTWO, KRBS, KSRO.

LANE BRODY "Over You" (Liberty) 22/2

Rotations: Heavy 0/0, Medium 9/0, Light 13/2, Extra Adds 0, Total Adds 2, WRVA, KKUA. Medium: WMAZ, WEIM, WKNE, WSKI, KFSB, KFOR, WJON, KRKC, WCKQ. Light: WCCO, WHBC, WTRX, WNNR, WKZE-FM, WJBC, KVOX, WBOW, KFQD, KRNO, KRBS.

KENNY ROGERS "Scarlet Fever" (Liberty) 19/0

Rotations: Heavy 2/0, Medium 14/0, Light 3/0, Extra Adds 0, Total Adds 0. Heavy: WRMM, WRIE. Medium: WTAE, WISN, KNBR, Y97, WHHY, WHBY, KEX, WKNE, WSKI, WGSV, KFOR, KWEB, WJON, KRNO. Light: WSRZ, KTWO, KSRO.

BETTE MIDLER "All I Need To Know" (Atlantic) 18/5

Rotations: Heavy 0/0, Medium 7/1, Light 10/3, Extra Adds 1, Total Adds 5, WTRX, KSL, WKZE-FM, KWEB, WJON. Medium: WFBR, WPIX, WSB-FM, WCCO, WQUA, WEIM. Light: WVLK, WKNE, WSKI, WCKQ, WNGS, KFSB, WBOW.

B.J. THOMAS "New Looks From An Old Lover" (Cleveland International/CBS) 17/2

Rotations: Heavy 2/0, Medium 10/1, Light 5/1, Extra Adds 0, Total Adds 2, KRNT, WNNR. Heavy: WRMM, KFSB. Medium: WSLI, KEX, WEIM, WCKQ, WGSV, KVOX, KFQD, KRBS, KALE. Light: WHBY, WSKI, WHNN, KTWO.

MAC McANALLY "On The Line" (Geffen) 16/7

Rotations: Heavy 0/0, Medium 1/0, Light 14/6, Extra Adds 1, Total Adds 7, WFMK, KUGN, WSKY, WGSV, WNGS, KFQD, KQDI. Medium: WMJJ. Light: WCCO, WSRZ, WEIM, WSKI, KFSB, WJON, KTWO, KRBS.

LITTLE RIVER BAND "You're Driving Me Out Of My Mind" (Capitol) 16/4

Rotations: Heavy 1/0, Medium 9/2, Light 6/2, Extra Adds 0, Total Adds 4, 3WM, KKUA, KUDDO, WVBS. Heavy: WGY. Medium: WEIM, WSKI, WSKY, WCKQ, WCHV, KRNO, KRBS. Light: V100, WSRZ, WFMK, WKZE-FM.

STEVIE NICKS "Stand Back" (Modern/Atco) 16/4

Rotations: Heavy 1/0, Medium 6/1, Light 9/3, Extra Adds 0, Total Adds 4, WMJI, 3WM, KKPL, WROV. Heavy: KEY103. Medium: WAEB, WHEN, WSKI, WCHV, WNGS. Light: KFIM, Y107, WTRX, WOWO, K108, KFQD.

JIM GLASER "The Man In The Mirror" (Noble Vision) 15/9

Rotations: Heavy 0/0, Medium 1/0, Light 10/5, Extra Adds 4, Total Adds 9, WCCO, WVLK, WQUA, WSKI, WJON, KFQD, KTWO, KQDI, KRBS. Medium: KFOR. Light: WHBC, WCKQ, KVOX, KFSB, KRKC.

TANYA TUCKER "Baby I'm Yours" (Arista) 14/12

Rotations: Heavy 2/0, Medium 2/0, Light 11/11, Extra Adds 1, Total Adds 12, WCCO, WHBC, WQUA, KUGN, KKUA, WEIM, WCKQ, WJBC, WBOW, KFQD, KTWO, KRBS. Medium: KRNT, KSL.

STARBUCK "The Full Cleveland" (Lowery) 14/5

Rotations: Heavy 0/0, Medium 5/0, Light 8/4, Extra Adds 1, Total Adds 5, KUGN, WNNR, WSKI, WLVA, WJON. Medium: WSLI, WHHY, KRLB-FM, KFSB, KALE. Light: WVLK, 2WD, WGSV, KFQD.

DOOBIE BROTHERS "You Belong To Me" (WB) 13/1

Rotations: Heavy 0/0, Medium 6/0, Light 7/1, Extra Adds 0, Total Adds 1, WLTT. Medium: KGW, WHHY, WISM-FM, KWEB, KFQD, KALE. Light: WSRZ, WHBY, WGSV, KTWO, KRKC, KRBS.

CHRISTOPHER CROSS "Think Of Laura" (WB) 13/0

Rotations: Heavy 0/0, Medium 5/0, Light 8/0, Extra Adds 0, Total Adds 0. Medium: WCCO, KUDDO, KSL, WJON, KRBS. Light: WRKA, WRVA, WSRZ, KRDO, KVOX, KTWO, KODI, KRKC.

STAR SISTERS "Medley" (21/PolyGram) 11/0

Rotations: Heavy 1/0, Medium 4/0, Light 6/0, Extra Adds 0, Total Adds 0. Heavy: WBEN. Medium: WCCO, WGY, KUGN, WKNE. Light: WHBY, WHBC, WCKQ, WJBC, KTWO, KRNO.

WHISPERS "This Time" (Solar/Elektra) 10/3

Rotations: Heavy 0/0, Medium 4/0, Light 6/3, Extra Adds 0, Total Adds 3, WSKY, KFSB, WBOW. Medium: WFBR, WCCO, WEIM, KFOR. Light: 97AIA, WHBY, WSKI.

STACY LATTISAW "Miracles" (Cotillion/Atco) 8/2

Rotations: Heavy 1/0, Medium 3/0, Light 4/2, Extra Adds 0, Total Adds 2, WEIM, WKNE. Heavy: 97AIA. Medium: WPIX, WLVA, KRBS. Light: WSKI, WCHV.

HUMAN LEAGUE "(Keep Feeling) Fascination" (Virgin/A&M) 8/1

Rotations: Heavy 1/0, Medium 6/1, Light 1/0, Extra Adds 0, Total Adds 1, KRDO. Heavy: WSKI. Medium: KFIM, WOWO, WKZE-FM, WSKY, WVBS.

JARREAU "Trouble In Paradise" (WB) 6/6

Rotations: Heavy 0/0, Medium 2/2, Light 4/4, Extra Adds 0, Total Adds 6, WFSM, WRVR, WHBY, WHBC, KVOX, KALE.

DAVID BOWIE "China Girl" (EMI America) 6/1

Rotations: Heavy 1/0, Medium 2/0, Light 3/1, Extra Adds 0, Total Adds 1, WNNR. Heavy: WSKI. Medium: KFIM, WSKY. Light: WOWO, WKZE-FM.

MANHATTANS "Crazy" (Columbia) 5/2

Rotations: Heavy 0/0, Medium 0/0, Light 5/2, Extra Adds 0, Total Adds 2, WEIM, WHNN. Light: WKZE-FM, WSKI, KRBS.

ELTON JOHN "Kiss The Bride" (Geffen) 5/1

Rotations: Heavy 0/0, Medium 3/0, Light 2/1, Extra Adds 0, Total Adds 1, WVBS. Medium: WAAV, WSKI, WSKY. Light: WKZE-FM.

SIGNIFICANT ACTION

ELO "Rock 'N' Roll Is King" (Jet/CBS) 29/1

Rotations: Heavy 10/0, Medium 11/1, Light 8/0, Extra Adds 0, Total Adds 1, WAAV. Heavy: KPLZ, WRIE, WGY, WHHY, KUDDO, WSKI, WTNV, WCKQ, WCHV, WJON. Medium: WFBR, GR55, WAEB, WHEN, WSRZ, WOWO, KOIL, KRDO, WCPI, KRBS. Light: WCZY, WCC, WKGW, KFIM, WTKO, KFQD, KRNO, WTRX.

NEW & ACTIVE includes songs reported by at least 30 of our A/C reporting stations. The two numbers following the artist/title (label) designation indicate how many A/C reporters are on the record this week and, of those, how many added it for the first time this week. A/C stations report their playlists by rotations (Heavy, Medium, Light, and Add). The two numbers following each rotational designation indicate how many stations have the record in that particular rotation and, of those, how many added it directly into that same rotation.

Black Radio

BREAKERS

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

KLIQUE

Stop Doggin' Me Around (MCA)

69% of our reporting stations on it. Rotations: Heavy 2/0, Medium 19/3, Light 25/6, Extra Adds 4, Total Adds 13, WAMO, WHUR, KKDA-FM, KMJQ, WDIA, WDRQ, WRDW, KNOW, WENN, WNOO, WKXI, WPLZ, WLTH. A Most Added Record. Debuts at number 36 on the Black Radio Chart.

STEPHANIE MILLS

Pilot Error (Casablanca/PolyGram)

67% of our reporting stations on it. Rotations: Heavy 7/1, Medium 18/2, Light 20/8, Extra Adds 3, Total Adds 14, WZAK, WGPR, XHRM, KNOW, WPEG, WOIC, WJAX, WJJS, WBLX, WWDM, WAAA, WKWM, WWWS, WVOI. A Most Added Record. Debuts at number 32 on the Black Radio Chart.

MOTIVATION

Crazy Daze (De-Lite/PolyGram)

64% of reporting stations on it. Rotations: Heavy 10/0, Medium 16/0, Light 18/3, Extra Adds 2, Total Adds 5, WDRQ, KACE, WPEG, WJMI, WTLC. Debuts at number 34 on the Black Radio Chart.

LILLO

(You're A) Good Girl (Capitol)

63% of our reporting stations on it. Rotations: Heavy 12/0, Medium 15/1, Light 16/3, Extra Adds 2, Total Adds 6, KKDA-FM, KDAY, KJLH, KNOW, WKXI, WPLZ. Debuts at number 35 on the Black Radio Chart.

NEW & ACTIVE

Recent releases are listed in order of their activity. The two numbers following the artist/title/label designation (example: 100 25) indicate how many of our reporters are on the record this week (100) and of those how many added it this week (25). "Moves" are broken down for each record and indicate how many stations moved the song up on their charts held it the same (on to on, add to on, 31-31, etc.), moved it down on their charts, or Added it this week. indicated one of this week's most added new songs.

DENIECE WILLIAMS "I'm So Proud" (Columbia) 41/4

Rotations: Heavy 8/0, Medium 18/0, Light 13/2, Extra Adds 2, Total Adds 4, WAOK, KMJQ, KDAY, WJJS. Heavy: KRNB, WJMO, WZEN-FM, KACE, WENN, WOIC, WBLX, WAAA. Medium: WHUR, WVEE, WYLD-FM, WGCI, WZAK, WGPR, KMJM, KSOL, WNHC, WRDW, WATV, WGIV, WPDQ, KJCB, WANM, WLTH, KUKQ. Debuts at number 38 on the Black Radio Chart.

RONNIE DYSON "All Over Your Face" (Cotillion/Atco) 37/13

Rotations: Heavy 2/0, Medium 15/3, Light 15/5, Extra Adds 5, Total Adds 13, WXYV, WHUR, KRLY, WCIN, WZEN-FM, KDAY, WRDW, KNOW, WATV, WJMI, WJJS, WAAA, WKWM. Heavy: WHRK, WYLD-FM. Medium: WDAS, WOOK, WAOK, WVEE, KRNB, WGCI, WZAK, WNHC, WPDQ, WWDM, WANM, WLTH.

CAMEO "Slow Movin'" (Atlanta Artists/PolyGram) 34/7

Rotations: Heavy 3/0, Medium 9/2, Light 19/2, Extra Adds 3, Total Adds 7, WXYV, WVEE, KMJQ, KRNB, WEDR, WJMI, WPDQ. Heavy: WZEN-FM, WRDW, WLOU. Medium: WGIV, WOIC, WVOL, WWDM, WDAO, WWWS, KUKQ.

KURTIS BLOW "Party Time" (Mercury/PolyGram) 31/0

Rotations: Heavy 14/0, Medium 7/0, Light 10/0, Extra Adds 0, Total Adds 0. Heavy: WXYV, WDAS, WKYS, WOOK, WHUR, KRLY, WEDR, WATV, WENN, KJCB, WLOU, WANM, WDAO, WTLC. Medium: WZAK, WDRQ, XHRM, WRDW, WPEG, WJAX, WANT.

L.T.D. "For You" (Montage) 31/0

Rotations: Heavy 8/0, Medium 10/0, Light 13/0, Extra Adds 0, Total Adds 0. Heavy: WDAS, WOOK, KRNB, WZEN-FM, WNOO, WOIC, WWDM, WANM. Medium: WXYV, WDMT, WJMO, WATV, WENN, WGIV, KJCB, WBLX, WVOL, WTOY.

NEWCLEUS "Jam On Revenge" (Sunnyview) 29/3

Rotations: Heavy 6/0, Medium 12/2, Light 11/1, Extra Adds 0, Total Adds 3, KRNB, KSOL, WLTH. Heavy: WZAK, WZEN-FM, WNHC, WATV, WPDQ, WLOU. Medium: WOOK, KKDA-FM, KRLY, WDIA, WHRK, WDMT, WJLB, WRDW, WANM, WWWS.

CLUB HOUSE "Do It Again medley with Billie Jean" (Atlantic) 26/3

Rotations: Heavy 6/0, Medium 14/1, Light 5/1, Extra Adds 1, Total Adds 3, WAIL-FM, WRDW, WTOY. Heavy: WDAS, WBMX, WGCI, WJMI, WANM. Medium: KRNB, WDIA, WHRK, WEDR, WGPR, KNOW, WENN, WGIV, WPDQ, KOKY, WWDM, WKWM, WWWS.

NATALIE COLE "Too Much Mister" (Epic) 26/1

Rotations: Heavy 2/0, Medium 15/0, Light 8/0, Extra Adds 1, Total Adds 1, WTOY. Heavy: WEDR, WNOO. Medium: WAOK, WJMO, KACE, WKND, WPDQ, KJCB, WLOU, WVOL, WPLZ, WANT, WWDM, WAAA, WDAO, WLTH, WTLC.

CHAMPAIGN "Let Your Body Rock" (Columbia) 25/0

Rotations: Heavy 0/0, Medium 13/0, Light 12/0, Extra Adds 0, Total Adds 0. Medium: WAOK, XHRM, KSOL, WRDW, WGIV, WNOO, KJCB, KOKY, WBLX, WVOL, WWDM, WDAO, WLTH.

SIGNIFICANT ACTION

WHISPERS "This Time" (Solar/Elektra) 24/6

Rotations: Heavy 1/0, Medium 10/3, Light 12/2, Extra Adds 1, Total Adds 6, WDAS, WVEE, WEDR, WGCI, WRDW, WENN. Heavy: KACE. Medium: WAMO, WZEN-FM, WOIC, WPDQ, WANM, WVKO, WLTH.

EARTH, WIND & FIRE "Spread Your Love" (Columbia) 24/1

Rotations: Heavy 4/0, Medium 11/0, Light 9/1, Extra Adds 0, Total Adds 1, WDMT. Heavy: WAOK, KSOL, WNOO, WANM. Medium: KRLY, KRNB, XHRM, WKND, WNHC, WATV, WGIV, WBLX, WWDM, WLTH, KUKQ.

LEW KIRTON "Talk To Me" (Believe In A Dream/CBS) 23/7

Rotations: Heavy 0/0, Medium 5/2, Light 18/5, Extra Adds 0, Total Adds 7, WDAS, WDMT, WGPR, KJLH, KNOW, WBLX, WAAA. Medium: WVEE, WKXI, WVOL.

SERGE PONSAR "Out In The Night" (WB) 23/4

Rotations: Heavy 2/0, Medium 7/1, Light 12/1, Extra Adds 2, Total Adds 4, WNOO, WDAO, WLTH, KUKQ. Heavy: KJLH, WWWS. Medium: WDAS, WVEE, KACE, KDAY, WRDW, WVOL.

RANDY CRAWFORD "Nightline" (WB) 22/22

Rotations: Heavy 1/1, Medium 2/2, Light 12/12, Extra Adds 7, Total Adds 22, WXYV, WDAS, WAOK, WVEE, WDIA, WEDR, WCIN, WDMT, KDAY, KSOL, WKND, WATV, WENN, WNOO, WJAX, WPDQ, KJCB, WPLZ, WAAA, WTLC, WWWS, WVOI.

HUMAN LEAGUE "(Keep Feelin') Fascination" (Virgin/A&M) 22/0

Rotations: Heavy 11/0, Medium 6/0, Light 5/0, Extra Adds 0, Total Adds 0. Heavy: WKYS, WHUR, KSOL, WNHC, KNOW, WBLX, WVKO, WLTH, WLUM, WWWS, WVOI. Medium: WBMX, WBLZ, WDRQ, WJJS, WPLZ, WWDM.

SUGAR HILL GANG "Kick It Live From 9 To 5" (Sugar Hill) 21/9

Rotations: Heavy 1/0, Medium 3/0, Light 13/5, Extra Adds 4, Total Adds 9, WXYV, WVEE, KRNB, WAIL-FM, WBMX, WKXI, WPLZ, WDAO, WTLC. Heavy: WNOO. Medium: WDAS, WPEG, WLTH.

PLANET PATROL "Cheap Thrills" (Tommy Boy) 21/9

Rotations: Heavy 1/0, Medium 4/0, Light 15/8, Extra Adds 1, Total Adds 9, WAMO, WYLD-FM, WGPR, WZEN-FM, WRDW, WGIV, WKXI, WLOU, WPLZ. Heavy: WEDR. Medium: WDAS, KKDA-FM, WZAK, WNHC.

RAKE "Street Justice" (Profile) 21/4

Rotations: Heavy 0/0, Medium 8/0, Light 13/4, Extra Adds 0, Total Adds 4, WVEE, WKXI, WBLX, WTLC. Medium: WDAS, WAOK, WEDR, WAIL-FM, WZAK, WGPR, WLOU, WWDM.

GARRETT'S CREW "Nasty Rock" (Clockwork) 21/0

Rotations: Heavy 6/0, Medium 9/0, Light 6/0, Extra Adds 0, Total Adds 0. Heavy: WAOK, WBMX, WJLB, WATV, WENN, KJCB. Medium: WDAS, KKDA-FM, WEDR, WDRQ, WGPR, KACE, WVOL, WKWM.



NATIONAL AIRPLAY/40

August 19, 1983

Three Weeks	Two Weeks	Last Week	
2	2	1	1 S.O.S. BAND/Just Be Good To Me (Tabu/CBS)
5	3	2	2 JEFFREY OSBORNE/Don't You Get So Mad (A&M)
10	5	4	3 RICK JAMES/Cold Blooded (Gordy/Motown)
1	1	3	4 ARETHA FRANKLIN/Get It Right (Arista)
16	15	11	5 ZAPP/I Can Make You Dance (WB)
13	11	7	6 HERBIE HANCOCK/Rocket (Columbia)
6	6	5	7 ISLEY BROTHERS/Choosey Lover (T-Neck/CBS)
11	9	8	8 P. BRYSON & R. FLACK/Tonight I Celebrate My Love (Capitol)
27	18	14	9 GLADYS KNIGHT & THE PIPS/You're Number One (In My Book) (Col.)
-	21	15	10 GAP BAND/Party Train (Total Experience/PGM)
17	16	12	11 ASHFORD & SIMPSON/High-Rise (Capitol)
-	25	18	12 RUFUS & CHAKA KHAN/Ain't Nobody (WB)
8	12	13	13 STACY LATTISAW/Miracles (Cotillion/Atco)
26	26	20	14 CLARK SISTERS/You Brought The Sunshine... (Westbound/Elektra)
-	-	23	15 NEW EDITION/Is This The End (Streetwise)
7	7	16	16 SHALAMAR/Dead Giveaway (Solar/Elektra)
9	17	17	17 MIDNIGHT STAR/Freak-A-Zoid (Solar/Elektra)
25	19	19	18 MICHAEL JACKSON/Human Nature (Epic)
29	23	22	19 MARY JANE GIRLS/All Night Long (Gordy/Motown)
4	4	6	20 MANHATTANS/Crazy (Columbia)
3	8	9	21 DONNA SUMMER/She Works Hard For The Money (Casablanca/PG)
DEBUT	22		22 SLING SHOT/Do It Again medley with Billie Jean (Quality)
-	30	29	23 GEORGE BENSON/Lady Love Me (One More Time) (WB)
-	-	25	24 PHILIP BAILEY/I Know (Columbia)
12	10	10	25 DIANA ROSS/Pieces Of Ice (RCA)
-	-	26	26 LaTOYA JACKSON/Bet'cha Gonna Need My Lovin' (LARC)
-	28	27	27 MAZE featuring FRANKIE BEVERLY/Never Let You Down (Capitol)
-	29	28	28 S. ROBINSON & B. MITCHELL/Blame It On Love (Tamlia/Motown)
DEBUT	29		29 FREEEZ/I.O.U. (Streetwise)
-	-	30	30 NONA HENDRIX/Transformation (RCA)
14	13	21	31 ONE WAY/Shine On Me (MCA)
DEBUT	32		32 STEPHANIE MILLS/Pilot Error (Casablanca/PolyGram)
DEBUT	33		33 KASHIF/Help Yourself To My Love (Arista)
DEBUT	34		34 MOTIVATION/Crazy Daze (De-Lite/PolyGram)
DEBUT	35		35 LILLO/(You're A) Good Girl (Capitol)
DEBUT	36		36 KLIQUE/Stop Doggin' Me Around (MCA)
15	14	24	37 RONNIE LAWS/In The Groove (Capitol)
DEBUT	38		38 DENIECE WILLIAMS/I'm So Proud (Columbia)
24	24	31	39 RUN-D.M.C./It's Like That (Profile)
20	20	35	40 G.T./On The Line (A&M)

This chart is based solely on compiled weekly reports from our reporting stations. Black circled numbers indicate continued upward movement from the majority of our reporters.

MOST ADDED

- RANDY CRAWFORD (22)
- STEPHANIE MILLS (14)
- RONNIE DYSON (13)
- KLIQUE (13)
- SLAVE (10)
- O'JAYS (10)

HOTTEST

- S.O.S. BAND (48)
- RICK JAMES (34)
- JEFFREY OSBORNE (29)
- ARETHA FRANKLIN (25)
- MIDNIGHT STAR (22)
- NEW EDITION (18)

ANITA BAKER "Angel" (Beverly Glen) 20/4

Rotations: Heavy 2/0, Medium 8/1, Light 9/2, Extra Adds 1, Total Adds 4, WXYV, KRNB, WRDW, KNOW. Heavy: KACE, KSOL. Medium: WHUR, WGPR, KDAY, KJLH, WGIV, WPLZ, WWWS.

GARY BYRD & G.B. EXPERIENCE "The Crown" (Motown) 20/0

Rotations: Heavy 11/0, Medium 6/0, Light 3/0, Extra Adds 0, Total Adds 0. Heavy: KKDA-FM, KRNB, WBMX, WGCI, WGPR, WZEN-FM, KDAY, WNOO, WLOU, WWDM, WLTH. Medium: WJLB, KJLH, XHRM, WPDQ, WANM, WWWS.

IMAGINATION "Looking At Midnight" (Elektra) 19/3

Rotations: Heavy 1/0, Medium 12/1, Light 5/1, Extra Adds 1, Total Adds 3, WVEE, WBMX, WLTH. Heavy: WZEN-FM. Medium: WXYV, KACE, KDAY, KJLH, XHRM, KSOL, WNHC, WVOL, WDAO, WTLC, KDIA.

REDDINGS "Hand Dance" (Believe In A Dream/CBS) 18/3

Rotations: Heavy 8/1, Medium 6/1, Light 3/0, Extra Adds 1, Total Adds 3, WAMO, WRDW, WPEG. Heavy: WOOK, WVEE, KRNB, WDIA, WHRK, WZEN-FM, WWWS. Medium: KKDA-FM, WJMO, WKXI, KJCB, WTLC.

DAVID GRANT "Stop And Go" (Chrysalis) 18/2

Rotations: Heavy 0/0, Medium 7/1, Light 11/1, Extra Adds 0, Total Adds 2, WPDQ, WANM. Medium: WOOK, WZEN-FM, KDAY, KSOL, WNHC, WVOL.

SHAWN CHRISTOPHER "Say It Again" (LARC) 17/5

Rotations: Heavy 0/0, Medium 4/0, Light 13/5, Extra Adds 0, Total Adds 5, WVEE, WDIA, WAIL-FM, WGPR, WWWS. Medium: WAOK, KRNB, KSOL, WVOL.

PROJECT FUTURE "Ray-Gun-Omics" (Capitol) 17/2

Rotations: Heavy 1/0, Medium 7/0, Light 8/1, Extra Adds 1, Total Adds 2, KMJQ, WZEN-FM. Medium: WZAK, WGPR, WATV, WENN, KJCB, WANM, WWWS.

HERB ALPERT "Garden Party" (A&M) 17/1

Rotations: Heavy 0/0, Medium 4/0, Light 13/1, Extra Adds 0, Total Adds 1, WJAX. Medium: WVEE, WZEN-FM, WANM, KUKQ.

JONZUN CREW "We Are The Jonzun Crew" (Tommy Boy) 17/0

Rotations: Heavy 3/0, Medium 6/0, Light 8/0, Extra Adds 0, Total Adds 0. Heavy: WJMO, WPEG, WLOU. Medium: WAOK, WGPR, XHRM, WGIV, WJMI, WTLC.

JOHNNY GILL "When Something Is Wrong With My Baby" (Cotillion/Atco) 16/9

Rotations: Heavy 0/0, Medium 4/2, Light 11/6, Extra Adds 1, Total Adds 9, WXYV, KRNB, WGPR, WENN, WGIV, WOIC, KOKY, WLOU, WWDM, WTLC. Medium: WDIA, KACE.

MICHAEL LOVESMITH "Baby I Will" (Motown) 16/2

Rotations: Heavy 2/0, Medium 9/1, Light 5/1, Extra Adds 0, Total Adds 2, WHUR, KDAY. Heavy: WCIN, KNOW. Medium: WDAS, WKYS, WDRQ, KACE, XHRM, WLTH, WTLC, WWWS.

CULTURE CLUB "I'll Tumble 4 Ya" (Virgin/Epic) 16/2

Rotations: Heavy 5/0, Medium 7/1, Light 4/1, Extra Adds 0, Total Adds 2, WVKO, WLUM. Heavy: WBLZ, WCIN, WKND, WNHC, KDIA. Medium: WAIL-FM, WJMO, KDAY, KSOL, KOKY, WLTH.

THELMA HOUSTON "Just Like All The Rest" (MCA) 16/1

Rotations: Heavy 0/0, Medium 4/1, Light 12/0, Extra Adds 0, Total Adds 1, WGCI. Medium: XHRM, WNOO, WWWS.

UNIQUE "What I Got Is What You Need" (Prelude) 15/8

Rotations: Heavy 0/0, Medium 5/3, Light 8/3, Extra Adds 2, Total Adds 8, WAOK, WVEE, WHRK, WAIL-FM, KJLH, WOIC, WAAA, WWWS. Medium: WYLD-FM, WLTH.

SPANDAU BALLET "True" (Chrysalis) 15/2

Rotations: Heavy 1/0, Medium 2/0, Light 12/2, Extra Adds 0, Total Adds 2, WDRQ, QPLZ. Heavy: WHRK. Medium: WVEE, WEDR.

Adds & Hots . . . See Page 71

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Country

BREAKERS

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

STATLER BROTHERS Guilty (Mercury/PolyGram)

On 65% of reporting stations. National Summary: Up 15, Same 36, Down 1, Debuts 22, Adds 24. A Most Added Record. Debuts at number 49 on the Country Chart.

LYNN ANDERSON

What I Learned From Loving You (Perman)

On 63% of reporting stations. National Summary: Up 47, Same 34, Down 1, Debuts 4, Adds 9. Debuts at number 43 on the Country Chart.

MOST ADDED

- SYLVIA (54)
The Boy Gets Around (RCA)
- BARBARA MANDRELL (48)
One Of A Kind Pair Of Fools (MCA)
- LEE GREENWOOD (35)
Somebody's Gonna Love You (MCA)
- ALABAMA (32)
Lady Down On Love (RCA)
- BANDANA (29)
Outside Lookin' In (WB)
- KENDALLS (27)
Movin' Train (Mercury/PolyGram)

HOTTEST

- RONNIE McDOWELL (59)
You're Gonna Ruin My Bad Reputation (Epic)
- JOHN CONLEE (53)
I'm Only In It For The Love (MCA)
- CRYSTAL GAYLE (48)
Baby What About You (WB)
- JOHNNY LEE (46)
Hey Bartender (Full Moon/WB)
- GEORGE STRAIT (34)
A Fire I Can't Put Out (MCA)
- RONNIE MILSAP (34)
Don't You Know How Much I Love You (RCA)

NEW & ACTIVE

Recent releases are listed in order of their activity. The two numbers following the artist/title/label designation (example: 100 25) indicate how many of our reporters are on the record this week (100) and of those how many added it this week (25). "Moves" are broken down for each record and indicate how many stations moved the song up on their charts held it the same on to on, add to on, 31-31, etc.), moved it down on their charts, or Added it this week. Indicated one of this week's most added new songs.

- MEL McDANIEL "Hot Time In Old Town Tonight" (Capitol) 87/10
National Summary: Up 38, Same 23, Down 0, Debuts 16, Adds 10, WPOR-FM, WIXY, WNOE-AM, WTQR-FM, WSLR, KS100, KYNM-AM-FM, WWJO, KSON-FM, KIGO, WJQS-FM 31-26, KASE 31-29, KRMD-AM-FM 37-28, WHBF d-42, KMPS-AM-FM 25-21.
- LEE GREENWOOD "Somebody's Gonna Love You" (MCA) 79/35
National Summary: Up 7, Same 22, Down 0, Debuts 15, Adds 35 including WPOC-FM, WSEN-AM-FM, WSOC-FM, KIKK-FM, WKSJ-FM, WNOE-AM, WIRK-FM, WTQR-FM, WQHK, KEBC-FM, WIL-AM-FM, KFDI-AM-FM, KMAK, KNIX-FM, KGA.
- LEON EVERETTE "The Lady, She's Right" (RCA) 76/15
National Summary: Up 14, Same 37, Down 0, Debuts 10, Adds 15, WRKZ-FM, WAJR, CHOW, WWVA, KRRV, WRNL, WQYK-FM, WTQR-FM, WKMF, KCJB, KYNM-AM-FM, KIOV-FM, WTOD, KYAK, KKAL.
- DAN SEALS "After You" (Liberty) 71/18
National Summary: Up 14, Same 33, Down 0, Debuts 6, Adds 18 including WAJR, WSEN-AM-FM, KEAN-AM-FM, KRRV, WOKK, WKIX, KBMR, KRRK, KFGO, KWMT, WFMS-FM, WTSO, WMIL, KGEM/KJOT, KKCS.
- MEL TILLIS "Cowboy's Dream" (MCA) 69/7
National Summary: Up 20, Same 30, Down 0, Debuts 12, Adds 7, WFNC, WUSQ-FM, WMNI, WKMF, KWMT, WHBF, KKAL, WGNA-FM d-38, WIXL-FM 29-26, KMML 37-30, KIKK-FM d-40, WNOX d-39, WTSO 35-29, KIK-FM d-45, KNIX-FM d-37.
- TERRI GIBBS "Anybody Else's Heart But Mine" (MCA) 65/16
National Summary: Up 4, Same 32, Down 0, Debuts 12, Adds 16, WGNA-FM, WBGW-FM, WOKQ, KRRV, KMML, WZZK-FM, WXBQ-FM, WWOD/WKZZ, KYXX, KBMR, WXCL, WHBF, WWJO, KVOO, KGEM/KJOT, KUUY.
- TOM T. HALL "Everything From Jesus To Jack Daniels" (Mercury/PolyGram) 63/4
National Summary: Up 29, Same 29, Down 0, Debuts 1, Adds 4, KIX106, WRNL, WQYK-FM, KLZ, WLWI-FM 2B-24, WMNI 29-21, WTSO 26-21, KEBC-FM 40-35, WTOD 38-32, KNIX-FM 40-36, KSOP-FM 50-43, KSON-FM 37-30.
- THOM SCHUYLER "A Little At A Time" (Capitol) 61/5
National Summary: Up 23, Same 30, Down 0, Debuts 3, Adds 5, WGNA-FM, WXXW, WRNL, KWMT, WFMS-FM, WSEN-AM-FM 30-25, KIX106 d-40, KMML 40-35, WJQS 23-20, WSIX-FM 13-10, WPAP-FM 30-22, KBMR 32-29, WHBF d-43, KVOO 39-33, KFDI-AM-FM 40-35.
- MARLOW TACKETT "I Spent The Night In The Heart Of Texas" (RCA) 59/7
National Summary: Up 13, Same 34, Down 0, Debuts 5, Adds 7, WKYG, WWVA, KPLX-FM, WWOD/WKZZ, WSLR, KBMR, WTSO, WIXL-FM 31-28, WYNK-FM 36-30, WJQS d-40, KRMD-AM-FM 49-41, KTTS-AM-FM 40-35, KUGN-FM d-49, KWJ 49-44, KIGO d-48.
- JIM GLASER "The Man In The Mirror" (Noble Vision) 58/22
National Summary: Up 4, Same 26, Down 0, Debuts 6, Adds 22 including WGNA-FM, WOKQ, WAJR, WFIL, WIXY, WWVA, WXBQ-FM, WDAK, KLRA, WOKK, WIRE, WXCL, KVOO, KFDI-AM-FM, KMAK.
- SYLVIA "The Boy Gets Around" (RCA) 57/54
National Summary: Up 0, Same 4, Down 0, Debuts 0, Adds 54 including WYRK, WAJR, WFIL, WSEN-AM-FM, KXYL, KLLL, WKSJ-FM, WTQR-FM, WKQ-AM, WCUZ-AM-FM, WFMS-FM, KYNM-AM-FM, KKAL, KRWO-FM, KSOP-FM.
- SISSY SPACEK "Lonely, But Only For You" (Atlantic) 55/19
National Summary: Up 11, Same 20, Down 0, Debuts 5, Adds 19 including WSEN-AM-FM, WSOC-FM, WNOX, WWOD/WKZZ, WKSJ-FM, WUSQ-FM, WUSN, WKMF, KEBC-FM, WXCL, KTTS-AM-FM, KYGO-FM, KUGN-FM, KMAK, Q92.
- DEBORAH ALLEN "Baby I Lied" (RCA) 54/24
National Summary: Up 3, Same 22, Down 0, Debuts 5, Adds 24 including WGNA-FM, WFIL, CHOW, WXBQ-FM, WSOC-FM, WESC-AM-FM, WAMZ-FM, WIRK-FM, WWWV-FM, WFMS-FM, KYGO-FM, KUGN-FM, KTOM, KSOP-FM, KCKC, KCBC.
- CHARLIE DANIELS BAND "Stroker's Theme" (Epic) 54/4
National Summary: Up 15, Same 28, Down 0, Debuts 7, Adds 4, WTOD, KTPK-FM, KGEM/KJOT, KUGN-FM, WYAM 42-32, WSEN-AM-FM d-48, KXYL 50-41, KLRA d-49, WOKK d-49, WPAP-FM 45-37, WQYK-FM 31-28, KBMR 34-28, WCUZ-AM-FM 32-27, KFDI-AM-FM 45-37, KSON-FM d-37.
- RICK & JANIS CARNES "Poor Girl" (WB) 51/5
National Summary: Up 18, Same 19, Down 0, Debuts 9, Adds 5, WPOR-FM, WKMF, KWMT, WDAF, WHBF, WSEN-AM-FM 42-38, WYNK-FM 45-38, WESC-AM-FM d-41, WSIX-FM 15-11, WQYK-FM d-38, WAXX d-36, KIOV-FM d-32, WTOD d-40, KSON-FM 38-31, KMPS-AM-FM 23-18.
- BARBARA MANDRELL "One Of A Kind Pair Of Fools" (MCA) 50/48
National Summary: Up 0, Same 2, Down 0, Debuts 0, Adds 48 including WYRK, WFIL, KASE, KXYL, KIKK-FM, WMC-AM, WKSJ-FM, WRNL, WGEE, WFMS-FM, WXCL, KUZZ, KNIX-FM, KCKC, KCUB, WMAQ on.
- WAYNE MASSEY "Say You'll Stay" (MCA) 46/6
National Summary: Up 12, Same 24, Down 0, Debuts 4, Adds 6, WAXX, KWMT, WTSO, KUUY, KRWO-FM, KRSY, WYNK-FM d-50, KIKK-FM 38-36, WKSJ-FM d-50, WPAP-FM 48-40, KRMD-AM-FM 39-29, WIRK-FM 42-36, KTTS-AM-FM 47-40, KVOO 50-40, KMPS-AM-FM 29-27.

SIGNIFICANT ACTION

- RAY PRICE "Scotch And Soda" (Viva) 34/9
National Summary: Up 2, Same 21, Down 0, Debuts 2, Adds 9, WBGW-FM, WIXL-FM, KMML, WJQS, KKYX, WIRK-FM, KIK-FM, KKCS, KMAK, WYAM d-48, KASE d-40, WSIX-FM 20-16, WNOE-AM 46-43.
- SONNY JAMES "A Free Roamin' Mind" (Dimension) 34/4
National Summary: Up 5, Same 19, Down 1, Debuts 5, Adds 4, WWVA, KEBC-FM, WTOD, KWJ 49-44, KRMD-AM-FM 50-38, KFGO d-40, WTSO 31-25, KTTS-AM-FM 49-42, KSOP-FM d-49.
- BANDANA "Outside Lookin' In" (WB) 31/29
National Summary: Up 0, Same 1, Down 0, Debuts 0, Adds 29 including WBGW-FM, WIXL-FM, WYNK-FM, WLWI-FM, WSIX-FM, KBMR, WXCL, KTPK-FM, KIK-FM, KMPS-AM-FM.



NATIONAL AIRPLAY/50

August 19, 1983

Three Weeks	Two Weeks	Last Week	Rank	Artist/Title/Label
7	4	2	1	RONNIE McDOWELL/You're Gonna Ruin My Bad... (Epic)
8	5	4	2	JOHNNY LEE/Hey Bartender (Full Moon/WB)
9	6	5	3	GEORGE STRAIT/A Fire I Can't Put Out (MCA)
17	9	6	4	JOHN CONLEE/I'm Only In It For The Love (MCA)
14	8	7	5	CHARLEY PRIDE/Night Games (RCA)
13	10	8	6	WILLIE NELSON/Why Do I Have To Choose (Columbia)
18	12	10	7	JOHN ANDERSON/Goin' Down Hill (WB)
23	17	13	8	SHELLY WEST/Flight 309 To Tennessee (Viva)
28	20	14	9	CRYSTAL GAYLE/Baby What About You (WB)
19	15	12	10	LACY J. DALTON/Dream Baby... (Columbia)
11	7	9	11	VERN GOSDIN/Way Down Deep (Compeat/PolyGram)
22	19	15	12	JOE STAMPLEY/Poor Side Of Town (Epic)
33	24	16	13	B.J. THOMAS/New Looks From An Old Lover (Cleveland International/CBS)
3	2	1	14	CONWAY TWITTY/Lost In The Feeling (WB)
26	23	17	15	WAYLON JENNINGS/Breakin' Down (RCA)
39	27	20	16	RONNIE MILSAP/Don't You Know How Much I Love You (RCA)
2	3	3	17	OAK RIDGE BOYS/Love Song (MCA)
41	29	22	18	CHARLY McCLAIN & MICKEY GILLEY/Paradise Tonight (Epic)
31	25	21	19	MOE BANDY featuring BECKY HOBBS/Let's Get Over Them Together (Col.)
40	34	25	20	JOHN DENVER & EMMYLOU HARRIS/Wild Montana Skies (RCA)
44	38	28	21	MERLE HAGGARD/What Am I Gonna Do With The... (Epic)
36	30	24	22	DAVID WILLS/The Eyes Of A Stranger (RCA)
24	21	18	23	NITTY GRITTY DIRT BAND/Shot Full Of Love (Liberty)
1	1	11	24	JANIE FRICKE/He's A Heartache... (Columbia)
47	42	32	25	DON WILLIAMS/Nobody But You (MCA)
43	36	29	26	JOHNNY RODRIGUEZ/How Could I Love Her (Epic)
-	46	36	27	KENNY ROGERS/Scarlet Fever (Liberty)
45	40	35	28	LOUISE MANDRELL/Too Hot To Sleep (RCA)
38	32	27	29	EMMYLOU HARRIS/So Sad... (WB)
48	43	37	30	GENE WATSON/Sometimes I Get Lucky And Forget (MCA)
15	13	19	31	LANE BRODY/Over You (Liberty)
49	44	40	32	TANYA TUCKER/Baby I'm Yours (Arista)
50	45	38	33	DEAN MARTIN/My First Country Song (WB)
-	47	43	34	REBA McENTIRE/Why Do We Want... (Mercury/PolyGram)
-	48	41	35	TOM JONES/It'll Be Me (Mercury/PolyGram)
5	11	23	36	HANK WILLIAMS JR./Leave Them Boys Alone (WB/Curb)
4	14	26	37	BELLAMY BROTHERS/I Love Her Mind (WB/Curb)
6	16	30	38	EARL THOMAS CONLEY/Your Love's On The Line (RCA)
-	-	45	39	RICKY SKAGGS/You've Got A Lover (Epic)
-	-	46	40	ALABAMA/Lady Down On Love (RCA)
-	-	47	41	WAYLON JENNINGS & JERRY REED/Hold On, I'm Comin' (RCA)
34	31	33	42	MARK GRAY/It Ain't Real... (Columbia)
DEBUT	DEBUT	DEBUT	43	LYNN ANDERSON/What I Learned From Loving You (Perman)
-	-	49	44	ED BRUCE/If It Was Easy (MCA)
-	-	48	45	STEVE WARINER/Midnight Fire (RCA)
-	50	42	46	GUY CLARK/Homegrown Tomatoes (WB)
-	-	50	47	GARY MORRIS/The Wind Beneath My Wings (WB)
16	18	31	48	ATLANTA/Atlanta Burned Again Last Night (MDJ)
DEBUT	DEBUT	DEBUT	49	STATLER BROTHERS/Guilty (Mercury/PolyGram)
DEBUT	DEBUT	DEBUT	50	DAVID ALLAN COE/Cheap Thrills (Columbia)

This chart is based solely on compiled weekly reports from our reporting stations. Black circled numbers indicate general continued upward movement.

- KENDALLS "Movin' Train" (Mercury/PolyGram) 30/27
National Summary: Up 0, Same 2, Down 0, Debuts 0, Adds 27 including WPOC-FM, WAJR, KIKK-FM, WLWI-FM, WPAP-FM, WAXX, WTOD, KMAK, KRWO-FM, KNIX-FM.
- EXILE "High Cost Of Leaving" (Epic) 30/13
National Summary: Up 2, Same 11, Down 0, Debuts 4, Adds 13 including WSEN-AM-FM, WWVA, WSOC-FM, WESC-AM-FM, WKIX, KKYX, KYNM-AM-FM, KFDI-AM-FM, KUZZ, KMPS-AM-FM.
- RICHARD LEIGH "Ain't Gonna Worry My Mind" (Capitol) 28/7
National Summary: Up 2, Same 17, Down 0, Debuts 2, Adds 7, WWVA, WYNK-FM, WESC-AM-FM, WSIX-FM, KBMR, KEBC-FM, KVOO, KRMD-AM-FM d-49, KYNM-AM-FM d-50, WXCL 45-40.
- WAYNE KEMP "Send Me No Angels" (Doorknob) 28/2
National Summary: Up 13, Same 10, Down 0, Debuts 3, Adds 2, WEZL-FM, KWMT, WGNA-FM 44-40, WESC-AM-FM 41-36, WOKK 40-34, KRMD-AM-FM 41-36, WIRK-FM 30-26, KTTS-AM-FM d-44, KVOO 38-30, KTOM d-50.
- JOSE FELICIANO "Let's Find Each Other Tonight" (Motown) 27/5
National Summary: Up 5, Same 16, Down 0, Debuts 1, Adds 5, CHOW, KMML, WFNC, WKSJ-FM, WXCL, WAJR 40-32, WIXL-FM 36-33, WEEP 32-27, WYNK-FM 37-31, WPAP-FM d-45.
- TOMMY OVERSTREET "Dream Maker" (AMI) 26/2
National Summary: Up 11, Same 11, Down 0, Debuts 2, Adds 2, KWMT, KYNM-AM-FM, KMML 45-38, WIRK-FM 46-39, KBMR 39-35, WHBF d-49, KTTS-AM-FM 38-33, KVOO 45-38, KIK-FM d-49, KSOP-FM 45-38.
- DAVID FRIZZELL & SHELLY WEST "Pleasure Island" (Viva) 24/22
National Summary: Up 0, Same 2, Down 0, Debuts 0, Adds 22 including WVAM, WSNO, KXYL, WKQ-AM, KYNM-AM-FM, KIK-FM, KRWO-FM, KTOM, KCKC, KMPS-AM-FM.
- AUSTIN O'NEAL "Nights Like Tonight" (Project 1) 24/2
National Summary: Up 2, Same 18, Down 0, Debuts 2, Adds 2, CHOW, WJQS, WYII d-50, WLWI-FM on, WNOE-AM 42-39, KYNM-AM-FM 50-47, KRWO-FM on, Q92 d-50.
- CRISTY LANE "I've Come Back..." (Liberty) 23/2
National Summary: Up 10, Same 6, Down 3, Debuts 2, Adds 2, KWMT, KEBC-FM, WGNA-FM 28-24, CHOW 38-32, WEZL-FM d-47, WLWI-FM d-36, WHBF 43-24, KFDI-AM-FM 48-43, KYAK 4-2, KSOP-FM 31-25.
- CON HUNLEY "Satisfied Mind" (MCA) 21/13
National Summary: Up 1, Same 6, Down 0, Debuts 1, Adds 13 including WVAM, WIXL-FM, KRRV, WESC-AM-FM, KLRA, KBMR, KIOV-FM, KVOO, KUZZ, KTOM.
- KAREN TAYLOR-GOODE "Don't Call Me" (Mesa) 20/7
National Summary: Up 1, Same 11, Down 0, Debuts 1, Adds 7, WSNO, WYII, KBMR, WTOD, KFDI-AM-FM, KSOP-FM, KGA, WLWI-FM on, KRMD-AM-FM d-50, KTPK-FM on.
- LEO KOTTKE "Rings" (Chrysalis) 19/8
National Summary: Up 2, Same 8, Down 0, Debuts 1, Adds 8, WKYG, KIX106, WYII, KRRV, KLRA, WTOD, Q92, KRSY, WSEN-AM-FM 47-45, KIK-FM 48-44.
- LLOYD DAVID FOSTER "You've Got That Touch" (MCA) 18/6
National Summary: Up 0, Same 10, Down 0, Debuts 2, Adds 6, WBGW-FM, WYNK-FM, KLRA, KKYX, KVOO, KRSY, WYII on, KMML d-50, KRMD-AM-FM d-45.
- JUICE NEWTON "Stranger At My Door" (Capitol) 16/7
National Summary: Up 1, Same 8, Down 0, Debuts 0, Adds 7, WXXW, KRRV, WSIX-FM, KIOV-FM, KPLZ, KUGN-FM, WBGW-FM on, WIXL-FM on, KRWO-FM 44-37, KMPS-AM-FM on.
- EDDIE RABBITT "You Put The Beat In My Heart" (WB) 14/14
National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 14 including WYRK, WKHK, WEEP, KASE, WDAK, KIKK-FM, WUSQ-FM, KS100, WWWV-FM, WCUZ-AM-FM.

Adds & Hits . . . See Page 72



Discover A Gold Mine of Country Music With the Stars!

George Jones and Johnny Cash have been making country hits for nearly thirty years; Willie Nelson and Loretta Lynn for more than twenty, and even 'new comers' like Ronnie Milsap and Crystal Gayle have spent nearly a decade on the charts.

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Produced by Ed Salamon

Available on a market-exclusive, swap/exchange basis, to radio stations in the top 171 Arbitron-rated metro markets. Call The United Stations at (212) 869-7444 to reserve this program in your market.

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AMERICA'S TARGET RADIO NETWORKS

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AOR / HOT TRACKS

This chart compiles data from reporting stations with a majority of listeners aged 12-24.

Three Weeks	Two Weeks	Last Week	165 REPORTERS	Total	Heavy	Medium	Add	Total Adds
5	2	1	1 POLICE/King Of Pain (A&M)	149-	134=	15-	0=	0-
1	1	2	2 ASIA/Don't Cry (Geffen)	146-	139+	7-	0-	1-
26	7	3	3 STRAY CATS/(She's) Sexy + 17 (EMI America)	143-	90+	52-	1+	2-
-	-	17	4 ASIA/The Heat Goes On (Geffen)	133+	90+	41+	1-	21-
27	13	6	5 KANSAS/Fight Fire With Fire (CBS)	146+	65+	79-	1-	4-
10	8	5	6 ROBERT PLANT/Other Arms (Atlantic)	126+	98+	28-	0=	0-
4	3	4	7 JACKSON BROWNE/Lawyers In Love (Asylum)	125-	108-	17-	0=	0=
-	44	16	8 HEART/How Can I Refuse (Epic)	134+	71+	54-	8=	21-
6	4	7	9 FIXX/One Thing Leads To Another (MCA)	113-	87+	26-	0=	1+
11	9	9	10 ROBERT PLANT/Big Log (Atlantic)	118+	97+	21-	0=	0-
-	49	20	11 JACKSON BROWNE/For A Rocker (Asylum)	116+	77+	38+	0-	9-
16	18	12	12 LOVERBOY/Queen Of The Broken Hearts (Columbia)	111+	84+	27-	0=	0=
12	12	14	13 TALKING HEADS/Burning Down The House (Sire/WB)	110-	68+	41-	1-	2-
22	21	19	14 POLICE/Wrapped Around Your Finger (A&M)	102+	71+	31+	0=	1=
13	14	13	15 LOVERBOY/Strike Zone (Columbia)	99-	65-	34+	0=	1+
14	15	11	16 CHARLIE/It's Inevitable (Mirage/Atco)	98-	47-	51-	0-	1-
33	25	22	17 STEVIE RAY VAUGHAN.../Pride And Joy (Epic)	106-	34+	70-	2+	3=
18	19	18	18 POLICE/Synchronicity II (A&M)	81-	63-	18-	0=	0=
8	5	8	19 FIXX/Saved By Zero (MCA)	84-	60-	24+	0=	0-
35	27	23	20 DFX2/Emotion (MCA)	109=	15-	91+	3=	4-
15	16	15	21 QUARTERFLASH/Take Me To Heart (Geffen)	89-	54-	35-	0=	1-
3	6	10	22 LOVERBOY/Hot Girls In Love (Columbia)	75-	62-	13+	0=	0=
56	41	37	23 MEN WITHOUT HATS/The Safety Dance (Backstreet/MCA)	91+	53+	32-	6+	11-
37	37	28	24 ROBERT PLANT/In The Mood (Atlantic)	80+	56-	23+	1+	3-
40	35	31	25 DIO/Rainbow In The Dark (WB)	97+	25+	70-	2+	4-
21	23	24	26 DONNIE IRIS/Do You Compute? (MCA)	92-	21-	71-	0=	1+
23	26	30	27 STEVIE NICKS/Nothing Ever Changes (Modern/Atco)	75-	54-	21-	0=	1+
38	34	34	28 RICK SPRINGFIELD/Human Touch (RCA)	76-	46+	30-	0-	2=
30	30	35	29 STEVIE NICKS/Enchanted (Modern/Atco)	74-	39-	35+	0=	0-
19	28	32	30 ZZ TOP/Sharp Dressed Man (WB)	75-	27-	47-	1=	3+
2	10	25	31 POLICE/Every Breath You Take (A&M)	60-	56-	4-	0=	0=
7	11	21	32 STEVIE NICKS/Stand Back (Modern/Atco)	61-	48-	13-	0=	0=
20	22	29	33 JOE WALSH/I Can Play That Rock & Roll (Full Moon/WB)	78-	21-	57-	0=	1+
-	50	43	34 CONEY HATCH/First Time For Everything (Mercury/Pg)	85+	11+	67+	7+	11-
29	31	38	35 DEF LEPPARD/Foolin' (Mercury/PolyGram)	68=	31-	37+	0=	2=
9	17	27	36 DAVID BOWIE/China Girl (EMI America)	62-	42-	20-	0=	0=
-	56	46	37 ELVIS COSTELLO.../Everyday I Write The Book (Columbia)	78+	18+	57+	3-	8-
46	43	45	38 ZEBRA/Tell Me What You Want (Atlantic)	61+	31+	30+	0=	2=
32	32	39	39 JOAN JETT.../The French Song (Blackheart/MCA)	69-	23-	45+	1+	1=
50	40	41	40 PRISM/Is He Better Than Me (Capitol)	77-	11-	66+	0-	2-
41	38	42	41 QUIET RIOT/Cum On Feel The Noize (Pasha/CBS)	68-	20+	47-	1-	2-
25	29	33	42 EURYTHMICS/Sweet Dreams (Are Made Of This) (RCA)	63-	32-	31-	0=	0-
-	-	50	43 DANNY SPANOS/Hot Cherie (Epic)	71+	10+	53+	8+	15+
-	60	55	44 BILLY JOEL/Tell Her About It (Columbia)	65+	33+	30+	1=	7+
31	33	40	45 BRYAN ADAMS/This Time (A&M)	58-	22-	36-	0-	2-
24	24	26	46 JOAN JETT.../Fake Friends (Blackheart/MCA)	60-	25-	35-	0=	0=
DEBUT	DEBUT	DEBUT	47 JACKSON BROWNE/Cut It Away (Asylum)	51+	35+	16+	0=	5-
17	20	36	48 ZEBRA/Who's Behind The Door (Atlantic)	55-	25-	30-	0=	1+
-	57	47	49 DAVID BOWIE/Criminal World (EMI America)	53+	27-	23+	3+	5+
DEBUT	DEBUT	DEBUT	50 ASIA/True Colors (Geffen)	43+	29+	14+	0=	5-
DEBUT	DEBUT	DEBUT	51 ANIMALS/The Night (IRS/A&M)	59+	7+	37+	15+	25-
DEBUT	DEBUT	DEBUT	52 ELTON JOHN/Kiss The Bride (Geffen)	53+	12+	39+	2=	7-
60	55	53	53 ARCANGEL/Tragedy (Portrait/CBS)	45-	18+	25-	2+	2-
DEBUT	DEBUT	DEBUT	54 STEVIE NICKS/If Anyone Falls (Modern/Atco)	39+	27+	12+	0=	3+
DEBUT	DEBUT	DEBUT	55 BREAKS/She Wants You (RCA)	56+	4+	47+	5-	12-
DEBUT	DEBUT	DEBUT	56 MINOR DETAIL/Canvas Of Life (Polydor/PolyGram)	52+	4+	38+	10=	24-
54	54	51	57 IRON MAIDEN/Trooper (Capitol)	42-	15-	27-	0-	1-
DEBUT	DEBUT	DEBUT	58 BONNIE TYLER/Total Eclipse Of the Heart (Columbia)	46+	20+	23+	3-	8+
36	36	44	59 ELO/Rock 'N' Roll Is King (Jet/CBS)	43-	18-	23-	1-	2=
39	45	52	60 FASTWAY/Say What You Will (Columbia)	38-	16-	21-	1+	2+

BREAKERS

This data reflects reporting stations with a majority of listeners aged 12-24.

CONEY HATCH

First Time For Everything (Mercury/PolyGram)

52% of our 12-24 reporters on it. Total reports: 85. Hot 11, Medium 67, Extra Adds 7, Total Adds 11. Moves 43-34 on the AOR Hot Tracks chart.

SIGNIFICANT ACTION

Q-FEEL/Q-Feel (Jive/Arista) "Cross Talk"
Total Reports: 29(39)/Total Adds: 1(5); Hots: 2(4)/Hot Adds: 0(0); Mediums: 26(33)/Medium Adds: 0(3)/Extra Adds: 1(2).

Y&T/Mean Streak (A&M) "Mean Streak"
Total Reports: 28(18)/Total Adds: 13(10); Hots: 4(3)/Hot Adds: 0(1); Mediums: 17(10)/Medium Adds: 6(4)/Extra Adds: 7(5).

TRIUMPH/Never Surrender (RCA) "All The Way"
Total Reports: 25(30)/Total Adds: 4(4); Hots: 12(18)/Hot Adds: 0(0); Mediums: 10(13)/Medium Adds: 1(3)/Extra Adds: 3(1).

SHALAMAR/The Look (Solar/Elektra) "Dead Giveaway"
Total Reports: 25(25)/Total Adds: 1(6); Hots: 6(4)/Hot Adds: 0(1); Mediums: 18(18)/Medium Adds: 0(2)/Extra Adds: 1(3).

TIM FINN/Escapee (A&M) "Staring At The Embers"
Total Reports: 20(15)/Total Adds: 9(8); Hots: 1(0)/Hot Adds: 0(0); Mediums: 14(8)/Medium Adds: 4(1)/Extra Adds: 5(7).

More AOR Music Information See Page 92

AOR / ALBUMS 25+

This chart compiles data from reporting stations with a majority of listeners aged 25-plus.

Last Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20						
	1 POLICE Synchronicity (A&M)																									
		2 JACKSON BROWNE Lawyers In Love (Asylum)																								
			3 ROBERT PLANT The Principle of Moments (Atlantic)																							
				4 ASIA Alpha (Geffen)																						
					5 STEVIE NICKS The Wild Heart (Modern/Atco)																					
						6 ELO Secret Messages (Jet/CBS)																				
							7 DAVID BOWIE Let's Dance (EMI America)																			
								8 FIXX Reach The Beach (MCA)																		
									9 STEVIE RAY VAUGHAN Texas Flood (Epic)																	
										10 ELVIS COSTELLO Punch The Clock (Columbia)																
											11 BILLY JOEL An Innocent Man (Columbia)															
												12 JOE WALSH You Bought It - You . . . (Full Moon/WB)														
													13 QUARTERFLASH Take Another Picture (Geffen)													
														14 TALKING HEADS Speaking In Tongues (Sire/WB)												
															15 GRAHAM PARKER The Real Macaw (Arista)											
																16 ELTON JOHN Too Low For Zero (Geffen)										
																	17 NILS LOFGREN Wonderland (Backstreet/MCA)									
																		18 NEIL YOUNG Everybody's Rockin' (Geffen)								
																			19 KINKS State Of Confusion (Arista)							
																				20 MEN WITHOUT HATS Rhythm . . . (Backstreet/MCA)						

CHART PARTICIPANTS: WECM/Claremont, WPLR/New Haven, WNEW-FM/New York, WERI/Westerly, WXRT/Chicago, WCPZ/Sandusky, KLBK/Austin, WIZD/Ft. Pierce, KUFO/Odessa, WSLQ/Roanoke, KSPN/Aspen, KBCO/Boulder, KTCL/Ft. Collins, KINK/Portland, KFQG/San Francisco, KTMS/Santa Barbara.

AOR ALBUMS — Compiles album airplay data from stations showing ratings strength 12-24. Includes four-week trend of chart action, plus cuts listed numerically by airplay. Current singles are **BOLDED**. Also listed is present week's number of reports in all rotations, including total adds for all rotations. Symbols represent more (+), less (-), or equal (=) airplay in each rotation compared to last week's figures. Records showing significant airplay growth are bulleted.

AOR / ALBUMS 25+ — Compiles album airplay data from stations showing ratings strength 25+. Includes two-week trend of chart action, plus cuts listed in order of airplay. Current singles are **BOLDED**. Records showing significant airplay growth are bulleted.

AOR BREAKERS — Those newer charting records that have reached 50% penetration of the week's reporting stations.

HOT TRACKS — Compiled from 12-24 stations, showcasing songs in configurations including LPs, EPs, and 45s. Includes four-week airplay trend. Also listed is present week's number of reports in all rotations, including total adds for all rotations. Symbols represent more (+), less (-), or equivalent (=) airplay activity in each rotation compared to last week's figures. Records showing significant upward momentum are bulleted.

MOST ADDED, HOTTEST — National and regional listings by number of station reports (12-24 and 25+ combined). Includes songs in all configurations.

NEW & ACTIVE, SIGNIFICANT ACTION — Albums coming closest to charting on the Airplay/40 (12-24) chart. Rotational information displayed over a two-week period (last week in parentheses), including total reports, reports in each rotation, and adds in each rotation.

PARALLELS — Stations listed by market size and ratings success.

PLAYLISTS — Printed regionally by parallels. An 'a' preceding an artist's name indicates all mentions of that record are new to the playlist. An '(A)' or '(M)' after an artist's name shows that other tracks from that record can be found in those rotations. An artist's name with no abbreviations means all airplay of that artist is in listed rotation. An artist's name appears once per playlist, in the highest reported rotation. An asterisk (*) signifies a primary station in its parallel, denoting a station's competitive ratings strength.

☐ Indicates one of the week's most added new albums.

KISSING THE PINK/Naked (Atlantic) "Maybe This Day"
Total Reports: 20(22)/Total Adds: 3(7); Hots: 2(1)/Hot Adds: 0(0); Mediums: 18(17)/Medium Adds: 2(3)/Extra Adds: 1(4).

TIM SCOTT/Swear (Sire/WB) "Swear"
Total Reports: 19(22)/Total Adds: 3(8); Hots: 2(0)/Hot Adds: 0(0); Mediums: 13(16)/Medium Adds: 0(2)/Extra Adds: 3(6).

TWISTED SISTER/You Can't Stop Rock 'N' Roll (Atlantic) "The Kids Are Back"
Total Reports: 18(15)/Total Adds: 2(1); Hots: 2(1)/Hot Adds: 0(0); Mediums: 15(14)/Medium Adds: 1(1)/Extra Adds: 1(0).

NAKED EYES/Naked Eyes (EMI America) "Promises, Promises"
Total Reports: 17(14)/Total Adds: 2(2); Hots: 4(4)/Hot Adds: 0(0); Mediums: 11(10)/Medium Adds: 0(2)/Extra Adds: 2(0).

TRANSLATOR/No Time Like Now (415/Columbia) "Un-Along"
Total Reports: 15(13)/Total Adds: 6(6); Hots: 1(0)/Hot Adds: 0(0); Mediums: 10(8)/Medium Adds: 2(1)/Extra Adds: 4(5).

STAYING ALIVE/Various Artists (RSO/PolyGram) "Far From Over"
Total Reports: 14(8)/Total Adds: 5(4); Hots: 3(2)/Hot Adds: 0(0); Mediums: 7(2)/Medium Adds: 2(0)/Extra Adds: 3(4).

ROMAN HOLIDAY/Roman Holiday (Jive/Arista) "Stand By"
Total Reports: 14(21)/Total Adds: 2(3); Hots: 7(7)/Hot Adds: 0(0); Mediums: 5(12)/Medium Adds: 0(1)/Extra Adds: 2(2).

ALARM/The Alarm (IRS/A&M) "The Stand"
Total Reports: 14(14)/Total Adds: 2(1); Hots: 2(2)/Hot Adds: 0(0); Mediums: 11(12)/Medium Adds: 1(1)/Extra Adds: 1(0).

JULUKA/Scatterlings (WB) "Scatterlings Of Africa"
Total Reports: 14(12)/Total Adds: 1(2); Hots: 0(0)/Hot Adds: 0(0); Mediums: 13(10)/Medium Adds: 0(0)/Extra Adds: 1(2).

SAXON/Power & The Glory (Carrere/CBS) "This Town Rocks"
Total Reports: 13(18)/Total Adds: 0(1); Hots: 4(3)/Hot Adds: 0(0); Mediums: 9(15)/Medium Adds: 0(1)/Extra Adds: 0(0).

SCANDAL/Love's Got A Line On You (Columbia) "Win Some, Lose Some"
Total Reports: 12(10)/Total Adds: 2(0); Hots: 3(3)/Hot Adds: 0(0); Mediums: 8(7)/Medium Adds: 1(0)/Extra Adds: 1(0).


LISA PRICE/Priceless (Mirus) "Can't Hold On Forever"
Total Reports: 11(8)/Total Adds: 1(0); Hots: 1(0)/Hot Adds: 1(0); Mediums: 5(3)/Medium Adds: 3(3)/Extra Adds: 5(0).

DAVE DAVIES/Chosen People (WB) "Mean Disposition"
Total Reports: 11(6)/Total Adds: 5(3); Hots: 0(0)/Hot Adds: 0(0); Mediums: 7(5)/Medium Adds: 1(2)/Extra Adds: 4(1

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*The ABC Rock Radio Network reaches 307,000 Men 18-24 in an average quarter hour and 3,785,000 Men 18-24 in an average week.

Source: RADAR 27, Spring 1983, Network Audiences to all Commercials, Monday-Sunday, 6 AM-Midnight, Daypart Estimates.

AOR / ALBUMS

Continued From the Back Page

This chart compiles data from reporting stations with a majority of listeners aged 12-24.

Three Weeks	Two Weeks	Last Week	Album	165 REPORTERS	Total Reports	Heavy Rotation	Medium Rotation	Add Rotations	Total Adds All Additions
1	1	1	1 POLICE/Synchronicity (A&M)	"King" (149)	164	161	3	0	0
-	-	3	2 ASIA/Alpha (Geffen)	"Don't Cry" (146)	159	146	12	1	5
2	2	2	3 LOVERBOY/Keep It Up (Columbia)	"Queen" (111)	153	122	31	0	0
5	4	4	4 ROBERT PLANT/The Principle Of Moments (Atlantic)	"Arms" (126)	156	126	30	0	0
-	6	6	5 JACKSON BROWNE/Lawyers In Love (Asylum)	"Lawyers" (125)	154	123	31	0	5
4	5	7	6 STEVIE NICKS/The Wild Heart (Modern/Atco)	"Nothing" (75)	144	95	49	0	3
3	3	5	7 FIXX/Reach The Beach (MCA)	"One Thing" (113)	133	103	30	0	0
20	10	8	8 KANSAS/Drastic Measures (CBS)	"Fight Fire With Fire" (146)	148	65	81	1	4
DEBUT			9 HEART/Passion Works (Epic)	"How Can I Refuse" (134)	133	71	54	7	21
6	7	9	10 DAVID BOWIE/Let's Dance (EMI America)	"China" (62)	111	61	47	3	5
12	12	13	11 TALKING HEADS/Speaking In Tongues (Sire/WB)	"Burning Down The House" (110)	110	68	41	1	2
22	17	16	12 STEVIE RAY VAUGHAN.../Texas Flood (Epic)	"Pride And Joy" (106)	116	37	77	2	3
7	11	14	13 DEF LEPPARD/Pyromania (Mercury/PolyGram)	"Foolin'" (68)	98	51	47	0	1
14	13	10	14 CHARLIE/Charlie (Mirage/Atco)	"It's Inevitable" (98)	101	48	53	0	1
13	14	12	15 QUARTERFLASH/Take Another Picture (Geffen)	"Take Me To Heart" (89)	97	57	40	0	1
9	9	11	16 JOAN JETT.../Album (Blackheart/MCA)	"French Song" (69)	105	34	71	0	0
24	22	18	17 DFX2/Emotion (MCA)	"Emotion" (109)	112	16	93	3	4
8	8	15	18 ZEBRA/Zebra (Atlantic)	"Tell" (61)	93	42	51	0	2
30	26	23	19 DIO/Holy Diver (WB)	"Rainbow In The Dark" (97)	99	25	72	2	4
40	29	28	20 MEN WITHOUT HATS/Rhythm Of Youth (Backstreet/MCA)	"The Safety Dance" (91)	91	53	32	6	11
10	15	17	21 ZZ TOP/Eliminator (WB)	"Sharp" (75)	89	35	54	0	2
21	20	21	22 QUIET RIOT/Metal Health (Pasha/CBS)	"Feel The Noize" (68)	90	29	60	1	2
17	18	22	23 DONNIE IRIS/Fortune 410 (MCA)	"Do You Compute?" (92)	93	21	72	0	1
25	25	25	24 RICK SPRINGFIELD/Living In Oz (RCA)	"Human Touch" (76)	81	46	35	0	2
-	37	32	25 ELVIS COSTELLO.../Punch The Clock (Columbia)	"Everyday" (78)	91	21	66	4	10
-	30	30	26 BILLY JOEL/An Innocent Man (Columbia)	"Tell Her" (65)	84	38	44	1	7
33	27	29	27 PRISM/Beat Street (Capitol)	"Is He Better Than Me" (77)	87	13	74	0	2
11	16	20	28 JOE WALSH/You Bought It—You Name It (Full Moon/WB)	"Play That Rock & Roll" (78)	82	22	60	0	1
-	34	31	29 CONEY HATCH/Outa Hand (Mercury/PolyGram)	"First Time For Everything" (85)	87	11	69	7	11
18	21	19	30 ELO/Secret Messages (Jet/CBS)	"Rock" (43)	78	23	52	2	3
19	23	24	31 EURYTHMICS/Sweet Dreams (Are Made Of This) (RCA)	"Sweet Dreams (Are Made Of This)" (63)	67	35	32	0	0
15	19	27	32 BRYAN ADAMS/Cuts Like A Knife (A&M)	"This Time" (58)	66	24	42	0	1
16	24	26	33 IRON MAIDEN/Piece Of Mind (Capitol)	"Trooper" (42)	64	23	41	0	2
-	-	36	34 DANNY SPANOS/Passion In The Dark (Epic)	"Hot Cherie" (71)	73	10	55	8	15
DEBUT			35 ELTON JOHN/Too Low For Zero (Geffen)	"Kiss The Bride" (53)	58	16	40	2	7
38	36	34	36 ARCANGEL/Arcangel (Portrait/CBS)	"Tragedy" (45)	52	20	30	2	3
31	32	35	37 SHOOTING STAR/Burning (Virgin/Epic)	"Straight Ahead" (41)	50	16	32	2	2
27	28	33	38 FASTWAY/Fastway (Columbia)	"Say What You Will" (38)	44	19	25	0	1
DEBUT			39 BREAKS/The Breaks (RCA)	"She Wants You" (56)	58	4	49	5	13
DEBUT			40 MINOR DETAIL/Minor Detail (Polydor/PolyGram)	"Canvas Of Life" (52)	53	4	39	10	24

BREAKERS

This data reflects reporting stations with a majority of listeners aged 12-24.

- HEART**
Passion Works (Epic)
"How Can I Refuse." 81% of our 12-24 reporters on it. Total reports: 133. Hot 71, Medium 54. Extra Adds 7, Total Adds 21. Debuts at #9 on the AOR Albums chart.
- ELVIS COSTELLO & ATTRACTIONS**
Punch The Clock (Columbia)
"Everyday" "Let Them." 55% of our 12-14 reporters on it. Total reports: 91. Hot 21, Medium 66, Extra Adds 4, Total Adds 10. Moves 32-25 on the AOR Albums chart.
- CONEY HATCH**
Outa Hand (Mercury/PolyGram)
"First Time For Everything." 53% of our 12-24 reporters on it. Total reports: 87. Hot 11, Medium 69, Extra Adds 7, Total Adds 11. Moves 31-29 on the AOR Albums chart.
- BILLY JOEL**
An Innocent Man (Columbia)
"Tell Her" "Easy Money" "Faith." 51% of our 12-24 reporters on it. Total reports: 84. Hot 38, Medium 44, Extra Adds 1, Total Adds 7. Moves 30-26 on the AOR Albums chart.

NEW & ACTIVE

- This data reflects reporting stations with a majority of listeners aged 12-24.
- ERIC MARTIN BAND/Sucker For A Pretty Face (Elektra)** "Sucker For A Pretty Face"
Total Reports: 56(48)/Total Adds: 11(30); Hots: 3(1)/Hot Adds: 0(0); Mediums: 43(33)/Medium Adds: 3(16)/Extra Adds: 8(14).
- GRAHAM PARKER/The Real Macaw (Arista)** "Life Gets Better"
Total Reports: 52(38)/Total Adds: 14(16); Hots: 4(4)/Hot Adds: 1(0); Mediums: 39(25)/Medium Adds: 4(8)/Extra Adds: 9(8).
- AXE/Nemesis (Atco)** "Heat In The Street"
Total Reports: 51(44)/Total Adds: 15(8); Hots: 0(0)/Hot Adds: 0(0); Mediums: 43(40)/Medium Adds: 7(5)/Extra Adds: 8(3).

MOST ADDED

All Stations

Big Country	(50)
"Country"	
Michael Stanley Band	(46)
"Town"	
Cheap Trick	(37)
Animals "Night"	(29)
Minor Detail	(29)

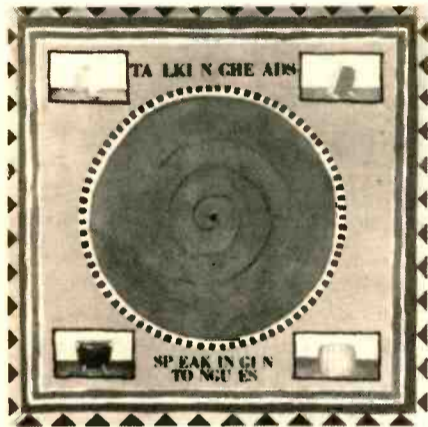
HOTTEST

All Stations

Police	(178)
Asia	(158)
Robert Plant	(141)
Jackson Browne	(139)
Loverboy	(126)

- SPYS/Behind Enemy Lines (EMI America)** "Rescue Me"
Total Reports: 48(55)/Total Adds: 2(4); Hots: 4(4)/Hot Adds: 0(0); Mediums: 43(50)/Medium Adds: 1(3)/Extra Adds: 1(1).
- BONNIE TYLER/Faster Than The Speed Of Night (Columbia)** "Total Eclipse Of The Heart"
Total Reports: 46(39)/Total Adds: 8(7); Hots: 20(15)/Hot Adds: 1(0); Mediums: 23(20)/Medium Adds: 4(3)/Extra Adds: 3(4).
- HELIX/No Rest For The Wicked (Capitol)** "Heavy Metal Love"
Total Reports: 44(38)/Total Adds: 10(14); Hots: 4(3)/Hot Adds: 0(0); Mediums: 36(30)/Medium Adds: 7(10)/Extra Adds: 3(4).
- BILLY IDOL/Don't Stop (Chrysalis)** "Dancing With Myself"
Total Reports: 41(30)/Total Adds: 11(13); Hots: 6(4)/Hot Adds: 1(0); Mediums: 29(18)/Medium Adds: 5(5)/Extra Adds: 5(8).
- CHEAP TRICK/Next Position Please (Epic)** "Dancing The Night Away"
Total Reports: 37(0)/Total Adds: 35(0); Hots: 2(0)/Hot Adds: 1(0); Mediums: 16(0)/Medium Adds: 15(0)/Extra Adds: 19(0).
- NILS LOFGREN/Wonderland (Backstreet/MCA)** "Across The Tracks"
Total Reports: 34(21)/Total Adds: 18(19); Hots: 1(0)/Hot Adds: 0(0); Mediums: 20(9)/Medium Adds: 5(7)/Extra Adds: 13(12).
- NEIL YOUNG/Everybody's Rockin' (Geffen)** "Payola Blues"
Total Reports: 33(31)/Total Adds: 10(16); Hots: 8(6)/Hot Adds: 1(3); Mediums: 19(13)/Medium Adds: 3(3)/Extra Adds: 6(10).
- KINKS/State Of Confusion (Arista)** "State Of Confusion"
Total Reports: 31(41)/Total Adds: 2(2); Hots: 10(13)/Hot Adds: 0(0); Mediums: 20(26)/Medium Adds: 1(0)/Extra Adds: 1(2).
- FLASHDANCE/Various Artists (Casablanca/PolyGram)** "Maniac"
Total Reports: 31(29)/Total Adds: 2(4); Hots: 17(13)/Hot Adds: 0(0); Mediums: 13(13)/Medium Adds: 1(1)/Extra Adds: 1(3).
- QUEENSRYCHE/Queensryche (EMI America)** "Queen Of The Reich"
Total Reports: 30(19)/Total Adds: 15(6); Hots: 4(3)/Hot Adds: 2(0); Mediums: 21(14)/Medium Adds: 8(4)/Extra Adds: 5(2).

Action Speaks Louder Than Words.



We've all seen it happen before. First it's the reviewers, then the "trend stores," then the sold-out tours; and while this is going on the radio base grows as the awareness builds. Now it's "the Sound," "the Style," and "the Power" of Talking Heads, speaking and speaking VERY LOUDLY.

RADIO: The single is breaking out at CHR and as an AOR Top Track. The Album is building at AOR—on its way to Top Ten.

SALES: You name it... Trend, Urban, Chain, Rack... East Coast, West Coast, Midwest they are all watching them go out the door.

LIVE: Ask anyone who has seen them... the new tour is the best yet for one of the world's great live acts.

VIDEO: "Burning Down The House" is burning up the Tube! Watch it on MTV... A Talking Heads, David Byrne self-produced and directed film.



On Sire Records and Cassettes
©1983 Sire Records Company

HEADS TALK MOUTHS SPEAK PEOPLE LISTEN



The most successful Talking Heads album to date is here... Speaking in a tongue that everyone understands, "Hit," the language of Radio.
The Album... Speaking In Tongues
The Single... Burning Down The House

⊙ Watch for the upcoming 12" TALKING HEADS REMIXES ⊕ featuring newly remixed versions of "Slippery People" and "Making Flippy Floppy."

Contemporary Hit Radio

Continued from Back Page

BREAKERS

POLICE

King Of Pain (A&M)

75% of our reporters on it. Moves: Up 0, Debuts 3, Same 5, Down 0, Adds 157 including WHTX, 94Q, WABX, WKTI, Q103, KIIS-FM, KNBQ. See Parallels, debuts at number 40 on the CHR chart.

GEORGE BENSON

Lady Love Me (One More Time) (WB)

65% of our reporters on it. Moves: Up 57, Debuts 25, Same 41, Down 0, Adds 20 including WKBW, Y100, KIIS-FM, KYUU, KNBQ, WMEE, KYNO-FM. See Parallels, debuts at number 37 on the CHR chart.

ROBERT PLANT

Big Log (Atlantic)

62% of our reporters on it. Moves: Up 35, Debuts 32, Same 44, Down 0, Adds 26 including PRO-FM, KIMN, KEARTH, KNBQ, WBLI, KTFM, KIKI. See Parallels, debuts at number 38 on the CHR chart.

JUICE NEWTON

Tell Her No (Capitol)

60% of our reporters on it. Moves: Up 30, Debuts 35, Same 50, Down 0, Adds 18 including WHFM, 94TYX, WNVZ, WZZR, KO93, WIGY, WSPT. See Parallels, debuts at number 39 on the CHR chart.

NEW & ACTIVE

SHEENA EASTON "Telefone (Long Distance Love Affair)" (EMI America) 125/61

Moves: Up 2, Debuts 24, Same 38, Down 0, Adds 61 including WBNF-FM, Z93, KAFM, WGCL, WLOL-FM, KIMN, Q103, KEARTH, KFI, XTRA, KYUU, WPST, WANS-FM, WKFM, WISE.

HEART "How Can I Refuse" (Epic) 104/23

Moves: Up 14, Debuts 29, Same 38, Down 0, Adds 23 including Q103, WLN-FM, WSKZ, WDCG, WJDX, WNVZ, WKAU, WEBC, K107, KIKI, WFBG, Q101, KFMZ, 99KG, KDZA.

TALKING HEADS "Burning Down The House" (Sire/WB) 103/16

Moves: Up 31, Debuts 11, Same 45, Down 0, Adds 16 including Y100, Q102, KBEQ, WHFM, WQID, WBCY, WABB-FM, KTFM, KROR, 92X, KIKI, WIGY, KNOE-FM, WAZY-FM, KGHO.

STYX "High Time" (A&M) 98/25

Moves: Up 18, Debuts 18, Same 37, Down 0, Adds 25 including WBNF-FM, KAFM, WABX, KBEQ, KNBQ, WPST, KSET-FM, KRGV, WMEE, WVIC, WKHI, KILE, WGLF, KWTO-FM, KDZA.

KINKS "Don't Forget To Dance" (Arista) 91/28

Moves: Up 13, Debuts 20, Same 30, Down 0, Adds 28 including WBNF-FM, Z93, KAFM, WLOL-FM, KIMN, Q103, KMJK, WYCR, WKZR-FM, WHHY-FM, KIKI, KKF, 13FEA, FM99, KGHO.

BEE GEES "Someone Belonging To Someone" (RSO/PolyGram) 89/45

Moves: Up 2, Debuts 13, Same 29, Down 0, Adds 45 including WXKS-FM, WGCL, KFI, KMJK, K104, Q106, WZYP, KX104, KZ93, KHOP, KGGI, WKZ, KISR, KKQV, KDZA.

KENNY ROGERS with DOLLY PARTON "Islands In The Stream" (RCA) 81/81

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 81 including B104, WKBW, B94, 94Q, Z93, Q105, KEARTH, KIQQ, KYUU, WANS-FM, K96, WZYQ, WFOQ, 99KG, KCDQ.

MADNESS "It Must Be Love" (Geffen) 81/41

Moves: Up 0, Debuts 12, Same 28, Down 0, Adds 41 including WXKS-FM, WBNF-FM, WPHD, CHUM, Q103, KMJK, WPST, KZFM, G100, WGRD, KZ93, KSKD, WOMP-FM, WXLK, KFMZ.

PEABO BRYSON & ROBERTA FLACK "Tonight I Celebrate My Love" (Capitol) 70/8

Moves: Up 25, Debuts 11, Same 25, Down 1, Adds 8, PRO-FM, KIMN, WOKI, WNAM, WIGY, KISR, KKQV, KCDQ, I95 5-2, Y100 15-9, XTRA 31-28, KFRC 32-28, WKFM 30-26, WNFJ 31-23, KGGI 19-14.

ANIMALS "The Night" (IRS/A&M) 68/25

Moves: Up 5, Debuts 8, Same 30, Down 0, Adds 25 including WLOL-FM, KFRC, WYCR, G100, B97, KYNO-FM, KSKD, 13FEA, WFLB, WYKS, WXLK, WSPT, KCDQ, KGHO, KSLY.

FIXX "One Thing Leads To Another" (MCA) 67/64

Moves: Up 0, Debuts 1, Same 2, Down 0, Adds 64 including WPHD, CHUM, KAFM, WABX, KBEQ, WLOL-FM, XTRA, K104, WZYP, WZZR, WHOT, WJAD.

EDDY GRANT "I Don't Wanna Dance" (Portrait/CBS) 64/9

Moves: Up 10, Debuts 9, Same 36, Down 0, Adds 9, CFTR, KNBQ, WFLY, WYCR, WSFL, KYNO-FM, KHYY, WACZ, WYKS, WXKS-FM 28-24, WPHD 36-31, WHTX 27-20, KBEQ 39-36, WROR 39-26, K107 40-34.

PAUL ANKA "Hold Me 'Til The Mornin' Comes" (Columbia) 62/9

Moves: Up 28, Debuts 6, Same 20, Down 1, Adds 9, WROR, WKDD, Z102, KISR, KQWB, KGHO, KBIM, WKQX 13-11, KIMN 37-34, CK101 23-15, WNFJ 26-21, WRQK 30-25, KTFM 33-29.

SERGIO MENDES "Rainbow's End" (A&M) 59/10

Moves: Up 8, Debuts 8, Same 34, Down 1, Adds 10, WXKS-FM, WHYT, WSPK, WKFM, Q106, WRQK, WJDX, KTSa, WGUY, Q101, Y103 28-21, WSFL 39-34, KQMQ 37-30, WFLB 30-19, KDVV 29-24.

ROD STEWART "What Am I Gonna Do (I'm So In Love With You)" (WB) 58/58

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 58 including WXKS-FM, WPHD, WABX, KBEQ, WLOL-FM, KIMN, Q103, KFI, KIQQ, KMJK, XTRA, KNBQ, WKZR-FM, WZPL, KNOE-FM.

TUBES "Tip Of My Tongue" (Capitol) 58/3

Moves: Up 17, Debuts 6, Same 31, Down 1, Adds 3, WHTX, K107, KIST, WXKS-FM d-33, WHYT d-39, KBEQ 24-22, KIQQ 39-37, KFRC 17-14, KSET-FM 16-13, KRGV 29-20, WZZR 40-34, Z104 29-23, WYKS 22-18, KVOL 34-31, WBWB 23-20.

ZZ TOP "Sharp Dressed Man" (WB) 55/7

Moves: Up 3, Debuts 3, Same 20, Down 2, Adds 7, WXKS-FM, KITE, WZYP, KROR, WIXV, WGLF, WSPT, Q102 30-26, K104 27-24, KZZB 21-17, KRGV 18-14, KQMQ 38-33, KQIZ-FM 14-7, KFMZ 21-18, KYTN 18-11.

F.R. DAVID "Words" (Carrae/PolyGram) 53/1

Moves: Up 17, Debuts 8, Same 26, Down 1, Adds 1, WKDD, WNBC 30-28, KNBQ 28-26, Q106 28-25, WTI 26-22, WNAM 38-34, KIKI 33-26, WHOT 39-34, KJRB 20-18, WACZ 25-22, WCIR 30-23, WFLB 35-26, WQLT 30-27, KVOL 39-35, KCBN 13-7.

ELVIS COSTELLO & ATTRAXIONS "Everyday I Write The Book" (Columbia) 51/20

Moves: Up 3, Debuts 9, Same 19, Down 0, Adds 20 including WKFM, WBCY, KBFM, WTI 26, WNAM, WEBC, Z104, KQMQ, WGUY, WZYQ, WYKS, WHSL, KFMW, KCDQ.

MOST ADDED

POLICE (157)
King Of Pain (A&M)
KENNY ROGERS with DOLLY PARTON (81)
Islands In The Stream (RCA)
FIXX (64)
One Thing Leads To Another (MCA)
SHEENA EASTON (61)
Telephone (Long Distance...) (EMI America)
ROD STEWART (58)
What Am I Gonna Do... (WB)
BEE GEES (45)
Someone Belonging To Someone (RSO/PG)

HOTTEST

MICHAEL SEMBELLO (120)
Maniac (Casablanca/PolyGram)
BONNIE TYLER (74)
Total Eclipse Of The Heart (Columbia)
POLICE (71)
Every Breath You Take (A&M)
MEN WITHOUT HATS (61)
The Safety Dance (Backstreet/MCA)
MEN AT WORK (55)
It's A Mistake (Columbia)
DONNA SUMMER (52)
She Works Hard For The Money
(Mercury/PG)

SIGNIFICANT ACTION

RONNIE MILSAP "Don't You Know How Much I Love You" (RCA) 49/12

Moves: Up 8, Debuts 3, Same 28, Down 0, Adds 12, KYUU, WKEE, Y103, KITY, KTSa, WKDD, WKFR, WOMP-FM, 13FEA, WQLT, WAEE, KQWB, WJDX 39-35, WNAM 40-37, KJRB 21-17.

KAJAGOOGOO "Hang On Now" (EMI America) 46/14

Moves: Up 1, Debuts 3, Same 28, Down 0, Adds 14, WSPK, WQID, WKDD, KMGK, WGRD, KZ93, KSKD, WISE, KILE, KVOL, Q101, WAEE, KGHO, KSLY, WOKI d-38.

AGNETHA FALTSKOG "Can't Shake Loose" (Polydor/PolyGram) 44/30

Moves: Up 1, Debuts 2, Same 11, Down 0, Adds 30 including Q102, WABX, WLOL-FM, KIQQ, KITE, KRGV, KROR, WZZR, WHOT, KSKD, KHYY, OK100, WISE, WXLK, KGHO.

CHRIS DeBURGH "Ship To Shore" (A&M) 39/4

Moves: Up 9, Debuts 4, Same 22, Down 0, Adds 4, WKEE, WHOT, WCIL-FM, KFMZ, WBNF-FM 40-34, WGCL 30-27, KZZB d-40, KMGK 37-35, WJXQ 22-19, WYKS d-29, WBWB 37-33, KYTN 40-33, WAZY-FM 31-28, KCBN d-37.

RICK JAMES "Cold Blooded" (Gordy/Motown) 35/3

Moves: Up 15, Debuts 7, Same 10, Down 0, Adds 3, WTI 26, KYXX, Q104, WBNF-FM 11-10, Z93 32-30, KEARTH 20-17, K104 38-31, WOKI 35-31, WNVZ 38-33, WRVQ 35-30, KIDD 27-24, KHYY 28-23, 95XIL 28-24, Z102 38-26.

SMOKEY ROBINSON & BARBARA MITCHELL "Blame It On Love" (Tama/Motown) 35/1

Moves: Up 18, Debuts 1, Same 13, Down 2, Adds 1, CK101, KYUU 24-20, WROR 32-17, K104 14-12, Y103 12-10, WTI 23-20, KGGI 30-28, KJRB 11-8, WCIR 34-30, OK100 20-18, WJBC 34-28, WQLT 17-15, WBWB 31-29, KENI 35-32.

TEARS FOR FEARS "Change" (Mercury/PolyGram) 34/3

Moves: Up 3, Debuts 3, Same 25, Down 0, Adds 3, KEARTH, KITY, WFLB, 79Q on, WABX on, KFI d-35, KSET-FM 23-20, WOKI d-35, KYXX 6-4, WIGY 35-30, WHEB d-31.

WHAMI U.K. "Bad Boys" (Columbia) 32/4

Moves: Up 11, Debuts 2, Same 15, Down 0, Adds 4, Y100, WBBQ, WCSC, KRSP, CKGM 30-28, KEARTH 11-65, KFRC 7-6, KITE 32-25, KSET-FM 30-24, WZZR 31-26, KYNO-FM 29-14, KHYY 34-30.

ARETHA FRANKLIN "Get It Right" (Arista) 31/0

Moves: Up 15, Debuts 1, Same 15, Down 0, Adds 0, WXKS-FM 32-30, WBNF-FM 24-21, WABX 21-19, WHYT 29-26, KEARTH 22-19, WTI 28-24, 94TYX 37-25, WJDX 30-27, WHOT 34-31, KHYY 40-24, WBWB 36-32.

CLUB HOUSE "Do It Again medley with Billie Jean" (Atlantic) 28/6

Moves: Up 7, Debuts 4, Same 11, Down 0, Adds 6, WSPK, WZPL, WHOT, WIGY, KVOL, WPFM, WXKS-FM 34-31, I95 21-18, Y100 23-21, WNFJ 35-32, KBFM 35-32, KRGV 27-13, KHYY d-31.

LINDSEY BUCKINGHAM "Holiday Road" (WB) 28/3

Moves: Up 6, Debuts 6, Same 13, Down 0, Adds 3, WYCR, WXLK, 99KG, WPHD on, KMJK d-40, WPST d-40, KSET-FM d-26, K107 39-35, KSKD 29-23, WISE on, WPFM 30-26, WGLF d-32, KCDQ 35-33.

PETER GABRIEL "Solsbury Hill" (Geffen) 26/7

Moves: Up 0, Debuts 5, Same 14, Down 0, Adds 7, KZ93, WHOT, WERZ, WISE, KKQV, WHSL, KYTN, WPHD d-40, WKFM d-40, WZZR d-37.

STACY LATTISAW "Miracles" (Cotillion/Atco) 26/6

Moves: Up 8, Debuts 3, Same 10, Down 1, Adds 8, WXKS-FM, WNBC, KIDD, WOMP-FM, FM99, I95 29-19, Y100 18-13, KFRC 25-19, KAMZ 18-14, KRGV 20-16, WTI 26, KHYY 35-33.

BILLY IDOL "Dancing With Myself" (Chrysalis) 25/2

Moves: Up 3, Debuts 4, Same 16, Down 0, Adds 2, KFMZ, KFMW, WPHD on, KITE 26-24, Z104 d-40, WIGY 36-35, WERZ 37-29, WHEB d-38, KYTN d-37.

SNUFF "Bad, Bad Bitty" (WB/Curb) 21/0

Moves: Up 2, Debuts 1, Same 18, Down 0, Adds 0, WKFM on, WOKI on, WRVQ 30-27, KHOP on, WIGY on, 95XIL d-40, KQIZ-FM on, WISE on, KILE on, WXLK 3-1.

BETTE MIDLER "All I Need To Know" (Atlantic) 18/6

Moves: Up 0, Debuts 0, Same 12, Down 0, Adds 6, KTSa, KHYY, WFLB, Q104, WFOQ, KBIM, WKBW on, WKFM on, WNAM on, KQMQ on, WBWB on.

S.O.S. BAND "Just Be Good To Me" (Tabu/CBS) 17/4

Moves: Up 5, Debuts 4, Same 4, Down 0, Adds 4, I95, Y100, KITE, Q104, B104 d-22, WXKS-FM 33-29, WABX d-34, KFRC 30-25, KAMZ 30-27, KHYY 30-26, WIXV 14-12, Z102 d-36.

TONY CAREY "West Coast Summer Nights" (Rocshire) 17/0

Moves: Up 6, Debuts 0, Same 9, Down 2, Adds 0, KFI on, WNOK-FM on, KRGV 28-24, WZZR 22-21, WYKS 26-24, WBWB 30-28, WCIL-FM 31-29.

MINISTRY "I Wanted To Tell Her" (Arista) 16/1

Moves: Up 0, Debuts 2, Same 13, Down 0, Adds 1, KIQQ, WXKS-FM on, WPHD on, WKFM d-39, KTFM on, WHOT on, KYXX on, WERZ d-32.

MANHATTANS "Crazy" (Columbia) 16/0

Moves: Up 8, Debuts 1, Same 7, Down 0, Adds 0, WXKS-FM 19-18, WTI 26, KAMZ 20-18, KRGV d-26, WSFL 40-38, KGGI 29-27, KHYY 20-19, WGUY 33-30, WFLB 34-28.

JIM CAPALDI "Living On The Edge" (Atlantic) 15/7

Moves: Up 3, Debuts 3, Same 2, Down 0, Adds 7, WLOL-FM, WSSX, WANS-FM, WZZR, WCIR, KQIZ-FM, WIXV, WLS d-38, WLS-FM d-38, K104 25-17, WFBG on, OK100 34-23, KFMZ d-29, KYTN 24-22.

A FLOCK OF SEAGULLS "It's Not Me Talking" (Jive/Arista) 14/13

Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 13, WPHD, WKFM, WRCK, KZFM, KTFM, KYXX, KQIZ-FM, WPFM, WBWB, KYTN, 99KG, KCDQ, KCBN, KSKD on-dp.

COCONUTS "If I Only Had A Brain" (EMI America) 14/6

Moves: Up 1, Debuts 0, Same 7, Down 0, Adds 6, KITY, KTSa, WERZ, WJBC, KKQV, KSLY, KIQQ on, WKFM on-dp, KMGK on-dp, WHOT on, WFLB on, WXLK 25-19.

DEF LEPPARD "Foolin'" (Mercury/PolyGram) 13/9

Moves: Up 0, Debuts 2, Same 2, Down 0, Adds 9, WPHD, WKFM, WRCK, WGRD, WJXQ, WACZ, 95XIL, WJAD, WHSL, Y100 d-30, K104 on, OK100 on, WIXV d-40.

IAN HUNTER "All Of The Good Ones Are Taken" (Columbia) 12/5

Moves: Up 2, Debuts 0, Same 5, Down 0, Adds 5, KIQQ, WJXQ, WJBC, KQIZ-FM, WHSL, WPHD 40-35, WABX on, WSSX on-dp, WZZR on, WIGY on, WERZ 40-37, KCDQ on.

AXE "Heat In The Street" (Atco) 12/3

Moves: Up 1, Debuts 0, Same 8, Down 0, Adds 3, KITY, KQIZ-FM, KFMZ, WPHD on, K104 on, WRCK on, KTFM on, WJXQ 37-35, OK100 on, 95XIL on, WSOV on, WIXV on.

MICHAEL JACKSON "P.Y.T. (Pretty Young Thing)" (Epic) 12/1

Moves: Up 5, Debuts 1, Same 4, Down 1, Adds 1, I95, B94 4-4, 79Q on, Y100 26-25, K104 29-25, B97 9-7, WGRD 33-25, KYNO-FM 10-5, OK100 on, 95XIL d-28, WIXV on.

HERB ALPERT "Garden Party" (A&M) 12/1

Moves: Up 3, Debuts 1, Same 7, Down 0, Adds 1, WROR, M WCSC on, KAMZ on-dp, WJDX 31-28, Y103 19-16, FM100 on, G100 on, WTI 4-38, WCIR on, WFLB on, WQLT d-29, KVOL on.

LIQUID GOLD "What's She Got" (Critique/Quality) 11/10

Moves: Up 1, Debuts 0, Same 0, Down 0, Adds 10, PRO-FM, WROR, WKZR-FM, WOKI, WGUY, WIGY, WERZ, 13FEA, WJBC, KSLY, WXKS-FM 18-15.

CHEAP TRICK "Dancing The Night Away" (Epic) 10/10

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 10, WABX, K104, KZFM, WZZR, KQMQ, WACZ, OK100, KQIZ-FM, KFVR, KCDQ.

EDDIE RABBITT "You Put The Beat In My Heart" (WB) 10/4

Moves: Up 0, Debuts 1, Same 5, Down 0, Adds 4, Y103, KJRB, WJBC, KCDQ, WLOL-FM on, KMJK on, WDOQ d-39, KBBK on-dp, WACZ on, KISR on.

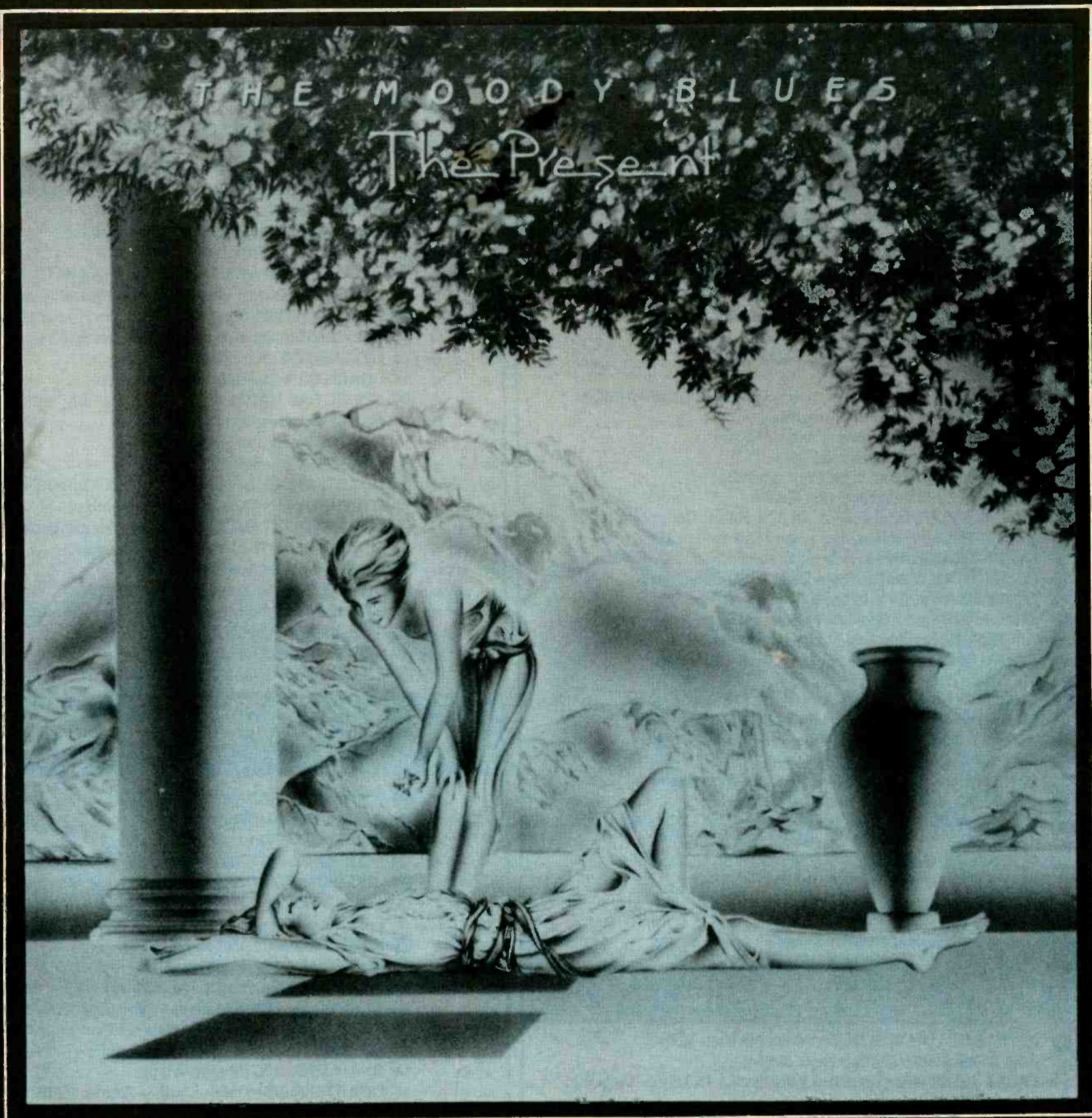
QUIET RIOT "Cum On Feel The Noise" (Pasha/CBS) 10/2

Moves: Up 3, Debuts 1, Same 4, Down 0, Adds 2, WERZ, WJXQ, WPHD 19-14, WKZR-FM d-29, WACZ on, WZYQ 26-25, KCBN 29-24.

ARCANGEL "Tragedy" (Portrait/CBS) 10/0

Moves: Up 1, Debuts 1, Same 8, Down 0, Adds 0, WPHD on, 79Q on, WRCK on, WSSX on, WKDD d-28, KHYY on, WERZ on, KQIZ-FM 35-29, WJAD on-dp, WHSL on.

More CHR Music Information See Page 78



"SITTING AT THE WHEEL"

THE MOODY BLUES FIRST SINGLE
FROM THE LONG AWAITED NEW ALBUM

THE PRESENT



MARKETED AND MANUFACTURED BY
PolyGram Records



Contemporary Hit Radio

Three Weeks	Two Weeks	Last Week	Rank	Artist/Track (Label)
1	1	1	1	POLICE/Every Breath You Take (A&M)
4	2	2	2	MICHAEL SEMBELLO/Maniac (Casablanca/PolyGram)
5	5	4	3	MEN AT WORK/It's A Mistake (Columbia)
3	3	3	4	EURHYTHMICS/Sweet Dreams (Are Made Of This) (RCA)
7	6	5	5	DONNA SUMMER/She Work's Hard For The Money (Mercury/PG)
8	7	6	6	QUARTERFLASH/Take Me To Heart (Geffen)
26	17	13	7	MICHAEL JACKSON/Human Nature (Epic)
10	9	8	8	HUMAN LEAGUE/(Keep Feeling) Fascination (Virgin/A&M)
17	12	9	9	CULTURE CLUB/I'll Tumble 4 Ya (Virgin/Epic)
15	13	10	10	DAVID BOWIE/China Girl (EMI America)
21	15	12	11	JACKSON BROWNE/Lawyers In Love (Asylum)
33	23	18	12	BILLY JOEL/Tell Her About It (Columbia)
37	25	19	13	ASIA/Don't Cry (Geffen)
32	26	21	14	MEN WITHOUT HATS/The Safety Dance (Backstreet/MCA)
23	18	15	15	JOURNEY/After The Fall (Columbia)
25	22	18	16	RICK SPRINGFIELD/Human Touch (RCA)
24	19	17	17	TACO/Puttin' On The Ritz (RCA)
2	4	7	18	STEVIE NICKS/Stand Back (Modern/Atco)
13	11	11	19	ELO/Rock 'N' Roll Is King (Jet/CBS)
-	37	25	20	BONNIE TYLER/Total Eclipse Of The Heart (Columbia)
34	30	23	21	NAKED EYES/Promises, Promises (EMI America)
38	32	24	22	LAURA BRANIGAN/How Am I Supposed To... (Atlantic)
39	36	28	23	FRANK STALLONE/Far From Over (RSO/PolyGram)
12	10	14	24	LOVERBOY/Hot Girls In Love (Columbia)
-	33	29	25	SHALAMAR/Dead Giveaway (Solar/Elektra)
-	38	31	26	AIR SUPPLY/Making Love Out Of Nothing At All (Arista)
-	39	35	27	STRAY CATS/(She's) Sexy + 17 (EMI America)
18	16	22	28	FIXX/Saved By Zero (MCA)
6	8	20	29	DURAN DURAN/Is There Something I Should Know? (Capitol)
-	-	36	30	RITA COOLIDGE/All Time High (A&M)
-	-	38	31	JEFFREY OSBORNE/Don't You Get So Mad (A&M)
-	-	40	32	SPANDAU BALLET/True (Chrysalis)
20	20	26	33	DEF LEPPARD/Rock Of Ages (Mercury/PolyGram)
-	40	37	34	ELTON JOHN/Kiss The Bride (Geffen)
-	-	39	35	LITTLE RIVER BAND/You're Driving Me Out Of My Mind (Capitol)
36	34	33	36	JOAN JETT.../Fake Friends (Blackheart/MCA)
BREAKER	37		37	GEORGE BENSON/Lady Love Me (One More Time) (WB)
BREAKER	38		38	ROBERT PLANT/Big Log (Atlantic)
BREAKER	39		39	JUICE NEWTON/Tell Her No (Capitol)
BREAKER	40		40	POLICE/King Of Pain (A&M)

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Adult / Contemporary

Three Weeks	Two Weeks	Last Week	Rank	Artist/Track (Label)
12	5	2	1	MICHAEL JACKSON/Human Nature (Epic)
2	1	1	2	RITA COOLIDGE/All Time High (A&M)
9	6	3	3	LAURA BRANIGAN/How Am I Supposed To Live... (Atlantic)
22	12	7	4	BILLY JOEL/Tell Her About It (Columbia)
4	3	4	5	PAUL ANKA/Hold Me 'Til The Mornin' Comes (Columbia)
1	2	6	6	POLICE/Every Breath You Take (A&M)
23	16	11	7	AIR SUPPLY/Making Love Out Of Nothing At All (Arista)
10	9	8	8	S. ROBINSON & B. MITCHELL/Blame It On Love (Tamla/Motown)
6	4	5	9	AMERICA/The Border (Capitol)
14	11	10	10	MEN AT WORK/It's A Mistake (Columbia)
7	7	9	11	LOUISE TUCKER/Midnight Blue (Arista)
26	21	17	12	JENNIFER WARNES/Nights Are Forever (WB)
20	18	16	13	F.R. DAVID/Words (Carrere America/PolyGram)
24	20	16	14	HERB ALPERT/Garden Party (A&M)
15	15	12	15	TACO/Puttin' On The Ritz (RCA)
-	29	21	16	SERGIO MENDES/Rainbow's End (A&M)
-	-	23	17	GEORGE BENSON/Lady Love Me (One More Time) (WB)
-	25	22	18	CRYSTAL GAYLE/Baby, What About You (WB)
-	-	27	19	SPANDAU BALLET/True (Chrysalis)
3	8	13	20	DeBARGE/All This Love (Gordy/Motown)
5	10	14	21	CHAMPAIGN/Try Again (Columbia)
-	-	26	22	RONNIE MILSAP/Don't You Know How Much I Love You (RCA)
8	14	18	23	SERGIO MENDES/Never Gonna Let You Go (A&M)
13	13	19	24	LEE GREENWOOD/I.O.U. (MCA)
28	26	25	25	DERAN CRAIG/One Mind, Two Hearts (Curb/CBS)
BREAKER	26		26	K. ROGERS with D. PARTON/Islands In The Stream (RCA)
DEBUT	27		27	P. BRYSON & R. FLACK/Tonight I Celebrate My Love (Capitol)
BREAKER	28		28	KINKS/Don't Forget To Dance (Arista)
11	17	20	29	HOLLIES/Stop In The Name Of Love (Atlantic)
BREAKER	30		30	LEE GREENWOOD/Somebody's Gonna Love You (MCA)

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AOR / HOT TRACKS

Three Weeks	Two Weeks	Last Week	Rank	Artist/Track (Label)
5	2	1	1	POLICE/King Of Pain (A&M)
1	1	2	2	ASIA/Don't Cry (Geffen)
26	7	3	3	STRAY CATS/(She's) Sexy + 17 (EMI America)
-	-	17	4	ASIA/The Heat Goes On (Geffen)
27	13	6	5	KANSAS/Fight Fire With Fire (CBS)
10	8	5	6	ROBERT PLANT/Other Arms (Atlantic)
4	3	4	7	JACKSON BROWNE/Lawyers In Love (Asylum)
-	44	16	8	HEART/How Can I Refuse (Epic)
6	35	7	9	FIXX/One Thing Leads To Another (MCA)
11	9	9	10	ROBERT PLANT/Big Log (Atlantic)
-	49	20	11	JACKSON BROWNE/For A Rocker (Asylum)
16	18	12	12	LOVERBOY/Queen Of The Broken Hearts (Columbia)
12	12	14	13	TALKING HEADS/Burning Down The House (Sire/WB)
22	21	19	14	POLICE/Wrapped Around Your Finger (A&M)
13	14	13	15	LOVERBOY/Strike Zone (Columbia)
14	16	11	16	CHARLIE/It's Inevitable (Mirage/Atco)
33	25	22	17	STEVIE RAY VAUGHAN.../Pride And Joy (Epic)
18	19	18	18	POLICE/Synchronicity II (A&M)
8	5	8	19	FIXX/Saved By Zero (MCA)
35	27	23	20	DFX2/Emotion (MCA)
15	16	15	21	QUARTERFLASH/Take Me To Heart (Geffen)
3	6	10	22	LOVERBOY/Hot Girls In Love (Columbia)
56	41	37	23	MEN WITHOUT HATS/The Safety Dance (Backstreet/MCA)
37	37	28	24	ROBERT PLANT/In The Mood (Atlantic)
40	35	31	25	DIO/Rainbow In The Dark (WB)
21	23	24	26	DONNIE IRIS/Do You Compute? (MCA)
23	26	30	27	STEVIE NICKS/Nothing Ever Changes (Modern/Atco)
38	34	34	28	RICK SPRINGFIELD/Human Touch (RCA)
30	30	35	29	STEVIE NICKS/Enchanted (Modern/Atco)
19	28	32	30	ZZ TOP/Sharp Dressed Man (WB)

AOR / ALBUMS

Three Weeks	Two Weeks	Last Week	Rank	Artist/Album (Label)
1	1	1	1	POLICE/Synchronicity (A&M)
-	-	3	2	ASIA/Alpha (Geffen)
2	2	2	3	LOVERBOY/Keep It Up (Columbia)
5	4	4	4	ROBERT PLANT/The Principle Of Moments (Atlantic)
-	6	6	5	JACKSON BROWNE/Lawyers In Love (Asylum)
4	5	7	6	STEVIE NICKS/The Wild Heart (Modern/Atco)
3	3	6	7	FIXX/Reach The Beach (MCA)
20	10	8	8	KANSAS/Drastic Measures (CBS)
BREAKER	9		9	HEART/Passion Works (Epic)
6	7	9	10	DAVID BOWIE/Let's Dance (EMI America)
12	12	13	11	TALKING HEADS/Speaking In Tongues (Sire/WB)
22	17	16	12	STEVIE RAY VAUGHAN.../Texas Flood (Epic)
7	11	14	13	DEF LEPPARD/Pyromania (Mercury/PolyGram)
14	13	10	14	CHARLIE/Charlie (Mirage/Atco)
13	14	12	15	QUARTERFLASH/Take Another Picture (Geffen)
9	9	11	16	JOAN JETT.../Album (Blackheart/MCA)
24	22	18	17	DFX2/Emotion (MCA)
8	8	15	18	ZEBRA/Zebra (Atlantic)
30	26	23	19	DIO/Holy Diver (WB)
40	29	28	20	MEN WITHOUT HATS/Rhythm Of Youth (Backstreet/MCA)
10	16	17	21	ZZ TOP/Eliminator (WB)
21	20	21	22	QUIET RIOT/Metal Health (Pasha/CBS)
17	18	22	23	DONNIE IRIS/Fortune 410 (MCA)
25	25	25	24	RICK SPRINGFIELD/Living In Oz (RCA)
BREAKER	25		25	ELVIS COSTELLO.../Punch The Clock (Columbia)
BREAKER	26		26	BILLY JOEL/An Innocent Man (Columbia)
33	27	29	27	PRISM/Beat Street (Capitol)
11	16	20	28	JOE WALSH/You Bought It—You Name It (Full Moon/WB)
BREAKER	29		29	CONEY HATCH/Outa Hand (Mercury/PolyGram)
18	21	19	30	ELO/Secret Messages (Jet/CBS)
19	23	24	31	EURHYTHMICS/Sweet Dreams (Are Made Of This) (RCA)
15	19	27	32	BRYAN ADAMS/Cuts Like A Knife (A&M)
16	24	26	33	IRON MAIDEN/Piece Of Mind (Capitol)
-	-	36	34	DANNY SPANOS/Passion In The Dark (Epic)
DEBUT	35		35	ELTON JOHN/Too Low For Zero (Geffen)
38	36	34	36	ARCANGEL/Arcangel (Portrait/CBS)
31	32	35	37	SHOOTING STAR/Burning (Virgin/Epic)
27	28	33	38	FASTWAY/Fastway (Columbia)
DEBUT	39		39	BREAKS/The Breaks (RCA)
DEBUT	40		40	MINOR DETAIL/Minor Detail (Polydor/PolyGram)

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